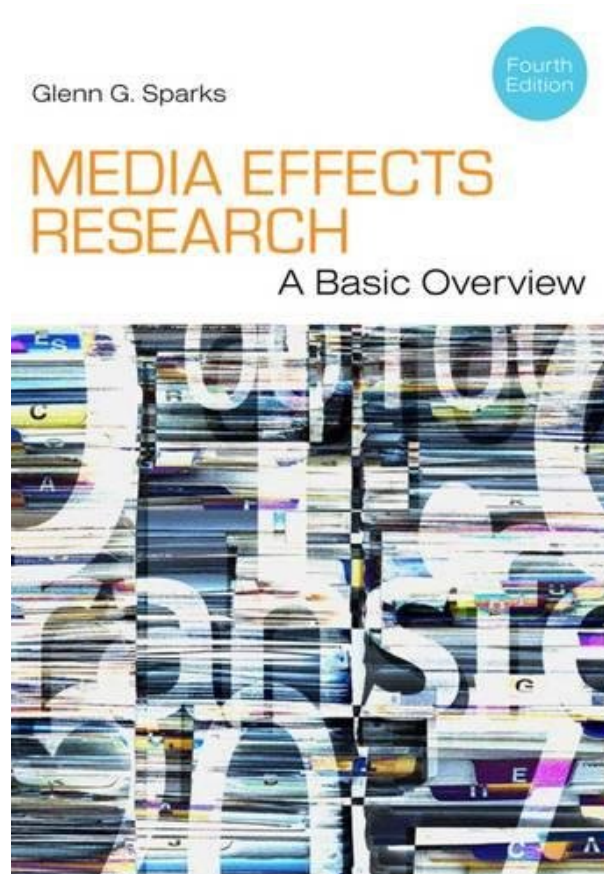


MEDIA EFFECTS RESEARCH: A BASIC OVERVIEW BY GLENN G. SPARKS



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About the Author

Glenn Sparks is a professor and noted researcher of Mass Communication in the Brian Lamb School of Communication at Purdue University where he served for twelve years as the associate head. He previously taught in the Department of Communication at Cleveland State University. His area of expertise is the cognitive and emotional effects of the media. Over the last thirty years, Dr. Sparks has published research on a number of different media effects, including the effects of frightening media, fear of criminal victimization, media violence, paranormal depictions and the CSI effect. His future research will most likely involve new technology and interpersonal relationships-a topic he considers immensely important. He collaborated with Dr. Will Miller on this theme in their book *REFRIGERATOR RIGHTS: OUR CRUCIAL NEED FOR CLOSE CONNECTION*, which was nominated as a finalist for a 2003 "Books for a Better Life" Award given by the National Multiple Sclerosis Society. In addition, he is a coauthor with Em Griffin and Andrew Ledbetter on the popular *A FIRST LOOK AT COMMUNICATION THEORY*. He received his Ph.D. from the University of Wisconsin-Madison.

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