



Media system dependency theory

Catch phrase

the more a person depends on media to meet needs, the more important media will be in a person's life and the more effects media will have on a person

Background

Sandra Ball-Rokeach, Melvin Defluer in 1976



Variables and model

relationship

The relationship between the **society** and the **media**

The relationship between the media and the **audience**

The relationship between the society and the media

Needs

Surveillance: The need to understand one's social world

Social utility: the need to act meaningfully and effectively in that world

Fantasy-escape: the need to escape from that world when tensions are high

Two basic conditions for heightened media needs

The number of media and centrality of media functions in a society are high

Under social change and conflict

Variables and model

The effect of media messages

- Cognitive

The creation and resolution of ambiguity

Agenda-setting

Attitude formation

People's belief systems expanding

Value clarification and conflict

- Affective

Desensitization

Increase of people's fear or anxiety

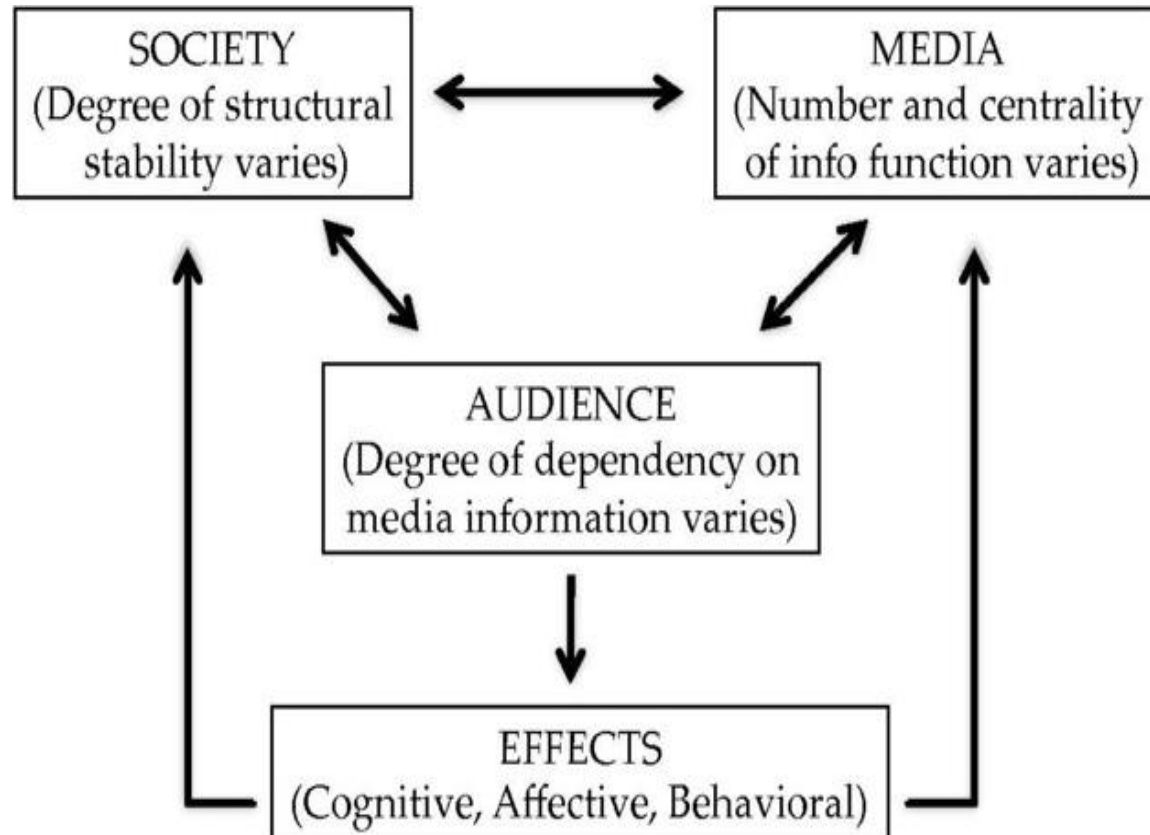
Morale and feelings of alienation

- Behavioral

Activation

Deactivation

Variables and model



Critics

Difficult to empirically verify because the microlevel is hard to be measured

Variability in microlevel and macrolevel measurement makes between-study comparability problematic