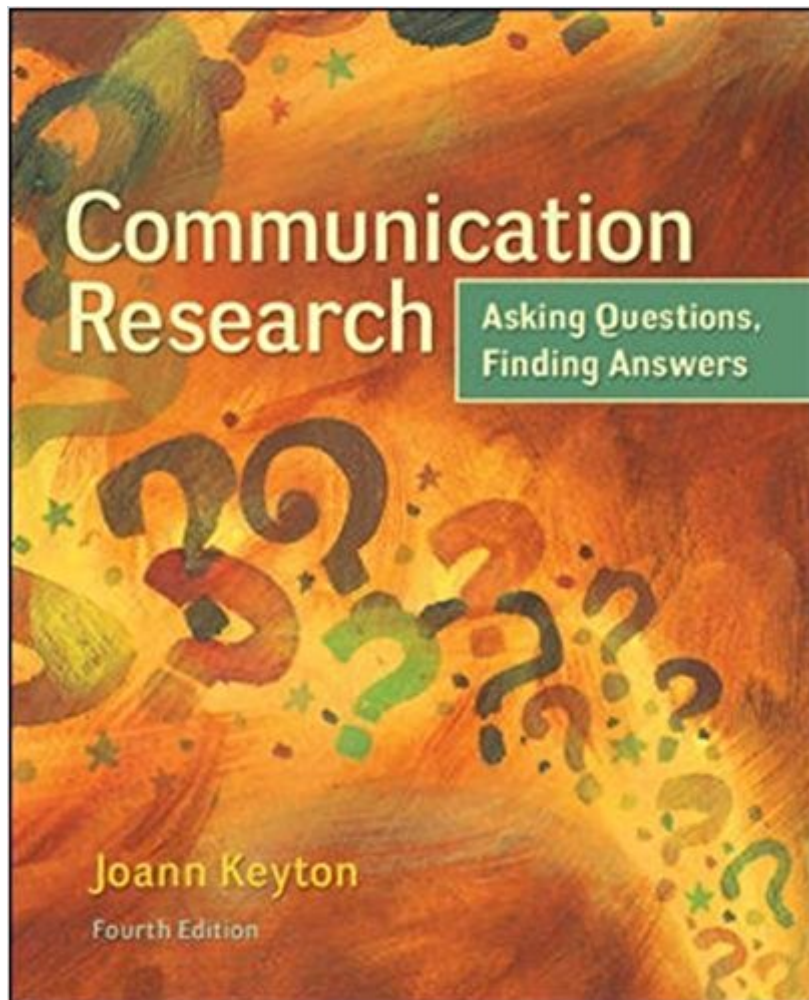




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Communication Research: Asking Questions, Finding Answers



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Communication Research: Asking Questions, Finding Answers covers basic research issues and processes, both quantitative and qualitative, appropriate for communication students with little or no previous research methods experience. The text's guiding principle is that methodological choices are made from one's research questions or hypotheses. This avoids the pitfall in which students learn one methodology or one methodological skill and then force that method to answer all types of questions. Instead of working with one methodology to answer all types of questions, students come away understanding a variety of methods and how to apply them appropriately. Instructors and students can now access their course content through the Connect digital learning platform by purchasing either standalone Connect access or a bundle of print and Connect access. McGraw-Hill Connect[®] is a subscription-based learning service accessible online through your personal computer or tablet. Choose this option if your instructor will require Connect to be used in the course. Your subscription to Connect includes the following:

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Joann Keyton (B.A., Western Michigan University; M.A., Ph.D., The Ohio State University) is Professor of Communication at North Carolina State University. She specializes in group communication and organizational communication. Her current research examines the collaborative processes and relational aspects of interdisciplinary teams, participants' use of language in team meetings, the multiplicity of cultures in organizations, and how messages are manipulated in sexual harassment. Her research is field focused and she was honored with the 2011 Gerald Phillips Award for Distinguished Applied Communication Scholarship by the National Communication Association. Her research has been published in *Business Communication Quarterly*, *Communication Studies*, *Communication Theory*, *Communication Yearbook*, *Journal of Applied Communication Research*, *Journal of Business Communication*, *Management Communication Quarterly*, *Small Group Research*, *Southern Communication Journal*, and numerous edited collections including the *Handbook of Group Communication Theory and Research* and the *Handbook of Organizational Communication*. In addition to publications in scholarly journals and edited collections, she has published three textbooks for courses in group communication, research methods, and organizational culture in addition to co-editing an organizational communication case book. Keyton was editor of the *Journal of Applied Communication Research*, Volumes 31-33, and founding editor of *Communication Currents*, Volumes 1-5. Currently, she is editor of *Small Group Research*. She is a founder and vice-chair of the Interdisciplinary Network for Group Research. For more information, contact Joann at jkeyton@ncsu.edu or www.joannkeyton.com

The best communication research text I have ever seen. Written in a very accessible voice. Concept explained with words and pictures. Intro suggests that one need not be an expert in methods themselves, but will get a background and can consult an expert. So empowering.

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