



Precision Journalism: A Reporter's Introduction to Social Science Methods

By Philip Meyer

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Philip Meyer's work in precision journalism established a new and ongoing trend—the use by reporters of social science research techniques to increase the depth and accuracy of major stories. In this fully updated, fourth edition of the classic *Precision Journalism* (known as *The New Precision Journalism* in its third edition), Meyer shows journalists and students of journalism how to use new technology to analyze data and provide more precise information in easier-to-understand forms. New to this edition are an overview of the use of theory and science in journalism; game theory applications; introductions to lurking variables and multiple and logistic regression; and developments in election surveys. Key topics retained and updated include elements of data analysis; the use of statistics, computers, surveys, and experiments; database applications; and the politics of precision journalism. This accessible book is an important resource for working journalists and an indispensable text for all journalism majors.

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Precision Journalism: A Reporter's Introduction to Social Science Methods By Philip Meyer Bibliography

- Sales Rank: #605355 in Books
- Brand: Rowman n Littlefield Publishers
- Published on: 2002-02-25
- Released on: 2002-02-25
- Original language: English
- Number of items: 1
- Dimensions: 9.08" h x .88" w x 6.09" l, .90 pounds
- Binding: Paperback
- 304 pages

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Editorial Review

Review

Precision Journalism is a must-read for journalists intending to do in-depth reporting in the 21st century?whether it involves polling, data analysis, or understanding complex reports. This updated edition clearly explains social science methods and how to effectively use them to increase the accuracy and credibility of news stories. (Brant Houston, University of Missouri, Columbia)

Precision Journalism is the mother ship from which most other books on computer-assisted journalism were launched. Philip Meyer not only encouraged journalists to learn social science methods three decades ago, but he also provided a clear, user-friendly book to get them started. Now in its fourth edition, *Precision Journalism* continues to be an important resource in the arsenal of tools available to journalism educators, students, and practitioners. (Kevin Kawamoto, University of Washington)

In his professional mode, Meyer leads readers into becoming as comfortable with numbers as with words?data analysis, basic statistical procedures, constructing and interpreting surveys, using databases, and much more. At the same time he warns working journalists not to get too comfortable with numbers. (*Columbia Journalism Review*)

Philip Meyer's vision of 'precision journalism' as a standard of excellence for our profession is sharper than ever in this thoroughly updated and expanded edition of his classic book. (Stephen K. Doig, Arizona State University)

About the Author

Philip Meyer is the Knight Chair in Journalism at the University of North Carolina at Chapel Hill.

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Noah Hansell:

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