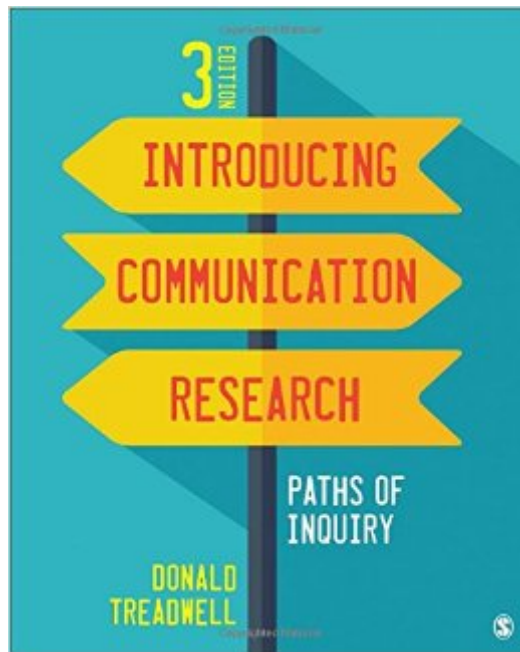




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Introducing Communication Research: Paths Of Inquiry



Synopsis

Introducing Communication Research: Paths of Inquiry helps students understand the communication research process from start to finish. The Third Edition has been updated throughout to explain the Internet and social media as tools and topics for communication research. Streamlined, accessible, and with campus-based research examples that students can relate to, this text guides students through the fundamentals of conducting research and presenting research findings for scholarly, professional, news/media, and web audiences.

Book Information

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Customer Reviews

Donald Treadwell earned his master's degree in communication from Cornell University and his PhD in communication and rhetoric from Rensselaer Polytechnic Institute. He developed and taught communication research classes in classroom and online settings as well as teaching courses in organizational communication, public relations and public relations writing. He has published and presented research on organizational image, consumer response to college names, health professionals' images of AIDS, faculty perceptions of the communication discipline, and employers' expectations of newly-hired communication graduates. His research appears in Communication Monographs, Journal of Technical Writing and Communication, Public Relations Review, Journal of Human Subjectivity, and Criminal Justice Ethics. He is professor emeritus, Westfield State University, and has international consulting experience in agricultural extension and health communication.

Treadwell (2017) provides great insight and expertise about communication research and how it is used in the professional world of communication. Topics include, communication research methods, ethical responsibilities of communication researchers, collecting, summarizing, and understanding quantitative and qualitative data, statistics, and communicating data to publics.

For five consecutive weeks, in the summer of 2012 I was required to take the class (Communication Research Methods) for my major. Author Donald Treadwell, "Introducing Communication Research: Paths of Inquiry" was the textbook the professor operated out of. I purchased the textbook using my Kindle and thoroughly enjoyed the class. The book was great, and the reading was fast and easy. Mr. Treadwell did a marvelous job making the content easily understood; the chapters are short but to the point. I would highly recommend other instructors to incorporate this textbook in their research classes. Students will appreciate the smooth and simple methods this textbook has to offer, and will come away from class with a better grasp on conducting research.

Very readable with its straightforward language. Provides adequate instruction on essential research principles and quantitative & qualitative methods commonly used in communication (and other area) research. Its best feature is its ability to hold the interest of its readers by ensuring that it doesn't drown them in long, wordy, boring chapters (the bane of most textbooks).

Just wasn't detailed enough. Reading it did not make me feel more capable of research at all.

I am excited about my next class.

I'm not a huge fan of textbooks in general, but as a communication major I appreciated how well organized the book was. I found it easy to find the information I needed.

i feel this book is great for it tackles the whole communication research process... still, sometimes it feels like it was written for high school kids.

Used the book for school. Was in good condition and helped me in the class. What more can someone ask for.

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