

# The Basics Of Communication Research

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

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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.

Performance Studies: The Basics offers an overview of the multiple, often overlapping definitions of performance, from performance art, performance as everyday life, and rituals, to the performative dimensions of identity, such as gender, race and sexuality. This book defines the interdisciplinary field of performance studies as it has evolved over the past four decades at the intersection of academic scholarship and artistic and

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activist practices. It discusses performance as an important means of communicating and of understanding the world, highlighting its intersections with critical theory and arguing for the importance of performance in the study of human behaviour and social practices.

Complete with a helpful glossary and bibliography, as well as suggestions for further reading, this book is an ideal starting point for those studying performance studies as well as for general readers with an interest in the subject.

Combining the time tested classical work of Earl Babbie with the insights of one of the most recognized and respected names in speech communication research, **THE BASICS OF COMMUNICATION RESEARCH** is the book for the Communication research methods course.

With the authors' collective experience teaching research methods and as active researchers themselves you will find this text to be the authoritative text for your course.

The authors frame research as a way of knowing, and provide balanced treatment to both quantitative and qualitative research traditions in communication research and present it in a student friendly and engaging format.

It provides in-depth treatment of the role of reasoning in the research enterprise and how this reasoning process plays itself out in planning and writing a research proposal and report. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

This brief book presents basic communication concepts, terms, theories, and exercises in a readily accessible manner. **The Basics of Speech Communication** is

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designed to introduce readers to the basics of the field in a clear, concise, and engaging way. This book focuses readers in on the "nuts and bolts" without excessive detail, in order to ensure that the fundamentals are mastered and allowing instructors ample time to integrate additional materials and/or hear classroom presentations. With an emphasis on skills and competencies, this book delivers the necessary material without being overwhelming or cost-prohibitive. For those interested or involved in speech communication.

Communication Research Methods introduces students to the what, why, and how of research in the field of communication studies. In accessible terms, the authors walk readers through the theoretical and practical aspects of a research project, from making claims about topics in need of investigation to designing valid methods for collecting and analyzing data to reporting findings. The research-as-argument model at the centre of this approach emphasizes the importance of proceeding from a claim to a conclusion in a logical and straightforward manner, with particular emphasis on behaving ethically at all stages of the process. Covering an array of quantitative and qualitative methods as well as Canadian research and regulation, this comprehensive guide gives students the tools they need to evaluate and pursue communication research in Canada.

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

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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,

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understand, and critique research, including the various aspects of appropriateness, sophistication and utility of research they encounter.

**American Studies: The Basics** is an accessible and concise introduction that aims to unpack what American studies does and why it matters. From *Moby-Dick* to baseball, Hollywood westerns to #BlackLivesMatter, and Disneyland to the U.S. Supreme Court, American studies engages with a myriad of topics in its efforts to understand what the French sociologist Jean Baudrillard called 'social and cultural America.' The book begins by considering how America was studied before American studies' emergence as a recognized discipline in the mid-twentieth century. Successive chapters then explore the rise of American studies, its varied subjects, its distinctive methods of research, its geographical framing, and its politics. Throughout the book, explanatory examples are drawn from across American history and culture. Photographs are examined alongside novels, and historical monuments discussed next to films. The text offers an ideal way into an exciting academic subject of continuing growth and relevance. This book is a must read for those studying and with an interest in American studies.

**Research Methods: The Basics** is an accessible, user-friendly introduction to the different aspects of research theory, methods and practice. This second edition provides an expanded resource suitable for students and practitioners in a wide range of disciplines including the natural sciences, social sciences and humanities.

Structured in two parts – the first covering the nature of

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knowledge and the reasons for research, the second the specific methods used to carry out effective research and how to propose, plan, carry out and write up a research project – this book covers:

- Reasons for doing a research project
- Structuring and planning a research project
- The ethical issues involved in research
- Different types of data and how they are measured
- Collecting and analysing qualitative and quantitative data in order to draw sound conclusions
- Mixed methods and interdisciplinary research
- Devising a research proposal and writing up the research
- Motivation and quality of work.

