Introducing Communication Research: Paths of Inquiry

Donald Treadwell

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Introducing Communication Research: Paths of Inquiry, Third Edition demystifies the theories and applications of communication research through its focus on methods in practice. Offering an overview of the research process with a focus on examples of research in real-world settings, this text introduces both quantitative and qualitative methods. The new edition includes expanded coverage of social media throughout, as well as new and updated examples and case studies that highlight the utility of research methods skills for communication and media careers.

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