

Communication Research: Asking Questions, Finding Answers, 5e

Joann Keyton

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Detailed List of New Features

Provides guidance on how to approach international and online research ethics, including how to find ethical guidelines in other countries and how to ethically gather data online.

Gives updated examples of research methodologies throughout the book that maintain the contemporary relevance of the issues discussed.

Includes more than 70 new research and references seen throughout the text.

Retained Features

Emphasis on the importance of defining a research question before choosing a research methodology focuses students on developing the best process to answer their questions.

Try This! features support students in the practical application of research methods.

Design Check features guide students through designing and conducting quality research projects.

An Ethical Issue features encourage students to consider ethical issues when conducting research.

Chapter by Chapter Changes

Chapter 1

Updated language to reflect current technology

Updated examples with more recent research

Updated Try This! feature on evaluating communication questions with more recent research

Chapter 2

Updated to reflect current technology, including more information about using electronic resources such as Google and Google Scholar for research

Updated information about research sources in the communications field

Updated examples with more recent research

Added another method for organizing a literature review

Chapter 3

Updated language to reflect current technology

Updated examples with more recent research

Added section on international ethical codes for research

Added information about ethical issues to consider when designing a research study

Updated information about IRB reviews

Added “An Ethical Issue” feature about the research ethics of collecting data online

Chapter 4

Updated examples with more recent research

Updated language to reflect current technology

Chapter 5

Updated examples with more recent research

Updated language to reflect current technology

Added information about the internal validity of using university students as a research sample

Chapter 6

Added an example of a study of a census to illustrate a way to study population

Updated examples with more recent research

Added information about problems associated with volunteer sampling

Chapter 7

Added an example of an experiment that was conducted entirely online, using the comments sections of news websites

Chapter 8

Updated language to reflect current technology

Added information about how the manner in which researchers invite participants in studies can increase the response rate

Added more detail to Table 8.1, “Comparison of Types of Surveys”

Added information about how the length of survey items can affect participants’ comprehension

Updated examples and description of “recall cue”

Added another method for using behavior coding

Added information about how to increase participation in email surveys

Chapter 9

Updated examples with more recent research

Chapter 10

Updated examples with more recent research

Chapter 11

Updated examples with more recent research

Chapter 12

Updated language to reflect current technology

Updated examples with more recent research

Added more detail to section about units of analysis in communication research

Chapter 13

Updated language to reflect current technology

Updated section on how to cite Web-based sources

Chapter 14

Updated “Try This!” feature, “Identifying Contexts for Qualitative Research”

Updated examples with more recent research

Chapter 15

Updated examples with more recent research

Chapter 16

Updated language to reflect current technology

Updated examples with more recent research

Added more detail to section on ethnography

Chapter 17

Updated language to reflect current technology

Updated examples with more recent research

Chapter 18

Added information about ensuring anonymity in research studies

Added more detail to “Design Check” feature, “Letting Participants Speak”

Updated “Try This!” feature, “Submit Your Paper to a Communication Journal”

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