



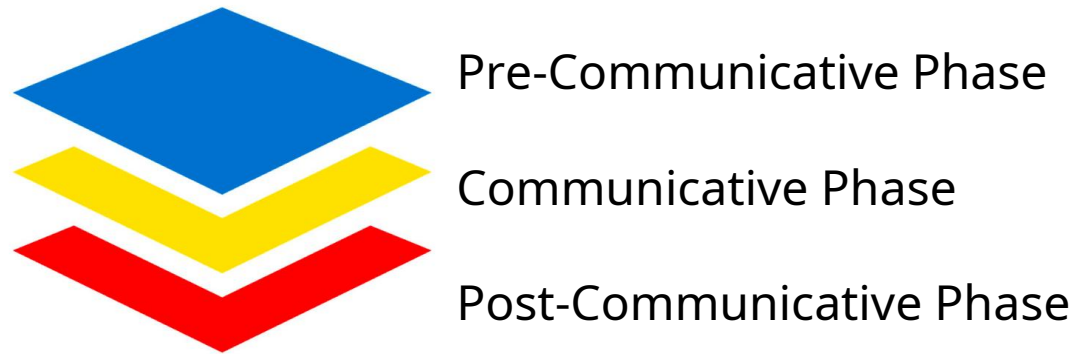
Media Use & News Avoidance

Media Use, Course A
Summer Term 26
Dr. Isabella Gonçalves

AGENDA

- Research Questions Assignment (Continuation)
- Introduction to Survey Research
- Interviews
- Focus Groups

REMINDER: KEY CONCEPTS IN MEDIA USE RESEARCH

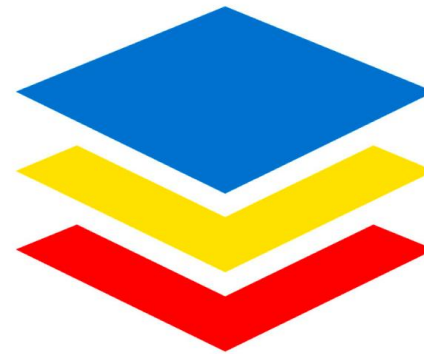
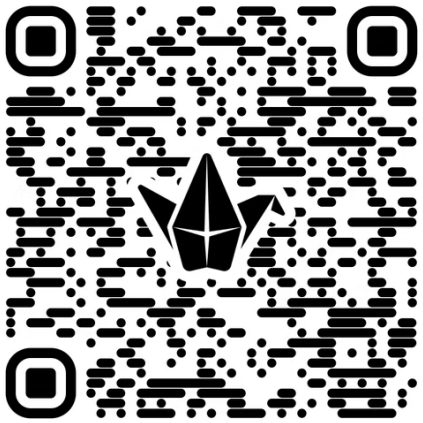


- Selective Exposure (why audiences choose certain media)
- Media Reception (how audiences interpret media content)
- Media Appropriation (how audiences integrate media into their lives)

Schneiders, P., Kist, E.L., Stark, B. (2023). Media Use. In: Krone, J., Pellegrini, T. (eds) Handbook of Media and Communication Economics. Springer, Wiesbaden.
https://doi.org/10.1007/978-3-658-34048-3_57-2

RESEARCH QUESTIONS IN HYBRID MEDIA ENVIRONMENTS

Each group should find in academic papers at least one clear research question for each of the three phases.



Pre-Communicative Phase (Exposure)

Communicative Phase (Effects)

Post-Communicative Phase (Appropriation)



15 Minutes

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Survey Research

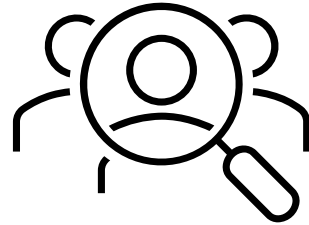
- Survey research is one of the most common methods used to gather information about individuals.
- Participants are asked one or more questions about their attitudes, perceptions, or behaviors.
- The goal is to produce data that reflects the phenomenon under study



What is survey research used for?



