



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

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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