

# ZUR 393k: Effects of Mass Media

## Lazarsfeld and the EMPIRICAL TRADITION

- definition/background
- initial research model  
(underlying assumptions & research questions)
- refinements: audience & messages
- overall conclusions (1958)

# EMPIRICISM

systematic and objective investigation  
using experimentation or observation  
to test a hypothesis

# Early Effects Research in Communication

Paul Lazarsfeld (1901 - 1976)



- Bureau for Applied Research at Columbia University (NYC)
- background in psychological measurement

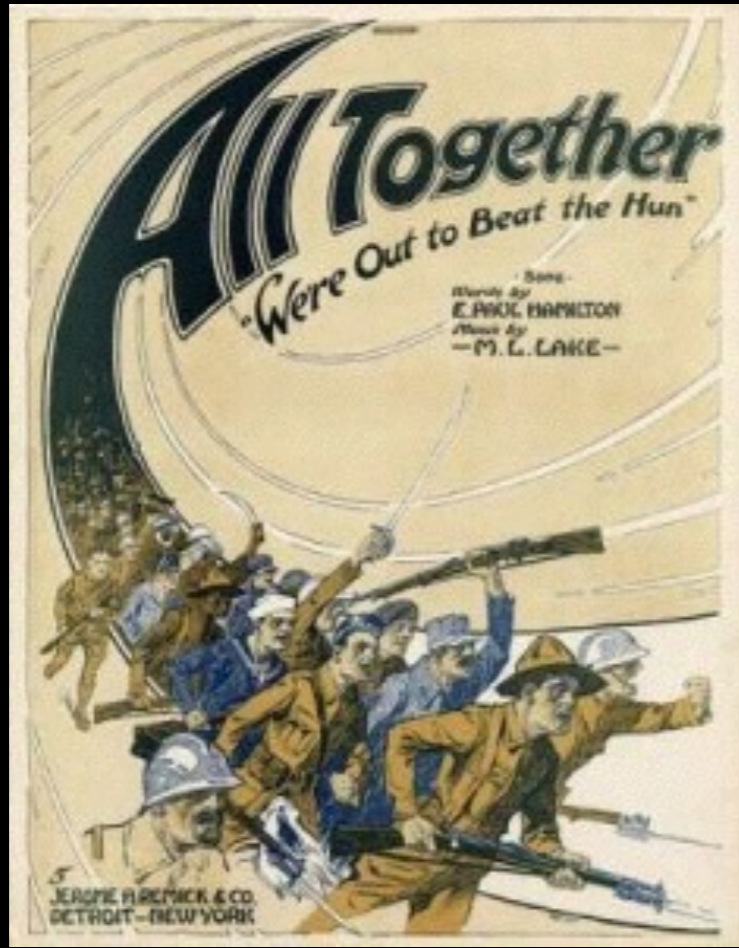
early empiricism arises  
as a response to:

1. mass society theory
2. propaganda

# propaganda

“During the 1930s world events seemed to continually confirm the truth of mass society ideas. In Europe, reactionary and revolutionary political movements used media in their struggles for political power. German Nazis introduced propaganda techniques that ruthlessly exploited the power of new media technology. These practices seemed to permit political leaders to easily manipulate public attitudes and beliefs. All across Europe, totalitarian leaders like Hitler, Stalin, and Mussolini rose to political power and were able to exercise seemingly total control over vast populations” (D. McQuail, 1995).

# World War I (1914-1918)

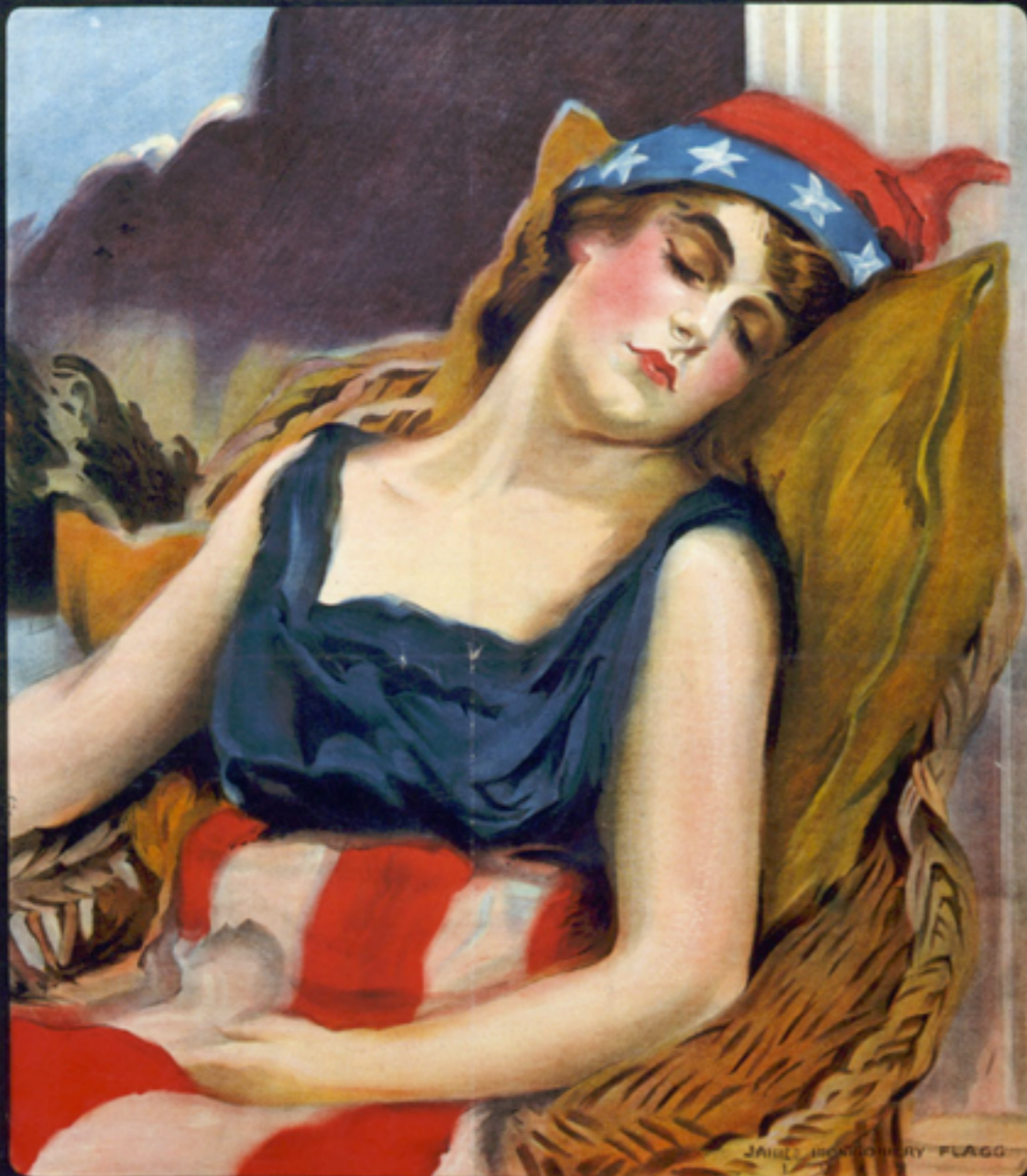


# WILL YOU STAND FOR THIS?



INTO CAPTIVITY—A SCENE IN A BELGIAN TOWN.

**WAKE UP, AMERICA!**



**CIVILIZATION CALLS  
EVERY MAN WOMAN AND CHILD!**

MAYOR'S COMMITTEE 50 EAST 42<sup>ND</sup> ST.

THE NEWMAN PRINT CO.

