CHAPTER 18
Social Effects of Mass Communication
MASS COMMUNICATION EFFECTS

- Methods of Examination
  - Survey
  - Experimental
- Effects on Knowledge and Attitudes
  - Socializations
    1. Media as sources of information
      a) Television primary source
    2. Shaping attitudes, perceptions, and beliefs
      a) Television’s socialization power
        i. Shaping children
        ii. Stereotyping
        iii. Effects of heavy viewing
          ▪ Perceptions consistent with media portrayals
Cultivation analysis

“Media cultivates perceptions of reality”

1. Distorted perceptions
2. Agenda setting
   a) Framing
   b) Agenda building
MEDIA EFFECTS ON BEHAVIOR: A SHORT HISTORY

- Study of Violence Continuing Topic
RESEARCH SUGGESTS: IMPACT OF TELEVISION VIOLENCE

- Causal Connections Between Watching and Aggression
- Viewing Aggression Produces Aggression
ENCOURAGING PROSOCIAL BEHAVIOR

- Television has Potential for:
  - Fostering prosocial interaction
  - Encouraging tolerance and help
POLITICAL BEHAVIOR

- Negative Advertising
- Mass Media & Voting
  - Reinforcing belief
  - Crystallization
- Television Debates Research
  - Reinforcements
- Television and Political Behavior
  - Conventions a television event
  - Increased campaigning costs
  - Television centered campaigning
  - Social media growth
RESEARCH ABOUT SOCIAL EFFECT OF THE INTERNET

- Impacts use of Other Media
- Relationship Internet and Social Media
COMMUNICATION IN THE FUTURE: THE SOCIAL IMPACT

- Threats to Privacy
- Fragmentation and Isolation
  - Over specialization
  - Cocoon effects
- Communication Overload
  - Do we need it all
    1. 150M blogs, 2011
- Escape
  - Mesmerized
  - Alternate realities
  - Respite
THE DYNAMICS OF MASS COMMUNICATION

TWELFTH EDITION
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END CHAPTER 18 OVERVIEW
Social Effects of Mass Communication