CONTENTS

Preface xvii

SECTION 1: RESEARCH BASICS

CHAPTER 1 Introduction to Research in Communication 1

CHAPTER CHECKLIST 1

WHAT IS RESEARCH? 2

Your Relationship With Research 3

AN ETHICAL ISSUE: Is Communication Public or Private? 4

SCHOLARLY RESEARCH 4

Goals of Research 5

Research and Theory 7

COMMUNICATION AS A SOCIAL SCIENCE 7

The Scientific Approach 8

Characteristics of Science 9

Methodological Extremes 11

WHAT KINDS OF QUESTIONS DO COMMUNICATION SCHOLARS ASK? 12

The Nature of the Questions 13

TRY THIS! Evaluating Communication Questions 14

SUMMARY 14

KEY TERMS 15

CHAPTER 2 The Research Process: Getting Started 16

CHAPTER CHECKLIST 16

THE RESEARCH PROCESS MODEL 17

IDENTIFYING THE RESEARCH PROBLEM 20

Formulating Research Ideas 20

Turning Topics Into Preliminary Questions 20

Evaluating Your Questions 21

USING LIBRARY AND DATABASE RESOURCES 21 Library Resources 21 TRY THIS! Developing Initial Questions to Guide the Research Process 22 Library Search Strategies 23 TRY THIS! Searching the Research Literature 26 Other Reference and Database Resources 26 Getting Resources From the Web 26 Adjusting the Question 26 DESIGN CHECK: Reader Beware 27
READING SCHOLARLY ARTICLES AND BOOKS 27 AN ETHICAL ISSUE: Using the Ideas of Others 28 Identifying Primary Ideas and Conclusions 28 DESIGN CHECK: Evaluating the Literature You Found 29 Tracking Others' References 29 Summarizing What You Have Found 29
THE ROLE OF THEORY IN RESEARCH 30 Developing Theory 30 TRY THIS! Finding Theory in Journal Articles 32 Theory—Research Link 32
CONTINUING WITH THE RESEARCH PROCESS 33 SUMMARY 34 KEY TERMS 34
CHAPTER 3 Introduction to Quantitative Research 35 CHAPTER CHECKLIST 35 WHAT IS QUANTITATIVE RESEARCH? 36 Examples of Quantitative Research 36 AN ETHICAL ISSUE: Giving Your Children Permission to Participate in a Research Study 37 Deductive Reasoning 38 A Model for Conceptualizing Quantitative Research 38
CREATING THE FOUNDATION FOR QUANTITATIVE RESEARCH 41 RESEARCH HYPOTHESES FOR QUANTITATIVE RESEARCH 42 Directional Hypotheses 44 Nondirectional Hypotheses 44 Assessing Hypotheses 44 Null Hypotheses 45 Research Traditions in the Use of Hypotheses 45
RESEARCH QUESTIONS IN QUANTITATIVE RESEARCH 45 TYPES OF VARIABLES 46 Independent Variables 47

DESIGN CHECK: What Is Sex? What Is Gender? 48 Dependent Variables 48 The Relationship Between Independent and Dependent Variables 49 *Intervening and Confounding Variables* 50 OPERATIONALIZING VARIABLES 50 TRY THIS! Identifying Independent and Dependent Variables 51 MAKING THE CASE FOR QUANTITATIVE RESEARCH 52 TRY THIS! Operationalizing Variables 53 Advantages of Quantitative Research 53 Limitations of Quantitative Research 54 *Issues of Reliability and Validity* 54 Threats to Reliability and Validity 55 SUMMARY 56 KEY TERMS 57 CHAPTER 4 Introduction to Qualitative Research CHAPTER CHECKLIST 58 WHAT IS QUALITATIVE RESEARCH? 59 Examples of Qualitative Research 60 TRY THIS! Identifying Contexts for Qualitative Research 62 *Inductive Analysis* 63 A Model for Qualitative Research 63 Issues of Credibility in Qualitative Research 65 CONCEPTUALIZING RESEARCH QUESTIONS FOR QUALITATIVE RESEARCH 67 Assessing Research Questions 67 DESIGN CHECK: What If Research Questions Are Not Presented? 68 WHAT COUNTS AS DATA IN QUALITATIVE RESEARCH? 68 Interpreting Meaning 68 Level of Evidence 69 MAKING THE CASE FOR QUALITATIVE RESEARCH 70 Advantages of Qualitative Research 70 Limitations of Qualitative Research 70 Threats to Credibility in Qualitative Research 70 COMPARING QUANTITATIVE AND QUALITATIVE RESEARCH 71 Key Differences in Quantitative and Qualitative Research 71 Key Similarities in Quantitative and Qualitative Research 72 AN ETHICAL ISSUE: Is Anything Off-Limits? 73

