



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

By Arthur Asa Berger

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Employing his signature style—a practical focus, the use of numerous illuminating examples, an easy to follow step-by-step approach, and engaging humor that makes the material approachable—Arthur Asa Berger updates and enhances his best-selling introductory text, *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches, Third Edition*. The new edition combines insightful discussions of qualitative and quantitative media and communication research methods as it covers each topic thoroughly in a fun-to-read style. Ideal for beginning research students at both the graduate and undergraduate level, this proven book is clear, concise, and accompanied by just the right number of detailed examples, useful applications, and valuable exercises that are sure to get your students to want to understand, and master, media and communication research.

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Editorial Review

Review

“This textbook provides a valuable introduction in most areas. Berger does an excellent job introducing the basic theories/methods. The chapters where he has taken difficult theories and made them accessible to the students are excellent...” (Mark S. May 2013-02-28)

“What is delightful about the text is its unpretentious, jovial approach to challenging theoretical and methodological topics. It is a great introduction for students who are completely unfamiliar with media and cultural studies and it serves as a pleasant ‘refresher’ for those students who have some background in the subject.” (Felix C. Seyfarth 2013-02-28)

“[I liked the book’s] readability for undergraduates, the idea that it attempts to be comprehensive, [and] that it specifically addresses communication research, as opposed to social science research methods.” (Laurel N. Hellerstein 2013-02-28)

About the Author

Arthur Asa Berger is Professor Emeritus of Broadcast and Electronic Communication Arts at San Francisco State University, where he taught between 1965 and 2003. He has published more than 100 articles, numerous book reviews, and more than 60 books. Among his latest books are the third edition of *Media and Communication Research Methods: An Introduction to Qualitative and Quantitative Approaches* (2013), *The Academic Writer’s Toolkit: A User’s Manual* (2008), *What Objects Mean: An Introduction to Material Culture* (2009), *Bali Tourism* (2013), *Tourism in Japan: An Ethno-Semiotic Analysis* (2010), *The Culture Theorist’s Book of Quotations* (2010), and *The Objects of Our Affection: Semiotics and Consumer Culture* (2010). He has also written a number of academic mysteries such as *Durkheim is Dead: Sherlock Holmes is Introduced to Sociological Theory* (2003) and *Mistake in Identity: A Cultural Studies Murder Mystery* (2005). His books have been translated into eight languages and thirteen of his books have been translated into Chinese.

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