

Publika, konzumace

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Audiences

- active audience since the 1980s
- a shift away from what media do to people and to what people do with media

David Morley: Nationwide Audience – key study that tested Stuart Hall's encoding/decoding model

- reception of texts – ideology, pleasure, in more recent years a widening of agenda – reception of media texts within a variety of contexts, socio-cultural, ethnic groups and also the use of media within the context of everyday life

Readings

- Morley: Changing paradigms in audience studies
- a key overview of developments

Primary data collection

- Quantitative (positivist) vs. qualitative (constructivist, critical theory) options
 - Generalisability vs. transferability:
 - Can you generalize from your examples to a wider group of people? Vs. Are you trying to understand individual cases – considering examples from defined groups or looking at instances of a process?
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Sampling and populations

■ Sampling:

- in positivist parlance – selecting a smaller group that represents a larger one
 - more loosely understood it describes any process of selecting subjects for study incl. cases and instances without the aim of generalizing
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Sample size

- Depends on research objectives, research design, research question
 - Is big always beautiful?
 - Challenged by qualitative studies – these are less concerned with *extensive* perspective (generalizable) than with providing *intensive* insights; samples seen as *illustrative* rather than strictly *representative*.
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Asking questions

- From highly structured and standardized to highly non-structured and non-standardized
 - Structured questioning – minimize the influence of human factors on data-gathering
 - Non-structured – stress on interactive dialogue with interviewees that conforms to the normal conventions of conversation
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Types of questions

- Behaviour – what people do
 - Beliefs – what people believe to be the case
 - Attitudes – what people would prefer to be the case
 - Attributes – background info about the respondent's characteristics
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Types of questions – cont.

- Closed questions – limit possible responses:
 1. Limited choice (Yes/No)
 2. Multiple choice (a. b. c.)
 3. Checklist questions
 4. Partially closed (a set of responses that includes other and space for elaborating on it)
 5. Attitudinal questions (a scale on which the respondent indicates level of agreement/disagreement with a statement)
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Types of questions – cont.

- Open questions – respondents answer in their own words:
 1. Opener questions
 2. Follow-up questions
 3. Suggestions questions
 4. Argument questions
 5. Reasons why questions
 6. Opinions/values questions
 7. Feeling/behaviour questions
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Observation

- A range of research methods that allow direct access to the social behaviour being analyzed
- Types of observational methods
 1. Simple observation – ‘fly on the wall’
 2. Participant observation – the researcher is taking part – to some extent – in the activities of the people being observed
 3. Ethnography – any qualitative research involving extended observation over a period of time

Note: structured experimental observation – in laboratory, e.g. on effects of violence in media