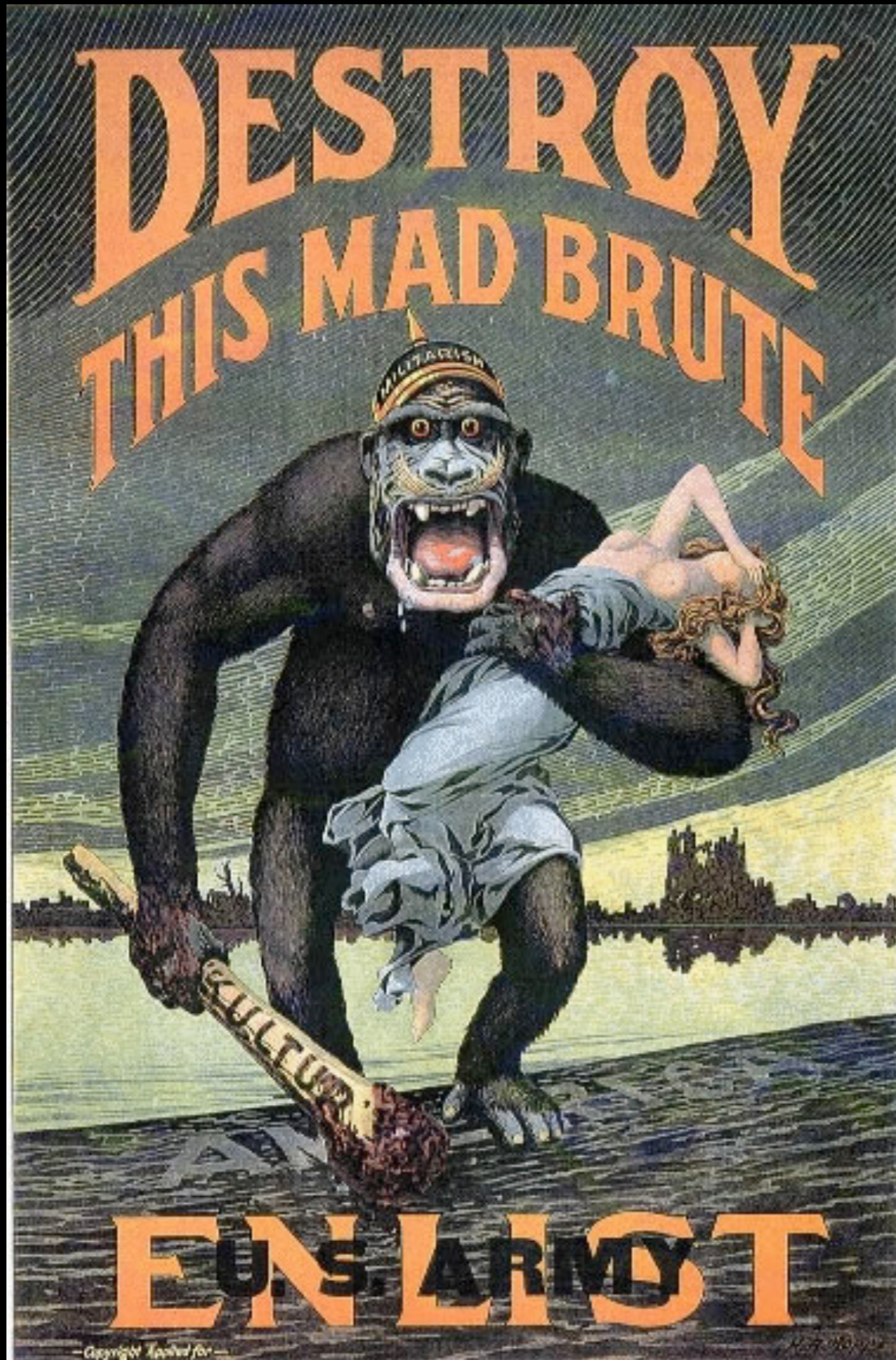
**HALT the HUN!**



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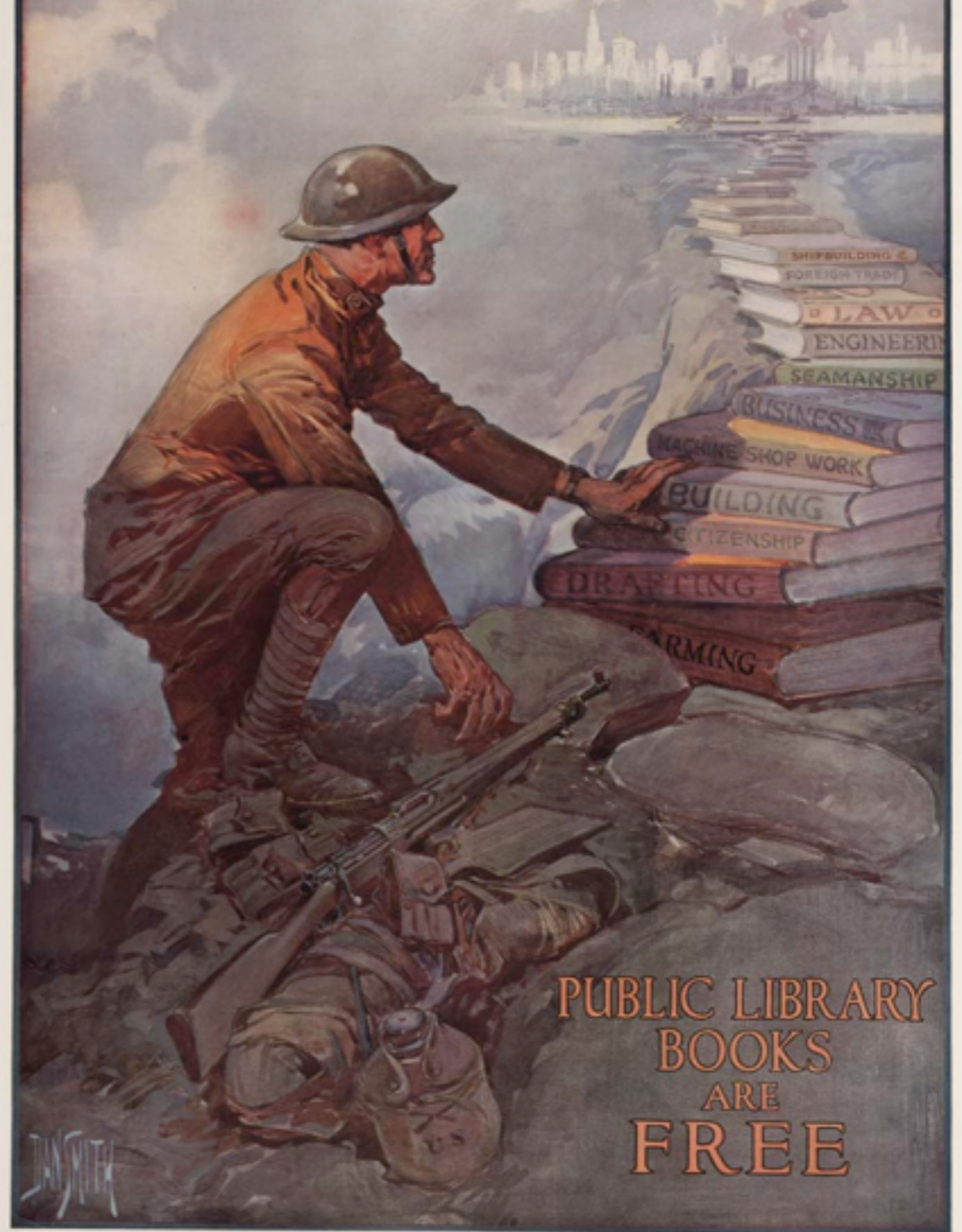


