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Mass Media Research: An Introduction - 9th Edition Roger D. Wimmer & Joseph R. Dominick Research in Advertising A version of this article appeared in Marketing Research: State-of-the-Art Perspectives by Chuck Chakrapani (Ed.), American Marketing Association, 2000. Do not use in any form without permission from the publisher. Roger Wimmer, Ph.D.

### **Mass Media Research: An Introduction - 9th Edition**

Wimmer & Dominick: Media Effects " Page 1 Research in Media Effects (Revised October 2009) Mass Media Research: An Introduction, 9th Edition Roger D. Wimmer and Joseph R. Dominick While much research is conducted in professional or industry settings, a great deal of mass media research is conducted at colleges and universities.

### **Research in Media Effects - Roger Wimmer**

Roger Wimmer received his Ph.D. in mass media research from Bowling Green State University in Ohio in 1976, although he has been involved in mass media research since 1972.

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the paradigms that underlie mass media research. Speculations There is a good deal of speculation about the sets of assumptions or paradigms in various fields of social science. For example, sociology as a research discipline is regarded as a parent of media research in terms of providing research methods, questions, and theories.

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