	Preface	xiii
	CTION I	
Foundations		1
1	Welcome	3
	A Backward Glance 5	
	A Postmodern Primer 7	
	What Is Communication? 10	
	Why Research? 11	
	Communication Research 12	
	Evaluating and Restructuring Our Research Practices 15	
	Postmodernism and Communication Research 16	
	Suggested Activities 18	
	References 19	
2	Understanding Culture and Research	21
	Some Important Philosophy 21	
	Some Essential History 22	
	Additional Factors to Consider 27	
	What About Communication Research? 28	
	A New Research Outlook 29	
	Postmodern Application of Research Results 32	
	The Communication Process 33	
	Research Ethics 34	
	Federal Regulations 37	
	Suggested Activities 37	
	References 38	

3	Getting Started	40
	Basic Terminology 40	
	Research Guidelines 43	
	Suggested Activities 45	
	References 45	
4	Designing a Research Study	46
	The Flowchart Process 46	
	Discuss the Problem 47	
	Search the Literature 48	
	Revise the Research Question(s) 52	
	Select a Research Method 52	
	Develop a Detailed Plan 53	
	Handle the Logistics 53	
	Execute the Project 54	
	Organize and Analyze Study Results 55	
	Address the Research Question(s) 55	
	Evaluate the Study 56	
	Write the Report 56	
	Suggested Activities 57	
	Reference 57	
	ECTION II	
M	lethodologies	59
5	Focus Group Research	61
	A Postmodern Perspective 62	
	Advantages and Disadvantages 63	
	Basics 64	
	Logistics 64	
	Conducting the Session 67	
	Solving Potential Problems 68	
	Analyzing the Data 68	
	Addressing the Research Questions 71	
	Evaluating the Study 71	
	Writing the Report 71	
	Interesting Alternatives 71	
	Suggested Activities 72	
	References 73	

6	Survey Research	/4
	Definition and Uses 74	
	A Postmodern Perspective 75	
	Issues and Problems 75	
	Basics 78	
	Some Sampling Techniques 81	
	Types of Surveys 83	
	Telephone Survey 83	
	Computer-Assisted Telephone Interviewing 89	
	Mail Survey 90	
	Other Types of Surveys 92	
	Analyzing the Data 94	
	Additional Data Analysis Suggestions 97	
	Addressing the Research Questions 99	
	Evaluating the Study 99	
	Writing the Report 100	
	Suggested Activities 100	
	References 100	
7	Historical Research	102
•	Part I Oral History by Kim Golombisky 103	102
	A Postmodern Perspective on History 104	
	Oral History's Definitions and Uses 105	
	Issues and Problems in Oral History Research 110	
	Oral History Research Design 116	
	Oral History Research Execution 121	
	Oral History Research Analysis and Presentation 122	
	Part II Conventional Historical Research by Larry Z. Leslie 124	
	Definition and Uses 124	
	A Postmodern Perspective 125	
	Basics 126	
	Using Quality Sources 126	
	Developing a Detailed Plan 131	
	Logistics 133	
	Data Gathering 136	
	Analyzing the Data 137	
	Addressing the Research Questions 138	
	Evaluating the Study 139	
	Writing the Report 139	

The Case-Study Approach 139
A Brief Overview 139
The Case-Study Process 140

	Suggested Activities 141	
	References 142	
8	Text Analysis	145
	Part I Content Analysis by Timothy E. Bajkiewicz 146	
	Historical Development and Method Importance 146	
	Definition and Uses 147	
	A Postmodern Perspective 149	
	Advantages and Disadvantages 150	
	Basics 152	
	Unitizing 152	
	Sampling 153	
	Recording/Coding 155	
	An Example 156	
	Analysis 157	
	Conclusion 159	
	Part II Deconstruction by Larry Z. Leslie 160	
	What Is Deconstruction? 160	
	Can Deconstruction Be a Research Method? 161	
	Deconstruction as Research Method 162	
	Deconstruction Assumptions 162	
	Deconstructing a Text 163	
	What About Logistics? 165	
	Addressing the Research Question 166	
	Evaluating the Study 166	
	Deconstruction in Action: an Example 166	
	The Example 166	
	Analysis 167	
	Discussion 168	
	Suggested Activities 169	
	References 169	
9	Feminist Methodology by Kim Golombisky	172
	A Postmodern Perspective 173	
	Definitions 174	

Feminism 174

Feminist Methodology 174	
Feminist Research Methods 177	
Uses 182	
Problems and Issues 183	
Implementation 192	
Suggested Activities 193	
References 194	
10 Internet and Social Media Research	196
A Postmodern Perspective 197	
The Internet 198	
Social Media 199	
Some Important Issues 200	
Privacy and Ethics 201	
Human Subjects and Informed Consent 202	
Sampling 203	
Basics 205	
Sample Internet Projects 205	
Some Social Media Possibilities 206	
A Reminder 208	
The Big Three and a Different Approach 208	
Facebook 209	
Twitter 212	
YouTube 216	
An Alternative Data-Gathering Idea 219	
Finish the Work 220	
Suggested Activities 220	
References 220	
SECTION III	
Writing a Research Report	225
11 Writing Style	227
What Is Writing Style? 227	
Scholarly Style 229	
APA Style 234	
MLA Style 238	
Chicago Style 240	

A Final Suggestion 242 References 243

12	Report Format Why Write a Report? 244 Who Is the Audience? 245 The Traditional Format 246 A Specialized Format 246 A Section-by-Section Explanation 248 Some Likely Variations 251 References 252	244
	CTION IV oplications	253
13	An Individual Research Proposal The Individual Research Proposal 255 Your Research Proposal Topic 258 The Individual Research Project 259	255
14	A Group Research Project Procedure 261 Group Evaluation 264	261
	Index	266