TILL WE MEET AGAIN



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Paul Tink

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for  
HER

through *The* YWCA

# World War II (1939-1945)



Don't Let That Shadow Touch Them

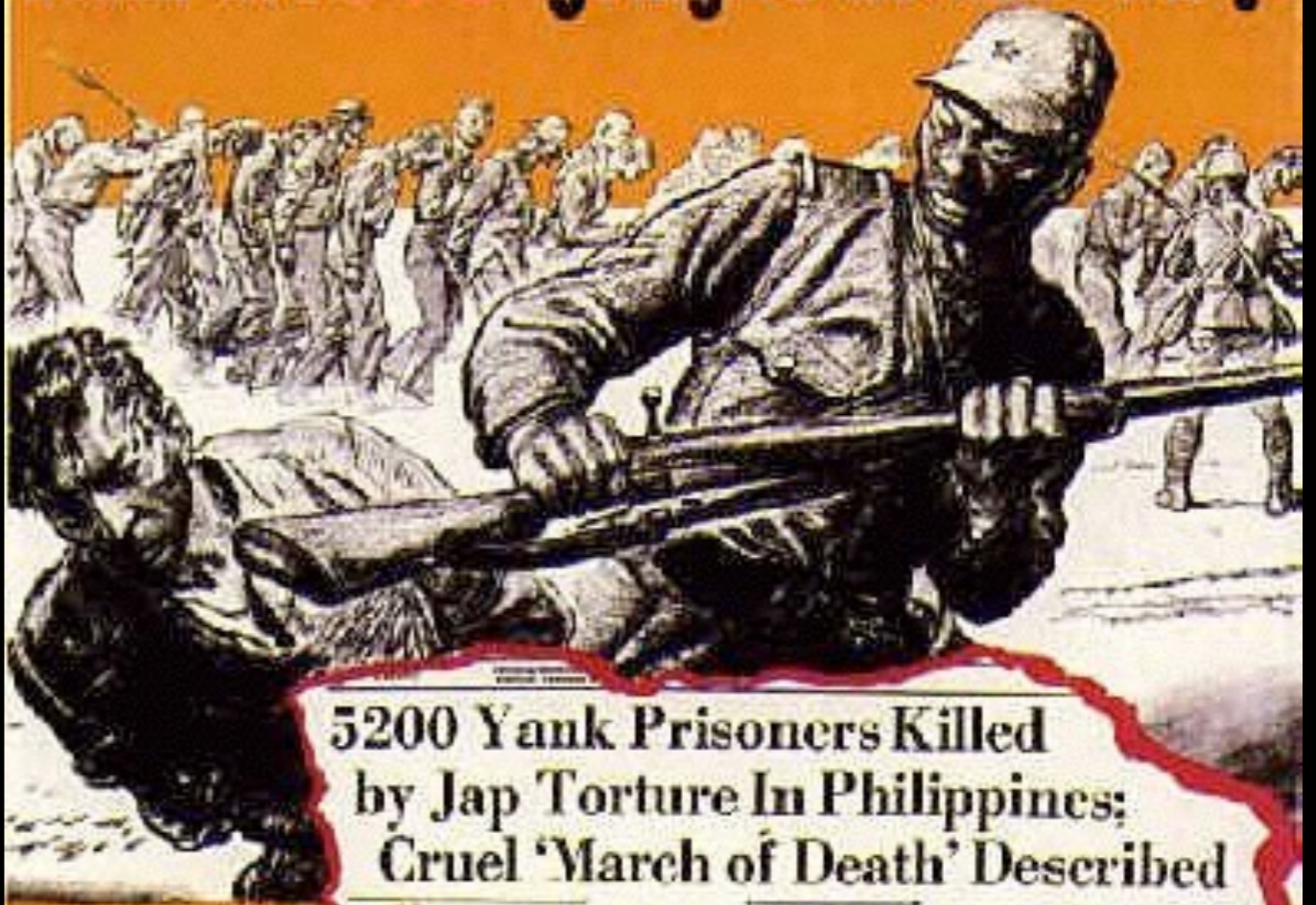
*Buy* **WAR BONDS**



Stop this monster that stops at nothing... **PRODUCE** to the limit!

*This is YOUR war!*

What are **YOU** going to do about it?



**5200 Yank Prisoners Killed by Jap Torture In Philippines; Cruel 'March of Death' Described**

Sumida's Name	Bony Action	RAF Hurts	Other Thousands of Victims Were
	Blaze in Fury	New Blows	Edgewise, Captives Were Starved,
	Crash Test	and Europe	Beaten, Bayoneted, Shot and Executed.
			Army and Navy Report

**STAY ON THE JOB UNTIL EVERY MURDERING JAP IS WIPED OUT!**



U.S. GOVERNMENT PRINTING OFFICE: 1943

# We Can Do It!



WAR PRODUCTION CO-ORDINATING COMMITTEE

POST FEB. 13 TO FEB. 20



U. S. ARMY  
OFFICIAL POSTER

**SOLDIERS**

*without guns*

**LOADED?**

*Don't take chances  
with Pickups!*

**VD IS NOT A FACTORY**

**Loose Women may also be  
LOADED with Disease**

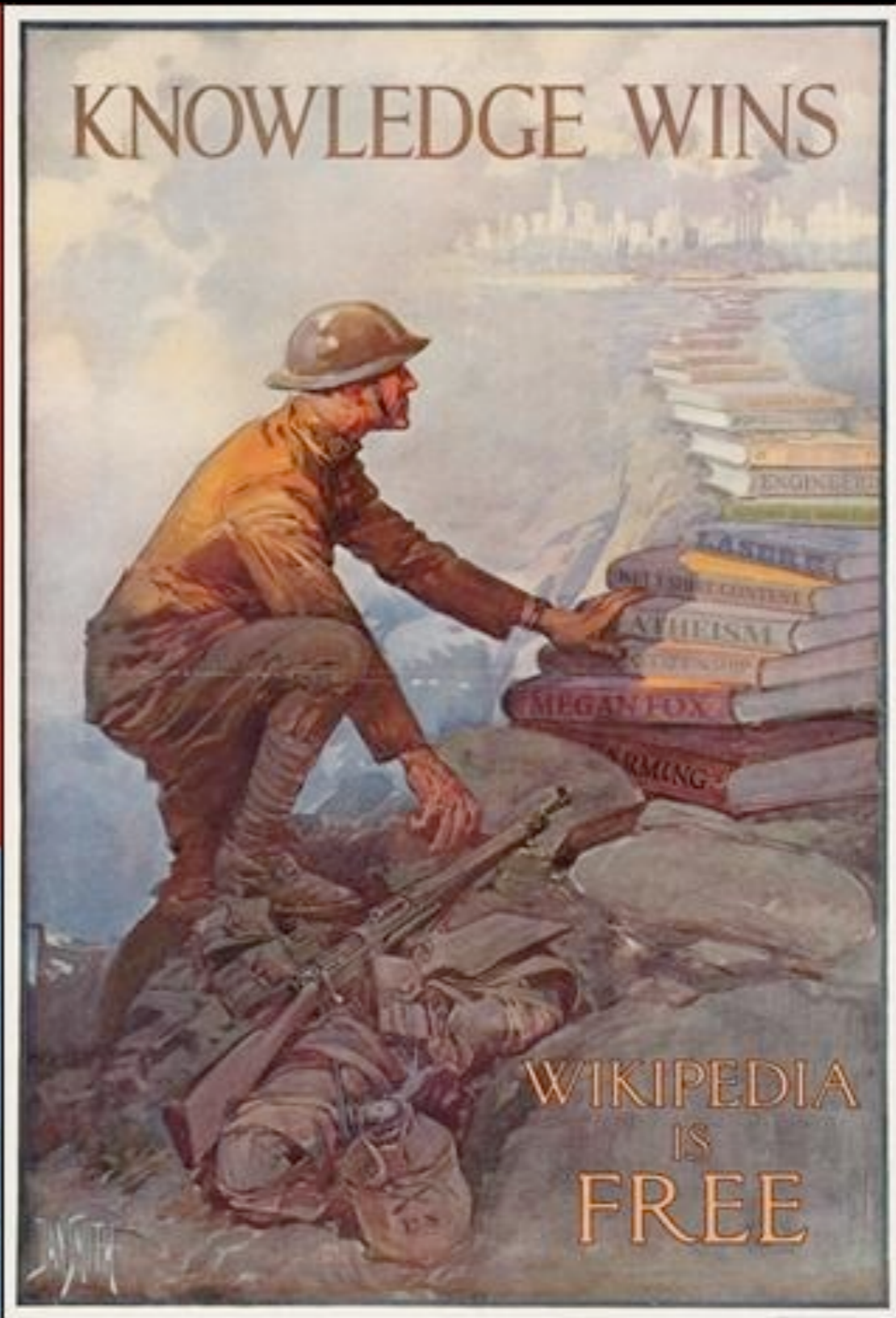
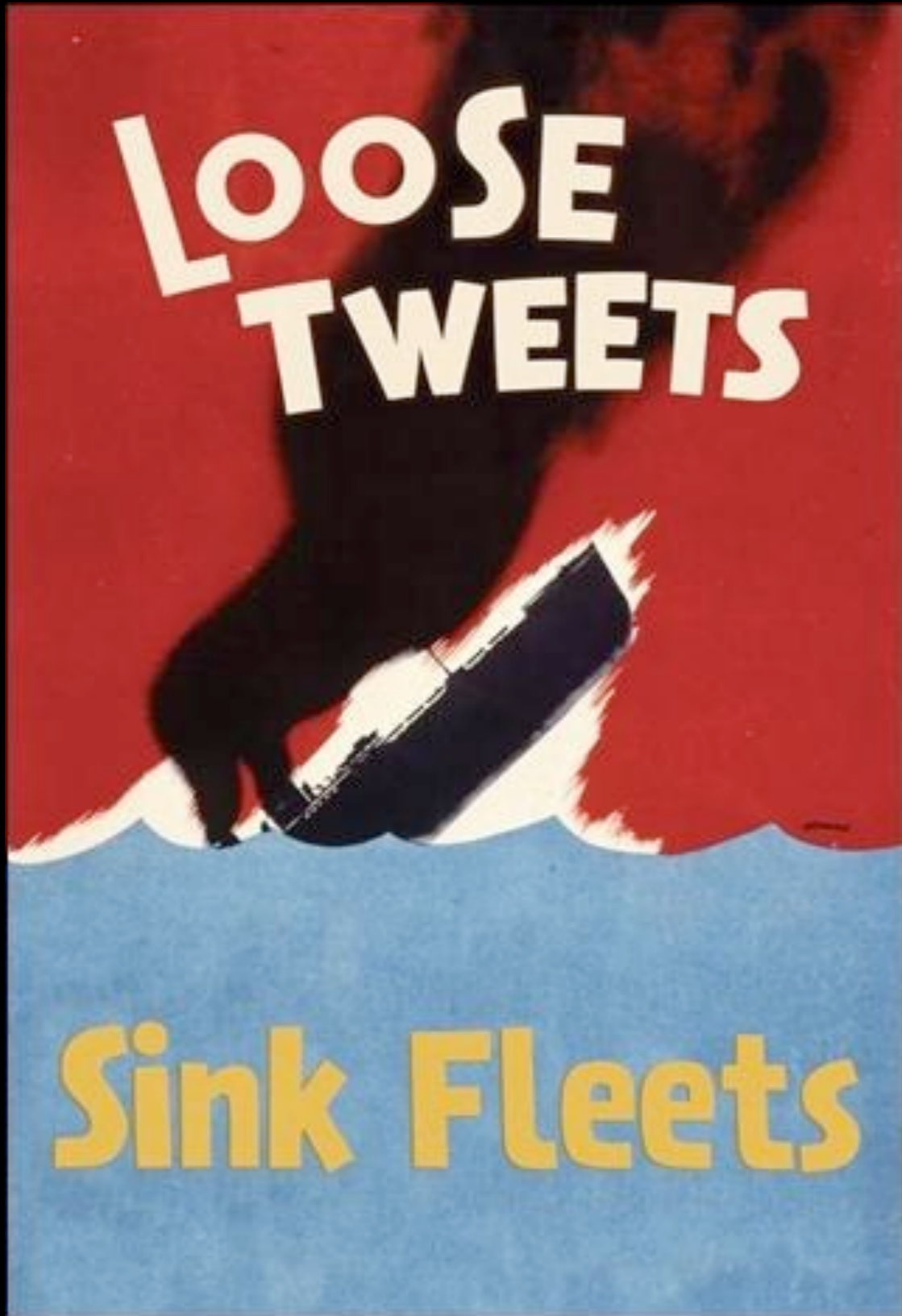
U.S. VENEREAL DISEASE POSTER, N°1

