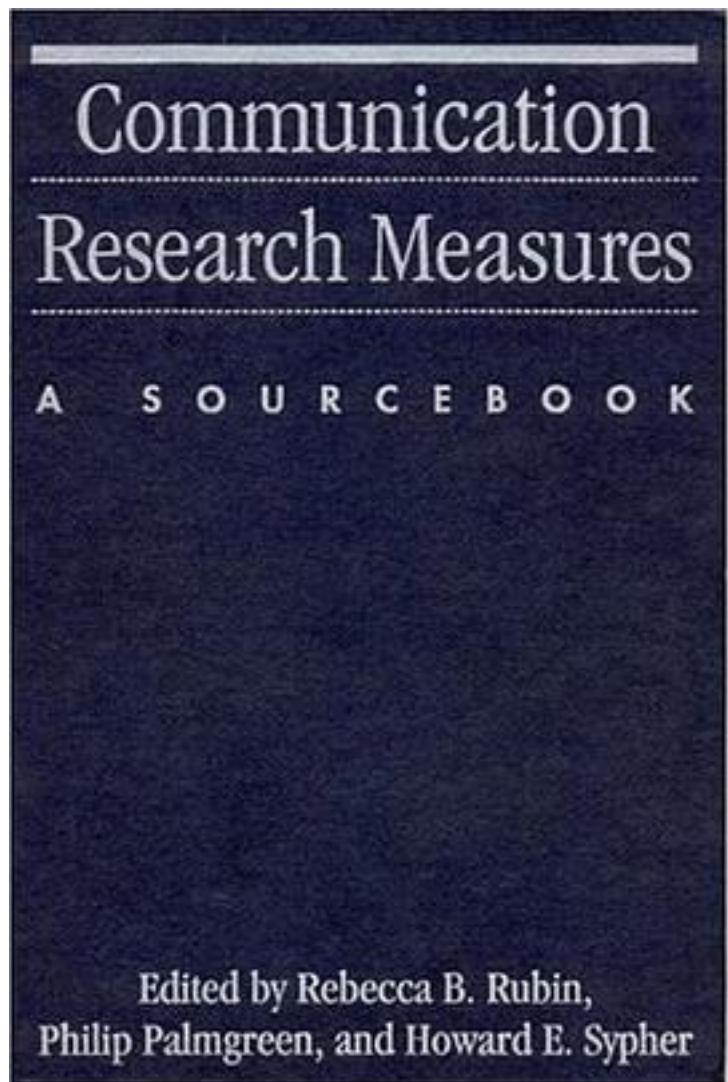


Communication Research Measures



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The development of communication as a discipline has resulted in an explosion of scales tapping various aspects of interpersonal, mass, organizational, and instructional communication. This sourcebook brings together scales that measure a variety of important communication constructs. The scales presented are drawn from areas of interpersonal, mass, organizational, and instructional communication--areas in which the use of formal, quantitative scales is particularly well developed. Communication Research Measures reflects the recent important emphasis on developing and improving the measurement base of the communication discipline. It results in an equal amount of labor saved on the part of the scholars, students, and practitioners who find this book useful, and it contributes in a significant way to research efforts. Originally published by Guilford Press in 1994, now available from Routledge.

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