Customer Surveys



Attitudes Surveys



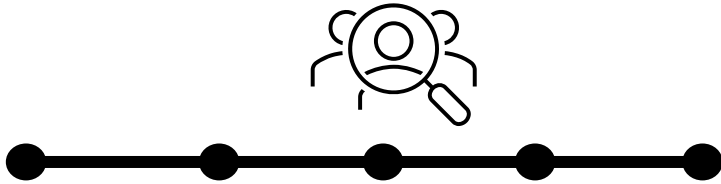
Election Surveys

The Importance of Survey Research

- Surveys are used to measure a wide range of topics, from voting behavior to public opinion and personal preferences.
- A variety of stakeholders use surveys, including citizens, political parties, civil society organizations, and governments.
- Cross-national surveys allow comparisons of norms and behaviors between countries and regions.



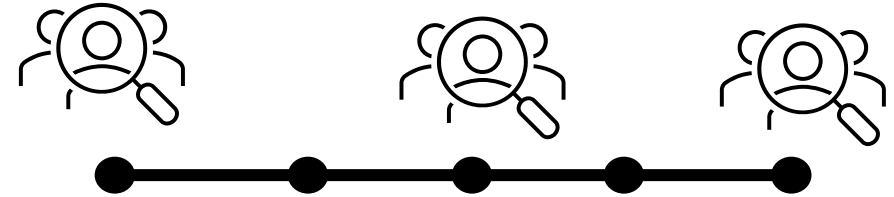
Types of Surveys



Cross-Sectional Survey

Less time-consuming and less costly than longitudinal studies.

Cannot establish causality (no temporal order between variables).



Longitudinal Survey

Allow researchers to track changes over time in attitudes, behaviors, or outcomes.

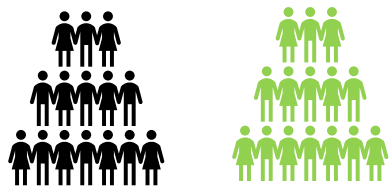
Enable the study of causal relationships, especially in panel studies.

Very costly.

Longitudinal Designs

Trend Study

Different samples from a population whose members may change are surveyed at different points in time.



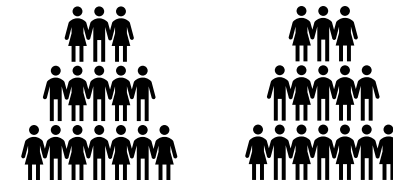
Cohort Study

Repeated surveys with different samples from the same cohort (a group sharing a common event like birth year).



Panel Study

The researcher surveys the same sample of individuals at different times during the course of the survey.



Some Examples

QUICK FACTS ABOUT THE WORLD VALUES SURVEY

Largest non-commercial academic social survey program

WVS is organized in waves conducted every 5 years

120 countries representing 94.5% of the world population

150+ national research teams - truly global scope

Time-series data for 39-years (1981-2020)

