

The Basics of Communication Research (with InfoTrac) (Wadsworth Series in Speech Communication)

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Combining the time tested classical work of Earl Babbie with the insights of one of the most recognized and respected names in speech communication research, THE BASICS OF COMMUNICATION RESEARCH is the book for the Communication research methods course. With the authors' collective experience teaching research methods and as active researchers themselves you will find this text to be the authoritative text for your course. The authors frame research as a way of knowing, and provide balanced treatment to both quantitative and qualitative research traditions in communication research and present it in a student friendly and engaging format. It provides in-depth treatment of the role of reasoning in the research enterprise and how this reasoning process plays itself out in planning and writing a research proposal and report.

Earl Babbie was born in Detroit, Michigan, in 1938, although he chose to return to Vermont 3 months later, growing up there and in New Hampshire. In 1956, he set off for Harvard Yard, where he spent the next 4 years learning more than he initially planned. After three years with the U.S. Marine Corps, mostly in Asia, he began graduate studies at the University of California, Berkeley. He received his Ph.D. from Berkeley in 1969. He taught sociology at the University of Hawaii from 1968 through 1979, took time off from teaching and research to write full time for 8 years, and then joined the faculty at Chapman University in Southern California in 1987. Although an author of research articles and monographs, he is best known for the many texts he has written, which have been widely adopted in colleges throughout the United States and the world. He also has been active in the American Sociological Association for 25 years and served on the ASA's executive committee. He is also past president of the Pacific Sociological Association and California Sociological Association. He has been married to his wife, Sheila, for more than 40 years, and they have a son, Aaron, who would make any parent proud. As proof, he helped produce the world's two greatest grandchildren. Credited with defining research methods for the social sciences, Dr. Babbie has written several texts, including the bestselling THE PRACTICE OF SOCIAL RESEARCH and THE BASICS OF SOCIAL RESEARCH. "I would highly recommend this text to any instructor teaching a communication specific research methods course. I think it provides a strong foundation for introductory students and covers each of the areas of qualitative and quantitative methodologies appropriately. Additionally it does an effective job of incorporating existing communication research from a variety of fields into each of the chapters. This provides a much needed connection for communication students to better understand the application of various methodologies to their discipline."

"This textbook frames research as a common sense, everyday activity that students already know something about, although not necessarily something that they always do well. It balances attention between both quantitative and qualitative methodologies and helps students think about how to make choice in doing research."

"Its organization introduces students to the breadth of perspective in communication research early in the book. Students are introduced to the basics of both quantitative and qualitative designs in separate chapters-rather than a single chapter that suggests that there is "one" way to create a research design. This pluralistic approach is extremely helpful in avoiding the creation of strong positivistic biases early in the semester. This helps students to be aware of the many ways of approaching research and the values of each approach."

Other Books

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