Complete with a glossary of key terms and guides to further reading, this book is an essential text for anyone coming to research for the first time.

THE BASICS OF MEDIA RESEARCH provides an applied approach to research in mass communication with contemporary examples from media and market research and expanded coverage of focus groups and online methods of data collection.

The Handbook of Media and Mass Communication Theory presents a comprehensive collection of original essays that focus on all aspects of current and classic theories and practices relating to media and mass communication. Focuses on all aspects of current and classic theories and practices relating to media and mass communication Includes essays from a variety of global contexts, from Asia and the Middle East to the Americas Gives niche theories new life in several essays that use them to illuminate

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their application in specific contexts Features coverage of a wide variety of theoretical perspectives Pays close attention to the use of theory in understanding new communication contexts, such as social media 2 Volumes Volumes are also available for individual purchase While many volumes discuss qualitative methods, only *Qualitative Communication Research Methods* focuses on the history and diversity of their use within the communication discipline. This volume is written by, for, and about communication scholars. It introduces readers from any background to every step of the qualitative research process, from developing research topics and questions, all the way through writing a final report. In addition to covering the scope of theories and methods currently used in qualitative communication research, this book also discusses important trends influencing the future of that research. Key features in this new edition include: - A more clear and direct writing style, suitable for use in both undergraduate and graduate courses. - Numerous practical examples and exercises designed to reinforce student learning of concepts. - A critical guide to the contexts of qualitative research. More than ever, qualitative researchers operate in institutional contexts that present new dilemmas. The book brings readers up to date on related ethical, political, and practical issues, including: the influences of

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globalization on the design and conduct of research; the appropriate use of recording technology in conducting fieldwork; the unique challenges and opportunities related to studying multi-media, on-line environments; and ongoing innovation and controversy surrounding genres and formats of qualitative writing. - An integrated "suite" of chapters on data-producing methods. In addition to updated discussions of participant-observation and qualitative interviewing, this edition includes a new chapter on the study of material culture and documents. Together, these three chapters help readers to learn how fieldwork methods can successfully combine in a flexible, integrated fashion. - Cutting-edge technological developments. The book informs and advises readers about the latest developments in technology for qualitative communication research. This discussion focuses on how "new" media - such as e-mail, texting, cell phone video, and blogging - not only form topics of research, but also the means of recording, analyzing, and textually "representing" data.

Pragmatics: The Basics is an accessible and engaging introduction to the study of verbal and nonverbal communication in context. Including nine chapters on the history of pragmatics, current theories, the application of pragmatics, and possible future developments in the field, this book: Offers a comprehensive overview of key ideas in

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contemporary pragmatics and how these have developed from and beyond the pioneering work of the philosopher Paul Grice; Draws on real-world examples such as political campaign posters and song lyrics to demonstrate how we convey and understand direct and indirect meanings; Explains the effects of verbal, nonverbal, and multimodal communication and how the same words or behaviour can mean different things in different contexts, including what makes utterances more or less polite; Highlights key terms and concepts throughout and provides chapter-end study questions, further reading suggestions, and a glossary. Written by an experienced researcher and teacher, this book will be an essential introduction to this topic for all beginning students of English Language and Linguistics.

Combining the time tested classical work of Earl Babbie with the insights of one of the most recognized and respected names in speech communication research, **THE BASICS OF COMMUNICATION RESEARCH** is **THE** book for the Communication research methods course. With the authors' collective experience teaching research methods and as active researchers themselves you will find this text to be the authoritative text for your course. The authors frame research as a way of knowing, and provide balanced treatment to both quantitative and qualitative research traditions in

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communication research and present it in a student friendly and engaging format. It provides in-depth treatment of the role of reasoning in the research enterprise and how this reasoning process plays itself out in planning and writing a research proposal and report.

The authors summarize and synthesize research on the selection and presentation of data pertinent to public health and provide practical suggestions, based on this research summary and synthesis, on how scientists and other public health practitioners can better communicate data to the public, policy makers and the press.

