

An Innovative Book on Media Research

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Media Metrics is an innovative textbook by Professor Manoj Dayal published by Sage Publications India Pvt Ltd New Delhi. It is an irresistible source of knowledge in the field of media and communication research. The book explains media metrics and their application in quantitative mass communication research. It is a comprehensive introduction to the application of statistical tools and techniques in media research. It is a pioneering book on media metrics. It is easily readable and gives examples from media studies wherever required.

The book largely explains the relationship between key media sources which include print, electronic, public relations, advertising, social media etc. The book explains scientific methods of data collection and their analysis by using statistics and mathematics.

The book contains fourteen chapters

1. Media Metrics: A Conceptual Framework
2. Mathematics in Media Research
3. Data Processing and Analysis
4. Measures of Central Tendency in Media Research
5. Measures of Dispersion
6. Measures of Asymmetry in Mass Communication
7. Measures of Relationship and Other Measures
8. Parametric Testing of Hypothesis in Media Studies
9. Nonparametric Testing
10. Chi-square Test
11. Analysis of Variance
12. Multivariate Analysis Techniques
13. Report Writing in Quantitative Research
14. Computer Applications in Quantitative Media Studies

The book is useful for students, teachers and researchers in the field of media and communication studies. It is reasonably priced. Its paperback edition is of Rs. 495/-

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