**SHE MAY LOOK CLEAN - BUT**

**PICK-UPS  
"GOOD TIME" GIRLS  
PROSTITUTES**

**SPREAD SYPHILIS AND GONORRHEA**

*You can't beat the Axis if you get VD*



Contemporary Examples & Parodies



# Magic Bullets

- messages too powerful to resist
- “strawman argument”



First decision for empirical research:  
what can be studied as an effect?

# DURATION

Short Term

Long Term

Individual

co\$tly,  
difficult to sustain,  
counter to rules for  
academic success

LOCUS

Society

“grossly speculative”


# DURATION

Short Term

Long Term

LOCUS

Individual

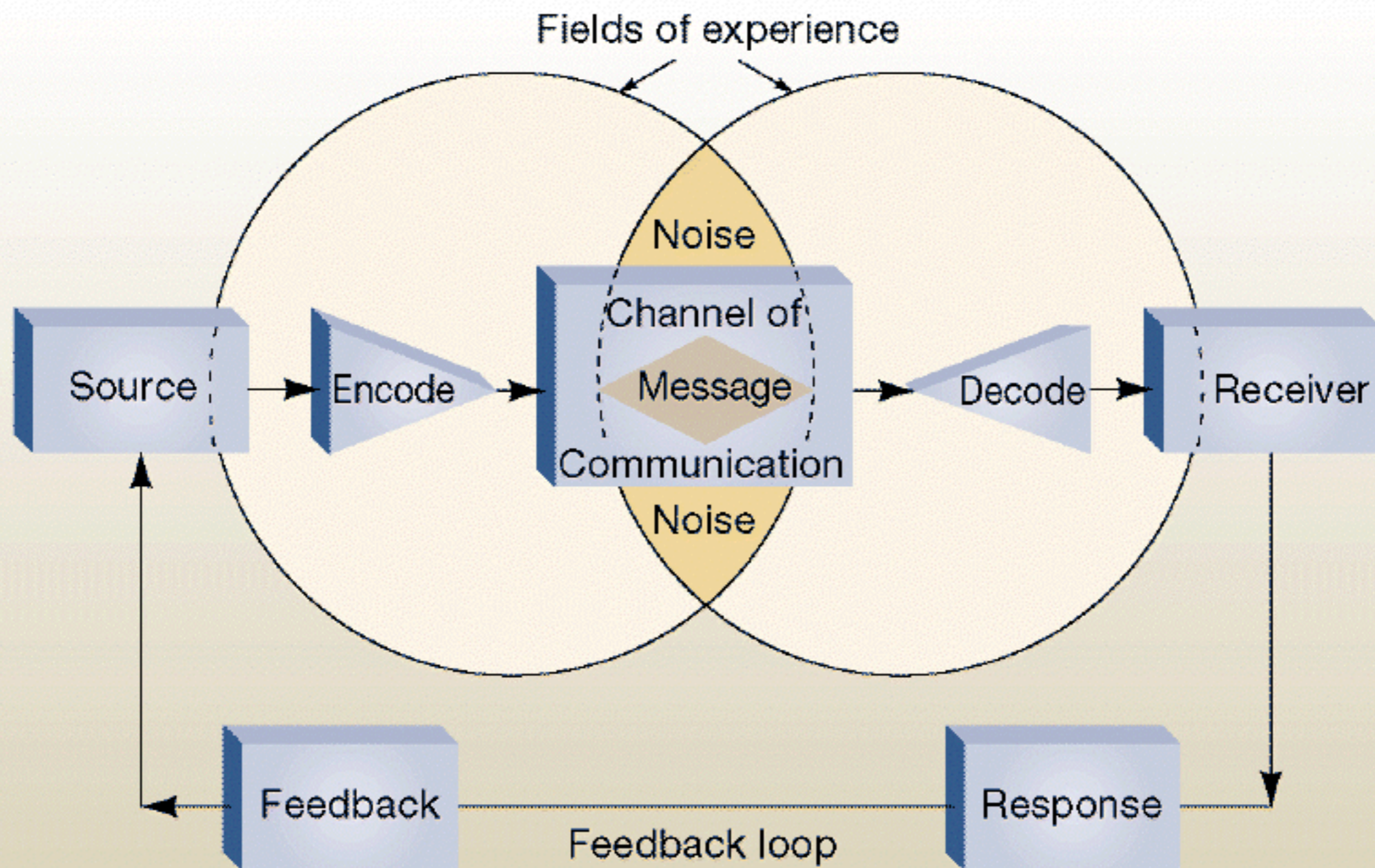
Society

Knowledge	
Attitudes	x
Behavior	
x	x

# Models of communication:

## Transmission Model

S -----(message)-----> R



# Underlying assumptions of transmission model:

- communication is initiated by the sender
- effects are experienced by the receiver

# Research Topic: prime-time television dramas

<http://www.mediaguru.cz/2015/10/atentat-poprve-840-tisic-labyrint-pres-125-milionu/>  
#Vh4 | NKJMonJ



The screenshot shows the Mediaguru website interface. At the top left is the Mediaguru logo, a blue stylized figure with a large eye. To its right are navigation links: '#', 'Články', 'Aktuality', 'Slovník', 'Personálie', and 'Typy médií'. In the top right corner are social media icons for Facebook and Twitter. Below the navigation is a breadcrumb trail: 'Úvod > Atentát poprvé 840 tisíc, Labyrint přes 1,25 milionu'. The main headline reads 'Atentát poprvé 840 tisíc, Labyrint přes 1,25 milionu'. Below the headline is the date '13.10.2015 | Mediaguru | TV'. The article text begins with 'Pondělní televizní večer patřil seriálům, které obsadily první místa v žebříčku sledovanosti.' followed by a paragraph about the finale of the series 'Labyrint' (ČT1) and its viewership. An image of a man in a suit sitting at a desk in a library is shown. The text continues with 'Úvodní díl seriálu Atentát (Nova) sledovalo téměř 840 tisíc diváků starších 15 let, byl to druhý nejlepší výsledek v této cílové skupině. V mladší skupině 15-54 získal 36% podíl na sledovanosti, Nova ho totiž zařadila do vysílacího okna po 21:30. Výsledkově si tak Atentát vedl lépe než show MasterChef Česko (Nova), která seriálu ve vysílání televize předchází. Trojkou večera byl seriál Přístav (Prima).'