Written in a warm and lively style and packed with learning tools, *The Basics of Communication* offers an engaging look at the inseparable connection between relationships and communication. Steve Duck and David T. McMahan combine theory and application to introduce students to fundamental communication concepts. Their book also provides practical instruction on communicating interpersonally, in groups, in interviews and on making effective presentations. The authors encourage students to think critically, to link communication theory to their own experiences, and to improve their communication skills in the process. *Nonverbal Communication Research: Readings and Applications* features cutting-edge, interdisciplinary readings that both familiarize students with the

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basics of nonverbal communication, and provide them with an accessible but in-depth look at social scientific research on nonverbal social interaction. The selected readings include peer-reviewed studies on specific nonverbal codes, and essays on the nature and applications of the current body of research on nonverbal behavior. The book is organized into three sections. The first addresses the basics of nonverbal communication, and provides an overview of the basic elements of nonverbal communication, including nonverbal communication in intercultural contexts. The second is devoted to specific nonverbal codes, such as physical appearance, bodily movement, facial expressions, and interpersonal distance. The third section discusses applications of nonverbal communication research, including the long-term effects of nonverbal attractiveness, and how speakers and listeners can make the best use of nonverbal communication in interview settings. Additional topics include the role of touch in social and personal relationships, and the literal "look of love." With readings drawn from diverse fields of study, *Nonverbal Communication Research* can be used in undergraduate or graduate-level courses focusing exclusively on nonverbal communication, as well as courses featuring nonverbal behavior in specific contexts, such as those in psychology, sociology, counseling, and business. Stephen M.

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Yoshimura (Ph.D., Arizona State University) is a professor in the Department of Communication Studies at the University of Montana, Missoula. Dr. Yoshimura's course offerings include classes on nonverbal communication, communication in personal relationships, communication and health, and communication research methods. He is the past recipient of the UM College of Humanities and Science Excellence Award for Teaching across the Curriculum. His research has appeared in numerous publications including *Personal Relationships*, *Journal of Social and Personal Relationships*, *Communication Monographs*, and *Journal of Family Theory and Research*.

A must-have volume for every communication researcher's library, *The SAGE Sourcebook of Advanced Data Analysis Methods for Communication Research* provides an introductory treatment of various advanced statistical methods applied to research in the field of communication. Written by authors who use these methods in their own research, each chapter gives a non-technical overview of what the method is and how it can be used to answer communication-related questions or aid the researcher dealing with difficult data problems. Students and faculty interested in diving into a new statistical topic—such as latent growth modeling, multilevel modeling, propensity scoring, or time series analysis—will find each chapter an excellent springboard for acquiring the background needed to jump into more advanced, technical readings.

Comprehensive, innovative, and focused on the undergraduate student, this textbook prepares students to

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read and conduct research. Using an engaging how-to approach that draws from scholarship, real-life, and popular culture, the book offers students practical reasons why they should care about research methods and a guide to actually conduct research themselves. Examining quantitative, qualitative, and critical research methods, the textbook helps undergraduate students better grasp the theoretical and practical uses of method by clearly illustrating practical applications. The book defines all the main research traditions, illustrates key methods used in communication research, 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.

All the tips, ideas and advice given to, and requested by, MA students in Media and Communications, are brought together in an easy-to-use accessible guide to help students study most effectively. Based upon many years of teaching study skills and hundreds of lecture slides and handouts this introduction covers a range of general and generic skills that the author relates specifically towards media and communications studies. As well as the mechanics of writing and presentations, the book also shows how students can work on and engage with the critical and contemplative elements of their degrees whilst retaining motivation and refining timekeeping skills. Of course the nuts and bolts of reading, writing, listening, seminars and the dreaded dissertation and essays are covered too. In addition advice on referencing, citation and academic style is offered for those with concerns over English grammar and expression. Aimed primarily at postgraduate students, there is significant crossover with undergraduate work, so this book will also prove of use to upper level undergraduate readers whether using English as a first or second language.

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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.

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.