Which Do I Choose? 73

SUMMARY 73 KEY TERMS 74

CHAPTER 5 Research Ethics 75

CHAPTER CHECKLIST 75

ETHICAL QUESTIONS IN PLANNING RESEARCH 76

AN ETHICAL ISSUE: Professional Association Guidelines for Conducting Research 78

Institutional Review Board 80

AN ETHICAL ISSUE: Do Research Participants Have Any Ethical Responsibilities? 81

Informed Consent 81

DESIGN CHECK: Do You Need Informed Consent for Your Research Project? 82

AN ETHICAL ISSUE: Would You Participate? 83

DESIGN CHECK: Private or Public? 87

ETHICAL ISSUES IN CONDUCTING RESEARCH 87

Intentional Deception 87
Using Confederates 88
Physical and Psychological

Physical and Psychological Harm 89

Upholding Anonymity and Confidentiality 90

TRY THIS! What Would You Include? 91

Videotaping and Audiotaping Participants 92

Debriefing Participants 92

ETHICAL ISSUES IN REPORTING RESEARCH 93

Ensuring Accuracy 93 Avoiding Plagiarism 93

AN ETHICAL ISSUE: Ethics in Proprietary Research 94
Protecting the Identities of Participants 94

SUMMARY 95 KEY TERMS 95

SECTION 2: QUANTITATIVE COMMUNICATION RESEARCH

CHAPTER 6 Measurement 96

CHAPTER CHECKLIST 96

MEASUREMENT PRINCIPLES 97

LEVELS OF MEASUREMENT IN COMMUNICATION RESEARCH 99

Discrete Data 99

AN ETHICAL ISSUE: What Am I Willing to Reveal About Myself? 101

Continuous Level Data 101

TRY THIS! Changing Levels of Measurement 104 DESIGN CHECK: Questioning Measurement Techniques 105 ISSUES OF VALIDITY AND RELIABILITY 105 Validity 106 Reliability 108 DESIGN CHECK: Finding Information About Validity and Reliability 112 The Relationship Between Validity and Reliability 112 Threats to Validity and Reliability 113 DESIGN CHECK: Will These Results Apply to Me? 114 ISSUES OF DATA INTERPRETATION 115 SUMMARY 116 KEY TERMS 117 Sampling, Significance Levels, and Hypothesis Testing 118 CHAPTER 7 CHAPTER CHECKLIST 118 POPULATION AND SAMPLE 119 Defining the Population 119 Addressing Generalizability 120 Probability Sampling 121 Nonprobability Sampling 125 AN ETHICAL ISSUE: Participant Selection Can Make a Difference 126 DESIGN CHECK: Are Students Too Convenient? 127 DESIGN CHECK: Justifying Nonprobability Sampling 129 Sample Size 130 TRY THIS! Identifying Populations, Generating Samples 131 AN ETHICAL ISSUE: Selected, But Not Required to Participate A Final Word on Sampling 132 SIGNIFICANCE LEVELS 133 HYPOTHESIS TESTING 134 DESIGN CHECK: Addressing Issues of Sampling, Significance Levels, and Hypothesis Testing 136 A FINAL WORD 137 SUMMARY 137 KEY TERMS 138

CHAPTER 8 Quantitative Research Designs 139

CHAPTER CHECKLIST 139

THE EXPERIMENTAL FRAMEWORK 140

The Classical Experiment 142

AN ETHICAL ISSUE: Would You Ask Participants To . . . ? 145
Types of Experimental Design 146
Longitudinal Designs 150
Strengths of Experimentation 150
TRY THIS! Designing an Experiment 151
Limitations of Experimentation 152

QUASI-EXPERIMENTS 152 Field Experiments 154 DESIGN CHECK: Is One Study Ever Enough? 155

DESCRIPTIVE DESIGNS 156
Strengths and Limitations of Descriptive Research Designs 157

RESEARCHER EFFECTS AND PROCEDURAL BIAS 157
COMPARING RESEARCH DESIGNS 159
SUMMARY 160
KEY TERMS 160

CHAPTER 9 Surveys and Questionnaires 161

CHAPTER CHECKLIST 161
WHAT IS A SURVEY? 162
Types of Surveys 162
DESIGN CHECK: Are All Polls the Same? 164

DESIGNING A SURVEY 164
Evaluating Existing Questionnaires or Surveys 164
TRY THIS! Survey Design 166
Writing Your Own Questionnaire 166
Designing Survey Items 166
DESIGN CHECK: Racial and Ethnic Group Identification 170
TRY THIS! How Different Are Usually, Sometimes, and Seldom? 174
How the Survey Looks 174

PRETESTING THE SURVEY OR QUESTIONNAIRE 174
TRY THIS! Does This Questionnaire Need Modification? 176
AN ETHICAL ISSUE: Would You Participate? 178

