

CAMECO Library: Audiences & Media Use, 26.06.2009

1 Audience Research Methods: General**1.1 General & International**

1. Mytton, Graham: *Handbook on radio and television audience research*. rev. ed. London: BBC World Service Training Trust, Paris: UNESCO, New York: UNICEF, 2007, 246 p., tab., bibl. p. 238-242

=> Internet: www.cba.org.uk/audience_research/index.php

This textbook is an excellent introduction to quantitative audience measurement, especially to sampling and designing questionnaires. In addition, qualitative research, data analysis and the follow-up ("how research is used... understanding audiences... strategic research") are handled as well. The author, a former head of audience research for BBC World Service, combines the discussion of methods and scientific background with concrete examples in developing countries. Why is it important to train the interviewers? How to avoid mistakes by translating the questionnaires in indigenous languages? How to organize focus groups? How to interpret ratings? This publication is a gold mine of experience for anybody who needs to know more about his audience and to reflect on the own research practice.

Subjects: audience research; radio audience; television audience; audience surveys; questionnaires; qualitative research methods; data analysis / interpretation; utilization / implementation of research results - training materials

CAMECO Library: 30-Use-E 2007

2. List, Dennis: *A quick guide to audience research*. Wellington (New Zealand): Original Books, 2006, 48 p., gloss.

=> Internet: www.audiencedialogue.net/dox/qgar.pdf

"Audience research is for any organization with an audience - whether that audience is called listeners, readers, viewers, visitors, customers or users. Reading this 'Quick Guide' won't make you into a professional researcher, but it should give you a good understanding of the simpler audience research methods: which methods you could use, whether you should commission a research company to do the research, or do it yourself. If you decide to do it yourself, this 'Guide' will show you how you might begin." (p.4) This new Quick Guide is focused on the needs of media, particularly in developing countries. It covers these topics: 1. Introduction and scope of this guide; 2. Beginning with secondary research (Situation analysis, Impact assessment); 3. The survey process (Sampling, Writing a questionnaire, Gathering data, Processing the data, Analysis); 4. Interviewer surveys (Face-to-face surveys, Telephone surveys, Observation); 5. Questionnaire surveys (Mail surveys, In-publication questionnaires, Visitor surveys, Audience workshops, Internet surveys); 6. Qualitative research (In-depth interviews, Consensus groups, Response cultivation); 7. How to choose a method (Whether to do a survey, Choosing a survey method, Choosing a qualitative method); 8. Conclusion: Use your findings! Appendixes 1. Simple 1-page questionnaire, 2. Glossary of audience research terms. This new Quick Guide includes two sections that are not covered in the former and bigger publication 'Know Your Audience': the section (2.2) on impact assessment, and chapter 7, which sets out criteria for choosing a research method. The Quick Guide is also slanted a little more toward the needs of print media than is 'Know Your Audience'. (citation source: website www.audiencedialogue.org)

Subjects: audience research; survey methods; questionnaires; qualitative analysis - training materials

CAMECO Library: 10-Use-E 2006

3. Webster, James G.; Phalen, Patricia F.; Lichty, Lawrence W.: *Ratings analysis: the theory and practice of audience research*. 3rd ed. Mahwah, New Jersey (USA): Lawrence Erlbaum Associates, 2006, xviii + 317 p., ill., tab., web dir. p. 6-7, gloss. p. 262-286, bibl. p. 287-301, ind. p. 303-317

Subjects: audience research; audience measurement / survey methods; audience ratings - USA - textbook

CAMECO Library: 10-Use-E 2006

4. Bertrand, Ina; Huges, Peter: *Media research methods: audiences, institutions, texts*. Hampshire: Palgrave, 2005, 286 p., gloss. p. 253-262, bibl. p. 263-280, ind. p. 281-286

Subjects: communication / media research methods; audience measurement / survey methods; content analysis - textbook

CAMECO Library: 10-Research-E 2005

5. List, Dennis: *Know your audience: a practical guide to media research*. Wellington (New Zealand): Original Books, 2005, 312 p., ind., gloss., bibl. p. 293-296

Subjects: audience research; communication / media research methods; sample; questionnaires; interviews; focus groups; content analysis - textbook

CAMECO Library: 10-Use-E 2005

6. Meyen, Michael: *Mediennutzung: Mediaforschung, Medienfunktion, Nutzungsmuster*. 2nd rev. ed. Konstanz: UVK, 2004, 278 p., ind., abbr., bibl. p. 243-269 (UTB; 2621)

Subjects: media use; audience research; research methods; television; radio; press; cinema; Internet; credibility - Germany - textbook

CAMECO Library: 10-Use-G 2004

7. Schröder, Kim; Drotner, Kirsten; Kline, Stephen; Murray, Catherine: *Researching audiences*. London: Hodder Arnold, 2003, x + 422 p., tab., ill., bibl. p. 379-412, ind. p. 413-422

Subjects: audience research; media ethnography; media reception; audience surveys; audience measurement / survey methods; questionnaires - textbook

CAMECO Library: 10-Use-E 2003

8. Brosius, Hans-Bernd; Koschel, Friederike: *Methoden der empirischen Kommunikationsforschung: eine Einführung*. Wiesbaden: Westdeutscher Verlag, 2001, 251 p., bibl. p. 247-251

Subjects: communication / media research methods; questionnaires; analysis / interpretation of statistical data; focus groups; interviews; content analysis; validity - textbook

CAMECO Library: 10-Research 2001

9. Mytton, Graham: *Handbook on radio and television audience research*. 2nd ed. London: BBC World Service Training Trust, Paris: UNESCO, New York: UNICEF, 1999, 191 p., tab., bibl. p. 183-185, gloss. p. 185-188

Mytton, from 1982 to 1998 head of the audience research for the BBC World Service, has accumulated a lot of experience in the developing world. This handbook is the result not only of his fieldwork, but also of his activities as trainer and consultant. It is a substantially revised and updated version of an earlier book published in 1993 by UNESCO and UNICEF. The manual gives detailed insight in audience measurement or quantitative research, especially in sampling and designing the questionnaire. But qualitative research, data analysis and the follow-up ("how research is used... understanding audiences... strategic research") are handled as well. The author successfully combines the discussion of methods and scientific background with concrete examples in developing countries. Why is it important to train the interviewers? How to avoid mistakes by translating the questionnaires in indigenous languages? How to organize focus groups? How to interpret ratings? This handbook, indeed, is a mine of knowledge and experience. It's a must for anybody who needs to know more about his audience and to reflect on his own research practice. But Mytton reminds: "Research by itself neither achieves or improves anything. It is the intelligent use of data from research, combined with other relevant information and the creativity of the programme makers that have impact" (p.148).

Subjects: audience research; radio audience; television audience; audience surveys; questionnaires; qualitative research methods; data analysis / interpretation; utilization / implementation of research results - training materials

CAMECO Library: 30-Use-E 1999

10. Mytton, Graham: *Handbook on radio and television audience research*. Paris: BBC World Service Training Trust; UNESCO; UNICEF, 1992, 108 p., tab.

=> Internet: unesdoc.unesco.org/images/0012/001242/124231eo.pdf

Subjects: audience research; quantitative analysis; audience composition; research methods; questionnaires; qualitative analysis; radio; television - textbook

CAMECO Library: 30-Use-E 1992

11. Beville, Hugh Malcom: *Audience ratings: radio, television, and cable*. London: Lawrence Erlbaum, 1985, 362 p., tab., bibl. p. 345-350, ind. p. 351-362

"I have been intimately involved in rating throughout a professional lifetime of over 50 years," says Beville, who joined NBC as a statistician in March 1930, the month when the first rating survey was conducted, and has continued to work on ratings systems in various capacities ever since. From this vantage point he documents the growth and research behind today's audience measurement infrastructure, with personal highlights of the early years and early pioneers. He traces the history of ratings through radio to television today, including cable; examines methodologies comparatively; discusses quantitative vs. qualitative ratings; tells how the data is used; explores the concept of ratings as both servant and master; and examines government intervention. In conclusion he sums up what has been learned in almost 55 years and looks at the future. Appendixes include "Ratings Basics: Terms, Calculations, and Relationships," "Offices and Services of Principal Syndicated Ratings Companies Operating on a National Basis," "Audience Measurement Highlights," "Significant Methodological Studies and Assessments." There is an extensive bibliography of books, articles, periodicals and reports, and an index. (citation source: Blum/Wilhoit 1990 Nr. 506) // This book is a standard audience research teaching book in the United States. It traces the origin and development of radio and tv ratings and describes how it is done today. (citation source: Mytton 1999)

CAMECO Library: 10-Use-E 1985

2 Audience Research Methods: Radio

2.1 General & International

12. Seleskovic, Amra: *Training course in audience research for community radio stations*. Hilversum: Radio Nederland Training Centre, 2001, 78 p.