Over 600 indicators

Over 30 000 publications based on the WVS data

Over 60 000 citations for WVS in Google Scholar

Over 800 000 data downloads per year

World Values Survey



1958 National Child Development Study



Herzlich Willkommen bei der
Mainzer Langzeitstudie Medienvertrauen

Mainzer Langzeitstudie Medienvertrauen

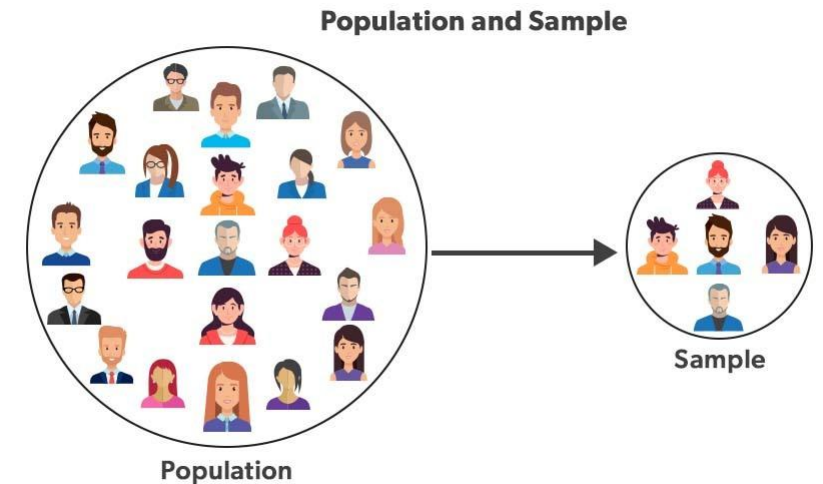
Features of Survey Research

- Involves the systematic collection of information from individuals.
- Uses standardized procedures to ensure consistency in data collection.
- Typically based on a random or representative sample of the target population.



Population Selection and Sampling

- The population refers to the full group of people you want to understand or make claims about. Choosing your **population depends on your research question.**
- You then decide on a sampling frame (e.g., student enrollment lists, home address, phone registries) to identify and **draw your sample from that population.**



Question Design

“In principle, in a survey a researcher can ask questions about what people think, what they do, what attributes they have, and how much knowledge they have about an issue.” (Stockemer, 2019, p. 34)



**Opinions, Attitudes,
Beliefs and Values**



Behavior



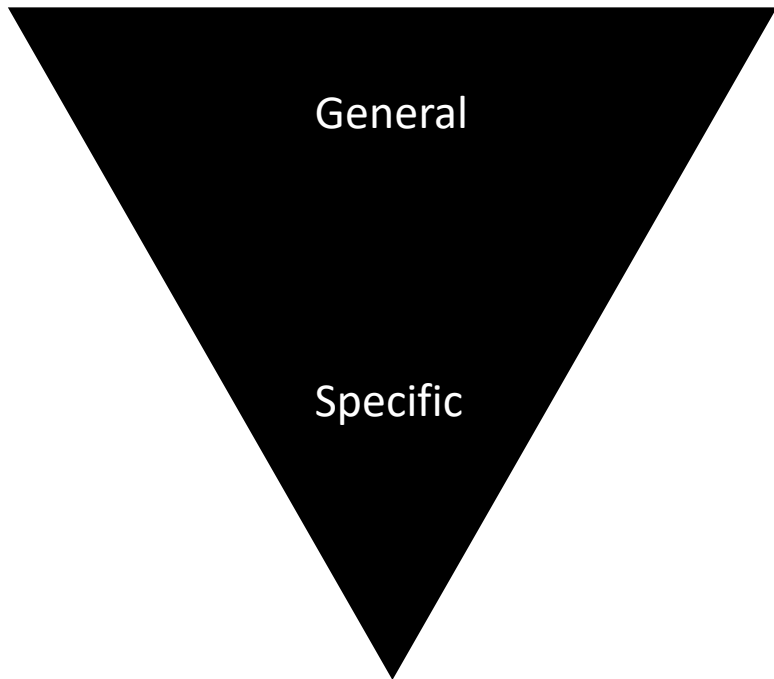
Attributes



Knowledge

Stockemer, D. (2019). *Quantitative methods for the social sciences: A practical introduction with examples in SPSS and Stata* (1st ed., p. 34). Springer.
<https://doi.org/10.1007/978-3-319-99118-4>

Ordering of Questions



- The order of questions should follow a logical and smooth flow for respondents.
- A typical progression goes from general to specific, impersonal to personal, and easy to difficult.
- Questions on the same topic should be grouped together in themed sections.

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- **Interviews**
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Interviews

Interviews are very useful for getting an understanding of a participant's experiences. The interviewer can collect in depth information around the topic.



