Recent Research

The Media Research Lab is an academic research unit designed to conduct innovative social science research exploring strategic, social, and technological issues involving the mass media. Faculty and staff from The University of Texas at Austin, as well as numerous colleagues from other institutions, investigate both theoretical and applied media problems, with recent projects exploring:

🌟 Strategy


Daugherty, Terry, Hairong Li and Frank Biocca. (2007). Consumer Learning and the Effects of Virtual Experience Relative to Indirect and Direct Product Experience, working paper currently under review at Psychology & Marketing.


Society


🌟 Technology


Contact Information

For more information on the Lab visit http://mediaresearch.communication.utexas.edu or contact either of the Co-Directors.

Terry Daugherty
512.471.8917
Terry.Daugherty@mail.utexas.edu

Matt Eastin
512.471.3429
Matt.Eastin@mail.utexas.edu

Department of Advertising
The University of Texas at Austin
1 University Station A1200
Austin, TX 78712

For more information on any of the research studies listed, please contact the corresponding investigators.

Sejung Marina Choi
marina@mail.utexas.edu

Terry Daugherty
Terry.Daugherty@mail.utexas.edu

Matt Eastin
Matt.Eastin@mail.utexas.edu

Harsha Gangadharbatla
harsha.gangadharbatla@ttu.edu

Wei-Na Lee
WeiNa@mail.utexas.edu

Brad Love
lovebrad@mail.utexas.edu

LeeAnn Kahlor
kahlor@mail.utexas.edu

Kihan Kim
kkim@hartford.edu

Wendy Macias
wmacias@grady.uga.edu

Mike Mackert
mackert@mail.utexas.edu

Yongjun Sung
yjsung@mail.utexas.edu