

Communication research methods worksheet essay sample

[Literature](#), [Russian Literature](#)



Read the assigned articles from the Handbook of Media and Communications Research located in your Electronic Reserve Readings for Week One. Use these articles to answer the following questions about communication research:

1. Why is it important to be familiar with research about communication and the methods used to perform this research?

The most common research methods are: literature searches, talking with people, focus groups, personal interviews, telephone surveys, mail surveys, email surveys, and internet surveys. It is important to know these methods because they allow you more options than, just interviewing people or talking to one person. It is also important to know how to research the topic you wish to research. When you have studied the best research methods, you will be able to provide the best information on the topic you choose. Knowing how to find good sources and bad sources is a great start!

2. What are two quantitative research methods used in communications research?

Cause and comparative

3. What are two advantages and two disadvantages for each of the quantitative methods?

Qualitative research involves studying phenomena in their natural habitat, rather than in a laboratory setting like quantitative research. Qualitative research obtains a holistic picture of the subject of study and this provides

prosperous information and allows for personality differences to excel. It is almost impossible to study a particular subject using quantitative research methods. Quantitative research that focuses on isolating, reducing and controlling the variables involved

4. What are two qualitative research methods used in communications research?

Orientation and values

5. What are two advantages and two disadvantages for each of the qualitative methods?

Advantages -useful during the early stages of a study -does not need a strict design plan before it begins

Disadvantages -researcher of a study using qualitative research is heavily involved in the process -researcher interprets the research according to his or her own biased view

6. What are two practical applications for communications research?

-Developmental research

-Evaluative research