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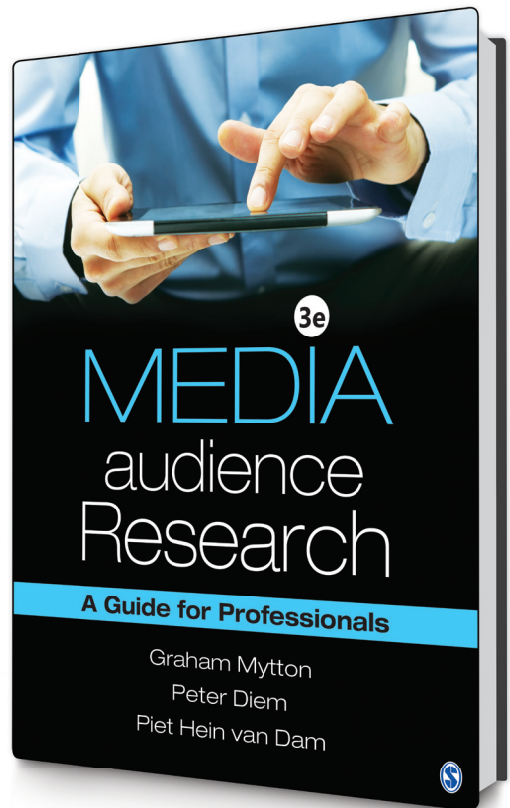
MEDIA AUDIENCE RESEARCH

**A Guide for
Professionals** **3e**

**Graham Mytton
Peter Diem
Piet Hein van Dam**

This book outlines all the methods for conducting research—both active and passive as well as quantitative and qualitative—in all forms of media, including new media such as the Internet, mobile phones and social media. It explains the ways in which media audiences are measured, understood and taken into account in media planning, advertising sales and social development campaigns. It shows how datasets are analysed and used. The statistical theories behind good quantitative research are explained in simple and accessible language.

The book is intended for both media research scholars and practitioners.

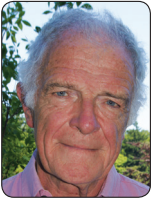


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About the Authors



Dr Graham Mytton is an Independent media research consultant and trainer based in Dorking, UK. He began his media research career in Tanzania as a student in 1967. He carried out extensive audience research for his doctoral thesis on the role of mass media in nation-building in that country. He has carried out extensive research projects in Africa and Asia including national surveys in Gambia, Sierra Leone, South Sudan and East Timor. He has led training programmes in media research in 37 countries. He is the author of several books and articles on audience research, broadcasting history and African media.



Dr Peter Diem studied Law and Political Science in Austria and in the USA. In 1964 he became consultant to the conservative Party of Austria as an adviser on market research. After a short period in book market research (1977-1978) he started to build up TV and Radio Research for ORF, the public service network of Austria. He was head of the audience research department of ORF until 1999.



Dr Piet Hein van Dam is Chief People Officer of Netquest, the independent online field provider for the market research sector in Spain, Portugal and Latin America. With a PhD in nonlinear dynamics, Piet Hein evolved to business developer type CEO/CPO. He spent more than 10 years at Unilever and KPMG Consulting, in international business development functions.

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