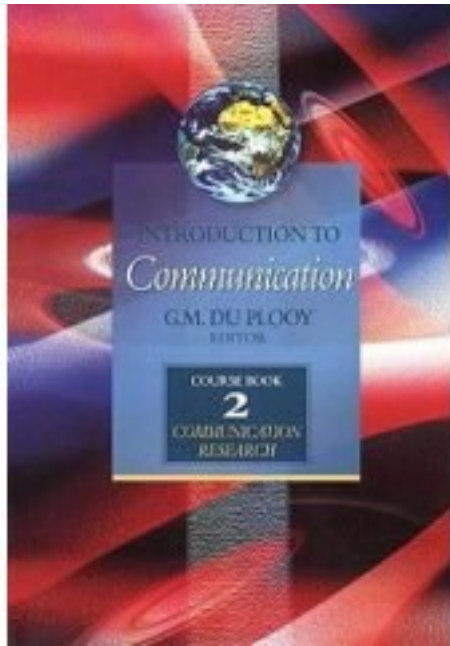


# Communication research methods



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## Product Description

This publication aims to introduce undergraduate students to the research practices of communication science, with the emphasis on fundamental and basic research. The course book is written with the following general teaching objectives in mind: to explain and illustrate why certain research approaches, methods and techniques are suitable for particular communication research and not for others; to explain and illustrate how a particular method can be applied in communication research, including the steps followed during the research process; to explain the requirements of sampling and measurements; to convey the relevance of ethical issues involved in communication research, such as a need for integrity and honesty; and to outline and

discuss an academic grounding for basic communication research in historical terms and in terms of the requirements that can be applied to evaluate the contributions and limitations of our own research and the research reported by other communication scholars.

作者介绍:

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