

The SAGE Encyclopedia of

# COMMUNICATION RESEARCH METHODS

Mike Allen  
Editor

1





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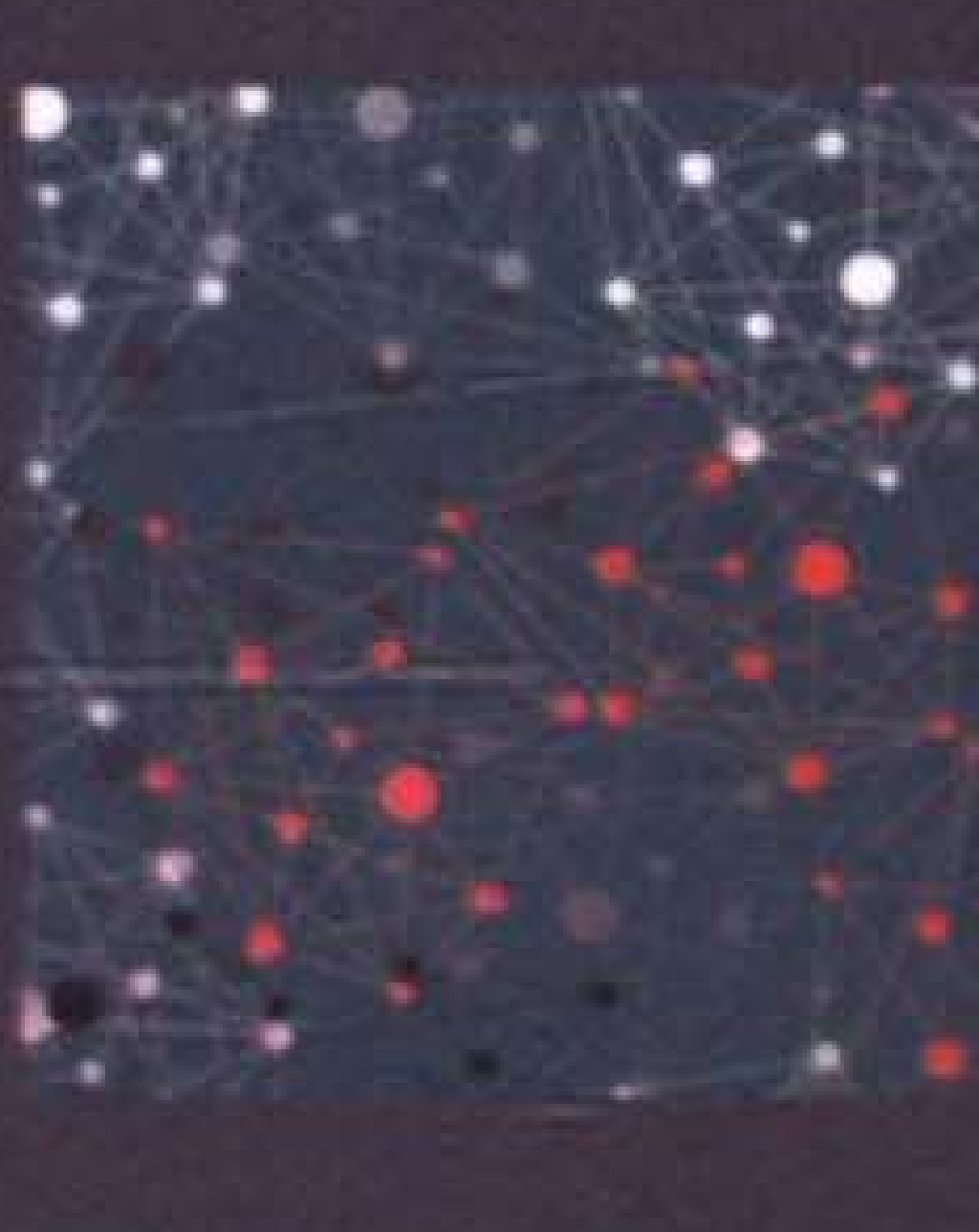




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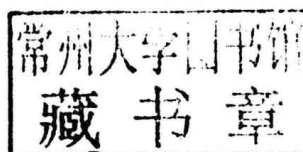
# The SAGE Encyclopedia of Communication Research Methods

