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The heart of the book is formed by empirical studies-mostly social surveys-coming out of the media effects and uses traditions. The chapters are grounded in theoretical frameworks and bring much-needed theory to the study of online news. The frameworks guiding these studies include media credibility, the third-person effect, media displacement, and uses and gratifications. The book ends with a section devoted to research on online news postings.

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## Online News and the Public (Routledge Communication Series) From Routledge Bibliography

- Rank: #3138598 in eBooks
- Published on: 2004-12-13
- Released on: 2004-12-13
- Format: Kindle eBook

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