SAMPLING ISSUES FOR SURVEYS 178
Response Rate 178
Using Census as an Alternative to Sampling 179

SURVEY RELIABILITY AND VALIDITY 179
ANALYZING AND REPORTING SURVEY DATA 180

SUMMARY 181 KEY TERMS 181

CHAPTER 10 Descriptive Statistics 182

CHAPTER CHECKLIST 182 NORMAL CURVE 183 Skewed Distributions 184

Distributions of Data 185

DESCRIPTIVE STATISTICS 185

TRY THIS! Are the Data Normal or Skewed? 187 Number of Cases 187 Measures of Central Tendency 187 Measures of Dispersion 189

APPLICATION OF DESCRIPTIVE STATISTICS 191

Frequencies 191

DESIGN CHECK: Describing Variables 192

Percentages 192

AN ETHICAL ISSUE: Mistakes in Calculations 193

CRUNCHING THE NUMBERS: CALCULATOR OR COMPUTER? 193

SUMMARY 194 KEY TERMS 194

CHAPTER 11 Testing for Differences 195

CHAPTER CHECKLIST 195

INFERENTIAL STATISTICS 196 Alternative and Null Hypotheses 197 Degrees of Freedom 197 Four Analytical Steps 197

CHI-SQUARE 198

One-Dimensional Chi-Square 199 Contingency Analysis 200 Limitations of Chi-Square 201 DESIGN CHECK: Interpreting Chi-Squares 202

THE t-TEST 202

Common Forms of t-Test 203 Two-Tailed t-Test 203 One-Tailed t-Test 204 *Limitations of the* t-*Test* 204

ANALYSIS OF VARIANCE 204

DESIGN CHECK: Interpreting t-Tests 205

ANOVA Basics 205

AN ETHICAL ISSUE: Are Two Categories Fully Representative? 206

One-Way ANOVA 208

Two-Way ANOVA 208

TRY THIS! Should Differences Be Significant or Practical? 210

Factorial ANOVA 210

Limitations of ANOVA 211

ASKING FOR STATISTICAL HELP 211

SUMMARY 212

DESIGN CHECK: Interpreting F 213

KEY TERMS 213

CHAPTER 12 Testing for Relationships 214

CHAPTER CHECKLIST 214

DESIGN CHECK: Paying Attention to Details 216

BASIC ASSUMPTIONS 216

Alternative and Null Hypotheses 216 Degrees of Freedom 217 Four Analytical Steps 217

CORRELATION 217

Interpreting the Coefficient 218
Examples of Correlation 220
Other Forms of Correlation 222
Limitations of Correlation 222
DESIGN CHECK: Interpreting Correlations 223

REGRESSION 223

Linear Regression 224 Multiple Regression 225 Regression Examples 227 Limitations of Regression 228

CAUTIONS IN USING STATISTICS 228

DESIGN CHECK: Interpreting Multiple Regression 229
TRY THIS! Identifying Independent Variables for Multiple Regression 230

SUMMARY 231 KEY TERMS 231

CHAPTER 13 Quantitative Analysis of Text 232

CHAPTER CHECKLIST 232

CONTENT ANALYSIS 233

What Content Can Be Analyzed? 234

DESIGN CHECK: Content Analyzing Media Messages 235

The Content Analysis Process 235

TRY THIS! Identifying Themes of Freshman Socialization 238

Interpreting the Coding Results 239

DESIGN CHECK: How Did the Researcher Perform the Content Analysis? 240

Computers and Content Analysis 241

Strengths of Content Analysis Research 241

AN ETHICAL ISSUE: Taking Content Out of Context 242

Limitations of Content Analysis Research 242

INTERACTION ANALYSIS 242

Gathering and Preparing the Interaction for Coding 243

Coding the Interaction 243

Analyzing and Interpreting the Coding 244

Strengths of Interaction Analysis 245

Limitations of Interaction Analysis 245

DESIGN CONSIDERATIONS 245

SUMMARY 246

KEY TERMS 246

SECTION 3: QUALITATIVE COMMUNICATION RESEARCH

CHAPTER 14 Designing Qualitative Research 247

CHAPTER CHECKLIST 247

THE RESEARCHER'S ROLE IN QUALITATIVE METHODOLOGIES 248

Forms of Participant Observation 249

AN ETHICAL ISSUE: One Role? Or Two? 251

TRY THIS! Assuming Researcher Roles 252

IDENTIFYING THE RESEARCH FOCUS 252

Consulting the Literature 253

Asking or Stating the Research Objective 253

SAMPLING IN QUALITATIVE DESIGNS 254

Special Considerations for Sampling in Qualitative Research 255

DESIGN CHECK: Why Was the Researcher There? 256

GAINING ACCESS 256

Becoming Familiar With People and Places 257 Developing Trust 258 Stumbling Onto Something Interesting 259