# WHO SAYS WHAT TO WHOM and with WHAT EFFECT?

## I. To study “**WHO**” is to engage in CONTROL ANALYSIS

“The social effects of media will vary as the system of ownership and control varies. In the US, . . . . big business finances the production and distribution of mass media. And, all intent aside, he who pays the piper generally calls the tune. Since the mass media are supported by great business concerns geared into the current social and economic system, the media contribute to the maintenance of that system” (Lazarsfeld, p. 107).

## Management



### Christoph Mainusch

Jednatel a generální ředitel

Christoph Mainusch se stal generálním ředitelem skupiny Nova v září 2013. Současně zastává spolu s Michaelem Del Nin pozici generálního ředitele společnosti Central European Media Enterprises (CME). Christoph působil přes 16 let na pozici CEO v několika mediálních společnostech (Alpha Media Group v Řecku, RTL Televizija v Chorvatsku, ACS Media GmbH). Před tím pracoval jako poradce prezidenta v Turner Broadcasting International a jako člen řídicího výboru RTL Group.



### Klára Brachtlová

Jednatelka a finanční ředitelka

Klára Brachtlová působí v sekci financí skupiny Nova od roku 2007. Zastávala postupně reportingu, finančního plánování byla zástupcem finančního ředitele působí v pozici finančního ředitele účetnictví, statutární i skupinové analýzy a finanční řízení společnosti absolventkou Podnikohospodářské ekonomické v Praze. Kromě pr významné konzultační firmy má pozice v mezinárodní společnosti



### Alex Ruzek

ředitelka sekce programu

Pro skupinu CME začala pracovat jako manažerka v oblasti financí. Od května 2009 zastávala pozici mezinárodní televize MTV. Od této funkce ředitelky televizních kanálů vytvářela vysílací schéma TV Nova, vytvářela oblast přípravu a tvorby vysílacího procesu vysílání, zodpovídá za tvorbu akvizice a archivaci pořadů. Je absolventkou Princeton University oboru ekonomie, dříve pracovala pro newyorské společnosti Credit Suisse First Boston a Tailwind Capital Partners zabývající se investičními příležitostmi v mediálním průmyslu.

Nova 17.10.2015 01:10

Nova 19.10.2015 21:35



## Atentát (TV seriál)

Krimi / Drama  
Česko, 2015, 18x60 min

Režie: Jiří Chlumský, Petr Nikolaev

Scénář: Josef Klíma, Janek Kroupa

Hrají: Robert Jaškóv, Hana Vagnerová, Jan Kraus, Anna Šišková, Marek Taclík, Jiří Dvořák, Jan Dolanský, Andrea Opavská, Miroslav Táborský, Michal Slaný, Sabina Králová, Pavel Rímský, Ivan Vyskočil, Marek Němec

# Leadership Czech Television



**Petr Dvorak**

CEO

## All About CT



### Czech television

- › established on 1 January. **January 1992**
- › Statutory Authority: **Director General appointed by the Council of Czech Television** on a six-year period
- › JSA: **Czech Television Council**
- › Organisational units Czech Television in Prague, TS Brno and Ostrava

[Additional basic information about CT](#)

## Directors of the Divisions



**Milan Cimirot**  
Financial and Operating Officer



**Milan Fridrich**  
program director



**Jan Maxa**  
director of development programs and program formats

## The Labyrinth (TV series)

Crime  
Czech, 2015, 7x58 min

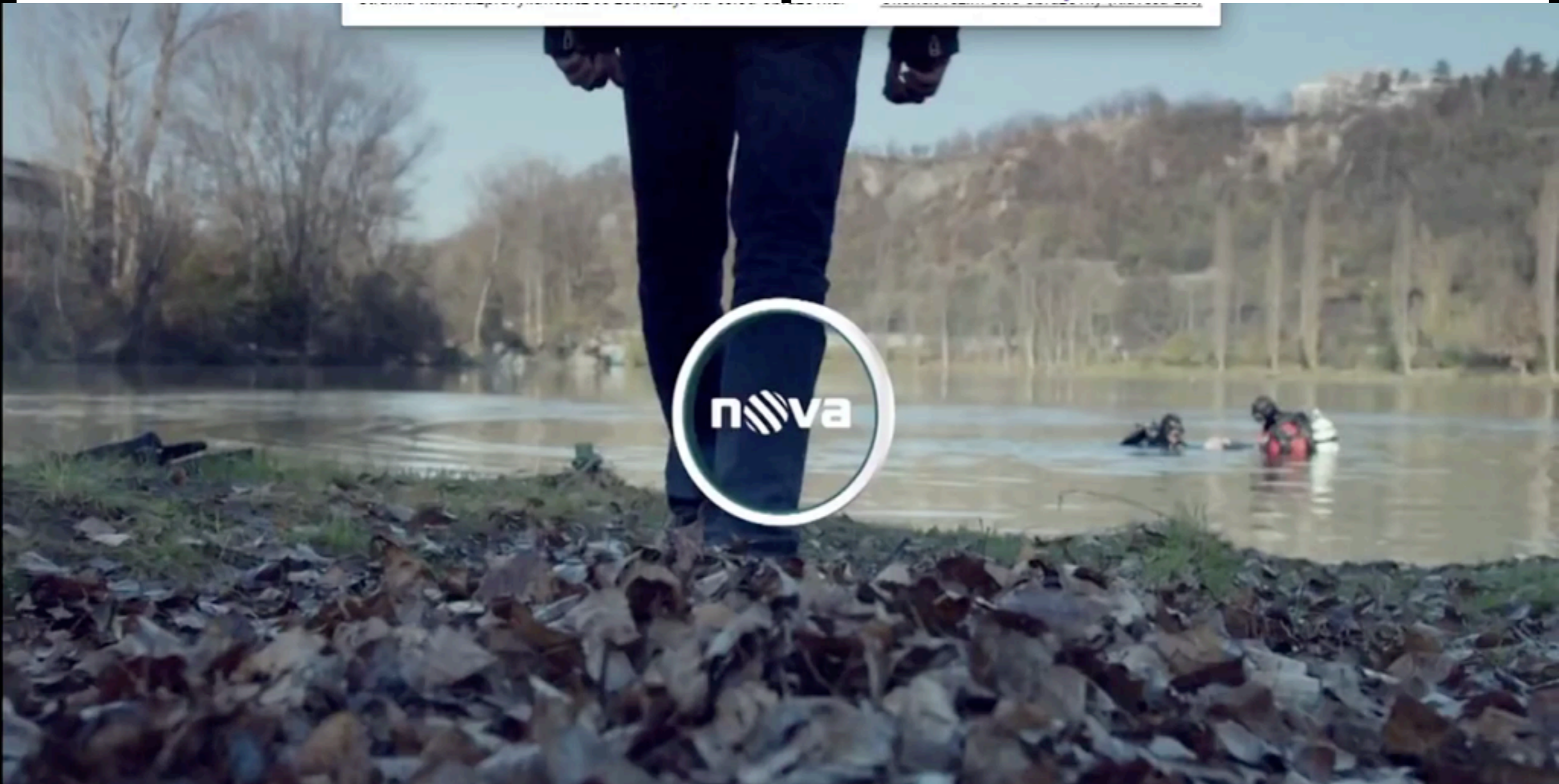
**Directed by:** George Fear  
**Screenplay:** Petr Hudský  
**Camera:** Martin Šec  
**Music:** Andrew Brzobohatý

**Starring:** George Langmajer, Stanislav Majer, Zuzana Kanóczová, Miroslav Donutil, Michal Dalecký, Susan Kajnarová, Michael Long, Jana Štěpánková, Frantisek Nemeč, Pavel Batěk, Anna Waugh, Radek Holub, Luke Hlavica, Catherine Janečková, Miroslav Táborský, Lenka Vlasáková, Andrea Daňková, John Marshal, Ales Putík, Tom Slezak, George Hána, Radomir Shoemaker, Martin Straw, James Janotik, Ivan Vojtek, Klara Apolenáfová, Josef Hervert, Paul Ptáčková-Vitázková, Martin Engel, George Miroslav Valúšek, Peter Blaha, Iveta Austova, James Zedníček, Simon Frozen, Karel Mišurec, Petra Jungmanová, Dagmar Kopečková, Petra tenor, John Hubinská, Tomas Turek, Markéta Sedláčková, Lenka Krobotová, Martina Zábranská, Hana Brieštanská, Veronika Schönová, Susan Neuwirtová, Tomas Sykora, Alex Bacon, Dominic Telek, Andrew Kraus, George Fear, Diana Velčická, Pavel Novotny, Rostislav Gajdos, Michal Isteník, Vaclav Liska, Radim Novak, Mark Bare, Eva Kratochvilová, Dalibor Cermak, Michal Bumbálek, Michael Beran, Michael Režný, Thomas Trail, Miroslav closet, Martin Ondrášek, Josef Kundera, George Štrébl, Michael Rykrová, George Wohanka, Jan Hrušínský, Otmar Brancuzský, Hana Holišová, Ivana Hloužková, Peter Thick, Gregor Bauer, Thomas Sagher, Roman Blumaier, Josef Jurásek, Zdenek Kývala, Oldřich Navratil, Vojtěch Kotek, Hanus Bor, Krystof Mucha, Martin Zahalka, Eva Vrbková, Jiri Racek, Vaclav Heišus, Jan Vondráček, Jan Gallovič, Matej Landl, Martin Tlapak  
(Other professions)

WHO SAYS WHAT TO WHOM and with WHAT EFFECT?

