

(T) ✓ Anderson's historical research teaches us the importance of looking at the bigger audience and media picture. Periods of rapid and dramatic communication change may produce media effects more dramatic than appetites for screen violence or so-called addiction to computer games might suggest. ✓ Yet we can only begin to appreciate the bigger picture when we recognize that audience formations (masses, fans, clubs, enthusiasts) are just as important a basis for audience research as individuals. ✓ Anderson's analysis draws attention to the significance of both mediatization and industrialization of cultural production. ✓ It documents the potential for socio-cultural change that is packaged, often unnoticed, alongside the media commodity. He recognizes that media have the capacity to dramatically alter our appreciation of time through the ways stories are told and information sequenced. And perhaps most importantly, he catalogues the pervasiveness of print capitalism as it rearranged the power and language structures that had previously held sway. ✓ The similarities between the impact of print-capitalism and the experiences of audiences in contemporary cyber-culture are unmistakable. ✓ This theme is taken up again in Chapter 7, because audiences are again searching for 'a new way of linking fraternity, power and time meaningfully together' (Anderson 1991: 36), but this time in the context of the information revolution.

Broadcasting and audience research

(T) ✓ According to Butsch (2000), the introduction of broadcasting played a pivotal role in changing the 'collective dimension of public audiences, dispersing them to their homes'. This change took place very quickly. ✓ Radio was introduced in the 1920s and within ten years over half the homes in the USA had radio sets (Butsch 2000: 173). However, the rapid diffusion of radio amplified concerns about the potential use of mass media by foreign states for propaganda and persuasion purposes. The immense cost of introducing radio, in the USA at least, posed a funding challenge that was solved there by commercializing the sector. Smulyan (1994) has documented the political struggle that resulted in the decision that radio should be funded by advertising in the USA, even though many listeners were annoyed enough by programmes being interrupted to write letters of complaint to the stations.

✓ The commercialization of radio in the USA had far-reaching consequences. Almost immediately it established a need for audience measurement, because advertisers and programme sponsors needed to know how many people were listening to justify their advertising expenditure. The first audience research tradition to develop, therefore, was ratings research (Beville 1988; see also Chapter 3). ✓ Early audience measurement research provided a service that