Edited by

Mike Allen

*University of Wisconsin-Milwaukee*

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2455 Teller Road  
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# **The SAGE Encyclopedia of Communication Research Methods**

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*University of Wisconsin–Milwaukee*

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# List of Entries

---

- Abstract or Executive Summary
- Academic Journal Structure
- Academic Journals
- Acculturation
- Acknowledging the Contribution of Others
- Activism and Social Justice
- African American Communication and Culture
- Agenda Setting
- Alternative Conference Presentation Formats
- Alternative News Media
- American Psychological Association (APA) Style
- Analysis of Covariance (ANCOVA)
- Analysis of Ranks
- Analysis of Residuals
- Analysis of Variance (ANOVA)
- Analytic Induction
- Anonymous Source of Data
- Applied Communication
- Archival Analysis
- Archive Searching for Research
- Archiving Data
- Argumentation Theory
- Artifact Selection
- Asian/Pacific American Communication Studies
- Association of Internet Researchers
- Attenuation. *See* Errors of Measurement: Attenuation
- Authoring: Telling a Research Story
- Authorship Bias
- Authorship Credit
- Autoethnography
- Autoregressive, Integrative, Moving Average (ARIMA) Models
- Average Effect, Estimation of. *See* Meta-Analysis: Estimation of Average Effect
- Axial Coding
- Bad News, Communication of
- Basic Course in Communication
- Between-Subjects Design
- Bibliographic Research
- Binomial Effect Size Display
- Bivariate Statistics
- Block Analysis. *See* Multiple Regression: Block Analysis
- Blocking Variable
- Blogs and Microblogs. *See* Social Media: Blogs, Microblogs, and Twitter
- Blogs and Research
- Body Image and Eating Disorders
- Bonferroni Correction
- Bootstrapping
- Burkean Analysis
- Business Communication
- Case Study
- Categorization
- Causality
- Ceiling and Floor Effects. *See* Errors of Measurement: Ceiling and Floor Effects
- Chat Rooms
- Chicago Style
- Chi-Square
- Citation Analyses
- Citations to Research
- Close Reading
- Cloze Procedure
- Cluster Analysis
- Coding, Fixed
- Coding, Flexible
- Coding of Data
- Cohen's Kappa. *See* Intercoder Reliability Techniques: Cohen's Kappa
- Cohort
- Communication and Aging Research
- Communication and Culture
- Communication and Evolution
- Communication and Future Studies



- Communication and Human Biology  
Communication and Technology  
Communication Apprehension  
Communication Assessment  
Communication Competence  
Communication Education  
Communication Ethics  
Communication History  
Communication Journals  
Communication Privacy Management Theory  
Communication Skills  
Communication Theory  
Computer-Assisted Qualitative Data Analysis  
    Software  
Computer-Mediated Communication  
Confederates  
Confidence Interval  
Confidentiality and Anonymity of Participants  
Conflict, Mediation, and Negotiation  
Conflict of Interest in Research  
Conjoint Analysis  
Content Analysis: Advantages and  
    Disadvantages  
Content Analysis, Definition of  
Content Analysis, Process of  
Contrast Analysis  
Control Groups  
Controversial Experiments  
Conversation Analysis  
Copyright Issues in Research  
Corporate Communication  
Correlation, Pearson  
Correlation, Point-Biserial  
Correlation, Spearman  
Correspondence Analysis  
Counterbalancing  
Covariance/Variance Matrix  
Covariate  
Covert Observation  
Cramér's V  
Crisis Communication  
Critical Analysis  
Critical Ethnography  
Critical Incident Method  
Critical Race Theory  
Critical Theory. *See* Critical Analysis  
Cronbach's Alpha. *See* Reliability:  
    Cronbach's Alpha  
Cross Validation  
Cross-Cultural Communication  
Cross-Lagged Panel Analysis  
Cross-Sectional Design  
Cultural Sensitivity in Research  
Cultural Studies and Communication  
Curvilinear Relationship  
Cutoff Scores  
Cyberchondria  
  