2. To study “**SAYS WHAT**” is to engage in  
CONTENT ANALYSIS

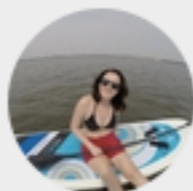
- create a numerical description



**Nova nasadí pokračování Expozitury, seriál**

[www.mediaguru.cz/.../nova-nasadi-pokracovani-expo...](http://www.mediaguru.cz/.../nova-nasadi-pokracovani-expo...)

Sep 22, 2015 - Od poloviny října se ve vysílání televize Nova  
Expozitura: Atentát. Zahájí 12. října od 21:40 po odvysílání s



[petruszkaaa](#)

1628 | před 16 dny

Taky na to koukame! Konecne neco normalniho v te ceske kinematografii 😊 A je to od nas z Brna!;

😊 Paráda! (6)

WHO SAYS WHAT TO WHOM and with WHAT EFFECT?

3. To study “**TO WHOM**” is to engage in  
**AUDIENCE ANALYSIS**

- research method used: surveys & polls
- goal: gather demographic information plus attitudes/opinions



Labyrint (7/7)

Premiéra: pondělí 12. 10. na ČT1

60 minut

nova PLUS

ATENTÁT  
EXPOZITURA

0:00:32 / 1:00:48

### Sledovanost vybraných pořadů po 20. hodině, pondělí 12.10. 2015

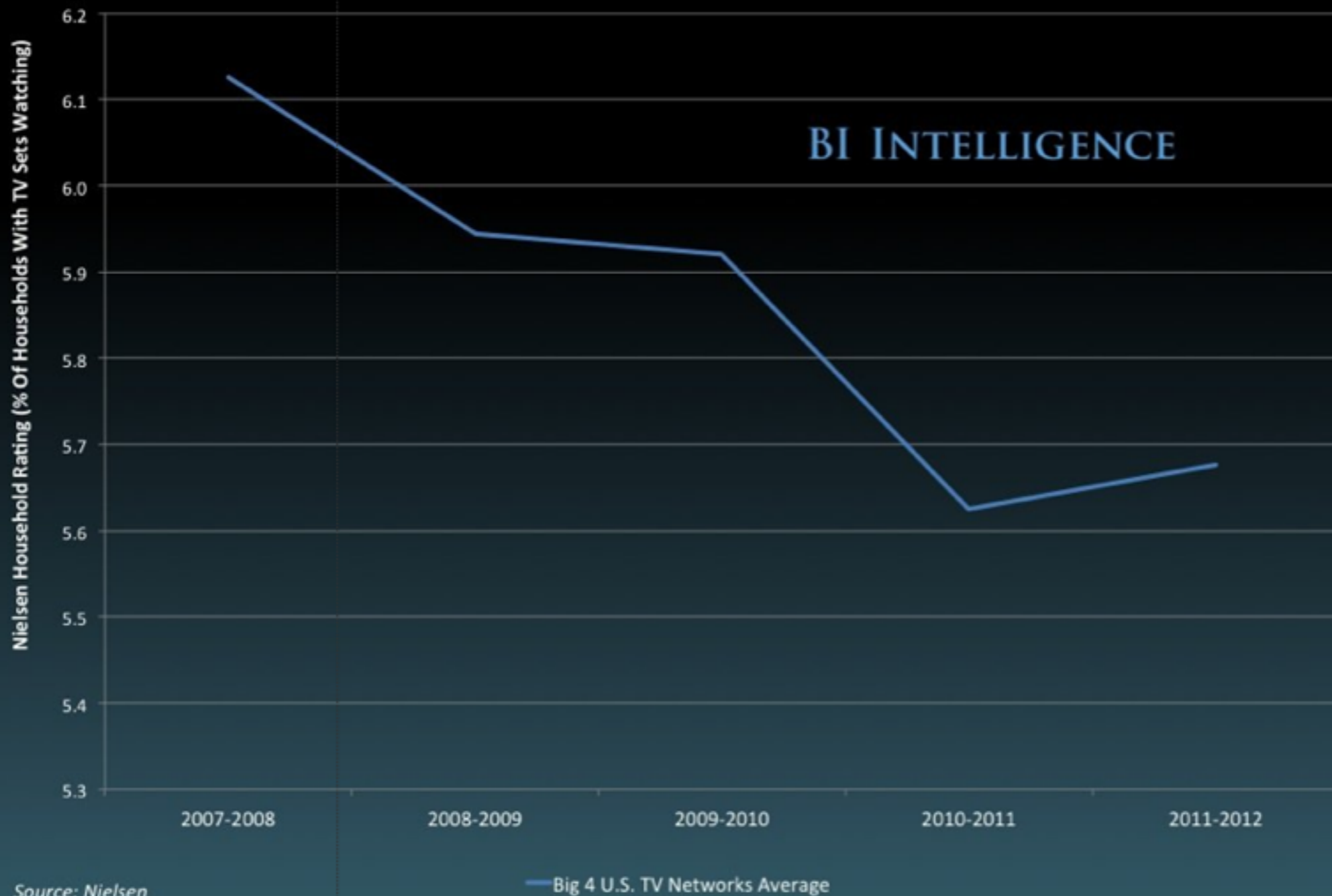
pořad	TV	začátek	tis. 15+	rating 15+ (%)	share 15+ (%)	share 15-54 (%)
Labyrint	ČT1	20:05:02	1252	14	32	29
Atentát	Nova	21:42:10	836	10	33	36
Přístav	Prima	20:19:05	737	9	19	16
MasterChef Česko	Nova	20:26:07	689	8	18	23
Rudyho má každý rád	ČT1	21:06:37	434	5	12	11
Reportéři ČT	ČT1	21:34:25	380	4	12	7
Zákon a pořádek: Útvar pro zvláštní oběti	Nova	23:00:55	343	4	29	32
Top Star magazín	Prima	21:37:16	343	4	12	9
Kurňa, co to je?	TV Barrandov	20:21:45	251	3	7	3
Tovární dneška	ČT2	21:00:35	228	3	6	6
Blokáda Leningradu	ČT2	20:04:46	224	3	6	4
La Parta	TV Barrandov	21:56:32	135	2	5	6

NOTE:

