

Media And Communication Research Methods An Introduction To Qualitative And Quantitative Approaches

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Media and Communication Research Methods. Arthur Asa Berger. SAGE, Apr 24, 2013- Language Arts & Disciplines- 365 pages. 0Reviews. Employing his signature style—a practical focus, the use of...

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Social media technologies have attracted substantial attention among many types of users including researchers who have published studies for several years. This article presents an overview of trends in qualitative and mixed methods social media research literature published from 2007 through 2013.

Qualitative and Mixed Methods Social Media Research: A ...

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