Dark Side of Communication  
Data  
Data Cleaning  
Data Reduction  
Data Security  
Data Transformation  
Data Trimming  
Databases, Academic  
Debate and Forensics  
Debriefing of Participants  
Deception in Research  
Decomposing Sums of Squares  
Degrees of Freedom  
Delayed Measurement  
Demand Characteristics  
Development of Communication in Children  
Diaries. *See* Journals  
Diaspora  
Dichotomization of Continuous Variable.  
    *See* Errors of Measurement: Dichotomization  
        of a Continuous Variable  
Digital Media and Race  
Digital Natives  
Dime Dating  
Disability and Communication  
Discourse Analysis  
Discriminant Analysis  
Discussion Section. *See* Writing a Discussion  
    Section  
Distance Learning  
Duncan Test. *See* Post Hoc Tests: Duncan  
    Multiple Range Test  
  
Educational Technology  
Effect Sizes  
Emergency Communication  
Empathic Listening  
English as a Second Language  
Environmental Communication  
Error Term  
Errors of Measurement  
Errors of Measurement: Attenuation

- 
- Errors of Measurement: Ceiling and Floor Effects  
 Errors of Measurement: Dichotomization of a Continuous Variable  
 Errors of Measurement: Range Restriction  
 Errors of Measurement: Regression Toward the Mean  
 Eta Squared  
 Ethical Issues, International Research  
 Ethics Codes and Guidelines  
 Ethnographic Interview  
 Ethnography  
 Ethnomethodology  
 Evidence-Based Policy Making  
 Ex Post Facto Designs  
 Experience Sampling Method  
 Experimental Manipulation  
 Experiments and Experimental Design  
 External Validity  
 Extraneous Variables, Control of
- Facial Action Coding System  
 Factor, Crossed  
 Factor, Fixed  
 Factor, Nested  
 Factor, Random  
 Factor Analysis  
 Factor Analysis: Confirmatory  
 Factor Analysis: Evolutionary  
 Factor Analysis: Exploratory  
 Factor Analysis: Internal Consistency  
 Factor Analysis: Oblique Rotation  
 Factor Analysis: Parallelism Test  
 Factor Analysis: Rotated Matrix  
 Factor Analysis: Varimax Rotation  
 Factorial Analysis of Variance  
 Factorial Designs  
 False Negative  
 False Positive  
 Family Communication  
 Fantasy Theme Analysis  
 Feminist Analysis  
 Feminist Communication Studies  
 Field Experiments  
 Field Notes  
 Film Studies  
 Financial Communication  
 First-Wave Feminism  
 Fisher Narrative Paradigm  
 Fixed Effect Analysis. *See* Meta-Analysis: Fixed Effect Analysis
- Fleiss System. *See* Intercoder Reliability  
 Techniques: Fleiss System  
 Focus Groups  
 Foundation and Government Research Collections  
 Frame Analysis  
 Fraudulent and Misleading Data  
 Freedom of Expression  
 Frequency Distributions  
 Funding of Research
- Game Studies  
 Garfinkeling  
 Gender and Communication  
 Gender-Specific Language  
 Generalization  
 GeoMedia  
 GLBT Communication Studies  
 GLBT People and Social Media  
 Grounded Theory  
 Group Communication
- Health Care Disparities  
 Health Communication  
 Health Literacy  
 Hermeneutics  
 Heterogeneity of Variance  
 Heteroskedasticity  
 Hierarchical Linear Modeling  
 Hierarchical Model  
 Historical Analysis  
 Holsti Method. *See* Intercoder Reliability  
 Techniques: Holsti Method  
 Homogeneity of Variance  
 Human Subjects, Treatment of  
 Human-Computer Interaction  
 Hypothesis Formulation  
 Hypothesis Testing, Logic of
- Ideographs  
 Imagined Interactions  
 Implicit Measures  
 Individual Difference  
 Induction  
 Informant Interview  
 Informants  
 Informed Consent  
 Institutional Review Board  
 Instructional Communication  
 Interaction Analysis, Qualitative