COLLECTING QUALITATIVE DATA 260

Observation Strategies 260

TRY THIS! Your Classroom as a Seamless Container 261

Taking Notes 262

Transcribing Notes 264

What If You Cannot Take Notes? 265

What Constitutes Data in Qualitative Research? 265

Your Impact as a Researcher 265

DESIGN CHECK: Are the Data Credible? 266

FINALIZING THE RESEARCH DESIGN 266

SUMMARY 267 KEY TERMS 267

CHAPTER 15 Qualitative Methods of Data Collection 268

CHAPTER CHECKLIST 268

FIELD INTERVIEWING 269

Electronic Interviewing 270

The Interview Process 270

DESIGN CHECK: Where Did the Interviews Occur? 272

Conducting the Interview 272

Orientation and Sample of Guiding Questions for In-Depth Interviews 273

Strengths and Limitations of Interview Research 275

FOCUS GROUPS 276

Planning Focus Group Research 277
Conducting Focus Group Research 278
Data From Focus Group Discussions 279
Focus Group Strengths and Limitations 279
TRY THIS! Motivating Attendance at Focus Groups 280
AN ETHICAL ISSUE: Research or Selling? 281

COLLECTING STORIES 282

Sources for Stories 282

DESIGN CHECK: Finding Participants 284

Strengths and Limitations of Narrative Research 284

ETHNOGRAPHY 284

Investigating the Here and Now 286 Entering the Scene 286 Recording Observations 287
Strengths and Limitations of Ethnographic Research 287

SUMMARY 288 KEY TERMS 288

CHAPTER 16 Analyzing Qualitative Data 289

CHAPTER CHECKLIST 289
AN OVERVIEW 290

CHOOSING AN ANALYTIC METHOD 290

THE PROCESS OF ANALYSIS 291

Analytical Memos 291 Diagramming the Data 291

Using Computers 292

Coding and Categorizing Data 293

GROUNDED THEORY 294

THEMATIC ANALYSIS 295

THE PROCESS OF INTERPRETATION 296

Evaluating Interpretation 297

DESIGN CHECK: How Are Participant Quotes Used? 298

SUMMARY 299

KEY TERMS 299

SECTION 4: READING AND WRITING RESEARCH REPORTS

CHAPTER 17 Reading and Writing the Quantitative Research Report 300

CHAPTER CHECKLIST 300

THE LITERATURE REVIEW 301

The Problem Statement 301

Types of Material to Include in the Literature Review 302

Organizing the Literature Review 303

Presenting the Research Questions and Hypotheses 304

THE METHODS SECTION 304

Describing Participants 304

Describing the Research Procedure 305

Describing the Variables 305

DESIGN CHECK: Do You Have the Basic Information? 306

RESULTS AND DISCUSSION 324

Balancing Description and Analysis 324

THE RESULTS SECTION 306 Using Tables and Graphs 306 THE DISCUSSION SECTION 306 Developing Interpretations From Results 307 AN ETHICAL ISSUE: Dealing With Unexpected Results 308 Manner of Presentation 308 Presenting the Limitations 309 Recommending Future Research 309 TRY THIS! How to Read a Research Report 310 FINISHING THE QUANTITATIVE RESEARCH REPORT 310 Title 310 Title Page 310 Abstract 310 References 311 USING APA STYLE 311 Citing Others' Work 311 Creating the Reference List 311 TRY THIS! Submit Your Research Paper to a Communication Convention 312 ISSUES IN WRITING 313 The Revision Process 313 SUMMARY 314 KEY TERMS 314 CHAPTER 18 Reading and Writing the Qualitative Research Report 315 CHAPTER CHECKLIST 315 PARTS OF THE QUALITATIVE RESEARCH REPORT 316 PRESENTING THE CORE IDEA OR QUESTION 316 WRITING ABOUT THE METHOD 317 Revealing the Identity of Participants 318 PRESENTING THE DATA 318 Authorial Voice 319 Adopting a Writing Style 320 AN ETHICAL ISSUE: Creating Something From Nothing 322 DESIGN CHECK: Who Did What? How? When? 324

TRY THIS! Describe, Then Analyze 325
Identifying and Presenting Organizing Patterns 325
Using Participants' Quoted Material 326

DRAWING AND SUPPORTING CONCLUSIONS 326

Revisiting Your Analysis 326

FINISHING THE QUALITATIVE RESEARCH REPORT 327

Title 327

Using the APA Style Manual 328

SUMMARY 329 KEY TERMS 329

APPENDIXES

- A Personal Report of Communication Apprehension 330
- B Formulas and Steps for Statistical Calculations 333
- C Random Numbers Table 352
- D Sample Protocol for Experimental Study 355

Glossary G-1

References R-1

Author Index I-1

Subject Index I-4