Training introduces 13 modules about basic principles in audience research and qualitative analysis methods as follows: 1. Introduction to research; 2. Key rules and steps in research; 3. Different ways in audience research; 4. Introduction to community needs assessment in pre-broadcasting phase; 5. Introduction to audience research while on air; 6. Planning audience research; 7. Defining qualitative research; 8. Focus groups (method in qualitative research); 9. Projective techniques for Focus Group; 10. In Depth Interviews (method in qualitative research); 11. Participant observation (method in qualitative research); 12. Analysis and reporting qualitative research; 13. Desk research.

Subjects: radio; training; seminar; community radio; audience research

CAMECO Library: 30-Use-E 2001

13. van den Elzen, Arthur: *Preguntando a nuestro publico: guía práctica para sondeos de audiencia*. Quito: CORAPE, 2000, 143 p. + 37 p., ill., tab.

Subjects: questionnaires; audience surveys; sample; information processing - Ecuador - textbook

CAMECO Library: 30-Use-S 2000

14. Camacho Azurduy, Carlos; Dávila Navarro, Edgar; Zeballos Clavijo, René: *Comunicación masiva: de la audiencia a la competencia*. La Paz: Programa Nacional de Formación Universitaria en Comunicación Radiofónica, Voces Unidas, 1999, 104 p. + 14 p., ill.

Subjects: mass communication; communication theories; radio; research methods; audience surveys; questionnaires; observation; interviews; focus groups - textbook

CAMECO Library: 30-Use-S 1999

15. Macassi, Sandro; Mata, María Cristina: *Como elaborar muestras para los sondeos de audiencia*. Quito: Asociación Latinoamericana de Educación Radiofónica (ALER), 1997, 139 p., many tab., bibl. p. 139 (cuadernos de investigación; 5)

Subjects: audience surveys; radio; sample - training materials

CAMECO Library: 30-Use-S 1997

16. Mata, María Cristina: *Como conocer la audiencia de una emisora: los debates de audiencia*. Quito: Asociación Latinoamericana de Educación Radiofónica (ALER), 1996, 103 p., bibl. p. 103 (cuadernos de investigación; 4)

Subjects: audience; research methods; focus groups - training materials

CAMECO Library: 30-Use-S 1996

17. Mata, María Cristina: *Como conocer la audiencia de una emisora: los sondeos de audiencia*. Quito: Asociación Latinoamericana de Educación Radiofónica (ALER), 1994, 87 p., bibl. p. 85-87 (cuadernos de investigación; 3)

Este cuaderno es una sencilla introducción a las técnicas básicas necesarias para realizar sondeos de audiencia. Los temas centrales son de un lado la selección de la muestra y de otro lado el diseño del cuestionario.

Subjects: radio; audience surveys - training materials

CAMECO Library: 30-Use-S 1994

18. List, Dennis: *Radio survey cookbook: basic audience survey for radio stations*. Adelaide: Australian Broadcasting Corporation, 1991, 112 p., ind.

Subjects: audience surveys; radio; questionnaires; interviews; qualitative analysis; quantitative analysis - textbook

CAMECO Library: 30-Use-E 1991

2.2 Africa, Sub-Saharan

19. *L'etude de l'auditoire des radios rurales: atelier de formation*. Wageningen: Centre Technique de Cooperation Agricole et Rurale (CTA), Paris: GRET, Bamako: Centre de Services de Production Audiovisuelle (CESPA), 1997, 133 p., tab.

Atelier de formation. Bamako, Mali - 3 au 21 novembre 1997.

Subjects: qualitative analysis; quantitative analysis; rural radio; seminar - Mali - audience survey (case study)

CAMECO Library: 30-Use-F 1997

20. Matha, Jacques da; Faye, Martin: *Atelier sur l'etude d'auditoire par le diagnostic participatif*. Kaolack (Senegal): Radiodiffusion Télévision Sénégalaise (RTS); Conseil International des Radios-Télévisions d'Expression Française (CIRTEF); Centre Interafricain d'Etudes en Radio Rurale de Ouagadougou (CIERRO), 1997, 34 p.

Subjects: target groups; audience surveys; audience composition; participant observation; reception; radio; radio audience - Egypt; Senegal - case studies

CAMECO Library: 146:30-Use 1997

3 Audience Segmentation, Milieus, Lifestyles

3.1 General & International

21. Scherer, Helmut; Brosius, Hans-Bernd: *Zielgruppen, Publikumssegmente, Nutzergruppen: Beiträge aus der Rezeptionsforschung*. München: Verlag Reinhard Fischer, 1997, 290 p.

Subjects: communication research; audience research

3.2 Americas & Caribbean

22. Arrellano Cueva, Rolando: *Los estilos de vida en el Perú: cómo somos y pensamos los peruanos del siglo XXI*. Lima: Arellano Investigación de Marketing, 2005, 209 p., tab.

Subjects: milieus / lifestyles; social classes; media use - Peru

CAMECO Library: 234:00-General 2005

3.3 Europe

23. *Medienrepertoires sozialer Milieus im medialen Wandel - Perspektiven einer medienübergreifenden Nutzungsforschung. Symposium des Hans-Bredow-Instituts am 11./12. September 2008 in Hamburg*. Hamburg: Hans-Bredow-Institut, 2008

=> Internet:

www.hans-bredow-institut.de/de/veranstaltungskonferenz/medienrepertoires-sozialer-milieus-im-medialen-wandel-perspektiven-einer-medi

Das Hans-Bredow-Institut bearbeitet derzeit ein von der Deutschen Forschungsgemeinschaft (DFG) gefördertes Projekt, in dessen Rahmen Medienrepertoires sozialer Milieus im medialen Wandel untersucht werden. Mit dem Begriff des Medienrepertoires bezeichnen wir dabei das

Ensemble verschiedener Medienangebote, das sich einzelne Nutzer oder Nutzergruppen aus dem verfügbaren Gesamtangebot zusammenstellen. Das Projekt fügt sich damit ein in eine Reihe von Studien, mit denen in den letzten Jahren die Perspektive der auf Einzelmedien konzentrierten Nutzungsforschung überwunden und medienübergreifende Nutzungsmuster und Nutzertypen untersucht wurden. Ziel des Symposions war es, im Sinne eines sehr dichten und fokussierten Experten-Workshops einschlägige Wissenschaftlerinnen und Wissenschaftler aus der akademischen und angewandten Forschung zu versammeln, um gemeinsam eine systematische Bestandsaufnahme der bisherigen theoretischen Annahmen und empirischen Befunde vorzunehmen und so eine tragfähige Grundlage für die Weiterentwicklung der entsprechenden Forschung zu schaffen. Zu der Veranstaltung wurden Expertinnen und Experten eingeladen, in Vorträgen ihre jeweilige Forschung zu diesem Bereich zu bilanzieren und mit anderen Forschungsansätzen in Beziehung zu setzen. Im Zentrum des Symposions standen die gemeinsamen Diskussionen, an denen sich die Teilnehmerinnen und Teilnehmer rege beteiligten. Das Symposium wird in einem Tagungsband dokumentiert werden, die einzelnen Beiträge stehen auf der Website zum Download zur Verfügung. (Quelle: Website Hans-Bredow-Institut, 10.12.2008)

Subjects: media use; milieus / lifestyles - Germany - case studies

24. Radermacher, Hans-Josef / (ed.): **Wirkungskreise: Arbeitsmappe - Unterlagen - Entwicklungen: Werkzeug zur Pastoral- und Gemeindeentwicklung**. Essen: Erzbistum Köln, 2008, 26 p., ill.

Subjects: milieus / lifestyles; parish; pastoral work - Germany - training materials

CAMECO Library: 401:00-Catholic 2008

25. Haas, Alexander: **Medienmenüs: der Zusammenhang zwischen Mediennutzung, SINUS-Milieus und Soziodemographie**. München: Verlag Reinhard Fischer, 2007, 144 p., many tab., bibl. p. 123-132 (Angewandte Medienforschung; 39)

Subjects: media use; milieus / lifestyles; social classes - Germany - case studies

CAMECO Library: 401:10-Use 2007

26. Taubert, Petra: **Lebensstile und Mediennutzung: theoretische Grundlagen und empirische Umsetzung**. München: Meidenbauer, 2006, ix + 422 p., 51 tab., 33 ill., bibl. p. 377-400 (Forum Kommunikation und Medien; 8)

Subjects: media use; milieus / lifestyles; social classes - Germany - case studies; theoretical approach

CAMECO Library: 401:10-Use 2006

27. Oehmichen, Ekkehardt; Ridder, Christa-Maria / (eds.): **Die MedienNutzerTypologie: ein neuer Ansatz der Publikumsanalyse**. Baden-Baden: Nomos, 2003, 320 p. (Schriftenreihe Media Perspektiven; 17)

Dieser Sammelband umfasst 19 Beiträge zu den Themenkomplexen: Entstehungsgrundlagen und Konstruktionsprinzip der MedienNutzerTypologie; Ergebnisse für Hörfunk, Fernsehen, Online und den Werbemarkt; Medienübergreifende Handlungsmuster im Alltag; Typologische Analyse des Nutzungsverhaltens in ausgewählten Themenfeldern; Erfahrungsberichte von Programmverantwortlichen.