- Interaction Analysis, Quantitative  
 Intercoder Reliability  
 Intercoder Reliability Coefficients, Comparison of  
 Intercoder Reliability Standards: Reproducibility  
 Intercoder Reliability Standards: Stability  
 Intercoder Reliability Techniques: Cohen's Kappa  
 Intercoder Reliability Techniques: Fleiss System  
 Intercoder Reliability Techniques: Holsti Method  
 Intercoder Reliability Techniques: Krippendorff's Alpha  
 Intercoder Reliability Techniques: Percent Agreement  
 Intercoder Reliability Techniques: Scott's Pi  
 Intercultural Communication  
 Interdisciplinary Journals  
 Intergenerational Communication  
 Intergroup Communication  
 Internal Validity  
 International Communication  
 International Film  
 Internet as Cultural Context  
 Internet Research, Privacy of Participants  
 Internet Research and Ethical Decision Making  
 Interpersonal Communication  
 Interpretative Research  
 Interviewees  
 Interviews, Recording and Transcribing  
 Interviews for Data Gathering  
 Intraclass Correlation  
 Intrapersonal Communication  
 Invited Publication  
  
 Jealousy  
 Journalism  
 Journals  
  
 Kendall's Tau  
 Krippendorff's Alpha. *See* Intercoder Reliability Techniques: Krippendorff's Alpha  
 Kruskal-Wallis Test  
 Kuder-Richardson Formula. *See* Reliability: Kuder-Richardson Formula  
  
 Laboratory Experiments  
 Lag Sequential Analysis  
 Lambda  
 Language and Social Interaction  
 Latin Square Design  
 Latina/o Communication  
 Leadership  
  
 Least Significant Difference. *See* Post Hoc Tests: Least Significant Difference  
 Legal Communication  
 Library Research  
 Limitations of Research  
 Linear Regression  
 Linear Versus Nonlinear Relationships  
 Literature, Determining Quality of  
 Literature, Determining Relevance of  
 Literature Review. *See* Writing a Literature Review  
 Literature Review, The  
 Literature Reviews, Foundational  
 Literature Reviews, Resources for  
 Literature Reviews, Strategies for  
 Literature Search Issues. *See* Meta-Analysis: Literature Search Issues  
 Literature Sources, Skeptical and Critical Stance Toward  
 Log-Linear Analysis  
 Logistic Analysis  
 Longitudinal Design  
  
 Managerial Communication  
 Manipulation Check  
 Margin of Error  
 Markov Analysis  
 Marxist Analysis  
 Mass Communication  
 Massive Multiplayer Online Games  
 Massive Open Online Courses  
 Matched Groups  
 Matched Individuals  
 Maximum Likelihood Estimation  
 McNemar Test  
 Mean, Arithmetic  
 Mean, Geometric  
 Mean, Harmonic  
 Measurement Levels  
 Measurement Levels, Interval  
 Measurement Levels, Nominal/Categorical  
 Measurement Levels, Ordinal  
 Measurement Levels, Ratio  
 Measures of Central Tendency  
 Measures of Variability  
 Media and Technology Studies  
 Media Diffusion  
 Media Effects Research  
 Media Literacy  
 Median



- 
- Median Split of Sample
  - Message Production
  - Meta-Analysis
  - Meta-Analysis: Estimation of Average Effect
  - Meta-Analysis: Fixed-Effects Analysis
  - Meta-Analysis: Literature Search Issues
  - Meta-Analysis: Model Testing
  - Meta-Analysis: Random Effects Analysis
  - Meta-Analysis: Statistical Conversion to  
Common Metric
  - Meta-Ethnography
  - Metaphor Analysis
  - Methodology, Selection of
  - Methods Section. *See* Writing a Methods Section
  - Metrics for Analysis, Selection of
  - Mixed Level Design
  - Mode
  - Model Testing. *See* Meta-Analysis: Model Testing
  - Modern Language Association (MLA) Style
  - Mortality in Sample
  - Multicollinearity
  - Multiplatform Journalism
  - Multiple Regression
  - Multiple Regression: Block Analysis
  - Multiple Regression: Covariates in Multiple  
Regression
  - Multiple Regression: Multiple R
  - Multiple Regression: Standardized and  
Raw Coefficients
  - Multitrial Design
  - Multivariate Analysis of Variance (MANOVA)
  - Multivariate Statistics
  
  - Narrative Analysis
  - Narrative Interviewing
  - Narrative Literature Review
  - Native American or Indigenous Peoples  
Communication
  - Naturalistic Observation
  - Negative Case Analysis
  - Neo-Aristotelian Criticism
  - New Media Analysis
  - New Media and Participant Observation
  - News Media, Writing for
  - Nonverbal Communication
  - Normal Curve Distribution
  - Null Hypothesis
  
