	Preface September 1990 September 199	X111
e E	CTION I	
	undations	1
FO	Organize and Analyze Study Results 557 and and Analyze	1
1	Welcome	3
1	A Backward Glance 5	5
	A Postmodern Primer 7	
	A Postmodern Primer /	
	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) 5	2	
	Select a Research Method 52		
	Develop a Detailed Plan 53		
	Handle the Logistics 53		
	Execute the Project 54		
	Organize and Analyze Study Result	ts 55	
	Address the Research Question(s)	55 omoolew	
	Evaluate the Study 56		
	Write the Report 56		
	Suggested Activities 57		
	Reference 57		
SE			
Me			59
5	Focus Group Research	References 19	61
	A Postmodern Perspective 62		
	Advantages and Disadvantages 63		
	- ·		
	Logistics 64		
	Conducting the Session 67		
	Solving Potential Problems 68		
	Analyzing the Data 68		
	Addressing the Research Questions 71		
	Writing the Report 71		
	Interesting Alternatives 71		
	Suggested Activities 72		
	References 73		

,	Survey Research	74
	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	
	Commercian 159	
,	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	
	4 1 1 1 7 1 127	
	Analyzing the Data 137 Addressing the Research Questions 138	
	F 1 4 4 4 6 4 1 4 20	
	Writing the Report 139	
	Trining the Report 137	

145

172

The Case-Study Approach 139
A Brief Overview 139

	The Case-Study Process 140
	Suggested Activities 141
	References 142
8	Text Analysis
	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

Feminist Methodology by Kim Golombisky

A Postmodern Perspective 173

Definitions 174

Feminism 174

	reminist ivietnodology 1/4	
	Feminist Research Methods 177	
	Uses 182	
	Problems and Issues 183	
	Implementation 192	
	Suggested Activities 193	
	References 194	
	A Specialized Formar 246	
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	
	and any are modely prove so he of use to them. There are doubted	
SE	CTION III	
		225
	but all it had become it is made as them are had only selected as a first of the selected are and the se	
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	Ust 182	24
-	Why Write a Report? 244	Problems and Issues 183	24.
	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		
	Advanturer and Disadegrouper 150		
	CTION IV		
Ap	plications	Privacy and Ethics 201	253
13	An Individual Research Proposal	Sampling 203	255
	The Individual Research Proposal 255		
	The Individual Research Project 259		
	The Individual Research Project 259		
11	A.C D 1 D	A Reminder 208	
14	A Group Research Project		261
	Procedure 261		
	Group Evaluation 264		
	Index	An Alternative Data-Gar	
	INDEX		366