



Strategic Communication Research Methods

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Communication Research Methods

G. M. du Plooy



Communication Research Methods:

Qualitative Communication Research Methods Thomas R. Lindlof, Bryan C. Taylor, 2002-09-11 The Second Edition of Qualitative Communication Research Methods offers updated comprehensive coverage of such topics as naturalistic inquiry interpretive paradigm ethnomethodology symbolic interactionism sampling and linearity with new studies in the areas of culture analysis and cyberspace ethnography Numerous examples of work in the field illustrating how studies are designed carried out written evaluated and applied to theory make this an interesting and accessible text **The SAGE**

Encyclopedia of Communication Research Methods Mike Allen, 2017-04-11 Communication research is evolving and changing in a world of online journals open access and new ways of obtaining data and conducting experiments via the Internet Although there are generic encyclopedias describing basic social science research methodologies in general until now there has been no comprehensive A to Z reference work exploring methods specific to communication and media studies Our entries authored by key figures in the field focus on special considerations when applied specifically to communication research accompanied by engaging examples from the literature of communication journalism and media studies Entries cover every step of the research process from the creative development of research topics and questions to literature reviews selection of best methods whether quantitative qualitative or mixed for analyzing research results and publishing research findings whether in traditional media or via new media outlets In addition to expected entries covering the basics of theories and methods traditionally used in communication research other entries discuss important trends influencing the future of that research including contemporary practical issues students will face in communication professions the influences of globalization on research use of new recording technologies in fieldwork and the challenges and opportunities related to studying online multi media environments Email texting cellphone video and blogging are shown not only as topics of research but also as means of collecting and analyzing data Still other entries delve into considerations of accountability copyright confidentiality data ownership and security privacy and other aspects of conducting an ethical research program Features 652 signed entries are contained in an authoritative work spanning four volumes available in choice of electronic or print formats Although organized A to Z front matter includes a Reader's Guide grouping entries thematically to help students interested in a specific aspect of communication research to more easily locate directly related entries Back matter includes a Chronology of the development of the field of communication research a Resource Guide to classic books journals and associations a Glossary introducing the terminology of the field and a detailed Index Entries conclude with References Further Readings and Cross References to related entries to guide students further in their research journeys The Index Reader's Guide themes and Cross References combine to provide robust search and browse in the e version

Understanding Communication Research Methods Stephen M. Croucher, Daniel Cronn-Mills, 2021-09-28 Using an engaging how to approach that draws from scholarship real life and popular culture this textbook now in its third edition

offers students practical reasons why they should care about research methods and offers a practical guide to actually conducting research themselves Examining quantitative qualitative and critical research methods this new edition helps undergraduate students better grasp the theoretical and practical uses of method by clearly illustrating practical applications The book features all the main research traditions within communication including online methods and provides level appropriate applications of the methods through theoretical and practical examples and exercises including sample student papers that demonstrate research methods in action This third edition also includes additional chapters on experimental design and methods of performance as well as brand new case studies throughout This textbook is perfect for students and scholars using critical cultural interpretive qualitative quantitative and positivist research methods as well as students of communication studies more generally It also offers dedicated student resources on the Routledge com book page and instructor resources at https://routledgetextbooks.com/textbooks/instructor_downloads These include links videos outlines and activities recommended readings test questions and more

Media and Communication Research Arthur Asa Berger,2000-03-21 In this book Arthur Asa Berger combines a practical focus the use of numerous examples a step by step approach and humour to examine both qualitative and quantitative research methods in media and communication research

Mass Communications Research Methods Hower J. Hsia,1988 Step by step Dr Hsia leads students from problem identification through the mazes of surveys experimentation historical qualitative studies statistical analysis and computer data processing to the final submission and publication in scientific or popular publications

Communication Research G. M. (Trudie) du Plooy, Gertruida M. Du Plooy,2009-01-30 This book deals with both qualitative and quantitative approaches to research methodology the steps followed in the research process data collection sampling measuring questioning and observing and the procedures followed when applying a research design and interpreting research data Various research techniques and methods are applied to conducting research of advertising mass media audiences and mass media efficiency and to conducting research in organisational and development contexts The publication ends with a framework of scientific criteria and guidelines that can be used when planning and writing a research report as well as when analysing and evaluating published research reports Against the background of outcomes based education the aim of this publication is to enable learners to develop and acquire the following learning outcomes research skills problem solving skills communication skills environmental literacy developing a macrovision self responsibility skills and developing individual moral and ethical values as part of lifelong learning Towards achieving these outcomes and to accommodate different learning styles the publication follows an interactive approach and contains several learning aids such as marginal notes executive summaries self evaluation and portfolio tasks as well as guides with criteria that can be used by learners teachers or examiners to assess the achievement of learning outcomes and performance