rating = % of TV household population  
share = % of TVs in use at the time

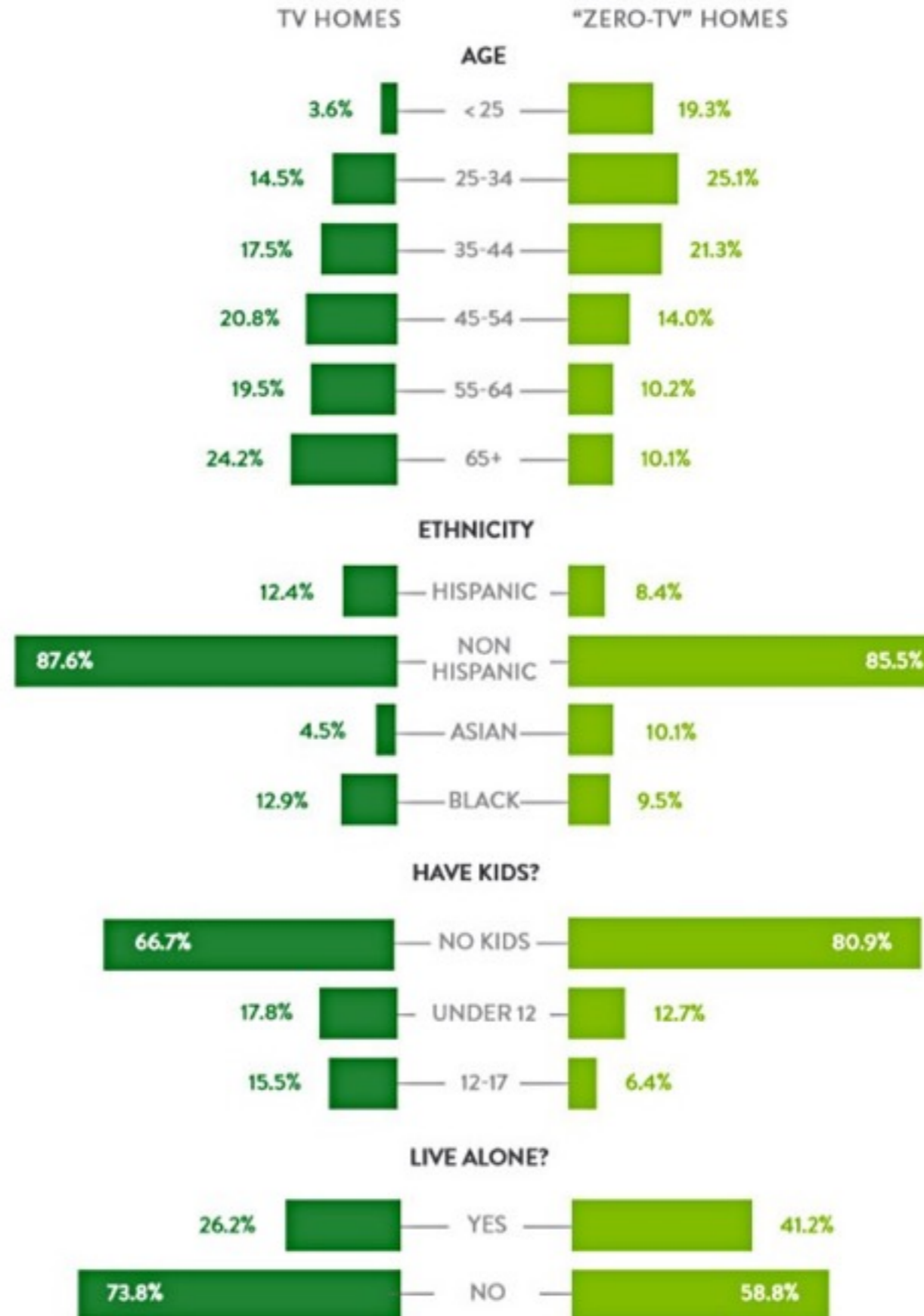
# Ratings are falling...

## Primetime U.S. TV Network Ratings Are Declining





# THESE VIDEO HOMES TEND TO BE YOUNGER WITH ALMOST HALF UNDER THE AGE OF 35



Source: Nielsen "Zero-TV" Survey

# The Richest and Poorest Shows on Network TV - From 'Modern Family' to 'Bob's Burgers'

TV | By Tony Maglio on November 12, 2013 @ 10:06 pm

Follow @anthonymaglio

f 101 t 0 in 0 g+1 13 r 0 s 0 1543 Email Print



### RELATED



NBC, CBS Tie in Key Demo as Fox Has Worst Week Since December (Update)

### Free life advice: Marry a "Modern Family" fan

The Dunphys of "Modern Family" might not eat at "Bob's Burgers" — and fans of the shows might not eat at the same restaurants, either.

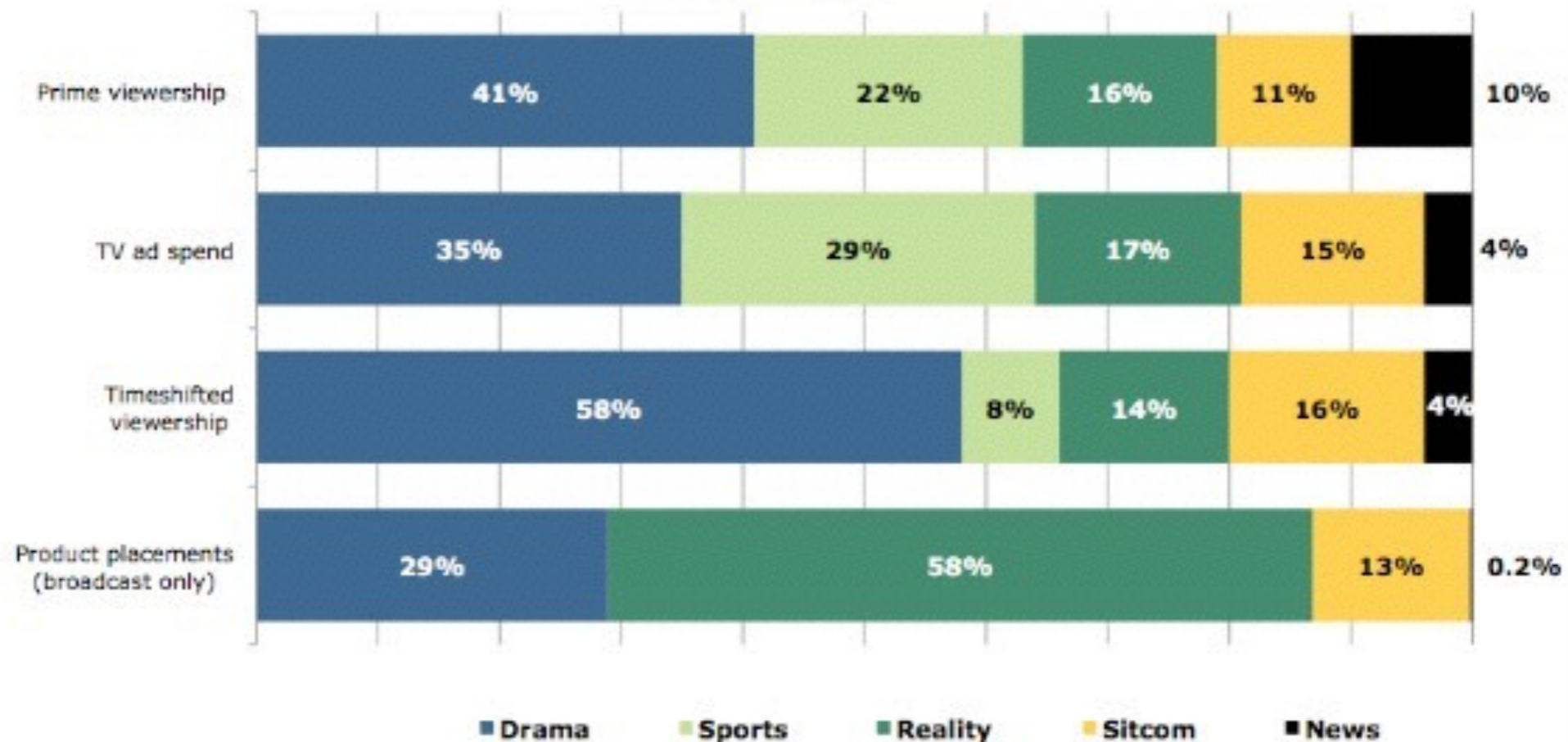
The two comedies are at opposite ends of the spectrum in terms of their average viewers' median incomes. The median "Modern Family" viewer in the 18-49 demographic rakes in \$81,100 annually, according to Nielsen data. "Bob's Burgers" watchers in the demo, on the other hand, earn around \$48,000 per year.

http://  
www.the  
wrap.com  
/tv-  
richest-  
and-  
poorest-  
shows-  
modern-  
family-  
bobs-  
burgers/

## Prime Time TV Audiences and Advertising

(% share on broadcast and cable networks)

April 2012



MC MARKETINGCHARTS.COM

Source: Nielsen

<http://www.marketingcharts.com/television/tv-dramas-leading-genre-for-prime-time-viewing-ad-dollars-21863/>

WHO SAYS WHAT TO WHOM and with WHAT EFFECT?

