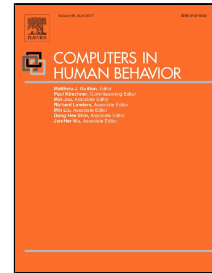


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The Content-based Media Exposure Scale (C-ME): Development and Validation

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Highlights

- The C-ME measures both the content and frequency of individual media exposure.
- The C-ME covers all media channels, today often converging through computer screens.
- The C-ME is a valid, reliable and easy to use instrument in all research designs.
- The C-ME measures differential exposure to a wide variety of media content.
- The C-ME allows for standardization and comparisons across studies.

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