Subjects: audience research; media use; target groups; pop music; milieus / lifestyles; radio audience; television audience; radio; television; programming; online communication; advertising; youth - Germany

CAMECO Library: 401:10-Use 2003

4 Audiences & Media Use: General

4.1 General & International

28. Wilson, Tony: **Understanding media users: from theory to practice**. Malden (USA): Wiley-Blackwell, 2009, vi + 219 p., bibl. p. 176-203, ind. p. 204-219

Subjects: audience research; media consumption; mobile phone; advertising target groups

CAMECO Library: 10-Use-E 2009

29. Lindner-Braun, Christa: **Mediennutzung: methodologische, methodische und theoretische Grundlagen**. Berlin: Lit Verlag, 2007, x + 424 p., 112 ill., 15 tab., bibl. p. 388-413, ind. p. 419-424 (Mediensoziologie; 1)

Subjects: media use; radio use; television use; uses-and-gratifications approach; programme choice - Germany; international scope

CAMECO Library: 10-Use-G 2007

30. Schweiger, Wolfgang: **Theorien der Mediennutzung: eine Einführung**. Wiesbaden: VS Verlag für Sozialwissenschaften, 2007, 397 p., ind., bibl. p. 352-386

Subjects: media use; media psychology; entertainment; media reception; audience research - textbook

CAMECO Library: 10-Use-G 2007

31. Gillespie, Marie / (ed.): **Media audiences**. Maidenhead (United Kingdom): Open University Press, 2005, 250 p., ill., ind. p. 235-250

CAMECO Library: 10-Use-E 2005

32. Staiger, Janet: **Media reception studies**. New York: New York University Press, 2005

Subjects: media reception - textbook

CAMECO Library: bestellt

33. Traudt, Paul J.: **Media, audiences, effects: an introduction to the study of media content and audience analysis**. Boston: Pearson, 2005, 208 p., gloss. p. 198-200, ind. p. 201-208

CAMECO Library: 10-Use-E 2005

34. Hasebrink, Uwe; Herzog, Anja: *Mediennutzung im internationalen Vergleich*. In: Hans-Bredow-Institut (ed.): Internationales Handbuch Medien 2004/2005. Baden-Baden: Nomos, 2004, p. 136-158

Subjects: media use - international scope

CAMECO Library: 10-Country Surveys-G 2004

35. Brooker, Will; Jermyn, Deborah: *The audience studies reader*. London: Routledge, 2003, 347 p., bibl. p. 335-344, ind. p. 345-347

CAMECO Library: 10-Use-E 2003

36. Hasebrink, Uwe: *Nutzungsforschung*. In: Günter Bentele; Hans-Bernd Brosius; Otfried Jarren (eds.): Öffentliche Kommunikation: Handbuch Kommunikations- und Medienwissenschaft. Wiesbaden: Westdeutscher Verlag, 2003, p. 101-127, bibl. p. 123-127

Subjects: media use

CAMECO Library: 10-Reference-G 2003

37. Nightingale, Virginia; Ross, Karen / (eds.): *Critical readings: media and audiences*. Maidenhead (United Kingdom): Open University Press, 2003, 301 p., tab., ind. p. 296-301 (Issues in Cultural and Media Studies)

Subjects: audience; audience feedback / audience participation; audience relationship; decoding; public opinion research; focus groups; media reception; media use of minorities; media use of children; radio use; audience ratings; media use of women; yellow journalism - Europe; USA

CAMECO Library: 10-Use-E 2003

38. Pürer, Heinz: *Rezipientenforschung*. In: Heinz Pürer: Publizistik- und Kommunikationswissenschaft: ein Handbuch. Konstanz: UVK, 2003, p. 310-399

Subjects: media reception; media use; media effects - textbook

CAMECO Library: 10-General-G 2003

39. Ross, Karen; Nightingale, Virginia: *Media and audiences: new perspectives*. Maidenhead, Berkshire (United Kingdom): Open University Press, 2003, x + 194 p., gloss. p. 164-168, bibl. p. 169-189, ind. p. 191-194 (Issues in Cultural and Media Studies)

Subjects: audience; audience research

CAMECO Library: 10-Use-E 2003

40. Hagen, Ingunn; Wasko, Janet / (eds.): *Consuming audiences? Production and reception in media research*. Cresskill (USA): Hampton Press, 2000, vi + 330 p., bibl., ind. p. 323-330

Subjects: communication research; media; audience research; audience surveys; media consumption; research methods; television; media use; satellite television; ethnic groups / ethnic minorities - Australia; Brazil; China; India; Norway - case studies

CAMECO Library: 10-Use-E 2000

41. Schorr, Angela / (ed.): *Publikums- und Wirkungsforschung: ein Reader*. Wiesbaden: Westdeutscher Verlag, 2000, x + 439 p.

Subjects: audience research; media effects

42. Alasuutari, Pertti / (ed.): *Rethinking the media audience: the new agenda*. London: Sage, 1999, 212 p., ind. p. 207-212

Subjects: media use; media reception; audience research; soap operas - USA; United Kingdom; Finland; Norway - case studies

CAMECO Library: 10-Use-E 1999

43. Hasebrink, Uwe; Rössler, Patrick / (eds.): *Publikumsbindungen: Medienrezeption zwischen Individualisierung und Integration*. München: Verlag Reinhard Fischer, 1999, 193 p., abbr. (Angewandte Medienforschung; 12)

Subjects: audience research; individual reception; individualism; Internet; political participation; group reception; mass media; empirical studies; media use; selective attention; identity; everyday life; youth; television; media reception; television genres / programmes

CAMECO Library: 10-Use-G 1999

44. McQuail, Denis: *Audience analysis*. Thousand Oaks et al.: Sage, 1997

This is an academic, scholarly study of the relationship between people and modern media. McQuail questions, as do many, the concept of audience and whether it will continue to have any relevance as the media undergo even greater changes. (citation source: Mytton 1999)

Subjects: audience research; communication research

45. Ettema, James S.; Whitney, D. Charles / (eds.): *Audiencemaking: how the media create the audience*. Thousand Oaks: Sage, 1994, 242 p., bibl., ind. p. 232-238 (Sage Annual Review of Communication Research; 22)

This provocative book shows how media institutions define their audiences and how these definitions shape the work of organizations within them. Leading scholars show that the audience definitions-in-use in each sector shape modern media. Receivers, they argue, are constituted as institutionally-effective audiences that have social meaning and/or economic value within the system. These include measured audiences, generated by research services, sold by media channels and bought by advertisers; specialized or segmented audiences whose particular interests are anticipated or created and then met by content producers; and hypothesized audiences whose interest, convenience and necessity are presumably protected by regulators. (citation source: Google Books)

Subjects: audience; audience research; communication policy; media consumption; children's programmes; programme policy; flow of information;

public opinion; media ownership; newspapers; cultural dynamics; music
CAMECO Library: 10-Use-E 1994

46. Mytton, Graham / (ed.): *Global audiences: research for worldwide broadcasting 1994/5*. London: John Libbey, 1994, 256 p.

The International Broadcasting Audience Research Department (IBAR) of the BBC World Service presently commissions representative sample surveys of the adult populations of more than 20 different countries each year. Surveys reported in this compilation published first time in 1993 provide detailed information on the spread of radio and television in countries for which such data are otherwise difficult to obtain. The 1993 edition contains the only nationally representative radio and television surveys in Indonesia, Ghana and Senegal. Other surveys include Mozambique, Angola, Fiji and Nepal. The 1994/5 edition presents a report on the growth of audiences for satellite television in India, audience surveys in Macedonia, Albania, India, Kenya, Nigeria, the Czech Republic and Romania. (citation source: cat. Libbey 1995)

Subjects: audience research; radio; television - Albania; Angola; Czech Republic; Fiji; Ghana; India; Indonesia; Kenya; Macedonia; Mozambique; Nepal; Nigeria; Romania; Senegal - case studies

47. Moores, Shaun: *Interpreting audiences*. Thousand Oaks et al.: Sage, 1993

A book written within the academic field of communication studies looking at media consumption ethnographically. The book draws mainly on qualitative research and provides valuable insights into cultural aspects of the way that modern media are consumed in the home. (citation source: Mytton 1999)

Subjects: audience research

48. Ang, Ien: *Desperately seeking the audience*. London: Routledge, 1991, xii + 203 p., bibl. p. 186-199, ind. p. 200-203

This very readable book, which is required reading on many university communications studies courses, points out that numbers and ratings hide the realities of how people actually view television. (citation source: Mytton 1999)

Subjects: audience research; television audience; audience market (advertising); audience measurement / survey methods - USA; Europe

CAMECO Library: 10-Use-E 1991

49. Corbeau, Jean-Pierre; Bouzar, Wadi: *Elderly people and the media - two case studies*. Paris: UNESCO, 1983, 115 p., tab., bibl. (Cultural Development; 27)

Subjects: the old people; media effects; media use; cultural development; media psychology; audience research; media history; press; social services; oral culture / tradition; radio; television; books - Algeria; France

CAMECO Library: 10-Use-E 1983

50. Engel, James: *How can I get them to listen? A handbook on communication strategy and research*. Grand Rapids (USA): Zondervan Publishing House, 1977, 185 p., gloss. (Contemporary Evangelical Perspectives)

Subjects: audience measurement / survey methods; Christian communication - training materials

CAMECO Library: 10-Use-E 1977

4.2 Africa, Sub-Saharan

51. *Les moyens de communication a Madagascar: enquete d'audience 2004*. [no place]: UNICEF, 2004, 131 p., abbr.

