

Communication Research

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About this Publication:

The research techniques and methods discussed are applied to researching advertising, mass-media audiences, mass-media efficiency and organisational and development contexts. The research problems or issues addressed are also relevant to other communication fields, including political, government, marketing, intercultural, health and interpersonal and small-group communication, plus information and communications technology. This second edition elaborates on the application of additional measurement scales and of content analysis. It contains more practical examples of the application of scientific criteria and it includes additional marginal notes that facilitate the comprehension of key concepts.

Key Benefits:

- The book features learning aids, such as executive summaries, self-evaluation and portfolio tasks, plus criteria that students, lecturers and examiners can use to assess the achievement of learning outcomes and evidences of performance.
- The book ends with a very useful framework of scientific criteria and guidelines to be used when planning, writing, analysing and evaluating research reports.

Contents Include:

- **Unit 1:** Quantitative and Qualitative approaches to communication research
- **Unit 2:** Steps in the research process
- **Unit 3:** Data Collection: sampling, measuring, questioning and observing
- **Unit 4:** Procedures followed when applying a research design and interpreting research data
- **Unit 5:** Research of advertising, mass-media audiences and mass-media efficiency
- **Unit 6:** Organisational and development communication research
- **Unit 7:** The research report

Of Interest and Benefit to:

Communication research: Techniques, methods and applications is for use by student who conduct communication research as part of an academic programme.