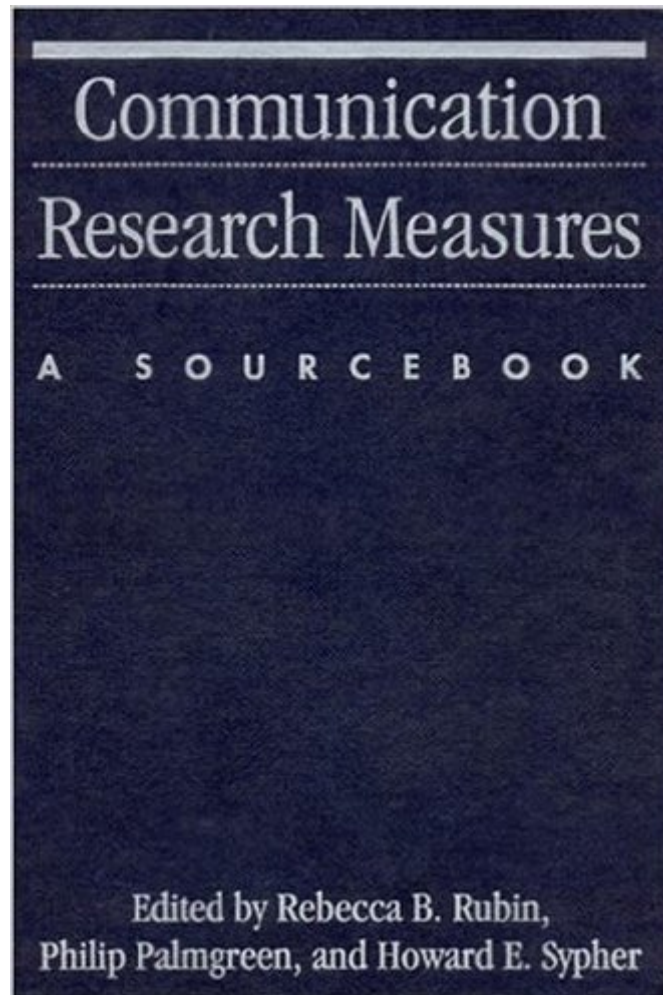


The book was found

Communication Research Measures: A Sourcebook (Routledge Communication Series)



Synopsis

The development of communication as a discipline has resulted in an explosion of scales tapping various aspects of interpersonal, mass, organizational, and instructional communication. This sourcebook brings together scales that measure a variety of important communication constructs. The scales presented are drawn from areas of interpersonal, mass, organizational, and instructional communication--areas in which the use of formal, quantitative scales is particularly well developed. Communication Research Measures reflects the recent important emphasis on developing and improving the measurement base of the communication discipline. It results in an equal amount of labor saved on the part of the scholars, students, and practitioners who find this book useful, and it contributes in a significant way to research efforts. Originally published by Guilford Press in 1994, now available from Routledge.

Book Information

Series: Routledge Communication Series

Hardcover: 416 pages

Publisher: Routledge; 1 edition (May 15, 2004)

Language: English

ISBN-10: 0805852433

ISBN-13: 978-0805852431

Product Dimensions: 6 x 1.1 x 9 inches

Shipping Weight: 2.4 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars See all reviews (2 customer reviews)

Best Sellers Rank: #1,467,793 in Books (See Top 100 in Books) #300 in Books > Science &

Math > Mathematics > Reference #488 in Books > Science & Math > Mathematics > Pure

Mathematics > Number Theory #1355 in Books > Politics & Social Sciences > Social Sciences >

Methodology

Customer Reviews

This is a must-have for anyone doing research in communication as a primer on seminal instrument development. I'm anxiously awaiting a new edition that updates concepts and measures. The book pictured on appears to be identical to the 1994 edition that I already have. I see that the publisher is now listed as LEA. The earlier edition is The Guilford Press.

Good to keep at your desk. Just spring for the earlier edition. No changes were made when

Routledge began printing it.

[Download to continue reading...](#)

Communication Research Measures: A Sourcebook (Routledge Communication Series) Routledge Handbook of Public Aviation Law (Routledge Handbooks) The Routledge Handbook of the War of 1812 (Routledge International Handbooks) Routledge International Handbook of Sustainable Development (Routledge International Handbooks) The Routledge Companion to the Study of Religion (Routledge Religion Companions) The Genealogist's Companion and Sourcebook (Genealogist's Companion & Sourcebook) Framing Public Life: Perspectives on Media and Our Understanding of the Social World (Routledge Communication Series) Media Law and Ethics (Routledge Communication Series) eHealth Applications: Promising Strategies for Behavior Change (Routledge Communication Series) Cultures in Conversation (Routledge Communication Series) Assessing Reading: Multiple Measures for Kindergarten Through Eighth Grade (Core Literacy Training Series) Statistical Inference Based on Divergence Measures (Statistics: A Series of Textbooks and Monographs) The Domain Name Registration System: Liberalisation, Consumer Protection and Growth (Routledge Research in It and E-Commerce Law) The Domain Name Registration System: Liberalisation, Consumer Protection and Growth (Routledge Research in Information Technology and E-Commerce Law) Aviation English: A lingua franca for pilots and air traffic controllers (Routledge Research in English for Specific Purposes) Intimate Partner Violence in LGBTQ Lives (Routledge Research in Gender and Society) The Legal and Regulatory Aspects of Islamic Banking: A Comparative Look at the United Kingdom and Malaysia (Routledge Research in Finance and Banking Law) Queer Representation, Visibility, and Race in American Film and Television: Screening the Closet (Routledge Research in Cultural and Media Studies) Isaac Albeniz: A Guide to Research: 45 (Routledge Music Bibliographies) Gaetano Donizetti: A Research and Information Guide (Routledge Music Bibliographies)

[Dmca](#)