Applied Communication Research Methods Michael Boyle, Mike Schmierbach,2023-11-10 This third edition is again a practical introduction to communication research methods

foregrounding the role research plays in communication and media industry careers Covering major methodologies such as surveys experiments focus groups in depth interviews content analysis and others the book takes the reader through the research process from beginning to end The text continues to help students link the research methods they learn to practical contexts through its activities and features which include Voices From Industry boxes written by practitioners that give insight into application of methods Steps to Success research review checklists and numerous end of chapter activities to reinforce concepts This third edition contains updates throughout including an expanded discussion of reliability and validity across both qualitative and quantitative research contexts as well as new Research in Action boxes that showcase how research is used in professional and public contexts The text is ideally suited to both undergraduate and graduate courses in communication research methods within communication media and mass communication programs Online resources including sample syllabi PowerPoint slides and test banks are available at www.routledge.com/9781032288819 Media and Communication Research Methods Anders Hansen, David Machin, 2018-09-12 This essential textbook provides a clear and authoritative introduction to qualitative and quantitative methods for studying media and communication Written by two highly experienced researchers the book draws on a wide range of media and communication research to introduce students to the relative strengths of the different research approaches Beginning with an overview of the changing contexts and trends in media and communication research approaches the book demystifies research and the research process by offering practical and accessible guidance on how to design plan and carry out successful research projects in media and communication This is an indispensable text for all students of media and communication studies particularly those undertaking their own research projects or taking modules in research methods **Quantitative Research Methods in Communication** Erica Scharrer, Srividya Ramasubramanian, 2025-04-17 This fully updated second edition offers an advanced introduction to quantitative methods that focuses on why and how to conduct research that contributes to social justice Providing both inspiration and step by step guidance on how to conceive design and carry out a quantitative study the book shows how research can be used to work toward a more just and equitable world The authors provide a detailed guide to quantitative methods and statistical analysis showing how researchers can engage with social justice issues in systematic rigorous ethical and meaningful ways This new edition includes a new chapter on writing literature reviews and better aligns with the stages of quantitative research as well as the changing technologies that are available for researchers to both study and use in their work It includes updated real world case studies interviews with scholar activists and definitions of key concepts as well as a deeper focus on ethics social media computational social sciences data analytics and data visualization techniques Attuned to questions of access equity justice diversity and inclusion this textbook is ideal for graduate and advanced undergraduate courses in research methods for communication and the social sciences It will also be of interest to researchers who wish to engage with the transformation of structures practices and understandings in society through

community and civic engagement and policy formation Online resources for instructors include a test bank PowerPoint slides sample dataset and YouTube tutorials They are available online at www.routledge.com/9781032599878 Qualitative Communication Research Methods Thomas R. Lindlof,1994-09-15 This text explains the methods conceptual sources and standards of qualitative inquiry for communication students It provides a comprehensive treatment of the full range of qualitative communication research and offers an up to date review of the best work being done in the area with examples of published work in the field to illustrate how studies are designed carried out written evaluated and applied to theory

Communication Research Methodology Gary Petty,Cheryl Campanella Bracken,Elizabeth B. Pask,2017-02-17 This introduction to communication research methods takes the student from the conceptual beginnings of a research project through the design and analysis Emphasizing the correct questions to ask and how to approach the answers authors Gary Petty Cheryl Campanella Bracken and Elizabeth Babin approach social science methods as a language to be learned requiring multiple sessions and reinforcement through practice They explain the basics of conducting communication research facilitating students understanding of the operation and roles of research so that they can better critique and consume the materials in their classes and in the media The book takes an applied methods approach introducing students to the conceptual elements of communication science and then presenting these elements in a single study throughout the text articulating the similarities and differences of individual methods along the way The study is presented as a communication campaign involving multiple methodologies The approach highlights how one method can build upon another and emphasizes the fact that given the nature of methodology no single study can give complete answers to our research questions Unique features of the text It introduces students to research methods through a conceptual approach and the authors demonstrate that the statistics are a tool of the concepts It employs an accessible approach and casual voice to personalize the experience for the readers leading them through the various stages and steps The presentation of a communication campaign demonstrates each method discussed in the text This campaign includes goals and objectives that will accompany the chapters demonstrates each individual methodology and includes research questions related to the communication campaign The tools gained herein will enable students to review use understand and critique research including the various aspects of appropriateness sophistication and utility of research they encounter Communication Research Methods in Postmodern Culture Larry Z. Leslie,2017-09-22 The second edition of Communication Research Methods in Postmodern Culture continues to explore research from a postmodern perspective Typical qualitative and quantitative research methods are adjusted to fit the needs of contemporary culture Each chapter is updated with new information and fresh examples Included in the second edition is a new chapter on Internet and social media research The author uses straightforward and easy to understand language Both individual and group projects are among the suggested activities This book is important for the study of communication in a changing political social economic and technological environment A Handbook of Media and

