

# Different Types of Media Effects

Individual Effects

Social Effects

Short-term effects

Accumulated, long-term effects

# Beginning of Effect Research

- Media's Role during WWs
- Interdisciplinary
- Research of Media Effects
- Rapid Growth of Media Technologies
- Huge Impacts of TV
- Internet--- What Effects?

# Characteristics and Levels for Effects Research

- Characteristics
  - 1) Process
  - 2) Relationships among 3 main actors
  - 3) Exchange & Interpretation of codes
- Levels
  - 1) Individual
  - 2) Organizational
  - 3) Society

---- systematic & contextual

# Lecture 2: Historical Review of Media Effect Research



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# History of Media Effect Paradigms

- **Mass society theory & powerful media effects (1920s)**
- **Limited effects perspective (1940s)**
- **Moderate effects perspective (1960s)**
- **Return to the powerful media (1970s)**
- **NOW???????**



# The Powerful Media


- **Bullet theory; behaviorist psychology (the S-R model)**
- **Instant, direct, and uniform effects**
- **The members of audience are powerless, unsophisticated, and inactive**
- **War propaganda & yellow Journalism**



# Limited effects perspective

- Growing body of scientific & empirical research
- Media effects on attitude change in a political context
- Studies of propaganda effects
- Studies of media effects on voting behavior
- Little media influence found: Culminated in the research of *limited media effects*
- Selective use of the media
  - Selective exposure, perception, and retention





# Two-Step Flow of Information Model

- Media information flows to opinion leaders
- Opinion leaders pass along the information to opinion followers through interpersonal networks
- Indirect influence of the mass media
- Interpersonal communication could be more critical



# Moderate Effects Perspective

- **New technologies: TELEVISION**
- **Advances in research methods**
- **Media Effects redefined: from attitude (behavior) changes to cognitive changes**
- **Attention to audience power in media uses:  
Active audience**
- **Shift of focuses in analysis: long-term & macro-level media effects**