The worrying influence of "media effects" studies


Related outputs

The internet is ancient, small steps are important, and four other theses about making things in a digital world
Gauntlett, D. 2015. The internet is ancient, small steps are important, and four other theses about making things in a digital world. in: Zagalo, N. and Branco, P. (ed.) Creativity in the Digital Age London Springer. pp. 17-33

Making media studies: the creativity turn in media and communications studies

Making things is even more vital than you think

The LEGO System as a tool for thinking, creativity, and changing the world

Enabling and constraining creativity and collaboration: some reflections after Adventure Rock

Participations: Dialogues on the participatory promise of contemporary culture and politics — part 1: Creativity

Young people's uses and understandings of online social networks in their everyday lives

Remote living: exploring online (and offline) experiences of young people living in rural areas

Locative media in the city: drawing maps and telling stories

Cultures of creativity

Foreword

Creativity and digital innovation

Towards “publish, then filter” for academic research

A tale of two books: an experiment in cutting out the middlepeople with Kindle self-publishing

Digital transformations means open access… and a whole new way of doing things

Building platforms for creativity: eight principles

Social media optimism vs pessimism

The future of learning

Action-based visual and creative methods in social research

The future of play

Six principles for media education

Media studies 2.0, and other battles around the future of media research

Making is connecting: the social meaning of creativity from DIY and knitting to YouTube and Web 2.0
Good and bad times for making and thinking
Gauntlett, D. 2011. Good and bad times for making and thinking. *Networks*.

Creative and visual methods in audience research

Defining systematic creativity in the digital realm

Social creativity is the heart of a strong and happy society

Virtual worlds: an overview and study of BBC Children's Adventure Rock

Children in virtual worlds: Adventure Rock users and producers study

Defining systematic creativity

Wikipedia

Media studies 2.0: a response

Creative brainwork: building metaphors of identity for social science research

Representing identity: findings from a study using visual metaphors

Media Studies 2.0: the collapse and rebirth of Media Studies?

Creative explorations: new approaches to identities and audiences

Building metaphors, building identities

Creative and visual methods for exploring identities

Ten things wrong with media effects studies

Using creative visual research methods to understand media audiences

New creative visual research in action
Moral panic and media effects

Video critical: children, the environment and media power

Introduction: Why no clear answers on media effects?

Another crisis for media studies

Screening the evidence

Moving experiences: understanding television's influences and effects

‘Full of very different people all mixed up together': understanding community and environment through the classroom video project
Gauntlett, D. 1995. ‘Full of very different people all mixed up together': understanding community and environment through the classroom video project. Primary Teaching Studies. 9 (1), pp. 8-13.

Broadcast concerns: a report on Broadcasting Standards Council complainants, based on a study of complaints received over an 18 month period

Calling all couch potatoes

PERMALINK - https://westminsterresearch.westminster.ac.uk/item/9444z/the-worrying-influence-of-media-effects-studies

Share this
Tweet Email
As technology advances and media choices increase, children are developing unconstructive social, learning, and health habits that many parents are greatly unaware of. Parents don't realize that the amount of time children spend consuming media is second most to anything. Parents used to only have to worry about the effects of television on their children. Now they have to worry about the advances in television along with DVD players, Nintendo, Playstation, computer games, and the Internet (Dunnewind, A1). As Douglas Kellner, author of "Cultural Studies, Multiculturalism and Media Culture" writes, t Wordcount: 672. Pages: 3. The media influences society to perform a particular action; yet the leader's power will determine whether society will perform that action or not. Symbolic interactionism represents media through social studies (Webster, J., & Trevino, L. K. (1995). Further to that, we also need to study how the public consumes or evaluates media products. Audience members may understand media messages in ways other than those intended by the producer. Mass media is a tool that can cause great change and impact on society mostly. Although the mass media has afforded society negative instances, there are several high points that can be taken away from the existence of the media. In media studies, media psychology, communication theory and sociology, media influence and media effects are topics relating to mass media and media culture effects on individual or audience thought, attitudes and behavior. Whether it is written, televised, or spoken, mass media reaches a large audience. Mass media is known as being one of the most significant forces in modern culture.