=> Internet: www.unicef.org/magic/resources/madagascar_audience_research.pdf

Subjects: radio; audience; radio genres / programmes; children and media; youth; television; films; video; periodicals; posters; traditional communication; health communication; media use - Madagascar

CAMECO Library: 134:10-Use 2004

52. Jogand, Annie: *L'audiocassette et ses usages. Un outil de communication au service du monde rural*. Pascal Berqué. Paris: GRET, 1994, 79 p., ill., bibl.

Subjects: audiocassettes; audience clubs; rural areas; development communication - Mali; South Africa; Benin; Congo (Dem. Rep.)

CAMECO Library: 100:60-Development 1994

4.3 Americas & Caribbean

53. *El consumo cultural en América Latina: construcción teórica y líneas de investigación*. Coord. Guillermo Sunkel. 2nd ed., rev. and enl. Bogotá: Convenio Andrés Bello, 2006, 535 p., tab., bibl. (Agenda Iberoamericana)

Subjects: media use - Latin America

CAMECO Library: 200:10-Use 2006

54. Saintout, Florencia; Ferrante, Natalia / (eds.): *Y la recepción? Balance crítico de los estudios sobre el público*. Buenos Aires: La Crujía, 2006, 311 p.

Subjects: audience; media reception; photography; media use of youth; media use of children; television use; public opinion research - Argentina; Brazil; Chile; Mexico - case studies

CAMECO Library: 200:10-Use 2006

55. *Recepción y medicaciones: casos de investigación en América Latina*. Coord. Guillermo Orozco Gómez. Bogotá: Grupo Editorial Norma, 2002, 192 p., ill., tab., bibl. p. 148-162 (Enciclopedia Latinoamericana de Sociocultura y

Comunicación; 20)

Subjects: media reception - Latin America

CAMECO Library: 200:10-Use 2002

56. Morales Molina, Raúl: *Análisis de audiencias y medios de comunicación en el Valle Alto de Cochabamba (Provincias. Germán Jordán y Estevan Arze)*. Cochabamba: Universidad Mayor de San Simón, Facultad de Ciencias Agrícolas y Pecuarias Martín Cárdenas, 1980, 111 p.

Subjects: media use - Bolivia - audience survey (case study)

4.4 Asia & Oceania

57. Grenfell, Newell: *Switch on - switch off: mass media audiences in Malaysia*. Kuala Lumpur: Oxford University Press, 1979, xi + 260 p., bibl. p. 248-254, ind. p. 255-260

Subjects: audience research; radio audience; television audience; cinema / film audience; readers - Malaysia - audience survey (case study)

CAMECO Library: 327:10-Use 1979

4.5 Middle East & Northern Africa

58. Amin, Hussein: *Arab media audience research: developments and constraints*. In: Kai Hafez (ed.): *Arab media: power and weakness*. New York; London: Continuum, 2008, p. 69-90, bibl. p.88-90

Subjects: audience research - Arab countries - literature survey

CAMECO Library: 300A:10-General 2008

59. *Palestinians and the media: usage, trust and effectiveness*. [no place]: [Internews], 2006, 48 p., tab.

=> Internet: www.internews.org/pubs/mena/Palestinians&Media070314.pdf

Subjects: media use; Internet use; news; audience trust in the media - Palestine

CAMECO Library: 321:10-Use 2006

4.6 Europe

60. Tenscher, Jens: *Massenmedien und politische Kommunikation in den Ländern der Europäischen Union*. 3., aktual. und erw. Aufl. In: Oscar W. Gabriel; Sabine Kropp (eds.): *Die EU-Staaten im Vergleich: Strukturen, Prozesse, Politikinhalt*. Wiesbaden: VS Verlag für Sozialwissenschaften, 2008, p. 412-447, bibl. p.442-447

Subjects: media landscape / media system; media use; use of political information - Europe

CAMECO Library: *

61. Rosenstock, Roland; Schubert, Christiane; Beck, Klaus / (eds.): *Medien im Lebenslauf: demographischer Wandel und Mediennutzung*. München: Kopaed, 2007, 260 p., ill., tab., bibl. p. 201-258

Subjects: media use; media biography; milieus / lifestyles; the old people; media use of children; children and Internet / ICTs; mobile phone use - Germany - case studies; bibliography

CAMECO Library: 401:10-Use 2007

62. Hagenah, Jörg; Meulemann, Heiner / (Hrsg.): *Sozialer Wandel und Mediennutzung in der Bundesrepublik Deutschland*. Münster: Lit, 2006, 248 p. (Schriften des Medienwissenschaftlichen Lehr- und Forschungszentrums Köln; 1)

Die Massenmedien haben in den letzten Jahrzehnten einen wachsenden Anteil des Lebensalltags der Bevölkerung eingenommen. Dies lässt sich auch den Daten der Leser- und Media-Analysen entnehmen, die seit 1954 bzw. 1972 die Mediennutzung der deutschen Bevölkerung nachzeichnen. Im vorliegenden Band wird das Erhebungsmodell (kritisch) vorgestellt und spezifische Aspekte der Mediennutzung wie die Rolle der Zeitverfügbarkeit und die Bindungskraft von Fußballweltmeisterschaften werden untersucht. Themen sind zudem Ausgabe- und Rezeptionsverhalten älterer Menschen und die Lebensstile der Deutschen. (Verlagsankündigung)

Subjects: media use; social structure; milieus / lifestyles - Germany - statistical data

63. Huber, Nathalie; Meyen, Michael / (Hrsg.): *Medien im Alltag: qualitative Studien zu Nutzungsmotiven und zur Bedeutung von Medienangeboten*. Münster: Lit, 2006, 290 p., bibl. p. 273-290 (Mediennutzung; 7)

Medien sind in den Alltag eingewoben, fungieren als Tagesbegleiter und werden meist beiläufig und ohne große Anstrengung genutzt. Doch was treibt Menschen dazu, ihre Zeit medialen Angeboten zu widmen? Von welchen Faktoren wird die Mediennutzung beeinflusst? Gibt es gruppenspezifische Nutzungsmuster? Und warum werden einzelne Formate und Medien genutzt? In den Beiträgen dieses Buches werden die Bedürfnisstrukturen und die Alltagsbeanspruchung von Rezipienten in den Mittelpunkt gerückt und dadurch Alltagsmuster einzelner Nutzergruppen und Nutzungsmuster einzelner Formate und Medien präsentiert. Hieraus werden Mediennutzungsmotive abgeleitet und Rückschlüsse auf den Stellenwert medialer Inhalte gezogen. Der Einsatz von Leitfadeninterviews und Gruppendiskussionen erbrachte eine Vielzahl neuer sowie eine Ausdifferenzierung bereits bekannter Mediennutzungsmotive, wodurch die in diesem Sammelband präsentierten Studien auch für Medienmacher interessant werden. Nathalie Huber ist wissenschaftliche Mitarbeiterin am Institut für Kommunikationswissenschaft und Medienforschung der Universität München. Michael Meyen ist dort Professor. (Verlagsankündigung)

Subjects: media use; media use of minorities; print media use; yellow journalism; music; migrants; youth magazines; media education: Internet & multimedia; animated films; theatre - Germany

