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Validating the Response-Frequency Measure of Media Habit

Abstract

Media habits attract growing attention in communication research. Therefore, valid measures of habit strength are needed. The response-frequency measure of media habit (RFMMH) provides an implicit approach that does not rely on retrospective self-reports of the habitual character of a behavior. The present chapter aims at replicating construct validity of the RFMMH and establishing its incremental validity. Furthermore, the chapter examines the applicability of the RFMMH for different population groups including elderly and less educated.

Dieser Beitrag kann wie folgt zitiert werden:

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Weitere Informationen zum Buch erhalten Sie unter:

<http://www.halem-verlag.de/measuring-media-use-and-exposure/>

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