  - Observational Measurement: Face Features
  - Observational Measurement: Proxemics and Touch
  - Observational Measurement: Vocal Qualities
  - Observational Research, Advantages and  
Disadvantages
  - Observational Research Methods
  - Observer Reliability
  - Odds Ratio
  - One-Group Pretest–Posttest Design
  - One-Tailed Test
  - One-Way Analysis of Variance
  - Online and Offline Data, Comparison of
  - Online Communities
  - Online Data, Collection and Interpretation of
  - Online Data, Documentation of
  - Online Data, Hacking of
  - Online Interviews
  - Online Learning. *See* Distance Education.
  - Online Social Worlds
  - Opinion Polling
  - Ordinary Least Squares
  - Organizational Communication
  - Organizational Ethics
  - Organizational Identification
  - Orthogonality
  - Outlier Analysis
  - Overidentified Model
  
  - p* value
  - Panel Presentations and Discussions
  - Parasocial Communication
  - Parsimony
  - Partial Correlation
  - Participant Observation
  - Passing Theory
  - Path Analysis
  - Patient-Centered Communication
  - Pay to Review and/or Publish
  - Peace Studies
  - Peer Review
  - Peer Reviewed Publication
  - Pentadic Analysis
  - Percent Agreement. *See* Intercoder Reliability  
Techniques: Percent Agreement
  - Performance Research
  - Performance Studies
  - Personal Relationship Studies
  - Persuasion
  - Phenomenological Traditions
  - Phi Coefficient
  - Philosophy of Communication
  - Physiological Measurement

- 
- Physiological Measurement: Blood Pressure  
 Physiological Measurement: Genital Blood Volume  
 Physiological Measurement: Heart Rate  
 Physiological Measurement: Pupillary Response  
 Physiological Measurement: Skin Conductance  
 Pilot Study  
 Plagiarism  
 Plagiarism, Self-  
 Poetic Analysis  
 Politeness Theory  
 Political Communication  
 Political Debates  
 Political Economy of Media  
 Popular Communication  
 Population/Sample  
 Pornography and Research  
 Postcolonial Communication  
 Post Hoc Tests  
 Post Hoc Tests: Duncan Multiple Range Test  
 Post Hoc Tests: Least Significant Difference  
 Post Hoc Tests: Scheffe Test  
 Post Hoc Tests: Student–Newman–Keuls Test  
 Post Hoc Tests: Tukey Honestly Significance Difference Test  
 Poster Presentation of Research  
 Power Curves  
 Power in Language  
 Primary Data Analysis  
 Privacy of Information  
 Privacy of Participants  
 Probit Analysis  
 Professional Communication Organizations  
 Program Assessment  
 Pronominal Use-Solidarity  
 Propaganda  
 Psychoanalytic Approaches to Rhetoric  
 Public Address  
 Public Behavior, Recording of  
 Public Memory  
 Public Relations  
 Publication, Politics of  
 Publication Style Guides  
 Publications, Open-Access  
 Publications, Scholarly  
 Publishing a Book  
 Publishing Journal Articles
- Qualitative Data  
 Quantitative Research, Purpose of  
 Quantitative Research, Steps for  
 Quasi-Experimental Design  
 Quasi-*F*  
 Queer Methods  
 Queer Theory
- Random Assignment  
 Random Assignment of Participants  
 Random Effects Analysis. *See* Meta-Analysis:  
     Random Effects Analysis  
 Range  
 Raw Score  
 Reaction Time  
 Reality Television  
 Regression to the Mean. *See* Errors of  
     Measurement: Regression to the Mean  
 Relational Dialectics Theory  
 Relationships Between Variables  
 Reliability, Cronbach's Alpha  
 Reliability, Kuder-Richardson Formula  
 Reliability, Split-half  
 Reliability, Unitizing  
 Reliability of Measurement  
 Religious Communication  
 Repeated Measures  
 Replication  
 Reproducibility. *See* Intercoder Reliability  
     Standards: Reproducibility  
 Research, Inspirations for  
 Research Ethics and Social Values  
 Research Ideas, Sources of  
 Research Project, Planning of  
 Research Proposal  
 Research Question Formulation  
 Research Reports, Objective  
 Research Reports, Organization of  
 Research Reports, Subjective  
 Research Topic, Definition of  
 Researcher–Participant Relationships  
 Researcher–Participant Relationships in  
     Observational Research  
 Respondent Interviews  
 Respondents  
 Response Style  
 Restriction in Range. *See* Errors of Measurement:  
     Restriction in Range  
 Results Section. *See* Writing a Results Section  
 Rhetoric  
 Rhetoric, Aristotle's: Ethos  
 Rhetoric, Aristotle's: Logos