CAMECO Library: 401:10-Use 2006

64. Weiler, Stefan: *Die neue Mediengeneration: Medienbiographien als medienpädagogische Prognoseinstrumente. Eine empirische Studie über die Entwicklung von Medienpräferenzen*. München: Verlag Reinhard Fischer, 1999, 298 p., tab., bibl. p. 267-276 (Angewandte Medienforschung; 8)
Subjects: media biography; media use of children; family - Germany - case studies
CAMECO Library: 401:10-Use 1999
65. Klingler, Walter; Roters, Gunnar; Gerhards, Maria / (Hrsg.): *Medienrezeption seit 1945: Forschungsbilanz und Forschungsperspektiven*. Baden-Baden: Nomos Verlagsgesellschaft, 1998, 252 p., ill., tab.
Enthält Forschungsberichte aus allen Mediensparten, ergänzt durch Berichte über die zeitliche Entwicklung der Mediennutzung und -rezeption.
Subjects: media reception; media use; reading habits; radio use; television reception - Germany
CAMECO Library: 401:10-Use 1998
66. Böhme-Dürr, Karin; Graf, Gerhard / (eds.): *Auf der Suche nach dem Publikum. Medienforschung für die Praxis*. Konstanz: UVK, 1995, 296 p., ill., tab. (Medien und Märkte; 6)
Subjects: print media use; radio use; television use; audience research; media marketing research; radio language; advertising effects / impact - Germany - case studies
CAMECO Library: 401:10-Use 1995

5 Audiences & Media Use: Children

5.1 Americas & Caribbean

67. Alfaro Moreno, Rosa María; Quezada Chávez, Alicia: *Ampay, tele! Niñ@s y adolescentes opinan y juzgan a la televisión peruana*. Lima: Calandria, 2006, 184 p.
Subjects: television use; children's television programmes - Peru - audience survey (case study); content analysis (case study)
CAMECO Library: 234:40-Children/Youth 2006
68. Cornejo, Franklin: *Los niños de la calle como audiencia de los medios de comunicación: un planteamiento sobre audiencias mediáticas de la calle*. Milan: [no publisher], 2004, 13 p., bibl. p. 11-13
Subjects: street children; media use of children - international scope; Peru
CAMECO Library: 10-Children 2004
69. Oquendo, Christian: *Las culturas en diálogo con la TV: niños y consumo mediático en la ciudad de Quito*. Quito: Abya Yala, 2002, 152 p, bibl. p. 143-152
Subjects: children and media; media use; television; media reception; urban areas; media and society; programme content; media and conflicts - Ecuador - case studies
CAMECO Library: 217:40-Children 2002

5.2 Asia & Oceania

70. Jackson, Sue; Low, Jason; Gee, Susan; Butler, Carly; Hollings, James: *Children's media use and responses: a review of the literature*. Wellington, New Zealand: Broadcasting Standards Authority, 2007, 61 p., bibl. p. 53-60
=> Internet: www.bsa.govt.nz/publications/Childrens_Media_Use_and_Responses_Literature_Review.pdf
Subjects: media use of children - New Zealand - literature survey
CAMECO Library: 502:10-Children/Youth 2007

6 Audiences & Media Use: Development Communication, Conflict Resolution & Media Development Projects

6.1 Africa, Sub-Saharan

71. Maputseni, Clever: *Using radio for advocacy and communication of issues affecting farm communities in Zimbabwe*. Malmö; Harare: Thesis International Masters in Communication for Development, School of Arts and Communication, Malmö University, 2006, vii + 65 p., ill., tab., bibl. p. 58-60
=> Internet: dspace.mah.se/dspace/bitstream/2043/4096/1/CMap_Thesis06-Final.pdf
Subjects: educational radio programmes; rural radio - Zimbabwe - audience survey (case study)
CAMECO Library: 144:30-Development 2006
72. *Evaluation of Soul Buddyz series 2*. Johannesburg: Soul City, 2005, 40 p., ill.
Subjects: development communication campaigns; HIV/AIDS communication; children's programmes - South Africa - audience survey (case study); evaluation report
CAMECO Library: 151:10-Children/Youth 2005

73. *"Tuyaeg Twongere" - let's talk: IRIN Radio Burundi soap opera project. Audience survey.* [no place]: Integrated Regional Information Networks (IRIN), 2005, 19 p., tab.
=> Internet: www.IRINnews.org/radio/AudienceSurvey.pdf
Subjects: radio soap opera; refugees; entertainment education (edutainment) - Burundi - audience survey (case study)
CAMECO Library: 112:30-Minorities 2005
74. *Evaluation Soul City series 6.* Houghton: Soul City Institute, 2005, 31 p.
Subjects: development communication campaigns; children's programmes; adult education; health communication - South Africa - audience survey (case study); evaluation report
CAMECO Library: 151:10-Children/Youth 2005
75. Metcalf, Leo: *Assessment of phase II of project "Radio SIDA"*. [no place, Madagascar]: Andrew Lees Trust; National Committee to Fight AIDS (CNLS), 2005, 54 p., tab.
=> Internet: [www.andrewleestrust.org/Reports/3 Project Radio Impact Study Summary - Metcalf, Harford and Myers.pdf](http://www.andrewleestrust.org/Reports/3%20Project%20Radio%20Impact%20Study%20Summary%20-%20Metcalf,%20Harford%20and%20Myers.pdf)
Subjects: health radio programmes; HIV/AIDS communication; development communication project (development cooperation) - Madagascar - audience survey (case study); evaluation report
CAMECO Library: 134:30-Development 2005
76. Refera, Tafese: *The role of Sabido entertainment-education: radio serial dramas in the struggle for the prevention of HIV/AIDS: with specific reference to Yeken Kingit and Dhimbiba dramas.* Addis Ababa: Thesis School of Graduate Studies at Addis Ababa University, 2004, x + 147 p., tab., abbr. p. vi, bibl. p. 120-126
=> Internet: www.etharc.org/publications/role_radiodrama2004_paper.pdf
Subjects: entertainment education (edutainment); radio soap opera; health radio programmes; HIV/AIDS communication - Ethiopia - audience survey (case study); evaluation report
CAMECO Library: 118:30-Education 2004
77. *Evaluation of the radio soap opera produced by the Centre for Common Ground.* Luanda: National Institute for Statistics (Angola), 2002, 21 p., tab.
Subjects: radio soap opera; entertainment education (edutainment) - Angola - audience survey (case study)
CAMECO Library: 110:30-Education 2002
78. *Shaping the future: the Soul Buddyz experience.* Johannesburg: Soul City, 2002, 18 p., ill.
Subjects: development communication campaigns; children's programmes - South Africa - audience survey (case study); evaluation report
CAMECO Library: 151:10-Children/Youth 2002
79. Abdalla, Amr; Shepler, Susan; Hussein, Suleiman: *Evaluation of Talking Drum Studio - Sierra Leone.* [Washington DC?]: Search for Common Ground, 2002, 96 p.
=> Internet: www.sfcg.org/sfcg/evaluations/sierra.pdf
Subjects: radio genres / programmes; media project in conflict areas / conflict-sensitive communication projects - Sierra Leone - audience survey (case study); evaluation report
CAMECO Library: 147:30-Conflicts 2002
80. Abdalla, Amr K.; Davenport, Noa; McTyre, Leslie; Smith, Steven A.: *Independent program evaluation: Search for Common Ground in Burundi 1999-2001.* [Washington DC?]: [Search for Common Ground], 2002, 148 p.
=> Internet: www.sfcg.org/sfcg/evaluations/burundiev.pdf
Subjects: radio genres / programmes; media project in conflict areas / conflict-sensitive communication projects - Burundi - audience survey (case study); evaluation report
CAMECO Library: 112:30-Conflicts 2002

6.2 Europe

81. Brusset, Emery; Otto, Ralf: *Evaluation of Nashe Maalo: design, implementation and outcomes. Social transformation through the media. Evaluation of children TV program in Macedonia. On behalf of Search for Common Ground.* Ohain: Channel Research, 2004, 73 p. + 77 p.
=> Internet: www.sfcg.org/sfcg/evaluations/nash2004.pdf
Subjects: children's television programmes; intercultural communication; media project in conflict areas / conflict-sensitive communication projects - Macedonia - audience survey (case study); evaluation report
CAMECO Library: 447:40-Children/Youth 2004
82. Meyer, Manfred / (Hrsg.): *Bildungsprogramme im Fernsehen. Was wollen die Zuschauer? Beiträge zu einer europäischen Konferenz.* München: KoPäd, 1997, 302 p., ill., tab., abbr. (Edition TELEVISION des Internationalen Zentralinstituts für das Jugend- und Bildungsfernsehen (München))

Enthält die Beiträge einer Konferenz zum Thema Bildungsfernsehen, die das Internationale Zentralinstitut für das Jugend- und Bildungsfernsehen (München) 1996 veranstaltete. Am Beispiel erfolgreicher Bildungsprogramme und anhand von Studien wird untersucht, warum Bildungsprogramme von Zuschauern genutzt bzw. nicht genutzt werden. Das Ergebnis zeigt, dass der Erfolg einer Sendung von der medienadäquaten Umsetzung des

Materials und dem persönlichen Interesse des Zuschauers abhängen.

