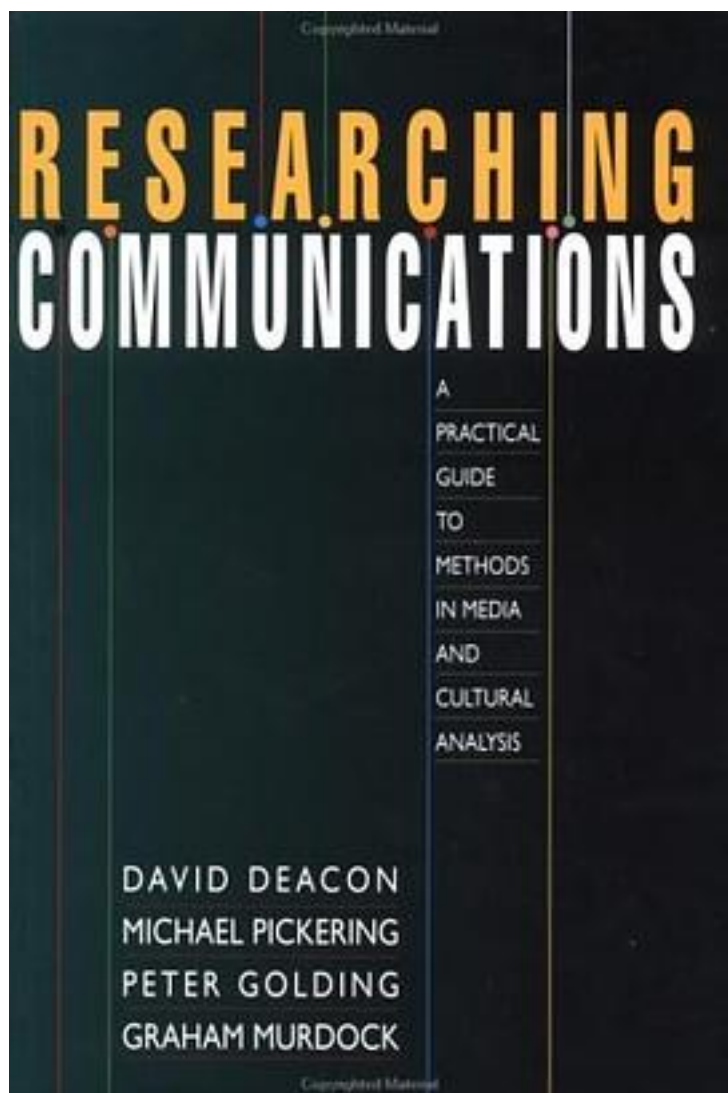# Researching Communications

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This is a complete guide to researching media and communications. It introduces the major research methods, giving examples of research analyses and practical step-by-step guides on how to do research. Media students will find themselves undertaking research projects from their first year onwards: this book will be invaluable at all stages of their coures and will also provide a sound basis for undertaking advanced graduate study. The text covers all aspects of communication research, including: quantitative and qualitative methods; questions of objectivity and research methods; archival work; statistical sources; the analysis of texts, talk, and images; observation; survey research; and the use of computers and the Internet.

作者介绍:

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标签

政治传播学

传播学

semester1

research

methods,

loughborough

communication,

ResearchMethod

评论

跟系主任聊过之后发现自己专业其实偏Research多一些，这本书里的方法都还蛮实际，做sample啊统计数据啊画图表啊，等周四上课看看导师怎样建议什么是重点吧。开学季过去之后再借来详细看，妈的图书馆只给3天哪里够看啦！

果斷是自個的找不到了才能把書看完啊

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书评

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