- 
- Rhetoric, Aristotle's: Pathos  
 Rhetoric, Isocrates'  
 Rhetoric as Epistemic  
 Rhetorical and Dramatism Analysis  
 Rhetorical Artifact  
 Rhetorical Genre  
 Rhetorical Leadership  
 Rhetorical Method  
 Rhetorical Theory  
 Rigor  
 Risk Communication  
 Robotic Communication
- Sample Versus Population  
 Sampling, Determining Size  
 Sampling, Internet  
 Sampling, Methodological Issues in  
 Sampling, Multistage  
 Sampling, Nonprobability  
 Sampling, Probability  
 Sampling, Random  
 Sampling, Special Population  
 Sampling Decisions  
 Sampling Frames  
 Sampling Theory  
 Scales, Forced Choice  
 Scales, Likert Statement  
 Scales, Open-Ended  
 Scales, Rank Order  
 Scales, Semantic Differential  
 Scales, True/False  
 Scaling, Guttman  
 Scheffe Test. *See* Post Hoc Tests: Scheffe  
 Scholarship of Teaching and Learning  
 Science Communication  
 Scott's Pi. *See* Intercoder Reliability Techniques:  
     Scott's Pi  
 Search Engines for Literature Search  
 Secondary Data  
 Second-Wave Feminism  
 Selective Exposure  
 Semiotics  
 Semi-Partial  $r$   
 Sensitivity Analysis  
 Service Learning  
 Significance Test  
 Simple Bivariate Correlation  
 Simple Descriptive Statistics  
 Skewness  
 Small Group Communication
- Snowball Subject Recruitment  
 Sobel Test  
 Social Cognition  
 Social Constructionism  
 Social Implications of Research  
 Social Media: Blogs, Microblogs, and Twitter  
 Social Network Analysis  
 Social Network Systems  
 Social Networks, Online  
 Social Presence  
 Social Relationships  
 Solomon Four-Group Design  
 Spam  
 Spirituality and Communication  
 Spontaneous Decision Making  
 Sports Communication  
 Stability. *See* Intercoder Reliability Standards:  
     Stability  
 Standard Deviation/Variance  
 Standard Error  
 Standard Error, Mean  
 Standard Score  
 Statistical Conversion to Common Metric.  
     *See* Meta-Analysis: Statistical Conversion  
     to Common Metric  
 Statistical Power Analysis  
 Stimulus Pretest  
 Strategic Communication  
 Structural Equation Modeling  
 Structuration Theory  
 Student-Newman-Keuls Method. *See* Post Hoc  
     Tests: Student-Newman-Keuls Method  
 Submission of Research to a Convention  
 Submission of Research to a Journal  
 Surrogacy  
 Survey: Contrast Questions  
 Survey: Demographic Questions  
 Survey: Dichotomous Questions  
 Survey: Filter Questions  
 Survey: Follow-up Questions  
 Survey: Leading Questions  
 Survey: Multiple-Choice Questions  
 Survey: Negative-Wording Questions  
 Survey: Open-Ended Questions  
 Survey: Questionnaire  
 Survey: Sampling Issues  
 Survey: Structural Questions  
 Survey Instructions  
 Survey Questions, Writing and Phrasing of  
 Survey Response Rates



