



# The International Encyclopedia of Media Studies: Research Methods in Media Studies

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# The International Encyclopedia of Media Studies: Research Methods in Media Studies

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- Covers quantitative and qualitative methods, paying particular attention to the ways in which they overlap and inform one another
- Focuses on emerging research methods while underscoring the continuing importance of historical antecedents
- Explores the impact of new, increasingly transnational technologies on the study of media
- Argues that current research must transcend methodological boundaries and develop interdisciplinary approaches for studying media
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