

Contents

<i>Foreword</i>	ix
1. A History of Media Effects Research Traditions <i>Peter Vorderer, David W. Park, and Sarah Lutz</i>	1
2. Media Effects Theories: An Overview <i>Patti M. Valkenburg and Mary Beth Oliver</i>	16
3. The World of News and Politics <i>Yariv Tsfati and Nathan Walter</i>	36
4. News Framing Theory and Research <i>David Tewksbury and Dietram A. Scheufele</i>	51
5. Cultivation Theory, Media, Stories, Processes, and Reality <i>Rick Busselle and Jan Van den Bulck</i>	69
6. Media Priming and Accessibility <i>David R. Ewoldsen and Nancy Rhodes</i>	83
7. Social Cognitive Theory <i>Marina Krcmar</i>	100
8. Currents in the Study of Persuasion <i>James Price Dillard</i>	115
9. Narrative Effects <i>Melanie Green, Helena Balandzic, Kaitlin Fitzgerald, and Elaine Paravati</i>	130
10. Media Choice and Selective Exposure <i>Silvia Knobloch-Westerwick, Axel Westerwick, and Daniel J. Sude</i>	146
11. Media and Emotion <i>Robin L. Nabi</i>	163

12. Media, Identity, and the Self <i>Jonathan Cohen, Markus Appel, and Michael D. Slater</i>	179
13. Media Psychophysiology and Neuroscience: Bringing Brain Science into Media Processes and Effects Research <i>Paul D. Bolls, René Weber, Annie Lang, and Robert F. Potter</i>	195
14. Media Violence and Aggression <i>Jessica Taylor Piotrowski and Karin M. Fikkers</i>	211
15. Media and Sexuality <i>Paul J. Wright</i>	227
16. Media Stereotypes: Content, Effects, and Theory <i>Travis L. Dixon</i>	243
17. Eudaimonia as Media Effect <i>Arthur A. Raney, Mary Beth Oliver, and Anne Bartsch</i>	258
18. Advertising Effects and Advertising Effectiveness <i>Louisa Ha</i>	275
19. Educational Media for Children <i>Amy B. Jordan and Sarah E. Vaala</i>	290
20. Media Effects and Health <i>Jessica G. Myrick</i>	308
21. Entertainment and Enjoyment as Media Effect <i>Arthur A. Raney and Jennings Bryant</i>	324
22. Video Games <i>Christoph Klimmt and Daniel Possler</i>	342
23. Psychological Effects of Interactive Media Technologies: A Human–Computer Interaction (HCI) Perspective <i>S. Shyam Sundar and Jeeyun Oh</i>	357
24. Social Media <i>Jesse Fox and Bree McEwan</i>	373
25. Effects of Mobile Communication: Revolutions in an Evolving Field <i>Scott W. Campbell and Rich Ling</i>	389
26. Virtual Reality in Media Effects <i>Sriram Kalyanaraman and Jeremy Bailenson</i>	404
27. Cross-Cultural Media Effects Research <i>Jinhee Kim and Kimin Eom</i>	419
Index	435