



Media Research Techniques

Arthur Asa Berger

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Arthur Asa Berger's essential guide to undertaking applied or practical research in media studies is designed to provide introductory techniques that allow students to engage immediately in their own research projects. In so doing, students learn various ways of conducting communication research both in theory and practice. In response to suggestions from users of the **First Edition**, Berger has added new chapters in each of the following areas: experimentation, historical research, comparative research and participant observation.

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