



Research Paradigms, Television, and Social Behaviour

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This book provides an understanding of television research from both the quantitative and qualitative perspectives. It systematically analyzes the various research paradigms used in the study of television, and focuses on the integration of quantitative and qualitative methodologies as a means for understanding the complexities associated with this medium. The information is presented in a straightforward and engaging style, and concrete step-by-step examples of how to conduct major research and evaluation projects are provided.

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