4. To study “and with **WHAT EFFECT**” is to engage in EFFECT ANALYSIS

- research method: interview  
(although not wholly trusted)

## Taking time out to listen: the benefits of focus groups



A focus group observed through a one-way mirror. Photo: Linda Nylind

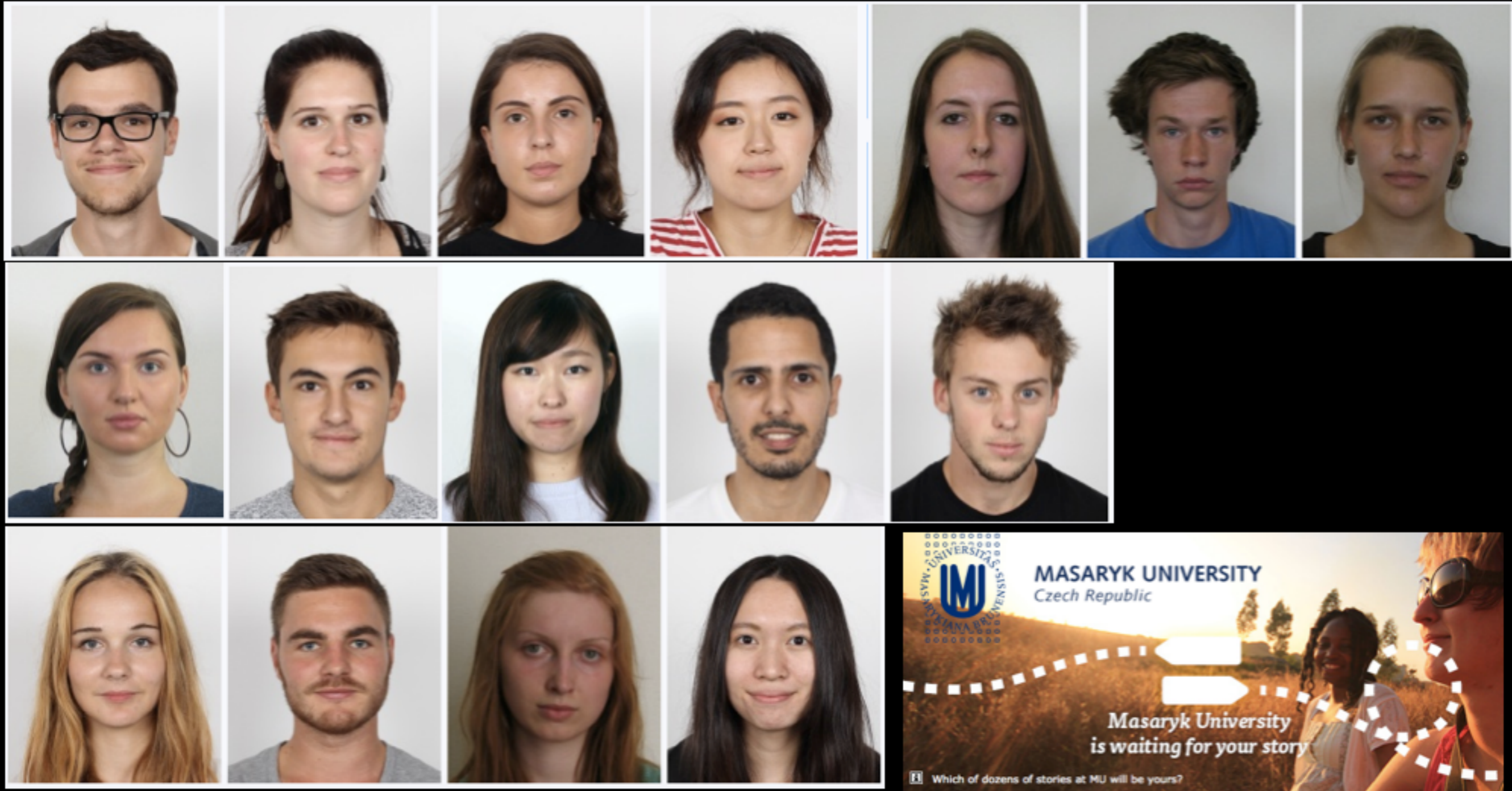
# Voting Studies

Combined multiple research questions and methods:



# 3 refinements to conceptions of audience:

## I. individual differences



# I. individual differences

## SELECTIVITY

- selective exposure
- selective attention
- selective interpretation
  - cognitive dissonance
- selective recall



# 3 refinements to conceptions of audience:

## 2. social groups



attempt to predict message effects based on:

- gender
- SES
- ethnicity
- level of education
- group membership



# 3 refinements to conceptions of audience:

## 3. social relationships

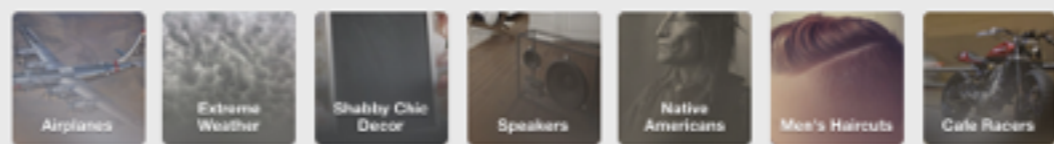
(2-step flow or supplementation)



S----->R/S-----> R

# Popular

RELATED TOPICS




**20 Unusual Uses For Honey**

Dr. Axe

from Dr. Axe

**Top 20 Uses For Honey In Home Remedies - DrAxe.com**

With so many great benefits, why not try adding a little raw honey to your diet?

22 305 19 33



22 1882 19 1

Tamira Mullin Doh La La!



Cheap Coach Handbags Outlet Wholesale . 3 ITEMS TOTAL \$109 ONLY. #CoachFromAbove #CoachNewYorkStories #Coach #NYFW #ChatWithCoach #WhatsInYourBorough #BestSeller

22 3032 19 5

David Kramer Fashion Style



Coach With A Lower Price And High Quality Is Waiting You Coming! #Coach #WhatsInYourBorough #BestSeller

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Shelina's Hips-Dont-Lie Fashion



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22 1301 19 9

Bettina Howard 1 just like :-)



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Beverly Castro Style & Accessories



Wibbles For Coacoach outlet! Super Cheap! Coach bags, Coach Handbags, fashion Coach purse, fashion style 2015 #Coach #NYFW #fashion #purse

22 2738 19 5

Destiny Brny Jacobs Me



Denver Newborn Photography | Colorado Newborn Baby Photographers | Newborn Photo Ideas

22 4034 19 304 19 1

J. Anasie Photography Inspiration - Newborn Photogr...



Ray Ban Sunglasses Top for you #Rayban #sunglasses #fashion

22 536

Bree Kocklighter Hair & Beauty


**You are GOOD enough, SMART enough, BEAUTIFUL enough, and STRONG enough. Believe it and never let insecurity run your life.**

from BuzzFeed

**15 Inspirational Quotes For More Joyful Living**

You are good enough. Smart enough, Beautiful enough, and Strong enough, Believe it and never let insecurity run your life


22 1138 19 200



3.1 Philip Lim loafers : Minimal + Classic

22 217 19 37

Jade Lal shoes



Just got my RayBan sunglasses from this site. The color on the lenses is exactly as pictured. They are super light and comfortable. Highly recommend! #Ray #Ban #Glasses

22 484

Sarah Fathemas Shades



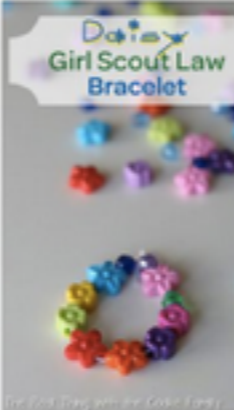
from Centralist Girl

**10 Kitchen Trends Here to Stay**

Camera Marble Subway Tile | gray cabinetry

22 2312 19 214 19 2

Megan Pinkerton Kitchen



**Daisy Girl Scout Law Bracelet**

from The Real Thing with the Coake...

**Daisy Petals: Law/Promise & Yellow Petal Activity**


Daisy Girl Scout Law/Promise Bracelet #girlscout #daisy @The Real Thing with the Coake



Little Bits of Home: Hallway Gallery Wall

22 1906 19 193 19 3

Alma Morales alms



**Loaded M&M Oreo Cookie Bars**



from How Does She

**BOO! 23 Creepy, Creative Halloween Party Foods**

BOO! 23 Creepy, Creative Halloween Party Foods. Bread coffin dip is a cute idea.

22 6735 19 538 19 4

White Steward halloween party



**FIREPROOF**

Fireproof is a 2008 American Christian drama film about a couple whose marriage is falling apart, and it takes a 40-day devotional to help it survive.

22 425 19 44 19 1

Emily Klein Religion



# Re-examination of media messages

- concept of “magic keys” replaces concept of “magic bullet”
  - features in a message that help us decide whether or not to pay attention to it and how to interpret it
  - headline size, vocal inflections, word choice, credibility of source, organization of message, use of emotional appeals (e.g. fear)

# Conclusions / Klapper

- no case can be made for simple cause-effect relationships between a person's paying attention to a media message and his/her beliefs, attitudes, or behavior.
- many studies have found that messages conveyed by the media do have effects on their audiences, but these effects are relatively minor.

# Conclusions / Klapper

- The primary influence of the media is to reinforce--not change--existing attitudes and behaviors.