

CONTENTS

Preface vi

CHAPTER 1 An Introduction to Communication Research 1

CHAPTER 2 Empirical Research 11

CHAPTER 3 Research Ethics 25

CHAPTER 4 Searching for Previous Research and APA Style 50

CHAPTER 5 Research Structure and Literature Reviews 90

CHAPTER 6 Variables 121

CHAPTER 7 Descriptive Statistics 159

CHAPTER 8 Measurement 189

CHAPTER 9 Reliability and Validity 213

CHAPTER 10 Survey Research 243

CHAPTER 11 Content Analysis 275

CHAPTER 12 Experimental Design 289

CHAPTER 13 Sampling Methods and Replication 313

CHAPTER 14 Hypothesis Testing 328

CHAPTER 15 Chi-Square (χ^2) Test of Independence 345

CHAPTER 16 Independent Samples *t*-Tests 372

CHAPTER 17 One-Way Analysis of Variance (ANOVA) 392

CHAPTER 18 Correlation 417

CHAPTER 19 Regression 438

CHAPTER 20 Advanced Statistical Procedures 459

CHAPTER 21 Presenting Research 480

Appendix A Qualitative Research 503

Appendix B Textbook Questionnaire 541

Appendix C Open Source Statistical Software Alternatives 547

Glossary 568

Index 581