MEDIA EFFECTS
COMMUNICATION STUDIES 422
INFORMATION NEEDED

Evidence of media effects

Proposition

Supporting evidence

Pro Con
SEX ROLE STEREOTYPES

PROPOSITION AND COUNTER PROPOSITION
GET ORGANIZED

Think of synonyms, keywords and sources of information
SEX ROLE STEREOTYPES

Gender Roles
Feminism
Eating disorders
Ideal beauty
Self esteem

models
Body image
advertising

Feminism
Eating disorders
Ideal beauty
Self esteem

Fashion magazines

KEYWORDS FOR PRO AND CON
**AND**

Narrows a search
Both terms appear in same record
Terms have different meanings
example: food and consumption

**OR**

Broadens a search
Either term may appear in record
Terms have similar meanings
example: adultery and cheating

USE THESE TO CONNECT VARIABLES
COMBINE SEARCH TERMS

* asterisk

Can look for multiple endings of a word or plurals
theor* theory, theoretical, theories

USE THESE TO EXPAND YOUR SEARCH
COMBINE SEARCH TERMS

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Proximity
Phrase Searching

Look for words as phrases or next to each other
online w1 interaction within 1 words (Ebsco)
“online interaction” (Proquest)

USE THESE TO EXPAND YOUR SEARCH
CONSTRUCTING

Sex role* and attitude* and media cultivation and news w1 report* (agress* or violen*) and videogame*
Pick the correct sources of information
DON’T PANIC
JUST EMAIL ME
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