

RESEARCH METHODS IN MASS COMMUNICATION

Surveys and Questionnaires	Used to collect broad-based audience data on preferences, behaviors, and perceptions.
Content Analysis	Analyzes media content objectively to study trends, patterns, and biases.
Experimental Research	Conducts controlled tests to understand media's impact on audience perceptions and behaviors.
Ethnographic Studies	Explores media usage and its cultural and social impact through in-depth observation.
Focus Groups	Gathers qualitative audience data through guided group discussions on media topics.
Longitudinal Studies	Tracks changes in media consumption and audience behavior over time.
Case Studies	Provides in-depth analysis of individual or unique media-related phenomena.
Secondary Data Analysis	Draws new conclusions from pre-existing data collected by other researchers.
Online Analytics and Digital Research	Assesses digital media reach and user behavior using digital tools.

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Chao Zhang



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