



Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches

Arthur Asa Berger

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Media and Communication Research Methods, *Fourth Edition* is a concise and practical text designed to give students a step-by-step introduction to conducting media and communication research. Offering real-world insights along with the author's signature animated style, this text makes the discussion of complex qualitative and quantitative methods easy to comprehend.

Packed with detailed examples and practical exercises, the ***Fourth Edition*** of **this bestselling introductory text** includes a new chapter on discourse analysis; expanded discussion of social media, expanded coverage of the research process, and more. Ideal for undergraduate and graduate students conducting research for the first time, this accessible text will help students understand, practice, and master media and communication research.

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