Advantages and Disadvantages of Interviews

Pros

More personal form of research than surveys

Direct interaction allows the interviewer to work closely with the respondent

Opportunity to probe or ask follow-up questions, unlike in surveys

Easier for respondents, especially when sharing opinions or impressions

Cons

Interviews are time-consuming

Resource-intensive (e.g., cost, personnel, logistics)

The interviewer is part of the measurement process, which may introduce bias

Interviewers must be well trained to handle various situations

Qualitative research is not suitable for generalizations.

Types of topics of interviews



Behavior



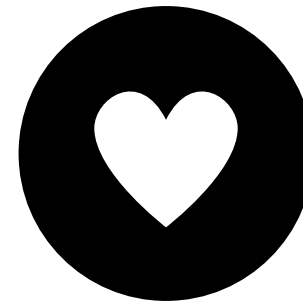
**Opinions, Attitudes,
Beliefs and Values**



Knowledge



**Background /
Demographics**



Feelings

Steps for conducting an interview

- 1) Choose a setting with the least distraction.
- 2) Explain the purpose of the interview.
- 3) Address terms of confidentiality.
- 4) Explain the format of the interview.
- 5) Indicate how long the interview usually takes.
- 6) Provide contact information of the interviewer.
- 7) Allow interviewee to clarify any doubts about the interview.
- 8) Prepare a method for recording data, e.g., take notes

Stages of Interview Investigation



Thematizing



Designing



Interviewing



Transcribing

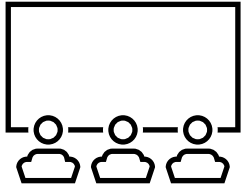


Analyzing



Verifying

Advantages for using Interviews in Audience / Media Use Research



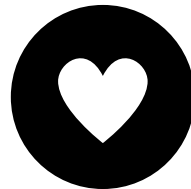
Detailed viewing routines and behaviors



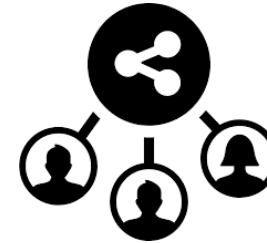
Why behind media choices



Interpreting Media Content



Emotional Response



Engagement and Social Dynamics

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Focus Group

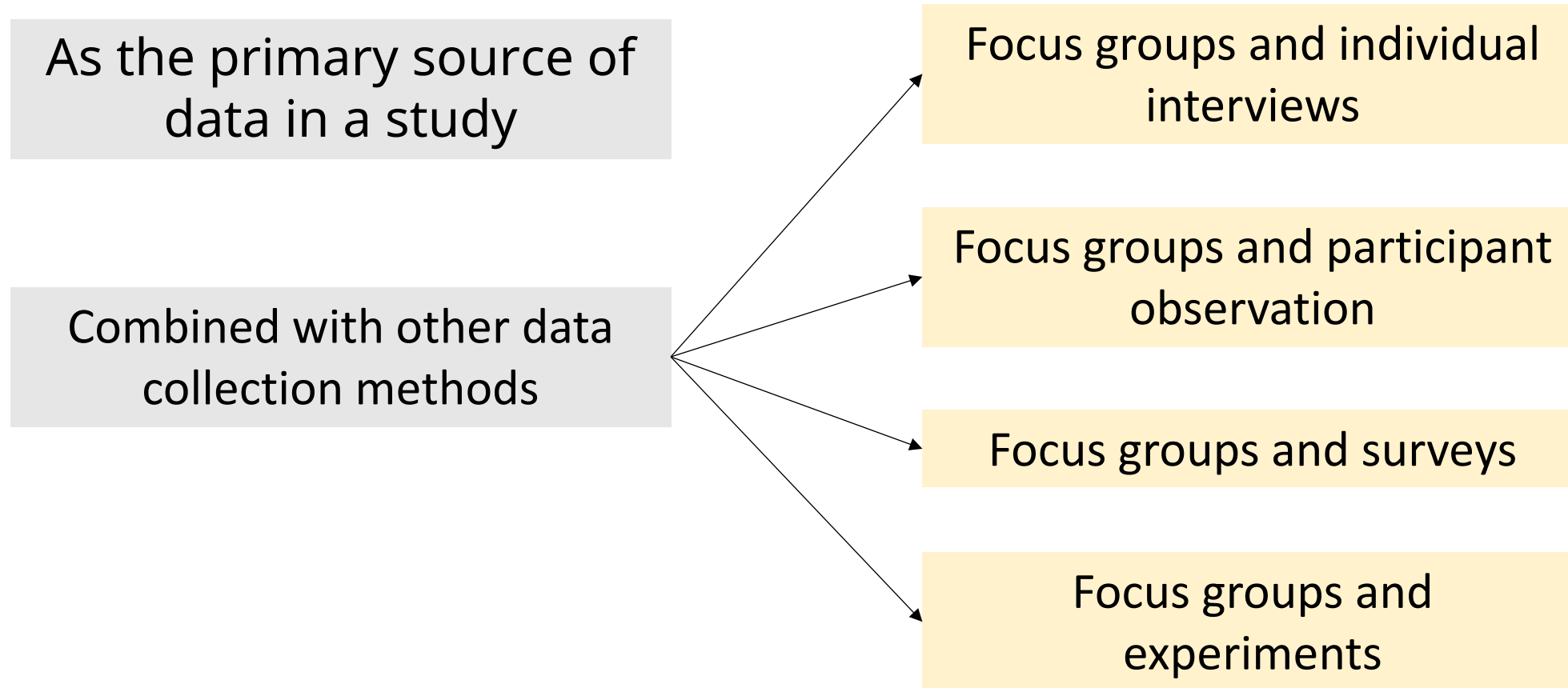
- A form of qualitative research based on interaction between group members
- Typically organized and directed by a moderator
- A method to generate and to answer research questions



