Administrative Stuff

• Please let me know if and when you are missing parts of the course.
• Missing seminars, oppositions and presentations will result in an individual writing task.
• I am mostly concerned about the functioning of the groups. If you mess that up you are in trouble...
Recap I

1949 by Claude Shannon and Warren Weaver
Recap II

• So... analyzing media content...

• A number of techniques to analyze text
  – Signifier and Signified
  – Denotation and Connotation
  – Paradigm and Syntagm
  – Relay and Anchorage
Figure 2: Human Communication Process diagram
(Arens, Weigold & Arens, 2009)
Research Paradigms and Design

• *what* is to be observed and scrutinized
• the kind of *questions* that are supposed to be asked and probed for answers in relation to this subject
• *how* these questions are to be structured
• *how* the results of scientific investigations should be interpreted

• The box
How the Media can manipulate our viewpoint
Media Audiences and Effects

• How do I conceptualize communication?
  – Mass communication? Broadcast? Defused? Peer-to-peer?

• What is the audience for me?

• How do I see media effects?
  – Magic bullet? Socialization? Discourse?

• What about the difference between content and form?
4 perspectives on media effects (1)

1. ‘Magic Bullet’/’hypodermic needle’ theory – almighty media.

• uniform basic human nature

• nonrational processes of stimulus and reaction (S-R)

• social order as mass society (with psychologically isolated individuals)

• linear communication from sender to receiver

• absolute media power and direct, immediate effects of mass communication (e.g. ‘contagion’ and collective reaction)
4 perspectives on media effects (2)

2. *Theories of selective influence – conditional effects*

- Individual differences
- Social Categories with Subcultures
- Social Relationships

Intervening variables

- Selective attention
- Selective perception
- Selective recall
- Selective action
3. indirect influence - cumulative effects of mass communication

- **Key concept: ‘socialization’**

  a label for a complex, long-term, and multidimensional set of communicative exchanges between individuals and various agents of society that result in the individual’s preparation for life in a sociocultural environment

  (M.L. DeFleur, S. Ball-Rokeach, 1989)

- The media as a secondary agents of socialization
4 perspectives on media effects (4)

4. Negotiated influence - from imposed ideology to the active reading
- cognitive-transactional model of effects
- socially constructed meanings, frames and schemes
- **a shift towards qualitative and ethnographic research**
- critical theory and British Cultural Studies: S. Hall’s encoding/decoding model
Qualitative and Quantitative Research

• Qualitative Research
  – Understanding stuff

• Quantitative Research
  – Counting Stuff
Qualitative and Quantitative Research

• A false dichotomy
• Connected to different research methods and disciplines
• Linked to
  – reliability,
  – validity and
  – generalizability
Reliability

• Are there sources for mistakes?
• Could date be interpreted differently?
• Would somebody else making the analysis/experiment get the same results?
Validity

• Are you measuring what you say you are measuring?
Reliability and Validity

1. Good reliability, poor validity.
2. Poor reliability, good validity (on average).
3. Good reliability, good validity.
Qualitative Methods

• Based on interpretation and in-depth analysis of a limited range of texts/interviews/...

• High Reliability, low Validity
  – Probably measures what it is intended to measure, but maybe not correctly

• Discourse, genre, narrative analysis

• Cannot be generalized (or not easily)
Quantitative Methods

• Counting and measuring quantities of content
• Statistics
• High numbers of studied texts/interviewees/...
• High Validity, low Reliability
  – Probably measures correctly, but maybe not what it is intended to measure
• Content analysis
• Can be generalized
Generalizability

• Can the results be generalized?
Triangulation of methods

• Using qualitative and quantitative research together to complement each other
• Hard to do well
Triangulation of methods

- Using qualitative and quantitative research together to complement each other
- Hard to do well
Dragon Ball Z Episode Composition:

- Green: Silence and villain staring at Goku
- Yellow: Action
- Orange: Grunting
- Blue: Recap of previous episode
- Red: Screaming while powering up
Examples

• Some of my own stuff...

• What can I generalize?

• Why/Why not?

• What could I do to make it generalizable?

• Do I need to generalize?
Leadership in MMORPGs

“It is insanely complex. You have to be there all the time and be aware of thousands of things simultaneously and in addition you get messages from 24 others...you run on adrenaline.”

- Guild Leader of Harlequins
Testing Multi-Channel Multi-Media Literacy of Gamers
Patrick Prax, Informatics and Media

1. Overall performance for 3 groups
2. Learning curve among the WOW Players

WOW and MMORPG players have better Multi-Channel Multi-Media Literacy

If future office and commercial communication environments become similar to games gamers will have an edge...

... BUT the most learning occurs in the first 5 hours of weekly play.

So there is no reason to play all the time, but playing a bit makes you fit for the future of digital communication.
Co-creative interface design

- Target's Target
- Raid Frames (with despellable debuffs and pet)
- Arena Enemy Frames
- Shaman Totem Bar
- Floating Combat Text
- Focus Frame with Cast Bar
- Multiple Action Bars
- 

- 209

- Holy Fire

- 5340

- Razzlingher's Pet

- 1050 - 1655 - 2409

- 8276
Linking Theory and Method

• What do you want to find out? What is the research question?

• Which method should you use to answer this question? What is the data that you want to collect?
Workshop 1, Ad-hoc Project Design, Short presentation

• Make groups of 4 people
• Design a research project centred around the analysis of media content (free choice of medium)
• What question do you want to answer?
• Quantitative or qualitative research?
• What data do you want to collect? What method could you use? Where could be problems?
Workshop 1, Ad-hoc Project Design, Short presentation

- How do you conceptualize people?
  - How do you deal with questions of validity and reliability?
- What could be the result?
- Would it be generalizable?

- Present it in 15 minutes. You have 5 minutes.
Tomorrow

• Lecture 3:
  • Genre analysis and Discourse analysis

• Read: **Michel Foucault “Society Must Be Defended”** (What does me mean with “The birth of Biopower”, from man as body to man as species? What does this have to do with media?)

A guest lecture

• Media@UU Seminar with Professor Tobias Olsson (Jönköping University, Sweden) about

• Mediated Participation and "Social" Media
  – Wednesday 2 November 2011,
  – 15:15 - 17:00,
  – Ekonomikum, room F332, Kyrkogårdsgatan 10
Thursday

- **Workshop 2**: Writing Research, Scientific Literature Search

- **Final Paper: Step 1**
  - Make groups, begin collecting references, searching for data and formulating a research plan