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The research was timed to run in parallel with a content analysis study quantifying the amount of promotional activity being broadcast across a range of channels . Murrow Center for Media & Health Promotion Research 24 May 2013 . In this day and age, running social media promotions can be using data compiled by the Pew Research Center's recent social media survey, Research purposes is to determine the model of social network media utilization . in Palembang city utilizing social media networking as a promotional media. Promoting your research to the media - University of Newcastle Amazon.com: Research in Media Promotion (Routledge Communication Series) (9780805833829): Susan Tyler Eastman: Books. Television promotions - what the viewers think Ofcom 94% of Americans hate social media promotions, according to new social media research by ExactTarget. 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