

Academic Publications

Books

(1995) *Tidningsmiljöer. Dagstidningsläsning på 1990-talet. (The Daily Environment. Newspaper Reading In The 1990's.)* Göteborg: Department of Journalism and Mass Communication, Göteborg University. Co-edited with Lennart Weibull.

(1994) *Annonser och nyheter i dagligt samspel. Om dagstidningen som informationskälla. (Ads And News in Daily Interplay. On The Daily Paper As A Source Of Information)*. Stockholm: Förenade Landsortstidningar. With Lennart Weibull.

Chapters

(1998) 'Fashion In The Face Of Postmodernity'. In Berger, Arthur Asa (ed.) *The Postmodern Presence*. Walnut Creek: Altamira Press. With Bo Reimer.

(1995) 'Mediemöblemang', (Media Furnishing). In Weibull, Lennart and Charlotta Kratz (eds.) *Tidningsmiljöer. Dagstidningsläsning på 1990-talet*. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1995) 'Kulturorientering och storstadspress' (Cultural Orientation And The Metropolitan Press). In Weibull, Lennart and Charlotta Kratz (eds.) *Tidningsmiljöer. Dagstidningsläsning på 1990-talet*. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1995) 'Viktighet' (Important Features). In Weibull, Lennart och Charlotta Kratz (eds.) *Tidningsmiljöer. Dagstidningsläsning på 1990-talet*. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1994) 'Mediemöblemang 1986 och 1993' (To Furnish With The Media 1986 And 1993). In Holmberg, Sören och Lennart Weibull (eds.) *Vägval (At The Crossroads)*. Göteborg: The SOM Institute, Göteborg University.

(1994) 'Sociala skillnader i tidningsläsningen i Göteborgsområdet' (Social Differences In Newspaper Reading In The Göteborg Area). In Nilsson, Lennart (ed.) *Västsverige i fokus (Western Sweden In Focus)*. Göteborg: The SOM Institute, Göteborg University.

(1993) 'Att möblera med medier' (To Furnish With The Media). In Holmberg, Sören och Lennart Weibull (eds.) *Perspektiv på krisen (Perspectives On The Crisis)*. Göteborg: Department of Political Science and Department of Journalism and Mass Communication, Göteborg University.

(1992) 'SOM-undersökningen 1991: Genomförande, tillförlitlighet' (The SOM-Survey 1991: Field Work And Reliability). In Holmberg, Sören och Lennart Weibull (eds.) *Trendbrott? (A Break In The Trend?)* Göteborg: Department of Political Science and Department of Journalism and Mass Communication, Göteborg University.

(1991) 'Ickeläsare och allätare' (Non Readers And Those Who Will Read Anything). In Weibull, Lennart och Sören Holmberg (eds.) *Åsikter om massmedier och samhälle (Views On Massmedia And Society)*. Göteborg: Department of Political Science and Department of Journalism and Mass Communication, Göteborg University.

(1991) 'Metod - genomförande, tillförlitlighet' (Method, Field Work, Reliability). In Weibull, Lennart och Sören Holmberg (eds.) *Åsikter om massmedier och samhälle (Views On Massmedia And Society)*. Göteborg: Department of Political Science and Department of Journalism and Mass Communication, Göteborg University.

(1990) 'Inställningen till olika reklamformer' (Attitudes To Different Forms Of Advertising). In Holmberg, Sören och Lennart Weibull (eds.) *Medier och opinion i Sverige (Media And Opinion In Sweden)*. Göteborg: Department of Political Science and Department of Journalism and Mass Communication, Göteborg University. With Karin Björkqvist.

Articles

(2007) 'Faculty perspective'. In *Network*. Center for Multicultural Learning Newsletter, Vol. 3, Spring. Santa Clara: Santa Clara University.

(2007) 'Stereotypes cultivate ignorance'. *The Santa Clara*, March 1.

(2005) 'Don't Tell Mom'. In *The Santa Clara Review*, Vol. 92, Number 2. Santa Clara: Santa Clara University.