Subjects: educational television; television genres / programmes; audience research; media effects; adult education - Denmark; Europe; Germany; United Kingdom; Hungary; Ireland; Italy; Netherlands

CAMECO Library: 400:40-Meyer

7 Audiences & Media Use: Minorities

7.1 Europe

83. Zambonini, Gualtiero; Simon, Erk: *Kulturelle Vielfalt und Integration: die Rolle der Medien*. In: Media Perspektiven, nr. 3, 2008, p. 120-124

=> Internet: www.media-perspektiven.de/uploads/tx_mppublications/03-2008_Zambonini.pdf

Subjects: media use of minorities; ethnic / minority media; social integration - Germany - audience survey (case study)

CAMECO Library: Journals

84. Schmidt, Claudia / (ed.): *Zwischen den Kulturen: Fernsehen, Einstellungen und Integration junger Erwachsener mit türkischer Herkunft in Nordrhein-Westfalen. Ergebnisse der Medienforschung*. Köln: Westdeutscher Rundfunk, 2006, 63 p., tab.

=> Internet: www.wdr.de/unternehmen/presselounge/pressemitteilungen/2006/2006_11/Zusammenfassung_kap1-6.pdf

Subjects: media use of minorities; media use of youth; media biography; television use; radio use - Germany; Turkey - audience survey (case study); qualitative interviews / surveys

CAMECO Library: 401:40-Minorities 2006

8 Audiences & Media Use: Youth

8.1 Americas & Caribbean

85. Daza Hernández, Gladys: *Dinámica cultural televisiva: los jóvenes de la Costa Caribe*. Bogotá DC: CEDAL, 1992, 355 p., many ill., many tab., bibl. p. 44, 144, 164, 192, 210, 233-237,

Subjects: media use of youth; television use; youth; cultural dynamics; identification; media effects; cultural identity; audience influence; television audience; group behaviour; media policy; media legislation - Colombia

CAMECO Library: 214:40-Daza Hernández

9 Community Media Audiences & Use

9.1 Africa, Sub-Saharan

86. Ramkisson, Yuri; Nethavhakone, Mukondi: *Labour community radio project: an audience research evaluation of local community radio stations and the weekly labour show*. Braamfontein (South Africa): Community Agency for Social Enquiry (CASE), 2008, xii + 39 p., ill., tab., abbr. p. vi

Subjects: radio genres / programmes; labour; community radio - South Africa - audience survey (case study)

CAMECO Library: 151:30-Community 2008

9.2 Asia & Oceania

87. *Community radio national listener survey: summary report of findings*. Crows Nest: McNair Ingenuity Research; Community Broadcasting Association of Australia, 2004, 101 p., tab.

=> Internet: www.cbonline.org.au/media/listener_survey/McNair_Report.pdf

Subjects: community radio - Australia - audience survey (case study)

CAMECO Library: 501:30-Community 2004

9.3 Europe

88. Jaenicke, Angelika; Fingerling, Michael: *Der offene Kanal Kassel und seine Zuschauer: eine Studie zur Rezeption*. München: KoPäd, 1999, 314 p., ill., tab., bibl. p. 311-315 (Schriftenreihe der LPR Hessen; 7)

Am Beispiel des ersten offenen Kanals in Hessen hat die LPR Hessen eine Untersuchung durchgeführt, die Auskunft darüber geben sollte, welche Beweggründe in der Bevölkerung vorhanden sind, einen Offenen Kanal überhaupt zu nutzen. Die Ergebnisse machen deutlich, dass der Offene Kanal ein nicht mehr wegzudenkendes Kommunikationszentrum ist. (Verlagsankündigung)

Subjects: audience research; reception; local television; media use; community television - Germany - case studies

CAMECO Library: 401:40-Community 1999

89. Schäfer, Erich: *Offener Fernsehkanal Gera: Wahrnehmung, Nutzung und Bewertung*. München: Kopäd, 1999, 224 p., ill., p. 219-224 (TLM Schriftenreihe; 6)

Der Offene Kanal Gera - erster offener Fernsehkanal in Ostdeutschland - wird in diesem Buch anhand der Kriterien Wahrnehmung, Nutzung und

Bewertung analysiert. Im Ergebnis zeigt sich, dass sich der Sender als lokales und kulturelles Bürgermedium etabliert hat. Er ist für viele Geraer Bürger zu einem festen Bestandteil der Medienlandschaft geworden. (Verlagsankündigung)

Subjects: television; media use; communication research; evaluation methods; evaluation; public television; research methods; audience composition - Germany - evaluation report

CAMECO Library: 401:40-Community 1999

10 International Broadcasting Audiences & Use

10.1 General & International

90. Zöllner, Oliver / (ed.): *Targeting international audiences: current and future approaches to international broadcasting research*. Bonn: Conference of International Broadcasters' Audience Research Services (CIBAR), 2005, 202 p., ill. (CIBAR Proceedings; 3)

Subjects: audience research; transnational / international broadcasting; educational broadcasting; survey methods; ethnic groups / ethnic minorities; short waves (SW); mobile phone; websites - Russia; Afghanistan; Iraq; Mozambique; Kenya; China; Chile - case studies; seminar / conference report

CAMECO Library: 10-Use-E 2005

91. Zöllner, Oliver / (ed.): *Beyond borders: research for international broadcasting 2003*. Bonn: Conference of International Broadcasters' Audience Research Services (CIBAR), 2004, 168 p. (CIBAR Proceedings; 2)

Subjects: audience research; transnational / international broadcasting; websites; digital radio - Russia; Ukraine; Czech Republic; Arab countries; Afghanistan; Asia - case studies; seminar / conference report

CAMECO Library: 10-Use-E 2004

92. Zöllner, Oliver / (ed.): *Reaching audiences worldwide: perspectives of international broadcasting and audience research 2001/2002*. Bonn: Conference of international broadcasters' audience research services (CIBAR), 2003, 131 p. (CIBAR Proceedings; 1)

Subjects: audience research; transnational / international broadcasting; media marketing; questionnaires; survey methods; access to media; crisis communication; foreign language programmes; short waves (SW); role of media in Islamic culture - Nigeria; Europe; Russia; USA - case studies; seminar / conference report

CAMECO Library: 10-Use-E 2003

93. Zöllner, Oliver / (ed.): *An essential link with audiences worldwide: research for international broadcasting*. Berlin: Vistas, 2002, 234 p., tab. (DW-Schriftenreihe; 5)

Subjects: audience research; radio audience; international radio broadcasting; image abroad; short waves (SW); Internet use; audience segmentation - Canada; United Kingdom; Russia; Haiti; Ethiopia; Germany; France; Argentina; Romania - case studies

CAMECO Library: 30-Use-E 2002

11 Internet, Mobile Phone, ICT Audiences & Use

11.1 Africa, Sub-Saharan

94. Moratti, Francesca: *L' Afrique sur le web: l'impact d'internet sur les jeunes au Bénin entre symbolique et virtuel*. Paris: L'Harmattan, 2009, 166 p., ill., bibl. p. 124-137, web dir. p. 137-138 (Études africaines)

Subjects: digital divide; Internet use; media use of youth - Benin - audience survey (case study)

CAMECO Library: 117:70-Children/Youth 2009

95. Gabas, Jean-Jacques / (ed.): *Société numérique et développement en Afrique: usages politiques et publics*. Paris: Karthala; GEMDEV, 2005, 379 p., bibl. p. 359-368, abbr. (Hommes et Sociétés)

Subjects: access to ICTs / Internet; ICT regulation; ICT regulatory bodies; Internet use; ICTs and development; local development planning; distance education; ICTs and health/telemedicine; Francophonie; ICT development cooperation - Africa; French-Speaking Africa; Senegal; South Africa; France

CAMECO Library: 100:70-Development 2005

12 Radio Audiences & Use

12.1 General & International

96. List, Dennis: *Participative marketing for local radio*. Wellington (New Zealand): Original Books, 2003, 160 p., ind., bibl. p. 153-156

Subjects: community radio; marketing; audience research; programming; advertising; fundraising - textbook

CAMECO Library: 30-Economics-E 2003

97. Kindel, Andreas: *Erinnern von Radio-Nachrichten: eine empirische Studie über die Selektionsleistungen der Hörer von Radio-Nachrichten*. München: Verlag Reinhard Fischer, 1998, 274 p. + xxviii, tab., bibl. p. 250-269, abbr. p. 274 (Angewandte Medienforschung; 7)

Subjects: radio news; news reception; selective attention; audience surveys; empirical studies; cognition; media effects; reception; data collection; research methods; audience influence - Germany

CAMECO Library: 30-Use-G 1998

12.2 Africa, Sub-Saharan

98. *Women's access to radio in Mali: women survey analysis report*. [Bamako?]: USAID Mali, 2005, 64 p., tab.
=> Internet: www.usaidmali.org/documents/WomenAndAccessToRadioInMali.pdf

Subjects: radio use; media use of women; media advocacy / media activism; access to media - Mali - audience survey (case study)

CAMECO Library: 136:30-Use 2005

99. Warnock, Kitty: *DTR radio listening clubs, Zambia: impact evaluation report*. [no place]: Panos Southern Africa, 2001, 17 p.

