



A Handbook of Media and Communication Research: Qualitative and Quantitative Methodologies

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A Handbook of Media and Communication Research presents qualitative as well as quantitative approaches to the study of media and communication, integrating perspectives from both the social sciences and the humanities. Taking methodology as a strategic level of analysis that joins practical concerns with theoretical issues, the Handbook offers a comprehensive and in-depth review of the field and a set of guidelines for how to think about, plan, and carry out media and communication studies in different social and cultural contexts.

The second edition has been thoroughly updated with reference to the development of the internet, mobile, and other digital media.

- Each chapter addresses shifting configurations of established media organizations, media discourses, and media users in networked practices of communication.
- The introduction and one further chapter probe changing conceptions on mass and interpersonal, online and offline communication – in research as in everyday life.
- Three new chapters have been added to exemplify different forms of research employing multiple methods to study multiple media in multiple contexts.

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