Focus groups are useful for:

- Exploring differing viewpoints within a group
- Identifying factors that shape opinions and decisions
- Generating a wide variety of ideas and reactions
- Gathering insights to inform the design of surveys or experiments
- Interpreting and enriching quantitative findings
- Capturing the authentic language and expressions used by the target audience

Basic uses of focus groups



Pros and Cons of Focus Groups

Strengths (Pros)

- Expedient and efficient
- Ability to ask questions directly
- Opportunity to “share and compare”
- Less structured than one-on-one interviews
- Group interaction stimulates memories
- Puts a “human face” on statistics

Weaknesses (Cons)

- Not a natural social setting
- Self-report, limited to verbal interaction
- Less control
- Less time with each participant
- Interviewer may lead answers
- Group dynamics may suppress individual views

Participant Selection

Based on:



Knowledge or insight



Shared, relevant trait

Types of sampling:

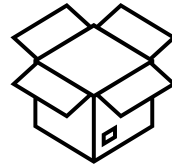
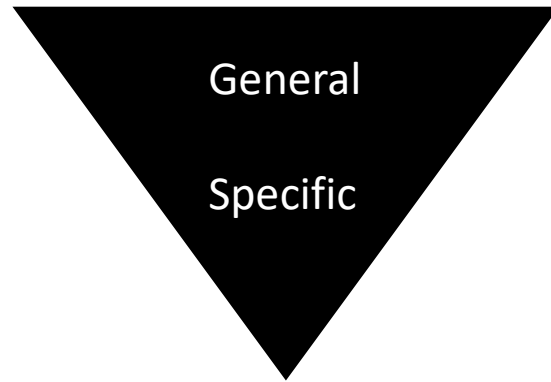


Purposive
Sampling

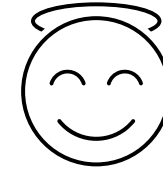


Convenience
Sampling

Questioning Route



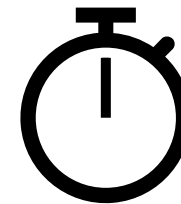
Open Questions



Easy Beginning



12 questions



Manage timing

SEE YOU NEXT WEEK!



Course A:



GFG Raum 01-701



Tuesdays, 18:15