

Applied Communication Research



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This book covers laboratory and field experiments, surveys, content analysis, focus groups, and participant/non-participant observation. Information on ethics and statistics is incorporated throughout the book, making it easier to understand how ethical considerations and statistical analysis relate to specific data collection techniques. To further enhance the usefulness and readability of the text, the authors provide review questions, key terms, and summaries of the main points at the end of each chapter.

作者介绍:

目录:

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