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-

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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.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Updated in this 2nd edition, *The Basics of Communication Studies*, introduces students to human communication in a clear, concise, and engaging way. It presents the “nuts and bolts” of human communication without excessive detail, delivering the necessary material on communication without being overwhelming or cost-prohibitive.

Comprehensive and comprehensible, *Doing Media Research* is an accessible introduction to both qualitative and quantitative methods in media communication. Written in a straightforward and engaging style, this text takes the student through media research step-by-step. In order to provide students with a thorough understanding of the purpose and theories behind the various methodological approaches, the text is divided into four distinct sections: Part One lays out the foundations to each approach, Part Two describes the types of research questions and data collection required, Part Three details a range of quantitative approaches, and Part Four examines qualitative methods. Author Susanna Priest concludes with a discussion of special considerations for current media research including the feminist contribution, international and intercultural perspectives and new media technology. She also invites the reader to tackle issues such as ethics, objectivity, and the interpretation of data. Useful

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exercises are provided at the end of each chapter and there is a glossary which defines key terms and concepts. Following in the same tradition as two other edited collections that revolutionized interpersonal communication research (G.R. Miller's *Explorations in Interpersonal Communication* and M.E. Roloff & G.R. Miller's *Interpersonal Processes*) *New Directions in Interpersonal Communication* presents the latest research being done today and reflects the changes that have occurred in interpersonal communication research during the past 18 years. A combination of established and newer scholars, as well as "boundary spanners" (those who are applying interpersonal theories and concepts to areas such as family, health, intercultural, organizational, and mediated communication) illustrate the wealth and breadth of this area of study and research.

While most books on statistics seem to be written as though targeting other statistics professors, John Reinard's *Communication Research Statistics* is especially impressive because it is clearly intended for the student reader, filled with unusually clear explanations and with illustrations on the use of SPSS. I enjoyed reading this lucid, student-friendly book and expect students will benefit enormously from its content and presentation. Well done!" --John C. Pollock, The College of New Jersey  
Written in an accessible style using straightforward and direct language, *Communication Research Statistics* guides students through the statistics actually used in most empirical research undertaken in communication studies. This

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introductory textbook is the only work in communication that includes details on statistical analysis of data with a full set of data analysis instructions based on SPSS 12 and Excel XP.

This text covers basic research issues and both quantitative and qualitative approaches to communication research. The guiding principle of the text is that methodological choices arise from one's research questions and hypotheses; thus, the text focuses first on the research process, and then discusses the methodological tools for understanding and conducting basic communication research projects. In the second edition, every chapter includes examples based on research from 2002 and thereafter, and revisions improve the balance of quantitative and qualitative research perspectives as well as of data collection and analytical procedures.

Written in a warm and lively style and packed with learning tools, *The Basics of Communication: A Relational Perspective* offers an engaging look at the inseparable connection between relationships and communication, highlighting the roles that interpersonal connections play in casual discussions as well as in public speaking. This groundbreaking text combines theory and application to introduce students to fundamental communication concepts. It also provides practical instruction on communicating interpersonally, in small groups, and in making effective formal presentations. Authors Steve Duck and David T. McMahan encourage students to think critically about key topics, to link communication theory to their own

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experiences, and to improve their communication skills in the process.

For those who wish to learn or teach the tools of skillful communication, this book provides concrete insight into what makes a person a successful communicator and guides readers in ways to improve their own communication skills and those of others. Predicated on four simple notions – that communication can be done well or poorly, that communication skills matter, that people differ in those skills, and that those skills can be improved – the book helps readers identify and enhance their own communication strengths and address weaknesses, assess the communication skills of others, and coach others to improvement. Written in an accessible style, chapter highlights include an engaging review of the research on the practical implications of communication skills in our professional and personal lives. The nature of communication skill and issues in skill assessment are examined. Particular attention is given to understanding sources of communication-skill deficits and the design of effective communication-skill training programs. A final chapter examines the roles of technology, cross-cultural interaction, and aging as they relate to communication skill. This book is written for students and professionals in fields such as human resources, sales, training, counseling, customer relations, education, health-care, and the ministry, with application for courses in professional communication, applied communication, and communication skills at the undergraduate, advanced professional degree, and continuing education levels.