Subjects: audience clubs; women's radio programmes; rural communication; media project (development assistance) - Zambia - evaluation report

CAMECO Library: 159:30-Gender 2001

100. Lloyd-Morgan, K.: *Research findings on rural radio listenership in Meru and Tharaka Nithi districts*. Kenya: Agricultural Information Centre, 1993

Subjects: rural radio; radio audience - Kenya - audience survey (case study)

12.3 Americas & Caribbean

101. Camacho Azurduy, Carlos A.: *Metodología de la investigación comunicacional: una aproximación desde el estudio del consumo cultural de la radio entre mujeres migrantes de la ciudad de El Alto*. La Paz: Gugly XtraPubli; Asociación Latinoamericana de Investigadores de la Comunicación (ALAIIC), 2007, 277 p., ill., tab., bibl. p. 183-188

=> Internet: www.geocities.com/carcam2000/

Subjects: radio use; media use of women; audience measurement / survey methods - Bolivia - audience survey (case study); training materials

CAMECO Library: 211:30-Use 2007

102. van Oeyen, Víctor; Nava, Karen: *Conociendo nuestras audiencias: percepción de las temáticas de educación en población en la Bolivia tropical*. ERBOL, 1998, 71 p., many tab. (Serie Documentos; 6)

Subjects: development education; community radio; audience composition; media consumption; population; preference; communication research - Bolivia - audience survey (case study)

103. *Oyente, ¿donde estás? Un estudio sobre la audiencia de radio en el noreste argentino*. Reconquista: Instituto de Cultura Popular (INCUPPO), 1997, 72 p., many tab.

Subjects: radio; mass media; habits; preference; urban areas; rural areas; access to information; audience feedback / audience participation; print media - Argentina - audience survey (case study)

CAMECO Library: 209:30-Use 1997

104. *Oyente, ¿donde estás?: un estudio acerca de la audiencia de radio en el norte santafesino*. Reconquista: INCUPPO (Instituto de Cultura Popular), 1996, 36 p., many tab.

Subjects: radio; mass media; habits; preference; urban areas; rural areas; access to information; audience feedback / audience participation; print media; television - Argentina - audience survey (case study)

CAMECO Library: 209:30-Use 1996

105. *Recepción de programas radiales*. Cusco: Centro Amauta de Estudios y Promoción de la Mujer del Cusco, 1987, 64 p., tab. (Cuadernos de Chasqui; 14)

Subjects: radio genres / programmes; media use of women - Peru - audience survey (case study)

CAMECO Library: 234:30-Use 1987

12.4 Asia & Oceania

106. Koch, Elena: *Radiohörerclubs in Indien: organisierte Medienrezeption im kulturellen Kontext*. Münster: Lit, 2005, 256 p., gloss., bibl. p. 235-245, ill., tab. (Mediennutzung; 6)

Was im westlichen Kulturkreis beinahe befremdlich wirkt, ist in Indien ganz geläufig: Begeisterte Radiohörer schließen sich zusammen und gründen Hörerclubs. Auch Auslandsender wie die Deutsche Welle sind ein beliebter Anlass, sich zu organisieren - mit regelmäßigen Clubtreffen, sozialen Projekten, Vereinsposten und Briefen mit Hörberichten an den Sender. In ihrer explorativen Studie untersucht Elena Koch erstmals das Phänomen "Hörerclub" im Kontext der indischen Kultur, Geschichte, Gesellschaft und Kommunikation. Besonderes Augenmerk gilt dabei auch der Situation der Medien in Indien. Dr. Elena Koch lebt und arbeitet als Medienwissenschaftlerin in Köln. (Verlagsankündigung)

Subjects: audience clubs; media landscape / media system; international radio broadcasting; Deutsche Welle - India - case studies

CAMECO Library: 317:30-Use 2005

107. *Audience research in developing countries*. Köln: Deutsche Welle Ausbildungszentrum, 1987, 83 p., tab., bibl. p. 81-83 (DWAZ Publications; 1)

Subjects: audience research; communication research; audience surveys; television; radio - Asia; Bangladesh; China; Pakistan; Sri Lanka

CAMECO Library: 300:30-Use 1987

12.5 Europe

108. Weiß, Ralph; Hasenbrink, Uwe: *Hörertypen und ihr Medienalltag: eine Sekundärauswertung der Media-Analyse '94 zur Radiokultur in Hamburg*. Berlin: VISTAS, 1994, 228 p., ill., tab., bibl. p. 213-214 (Schriftenreihe der HAM; 14)

Subjects: social structure; everyday life; culture; radio audience; radio; leisure; popular culture; market studies; acoustic perception - Germany - statistical data

CAMECO Library: 401:30-Use 1995

13 Readership Research

13.1 General & International

109. Guthrie, John T.; Seifert, Mary: *Measuring readership: rationale and technique*. Paris: UNESCO, 1984, 116 p., bibl. p. 113-116

Subjects: readers; survey methods - training materials

CAMECO Library: 20-Use-E 1984

13.2 Asia & Oceania

110. Neder, Christina: *Lesen in der Volksrepublik China: eine empirisch-qualitative Studie zu Leseverhalten und Lektürepräferenzen der Pekingener Stadtbevölkerung vor dem Hintergrund der Transformation des chinesischen Buch- und Verlagswesens 1978-1995*. Hamburg: Institut für Asienkunde, 1999, 318 p. (Mitteilungen des Instituts für Asienkunde Hamburg; 313)

Subjects: reading; book trade / book distribution - China

14 Religious Communication Audiences & Use

14.1 Americas & Caribbean

111. Rojo García, José María: *Las audiencias de programación religiosa radial en el cono este de Lima - Perú*. Bogotá: Pontificia Universidad Javeriana, Facultad de Comunicación y Lenguaje, 2005, 217 p.

Subjects: Catholic radios; radio use; use of religious media / programmes; urban pastoral - Peru - audience survey (case study)

CAMECO Library: 234:30-Catholic 2005

15 Television Audiences & Use

15.1 General & International

112. Orozco Gómez, Guillermo: *Televisión, audiencias y educación*. 2nd ed. Buenos Aires (et al.): Grupo Editorial Norma, 2001, 122 p. (Enciclopedia Latinoamericana de Sociocultura y Comunicación)

Subjects: television; audience research; mediation; education and media

CAMECO Library: 40-Orozco

113. Aguaded Gómez, José Ignacio: *Televisión y telespectadores*. Huelva: Grupo Comunicar, 2000, 180 p., ill., tab., bibl. p. 103-109 and 169-179 (Aula Media)

Subjects: television; television production; television language; media use of youth; media use of children; media reception; media effects - textbook

CAMECO Library: 40-General-S 2000

114. Jensen, Klaus Bruhn: *News of the world: world cultures look at television news*. London: Routledge, 1998, 248 p.

This is the first in-depth study of how television viewers around the world respond to the ever increasing mass of information available from news programmes. It describes and interprets the type of news available and how it is understood in the context of everyday life. The study is based on news analysis, individual interviews and household interviews in seven countries: the United States, India, Mexico, Italy, Denmark, Israel and Belarus. Contributors include Michael Gurevitch, Klaus Bruhn Jensen, Tamar Liebes, Paolo Mancini and Guillermo Orozco-Gomez. (citation source: cat. Routledge 1999)

Subjects: television news; everyday life - Belarus; Denmark; India; Israel; Italy; Mexico; USA - case studies

115. Morley, David: *Televisión, audiencias y estudios culturales*. Buenos Aires: Amorrortu editores, 1996, 445 p., bibl. 425-445

Subjects: television; audience research; audience composition; television audience; empirical studies; media effects; communication research; semiotics; media consumption; sociology; media technology

CAMECO Library: 40-Use-S 1996

116. Orozco Gómez, Guillermo: *Televisión y audiencias: un enfoque cualitativo*. Madrid: Ediciones De La Torre; Universidad Iberoamericana, 1996, 207 p., tab., bibl. p. 190-207 (Proyecto Didáctico Quirón; 45)

Subjects: television; family; audience research; television audience; communication research; media effects; media literacy / media education; television news - Mexico

CAMECO Library: 40-Use-S 1996

117. Schorb, Bernd; Stiehler, Hans-Jörg / (Hrsg.): *Medienlust - Medienlast. Was bringt die Rezipientenforschung den Rezipienten?*. München: KoPäd, 1996, 237 p., tab., bibl. (FSF-Dialog; 1)

Enthält die Ergebnisse und eine Diskussion von zehn der wichtigsten Untersuchungen, die in den letzten Jahren zum Reality-TV, zur Nutzung von Informationssendungen im Fernsehen, zur Rezeption von Gewaltdarstellungen in Fernsehen, zum Umgang von Kindern und Jugendlichen mit Werbung, sowie zu Jugendstilen und Medien durchgeführt wurden.

