

The Basics Of Communication Research

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Communication research, while relatively new in many respects, should follow several basic principles to be effective. Similar to other types of research, Communication research should be systematic, rational, self-correcting, self-reflexive, and creative to be of use (Babbie, Bronowski; Buddenbaum; Novak; Copi; Peirce; Reichenbach; Smith; Hughes & Hayhoe).

Doing Communication Research | Introduction to Communication

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.

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The Basics of Communication Research. 2004 ISBN 9780534507787 Edition 1 480 Pages. Published: 08/07/2003 by Cengage Learning US. Author/s: Leslie A. Baxter / University of Iowa. Earl R. Babbie / Chapman University, Berkeley. Leslie A. Baxter, Earl R. Babbie. Supplements available.

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Basics of Communication Research 04 edition (9780534507787 ...

The basics of communication research (Chapter 15 : Social Text Analysis pp. 347--364 and Chapter 16 : Qualitative Data Analysis pp. 365--379) (pp. 347--364)

The basics of communication research (Chapter 15 : Social ...

The term communication process refers to the exchange of information (a message) between two or more people. For communication to succeed, both parties must be able to exchange information and understand each other. If the flow of information is blocked for some reason or the parties cannot make themselves understood, then communication fails.

The Basic Elements of the Communication Process

Communication is the process of transferring signals/messages between a sender and a receiver through various methods (written words, nonverbal cues, spoken words). It is also the mechanism we use to establish and modify relationships. 2 Have courage to say what you think.

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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.

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.

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

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.

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

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 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.

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