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Communication Research

strategies and sources

Rebecca B. Rubin
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Communication Research Strategies And Sources

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Methods H.J. Hsia, 2015-10-23 Originally published in 1988 Step by step this book leads students from problem identification through the mazes of surveys experimentation historical qualitative studies statistical analysis and computer data processing to the final submission and publication in scientific or popular publications **Mass Communications Research**

Resources Christopher Sterling, James K. Bracken, Susan M. Hill, 2016-05-06 This reference book is designed as a road map for researchers who need to find specific information about American mass communication as expeditiously as possible Taking a topical approach it integrates publications and organizations into subject focused chapters for easy user reference

The editors define mass communication to include print journalism and electronic media and the processes by which they communicate messages to their audiences Included are newspaper magazine radio television cable and newer electronic media industries Within that definition this volume offers an indexed inventory of more than 1 400 resources on most aspects of American mass communication history technology economics content audience research policy and regulation The material featured represents the carefully considered judgment of three experts two of them librarians plus four contributors from different industry venues The primary focus is on the domestic American print and electronic media industries Although there is no claim to a complete census of all materials on print journalism and electronic media what is available is now too vast for any single guide the most important and useful items are here The emphasis is on material published since 1980 though useful older resources are included as well Each chapter is designed to stand alone providing the most important and useful resources of a primary nature organizations and documents as well as secondary books and reports In addition online resources and internet citations are included where possible

Information Sources in the Social Sciences David Fisher,Sandra Price,Terry Hanstock,2018-02-19 No detailed description available for Information Sources in the Social Sciences

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Communication Theories in Action Julia T. Wood,2000

Journalism Jo A. Cates,2004-05-30 Journalism A Guide to the Reference Literature is a critically annotated bibliographic guide to print and electronic sources in print and broadcast journalism The first edition was published in 1990 the second in 1997 It has been described as one of the critical reference sources in journalism today and it is a key bibliographic guide to the literature Choice magazine called it a benchmark publication for which there are no comparable sources The format is similar to the second edition What makes this edition significantly different is the separation of Commercial Databases and Internet Resources Commercial Databases includes standard fee based resources The new chapter on Internet sources features Web based resources not included in

the commercial databases chapter as well as portals other online files listservs newsgroups and Web logs blogs All chapters have been revised and there are significant revisions in Directories Yearbooks and Collections Miscellaneous Sources Core Periodicals Societies and Associations and Research Centers and Archives The second edition has 789 entries The third edition contains almost 1 000 entries James Carey of Columbia University who provided the foreword for the first two editions has updated his foreword for this edition *Media Education Assessment Handbook* William G. Christ, 2020-07-24 Assessing media education is a formidable task because both assessment and media education are complex and controversial concepts Assessment which can take place at the individual student class sequence program department or unit and university levels is questioned in terms of reliability validity relevance and cost Media education which has been challenged at a number of schools finds faculty and administrators in the midst of soul searching about how to clearly articulate its missions and purposes to a broader audience Departments are under increasing national state and institutional pressure to get assessment procedures carried out quickly but there is an obvious danger in rushing to implement assessment strategies before establishing what is essential in media education In communication education in general the what of assessment is often discussed in terms of skills attitudes affect values and knowledge People assess students to determine what they know think feel value and can do Here it is suggested that one of the places to start defining what students should learn from their media education is by identifying outcomes Outcomes can be assessed in a variety of ways but first they need to be developed and clearly articulated

Communication Research on Health Disparities and Coping Strategies in COVID-19

Related Crises Rukhsana Ahmed, Yuping Mao, 2024-02-08 This book presents health communication scholarship from Chile China Colombia Ecuador Japan New Zealand Sweden United States and Venezuela that recognizes the central role of communication in addressing and coping with health disparities across diverse populations It thus advances understanding of the nuances of long standing as well as emerging health disparities in our ever changing social environment The volume features eleven original interdisciplinary research and evidence based articles from scholars with distinct disciplinary backgrounds and unique positionalities who offer new and meaningful perspectives for scholars and practitioners in their diversity equity inclusion and social justice efforts within domains such as health communication and public health Contributions to the book facilitate meaningful dialogue and knowledge exchanges to address a wide range of key health disparities related to structural barriers and racial inequities Featuring highly interdisciplinary research spanning from the Global South to the Global North this book will be a key resource for researchers scholars and practitioners in both communication studies and health sciences as well as their respective allied fields such as media studies telecommunications journalism sociology anthropology cultural studies medical science nursing public health psychology psychiatry and medical informatics It was originally published as a special issue of *Health Communication*

Interpreting Communication

Research Lawrence R. Frey, 1992 Case study approach to communication research

Research Strategies for Small

Businesses Don E. Gudmundson, 2016-07-22 This book originally published in 1996 develops a model of information gathering for small businesses Whilst all small business owners gather and process some information the quality and types of information gathered is limited Size and resource constraints force small business owners to make difficult decisions related to the research that they conduct The model developed in this book is tested in part through a study of the information gathering practices of small owners managers in the landscaping industry in Wisconsin USA

The Social Sciences Nancy L. Herron, 1996 With 1 030 annotated citations arranged by discipline this carefully structured guide offers researchers fast and easy access to some of the best and most commonly used resources This book has 1 030 annotated citations arranged by discipline into 12 chapters general social sciences political science economics business history law and legal issues anthropology sociology education psychology geography and communication The sections on electronic resources in each chapter have been greatly expanded and there are more area studies sources providing users with an introduction to new technologies and formats related to the research of social sciences Prepared by practicing librarians this carefully structured guide offers researchers fast and easy access to some of the best and most commonly used resources in the social science literature It also serves as well as a teaching text for students wanting a clear straightforward approach to learning about the most popular and important reference sources in the social sciences

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