Subjects: media effects; television; violence; youth; advertising; research results; media literacy / media education; reality shows / daily talks; media use; children - Germany

CAMECO Library: 40-Use-G 1996

118. Orozco Gómez, Guillermo / (Coord.): *Televidencia: perspectivas para el análisis de los procesos de recepción televisiva*. Mexico: Universidad Iberoamericana, 1994, 141 p. (Cuadernos de Comunicación y Prácticas Sociales; 6)

Subjects: television reception; media effects; media reception of children - theoretical approach

CAMECO Library: 40-Use-S 1994

119. Fowles, Jib: *Why viewers watch: a reappraisal of television's effects*. rev. ed. London: Sage, 1992, xi + 280 p., bibl. p. 255-267, ind. p. 268-280

Subjects: television; media effects; effects; television audience; television genres / programmes

CAMECO Library: 40-Use-E 1992

120. Orozco Gómez, Guillermo: *Recepción televisiva: tres aproximaciones y una razón para su estudio*. México DF: Universidad Iberoamericana, 1991, 77 p., bibl. p. 70-77 (Cuadernos de Comunicación y Prácticas Sociales; 2)

Subjects: communication theories; family; children; media effects; television

CAMECO Library: 40-Use-S 1991

15.2 Africa, Sub-Saharan

121. Kasongo-Mwema Y'Ambayamba, Tharcisse-Henry: *Enjeux et publics de la télévision en République démocratique du Congo (1990-2005)*. Paris: L'Harmattan, 2007, 265 p., bibl. p. 257-265 (Espace Kinshasa)

Subjects: national television landscape; television legislation / regulation; television audience; television programme profil; television channels; public television - Congo (Dem. Rep.)

CAMECO Library: 115:40-General 2007

15.3 Americas & Caribbean

122. Alfaro Moreno, Rosa María; Quezada Chávez, Alicia: *Atracción fatal: gritos y susurros de género en la pantalla peruana. Análisis de la programación y consulta ciudadana*. Lima: Veeduría Ciudadana de la Comunicación Social, 2005, 140 p., tab.

Subjects: media coverage of women / gender issues; women's television programmes; talkshows; media use; television industry - Peru - audience survey (case study); content analysis (case study); position paper / recommendations

CAMECO Library: 234:40-Gender 2005

123. Fuenzalida, Valerio: *Televisión abierta y audiencia en América Latina*. Buenos Aires: Grupo Editorial Norma, 2002, 131 p., bibl. p. 123-131 (Enciclopedia Latinoamericana de Sociocultura y Comunicación; 19)

Subjects: audience research; television reception; television language

CAMECO Library: 40-Use-S 2002

124. Lopes, Maria Immacolata Vassallo de; Simões Borelli, Silvia Helena; da Rocha, Vera: *Vivendo como a telenovela: mediação, recepção, teleficcionalidade*. São Paulo: Summus Editorial, 2002, 394 p., ill., bibl. (Novas buscas em comunicação; 66)

Subjects: soap operas; audience research; reception - Brazil - content analysis (case study)

CAMECO Library: 212:40-Use 2002

125. Venegas, Carlos Alberto Vélez; Peillard, Marcelo Dalmazzo / (eds.): *El valor de la audiencia: dos experiencias para el debate*. Santafé de Bogotá: Comisión Nacional de Televisión; Embajada de Chile; Convenio Andrés Bello; Fundación Antonio Restrepo Barco, 1998, 61 p. (Televisión y Educación; 5)

CAMECO Library: 200:40-Use 1998

126. Fuenzalida, Valerio: *Televisión y cultura cotidiana: la influencia social de la TV percibida desde la cultura cotidiana de la audiencia*. Santiago de Chile: Corporación de Promoción Universitaria (CPU), 1997, 303 p., ill., tab., bibl. p. 289-301

Subjects: television; traditional society; children's television programmes; soap operas; youth; violence; children; programme content; cultural influence; educational television; media effects; women; nonformal education; media legislation - Chile

CAMECO Library: 213:40-General 1997

127. Orozco Gómez, Guillermo / (coord.): *Miradas latinoamericanas a la televisión*. Mexico City: Universidad Iberoamericana, 1996, 249 p., bibl. (Ensayos del PROIICOM; 2)

Subjects: television; audience research; globalisation; cultural influence of the media; educational effects of the media; political influence of the media; media / communication ethics; violence; media literacy / media education; identity - Latin America

CAMECO Library: 200:40-General 1996

128. Orozco, Guillermo / (ed.): *Hablan los televidentes: estudios de recepción en varios países*. Lomas de Santa Fe: Universidad Iberoamericana, 1992, 162 p., bibl. (Cuadernos de comunicación y prácticas sociales; 4)

Subjects: family; television; education; mediation; children; audience research; reception; social anthropology; everyday life; politics; farmers; peasants; soap operas - Chile; China; Venezuela

CAMECO Library: 200:10-Use 1992

129. Saavedra, Manuel: *El rating televisivo: anuario de las audiencias televisivas 1991 Peru*. Mercadeo Latino, 1992, 219 p., many tab., ill., map

Subjects: programmes; advertising; audience ratings; television - Peru - yearbook

CAMECO Library: 234:40-Use 1992

130. Silva, Carlos Eduardo Lins da; Zahar, Jorge: *Muito além do Jardim Botânico: um estudo sobre a audiência do Jornal Nacional da Globo entre trabalhadores*. São Paulo: Summus, 1985, 161 p., bibl. p. 151-159 (Novas buscas em comunicacao; 6)

Subjects: television; television news; audience research; media effects; workers; attitudes; trade unions - Brazil

CAMECO Library: 212:40-Use 1985

15.4 Asia & Oceania

131. Kramer, Stephan: *Das chinesische Fernsehpublikum: zur Rezeption und Reproduktion eines neuen Mediums*. Bielefeld: Transcript, 2006, 226 p., tab., ill., bibl. p. 221-226 (Kultur und Medientheorie)

Subjects: television use; media reception; cultural identity; cultural influence of the media - China - case studies; theoretical approach

CAMECO Library: 313:40-Use 2006

15.5 Europe

132. Mitchell, Jeremy; Blumler, Jay G. / (eds.): *Television and the viewer interest: explorations in the responsiveness of European broadcasters*. London: European Institute for the Media (EIM), 1994, 264 p., ill., tab., bibl., abbr. p. 241-244 (EIM Media Monograph; 18)

Subjects: television; television audience; media consumption - Czech Republic; France; Germany; United Kingdom; Hungary; Italy; Netherlands; Spain; Sweden; Switzerland; Turkey

CAMECO Library: 400:40-Use 1994

133. Gunter, Barrie; Wober, Mallory: *The reactive viewer: a review of research on audience reaction measurement*. London: John Libbey, 1992, v + 119 p., tab. (Independent Television Commission Research Monographs Series)

Subjects: television; audience research; programmes; television audience; behaviour; audience surveys; communication research; media effects; advertising; trends - Europe; United Kingdom; USA

CAMECO Library: 10-Use-E 1992

16 Advertising: Media Planning, Media Research

16.1 General & International

134. Frey-Vor, Gerlinde; Siegert, Gabriele; Stiehler, Hans-Jörg: *Mediaforschung*. Konstanz: UVK Verlagsgesellschaft, 2008, 412 p., ill., tab., web dir. p. 370-378, bibl. p. 381-406, ind. p. 407-412

Subjects: audience measurement / survey methods; media use; print media use; radio use; television use; target groups; Internet use - Germany - textbook

CAMECO Library: 10-Use-G 2008

135. Napoli, Philip M.: *Audience economics: media institutions and the audience marketplace*. New York: Columbia University Press, 2003, x + 235 p., bibl. p. 199-227, ind. p. 229-235

Subjects: audience market (advertising); audience research - USA

CAMECO Library: 10-Use-E 2003

136. Surmanek, Jim: *Media planning: a practical guide*. 3rd ed. Illinois: NTC Business Books, 1996, xii + 209 p., tab., gloss p. 197-204, ind. p. 205-209

Subjects: media planning; broadcasting; media use; audience research; print media; television; radio; perception; audience composition; media consumption; geography; budget/costing; advertising; marketing; communication strategies; media economics; communication research - training materials

CAMECO Library: 10-Use-E 1995

16.2 Americas & Caribbean

137. Carrillo Checa, Salvador: *Estrategias de medios publicitarios*. Lima: Universidad de Lima, Fondo de Desarrollo Editorial, 1998, 150 p., many tab., bibl. p. 147-148

Subjects: media planning; audience research; media use - Peru - training materials; statistical data

CAMECO Library: 234:10-Campaigns 1998

138. *La radio hoy: manual de radio para avisadores y publicistas*. Santiago de Chile: ARCHI, 1997, 44 p., ill., tab.

Subjects: radio; empirical studies; audience research; family; radio listeners; preference; consumption; marketing; mass media; information; publicity - Chile

CAMECO Library: 213:30-Radio Chilena