Communication Research Klaus Bruhn Jensen, 2020-12-30 Thoroughly revised and updated this third edition integrates perspectives from the social sciences and the humanities focusing on methodology as a strategic level of analysis that joins practical applications with theoretical issues The Handbook comprises three main elements historical accounts of the development of key concepts and research traditions systematic reviews of media organizations discourses and users as well as of the wider social and cultural contexts of communication and practical guidelines with sample studies taking readers through the different stages of a research process and reflecting on the social uses and consequences of research Updates to this edition include An overview of the interrelations between networked mass and interpersonal communication A new chapter on digital methods Three chapters illustrating different varieties of media and communication research including industry academic collaboration and participatory action research Presentation and discussion of public issues such as surveillance and the reconfiguration of local and global media institutions This book is an invaluable reference work for students and researchers in the fields of media communication and cultural studies *Investigating Communication* Lawrence R. Frey, Carl H. Botan, Gary L. Kreps, 2000 This book provides a comprehensive balanced introduction to communication research methods Designed for readers who have little or no familiarity with research methods this book helps one become a more knowledgeable and competent consumer and limited producer of scholarly research and of the everyday research to which they are exposed by the mass media Praised for its accessible writing and extensive real life examples this book takes a step by step approach through the communication research process Investigating Communication shows how communication research is conducted from start to finish with the book's organization modeled after a traditional research study By making the material accessible rather than impossible to learn readers become excited about studying research methods For anyone interested in the introductory methods of communication research Quantitative Research Methods for Communication Jason S. Wrench, 2008 Conducting research can be one of the most fascinating and intimidating tasks for students and scholars A relevant and accessible guide to quantitative research Quantitative Research Methods for Communication A Hands On Approach offers an innovative and insightful look at this complex subject Drawing on their extensive research and teaching experience in the field of communication authors Jason S Wrench Candice Thomas Maddox Virginia Peck Richmond and James C McCroskey have compiled their diverse acclaimed work into one comprehensive volume In clear straightforward language the authors encourage students to take an active hands on role in the learning process giving them the tools they need to locate conduct collect and present their research Students are not only introduced to new skills but they also have the opportunity to immediately apply these skills in research scenarios Beginning with a brief history of social science research the text incorporates the following resources An introduction to the fundamentals of communication research from library skills to basic mathematical concepts An examination of the three most common techniques used in communication research survey content analysis and experiment A sophisticated analysis of sampling and

hypothesis testing A step by step introduction to statistical tools Guided research assignments based on actual data driven research questions In depth analyses of articles that feature statistical tests A guide to presenting research findings from delivering research papers at conferences to submitting original research for publication The text integrates rich pedagogical features throughout including chapter objectives case studies data sheets and lists of key terms The accompanying CD ROM offers many helpful tools including ten articles originally published by the Eastern Communication Association and a Student Workbook An invaluable resource for gathering and processing information in the twenty first century Quantitative Research Methods for Communication equips students with the skills and confidence to produce their own cutting edge research

Investigating Communication, 1991 This book provides a comprehensive balanced introduction to communication research methods Designed for readers who have little or no familiarity with research methods this book helps one become a more knowledgeable and competent consumer and limited producer of scholarly research and of the everyday research to which they are exposed by the mass media Praised for its accessible writing and extensive real life examples this book takes a step by step approach through the communication research process Investigating Communication shows how communication research is conducted from start to finish with the book's organization modeled after a traditional research study By making the material accessible rather than impossible to learn readers become excited about studying research methods *Communication Research Methods in Postmodern Culture* Larry Z. Leslie, 2015-11-19 Communication Research Methods in Postmodern Culture explores communication research from a postmodern perspective while retaining key qualitative and quantitative research methods The author uses easy to understand language to incorporate new research methods inspired by contemporary culture and includes review questions and suggested activities designed to help readers understand and master communication research The blend of new and traditional methods creates a book appropriate to the study of communication in an increasingly complex cultural environment Communication Research Methods Gerianne Merrigan, Carole Logan Huston, 2009 Questions for each chapter br Companion Website for instructors offering the full Instructor's Manual and PowerPoint lecture slides Communication Research G. M. du Plooy, 2002 Approaches to conducting advertising mass media audiences and mass media efficiency research in organizational and development contexts are detailed in this reference Among the topics covered are qualitative and quantitative approaches to research methodology the steps involved in the research process data collection and the procedures used in applying a research design and interpreting research data Designed to accommodate a variety of learning styles this book imparts the framework in which to acquire and develop research problem solving and communication skills and basic individual moral and ethical values **Readings in Communication Research Methods** Jon F. Nussbaum, 2012-08-09 The readings in the anthology Readings in Communication Research Methods are written by communication researchers who share true stories of how they use particular research methods within their own research programs The book helps students understand how researchers

face the numerous challenges of conducting communication research and how they produce knowledge that adds to our theoretical understanding of communication. Students get a real sense of the many decisions made by researchers who are attempting to design and conduct research that follows the ideal steps outlined in textbooks. The book begins with an introductory chapter that links theory to conceptualization and hypothesis development. The three subsequent chapters focus on different research methods including survey research, experimental research, and various forms of analysis. Topics include Measurement and Sampling, Internal and External Validity, Physiological Laboratory Methods, Network, Rhetorical, Conversation, and Discourse Analysis, and Ethnography. The insight into real world scenarios is a direct and useful contrast to many textbooks on communication research methods that do a fine job of explaining the process and relative merits of various methods but fail to give students a clear understanding of how the research is actually performed. *Readings in Communication Research Methods* is a supplemental text for courses in Communication Research. Paired with a required textbook, it enhances students' understanding of how research methods can be successfully used in the real world. Written in a jargon-free, accessible style, the book is ideal for undergraduate students.

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