

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