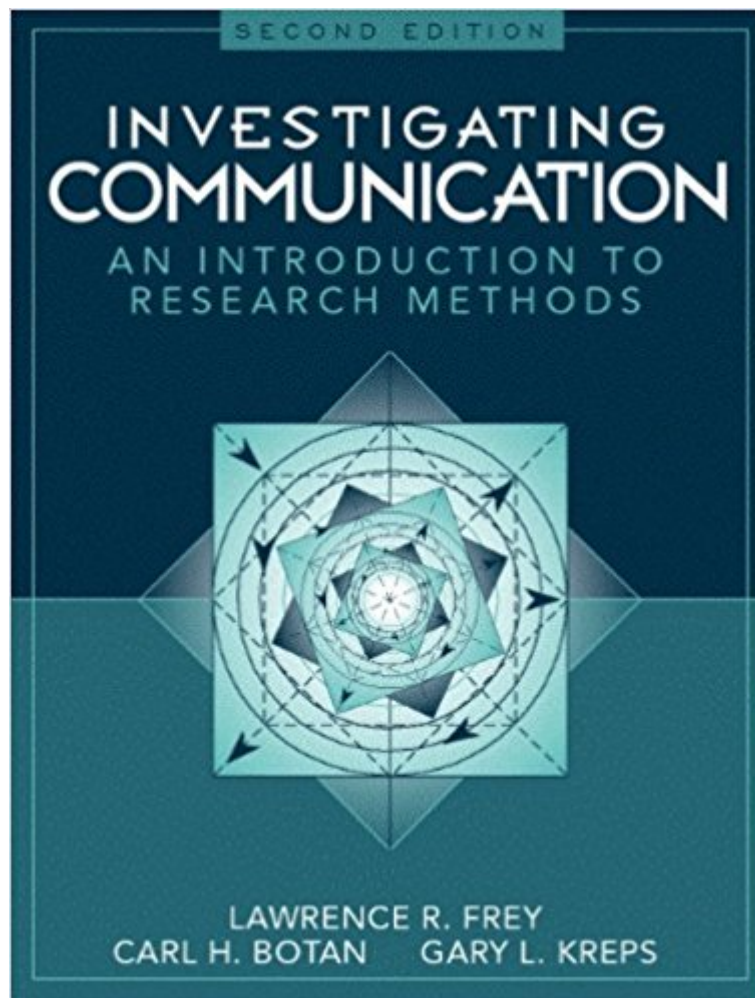




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Investigating Communication: An Introduction To Research Methods (2nd Edition)



Synopsis

This book provides a comprehensive, balanced introduction to communication research methods. Designed for readers who have little or no familiarity with research methods, this book helps one become a more knowledgeable and competent consumer (and limited producer) of scholarly research and of the everyday research to which they are exposed by the mass media. Praised for its accessible writing and extensive real-life examples, this book takes a step-by-step approach through the communication research process. Investigating Communication shows how communication research is conducted from start to finish, with the book's organization modeled after a traditional research study. By making the material accessible rather than impossible to learn, readers become excited about studying research methods. For anyone interested in the introductory methods of communication research.

Book Information

Hardcover: 514 pages

Publisher: Pearson; 2 edition (November 5, 1999)

Language: English

ISBN-10: 0205198260

ISBN-13: 978-0205198269

Product Dimensions: 6.9 x 1.2 x 9.1 inches

Shipping Weight: 1.7 pounds (View shipping rates and policies)

Average Customer Review: 3.9 out of 5 stars 20 customer reviews

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Great info

Some people like to talk trash on this book, but let me tell you something. GARY KREPS knows what the hell he is talking about. Kreps aka Kreperino aka The Krepman aka Biggie Kreps keeps it real and keeps it concise in this book. It provides some pretty decent examples and explains things in a straightforward manner. Would definitely recommend this book for any grad level methods class. Also Kreps is a cool dude. If you ever see Kreps tell him ole Reggie Thistleton says Hello.

Excellent condition

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