



Media Audience Research: A Guide for Professionals

Graham Mytton, Peter Diem, Piet Hein van Dam

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The only comprehensive training book on conducting research into all forms of media

This book outlines all the methods for conducting research—both active and passive as well as quantitative and qualitative—in all forms of media, including new media such as the Internet, mobile phones and social media. It explains the ways in which media audiences are measured, understood and taken into account in media planning, advertising sales and social development campaigns. It shows how datasets are analysed and used. The statistical theories behind good quantitative research are explained in simple and accessible language.

The book is intended for both media research scholars and practitioners.

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