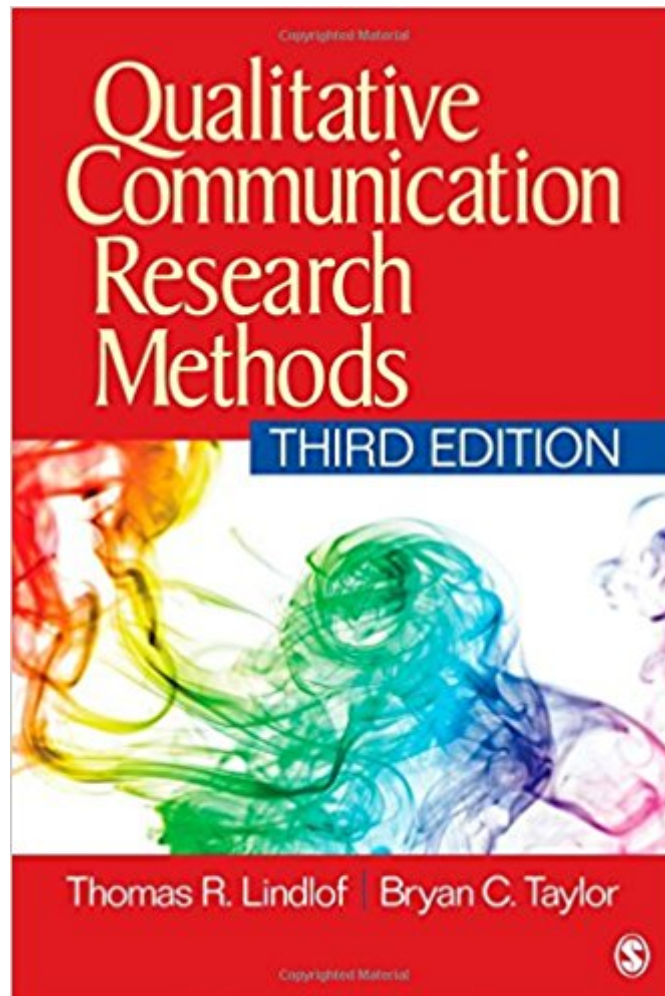




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Qualitative Communication Research Methods



Synopsis

This book is the only guide dedicated to qualitative research methods in communication. It introduces readers to every step of the qualitative research process, from developing research topics and questions, through writing a final report. In addition to covering the theories and methods currently used in qualitative communication research, the authors also discuss important trends influencing the future of that research.

Book Information

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Customer Reviews

There are not many textbooks available (if any) that can match [this book s] intelligence. --Elizabeth M. Lozano (10/08/2010)"" The use of examples from media and communication exhibit a very wide reading of the discipline. The writers do a great job keeping up with current technologies that assist in qualitative inquiry! "--John R. Baldwin (10/08/2010)" The use of examples from media and communication exhibit a very wide reading of the discipline. The writers do a great job keeping up with current technologies that assist in qualitative inquiry! --John R. Baldwin (10/08/2010)"

“There are not many textbooks available (if any) that can match [this book’s] intelligence.” (Elizabeth M. Lozano 2010-10-08) “The use of examples from media and communication exhibit a very wide reading of the discipline. The writers do a great job keeping up with current technologies that assist in qualitative inquiry!” (John R. Baldwin 2010-10-08)

This book is written mostly for undergrad researchers. While it’s helpful for graduate students, I

would recommend that instructors look for other tools. Finally, it's very communications oriented so, if you're taking/teaching a qual course that has nothing to do with communications or your students don't come from that background, try to stick with a pure qual text.

Decent textbook. Not my favorite, but it gets the job done. Convolutd, too boring, and not enough real world examples.

If you are a communication student who wants to study qualitative research methods then it's definitely a must read book. One of the very few books that discusses qualitative methods from communication perspective. They use easy to digest language and illustrate everything with stories to make it easier to understand. It's very basic though so it will be suitable for students who take intro class to qualitative methods.

Good introduction on qualitative research methods. The book was well written and easy to follow. It was very helpful when I was writing my qualitative term paper.

like it

bought it for class and it worked. Nuff said.

wonderful condition!

perfect!

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