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Engaging Theories in Family Communication, Second Edition delves deeply into the key theories in family communication, focusing on theories originating both within the communication discipline and in allied disciplines. Contributors write in their specific areas of expertise, resulting in an exceptional resource for scholars and students alike, who seek to understand theories spanning myriad topics, perspectives, and approaches. Designed for advanced undergraduate and graduate students studying family communication, this text is also relevant for scholars and students of personal relationships, interpersonal communication, and family studies. This second edition includes 16 new theories and an updated study of the state of family communication. Each chapter follows a common pattern for easy comparison between theories.

Journalism Studies: The Basics provides an introductory overview of the emerging field of Journalism Studies, discussing key issues and contemporary debates.

Drawing on Conboy's extensive experience in the field, the changing nature of journalism and its future directions are addressed, through chapters covering: the history and development of Journalism Studies how journalists are created through training and education changing research methods and processes in journalism the impact of the 'end product' in wider society global perspectives on journalism technology and the future of the discipline. Situated within a fast growing and dynamic field of study, this engaging introduction will be valuable reading for students of journalism, media and communication, along with those seeking to develop a

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broader understanding of contemporary journalism.

**Introducing Communication Research: Paths of Inquiry** teaches students the basics of communication research in an accessible manner by using interesting real-world examples, engaging application exercises, and up-to-date resources. Best-selling author Donald Treadwell and new co-author Andrea Davis guide readers through the process of conducting communication research and presenting findings for scholarly, professional, news/media, and web audiences. The Fourth Edition continues to emphasize the Internet and social media as topics of, and tools for, communication research, and incorporates new content on online methodologies, qualitative research, critical methodologies, and ethics. Concise, engaging and accessible, **Education Research: The Basics** discusses key ideas about the nature and purpose of education research: what it can and cannot achieve, how it has been used in the past and where and how it has an impact. Providing crucial insight into the work of education researchers, this book: Offers seven chapters, each representing a way of understanding the goals and methods of research conducted in the field Considers key thinkers in the field, such as Plato, Hirsch, Dewey, Montessori and Freire Explores case studies from a range of perspectives Provides key terms and further reading throughout The perfect pocket resource to dip into, **Education Research: The Basics** provides accessible support for those studying education as a subject, for practitioners concerned with developing their practice and for anyone who wants to know more about education and how it is researched.

A hands-on guide for applying research methods to common problems, issues, projects, and questions that communication

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practitioners deal with on a regular basis, this text demonstrates the relevance of research in professional roles and communication careers. The second edition features updated material that covers major communication research methods including surveys, experiments, focus groups, observation research, while also providing key background information on ethics, validity, reliability, concept explication, statistical analysis, and other current topics. It continues to foster student engagement with research through its numerous features and practical activities, including:

- Research in Depth – examples of methods as applied in scholarly research
- Reflect and React – problems and issues that promote reflection and discussion
- Voices from Industry – Q&As with professionals working in communication industries
- End-of-unit activities – exercises that reinforce concepts and content

The text is ideally suited to both undergraduate and graduate courses in mass communication research methods. Online resources, including sample syllabi, PowerPoint slides, and test banks are available on the companion website: [www.routledge.com/cw/boyle](http://www.routledge.com/cw/boyle).

Corpus Linguistics for Online Communication provides an instructive and practical guide to conducting research using methods in corpus linguistics in studies of various forms of online communication. Offering practical exercises and drawing on original data taken from online interactions, this book: introduces the basics of corpus linguistics, including what is involved in designing and building a corpus; reviews cutting-edge studies of online communication using corpus linguistics, foregrounding different analytical components to facilitate studies in professional discourse, online learning, public understanding of health issues and dating apps; showcases both freely-available corpora and the innovative tools that students and researchers can access to carry out their own research. Corpus Linguistics for Online

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Communication supports researchers and students in generating high quality, applied research and is essential reading for those studying and researching in this area. 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

