Preface
Essential Facts and Initial Effects
Television?
The Audience: Who Watches, When, What, and Why?
The Program Content of Television
The Psychology of Television: Psychological Mechanisms of Influence
Behavioral Mechanisms: Imitation, Disinhibition, and Arousal/Desensitization
Cognitive Mechanisms 1: the Influence of Television on Attitudes, Beliefs, and Judgments
Cognitive Mechanisms II: Attention, Comprehension, and Perceived Reality
Nonprogram Content of Television: Mechanisms of Persuasion
Regulations and Speculations
Social Policy and the Regulation of Television for Children
The Future of Television
References
Author Index
Subject Index