

Communication Methods and Measures Call for Papers

Changes over the last few decades in the media landscape and the technology by which information is delivered have made it possible for people to custom tailor their exposure to media content in ways no one could have foreseen a generation ago. As a result, scholars from communication, political science, psychology, and other disciplines have speculated about and empirically examined selective tailoring and exposure. A variety of factors causing selective exposure have been studied, including partisanship, utility considerations, moods, and personality characteristics, for example. Moreover, various outcomes of interest have been investigated, including political participation, learning, accessibility of attitudes about the self and others, and consumer behavior, among others. Yet there has been little to no systematic treatment of the various approaches available to researchers on how to empirically measure such selective exposure and the relative strengths and weaknesses of those approaches.

Communication Methods and Measures, published by Taylor and Francis, is issuing a call for a special issue on empirical approaches to the study of selective exposure. Manuscripts that focus on survey and experimental approaches to the study of selective exposure are especially sought, although all research traditions and methods are welcomed. Submissions should focus on the methodology of selective exposure research rather than empirically documenting the existence of selective exposure effects. Manuscripts can be data driven or not, but must emphasize methodology so as to guide future researchers interested in studying selective exposure.

Questions about this special issue can be directed to Andrew F. Hayes, Editor-in-Chief, at hayes.338@osu.edu or cmm@osu.edu

The deadline for submission for consideration is September 1, 2012. Submitters should include a statement in the cover letter that the manuscript is being submitted for the special issue on selective exposure research. Articles will be peer reviewed and a decision rendered within 90 days, with a target publication date of summer 2013. Instructions for authors and a description of the online submission process can be found on the journal's home page at <http://www.tandf.co.uk/journals/HCMS>