(2003) 'Granatsplitter i ryggraden' (A spine full of schrapnel). *Göteborgs-Posten*, May 30.

(2002) 'Mamma får inget veta om Afghanistan' (Mom can't know about Afghanistan). *Göteborgs-Posten*, February 8.

(1999) 'Meddelare och medieforskning. Om användning av svar på frågelistor inom ett nytt område' (Museum Reporters and Media Research. On The Use Of Museum Reporter's Essays In A New Field). In *Självbiografen*. Stockholm: Nordiska Museet.

(1999) 'Tvetydig mode' (Ambiguous Fashion). In *Social Kritik* nr. 61. Copenhagen: Selskabet til fremme af Social Debat. With Bo Reimer.

(1996) 'Familjen i fokus för amerikanska medieforskare' (The Family In Focus For American Media Researchers). In *Tvärtanten* nr. 1/96. Göteborg: Department of Women's Studies, Göteborg University.

(1994) 'Vad har medieforskning med kulturhistoria att göra?', (What Does Media Research Have To Do With Cultural History?). In *Meddelanden från Kulturhistoriska undersökningen* nr. 118. Stockholm: Nordiska museet.

(1993) 'Medieteknologisering? Utvecklingen för fyra medier i Sverige 1986-1992' (Media Technologization? The Development Of Four Media In Sweden 1986-1992). In *Medienotiser* nr. 4/93. Göteborg: Nordicom/Sweden.

(1992) 'Mediemöblemang i svenska hem' (Media Furnishings In Swedish Homes). In *Medienotiser* nr. 3/92. Göteborg: Nordicom/Sweden.

Working Papers

(1994) *Sociala, geografiska och åldersmässiga skillnader i dagstidningsläsningen*. (Social, Geographical, And Age Related Differences In Newspaper Reading). Working Paper From The Expert Group no. 4. Stockholm: The 1994 Government Report On The Press.

(1993) *Den lokala morgontidningen (The Local Paper)*. Working Paper from Dagspresskollegiet no. 19. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1992) *En fråga om smak. Om stabila och rörliga grupperns kulturella preferenser (A Question Of Taste. On The Cultural Preferences Of Stable And Mobile Social Groups)*. Working Paper no. 23. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1991) *Från icke-läsare till allätare. Fyra läsartyper i Stockholm och i landsorten (From Non-Readers to Omnivorous Ones. Four Types Of Readers In Stockholm And In The Provinces)*. Working Paper no. 15. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1991) *Tidningsläsning i södra Halland. Jämförelser med situationen 1984 (Newspaper Reading In South Halland)*. Working Paper no. 13. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1991) *Verklighetsval och kapital. En studie av det ekonomiska och det kulturella kapitalets betydelse för läsningen av stockholmsmorgontidningar utanför Stockholm (The Importance Of Economic And Cultural Capital In Connection With Readership Of National Dailies In The Provinces)*. Working Paper no. 6. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1991) *Tidningsprenumeration - men till vilket pris? (Newspaper Subscription - But To What Cost?)*. Working Paper from Dagspresskollegiet no. 12. Göteborg: Department of Journalism and Mass Communication, Göteborg University. With Lennart Weibull.

(1991) *Att ta del av direktreklam - och att läsa den (Reading Junk Mail)*. Working Paper from Dagspresskollegiet no. 11. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1990) *Tidningsläsning i Jönköping (Newspaper Reading In Jönköping)*. Working Paper no. 5. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1990) *Tidningsläsning i sydöstra Skåne (Newspaper Reading In South East Skåne)*. Working Paper no. 3. Göteborg: Department of Journalism and Mass Communication, Göteborg University.

(1990) *Bedömning av olika reklamformer - en metodjämförelse (Evaluations Of Different Forms of Advertising - A Methodological Comparison)*. Working Paper from Dagspresskollegiet no. 7. Göteborg: Unit of Mass Communication, Göteborg University.

(1989) *Tidningsläsning i Kalmar och på Öland (Newspaper Reading In Kalmar and On Öland)*. Working Paper no. 54. Göteborg: Unit of Mass Communication, Göteborg University.