- Survey Wording  
Surveys, Advantages and Disadvantages of  
Surveys, Using Others'  
Symbolic Interactionism  
Synecdoche
- Terministic Screens  
Terrorism  
Testability  
Textual Analysis  
Thematic Analysis  
Theoretical Traditions  
Third-Wave Feminism  
Time-Series Analysis  
Time-Series Notation  
Title of Manuscript, Selection of  
Training and Development in Organizations  
Transcription Systems  
Treatment Groups  
Triangulation  
True Score  
*t*-Test  
*t*-Test, Independent Samples  
*t*-Test, One Sample  
*t*-Test, Paired Samples  
Tukey Test. *See* Post Hoc Tests: Tukey  
Turning Point Analysis  
Two-Group Pretest–Posttest Design  
Two-Group Random Assignment  
    Pretest–Posttest Design  
Type I Error  
Type II Error
- Underrepresented Groups  
Univariate Statistics  
Unobtrusive Analysis  
Unobtrusive Measurement
- Validity, Concurrent  
Validity, Construct  
Validity, Face and Content  
Validity, Halo Effect  
Validity, Measurement of  
Validity, Predictive  
Variables, Categorical  
Variables, Conceptualization  
Variables, Continuous  
Variables, Control  
Variables, Defining  
Variables, Dependent  
Variables, Independent  
Variables, Interaction of  
Variables, Latent  
Variables, Marker  
Variables, Mediating Types  
Variables, Moderating Types  
Variables, Operationalization  
Video Games  
Visual Communication Studies  
Visual Images as Data Within Qualitative Research  
Visual Materials, Analysis of  
Vote Counting Literature Review Methods  
Vulnerable Groups
- Wartime Communication  
Within-Subjects Design  
Writer's Block  
Writing a Discussion Section  
Writing a Literature Review  
Writing a Methods Section  
Writing a Results Section  
Writing Process, The
- Z score  
Z Transformation

# Reader's Guide

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The Reader's Guide is provided to assist readers in locating articles on related topics. It classifies articles into five main general topical categories: Creating and Conducting Research; Designing the Empirical Inquiry; Qualitatively Examining Information; Statistically Analyzing Data; and Understanding the Scope of Communication Research. Entries may be listed under more than one topic.

## **Creating and Conducting Research**

### ***Creation of Research Project***

Authoring: Telling a Research Story  
Body Image and Eating Disorders  
Hypothesis Formulation  
Methodology, Selection of  
Program Assessment  
Research, Inspiration for  
Research Ideas, Sources of  
Research Project, Planning of  
Research Question Formulation  
Research Topic, Definition of  
Social Media: Blogs, Microblogs, and Twitter  
Testability

### ***Ethics***

Acknowledging the Contribution of Others  
Activism and Social Justice  
Anonymous Source of Data  
Authorship Bias  
Authorship Credit  
Confidentiality and Anonymity of Participants  
Conflict of Interest in Research  
Controversial Experiments  
Copyright Issues in Research  
Cultural Sensitivity in Research  
Data Security  
Debriefing of Participants  
Deception in Research  
Ethical Issues, International Research  
Ethics Codes and Guidelines

Fraudulent and Misleading Data  
Funding Research  
Health Care Disparities  
Human Subjects, Treatment of  
Informed Consent  
Institutional Review Board  
Organizational Ethics  
Peer Review  
Plagiarism  
Plagiarism, Self-  
Privacy of Information  
Privacy of Participants  
Public Behavior, Recording of  
Reliability, Unitizing  
Research Ethics and Social Values  
Researcher-Participant Relationships  
Social Implications of Research

### ***Literature Reviews***

Archive Searching for Research  
Bibliographic Research  
Databases, Academic  
Foundation and Government Research Collections  
Library Research  
Literature, Determining Quality of  
Literature, Determining Relevance of  
Literature Review, The  
Literature Reviews, Foundational  
Literature Reviews, Resources for  
Literature Reviews, Strategies for  
Literature Sources, Skeptical and Critical  
Stance Toward

Meta-Analysis  
Publications, Scholarly  
Search Engines for Literature Search  
Vote Counting Literature Review Methods

### **Writing and Publishing Research**

Abstract or Executive Summary  
Academic Journals  
Alternative Conference Presentation  
    Formats  
American Psychological Association  
    (APA) Style  
Archiving Data  
Blogs and Research  
Chicago Style  
Citations to Research  
Evidence-Based Policy Making  
Invited Publication  
Limitations of Research  
Modern Language Association (MLA) Style  
Narrative Literature Review  
New Media Analysis  
News Media, Writing for  
Panel Presentations and Discussion  
Pay to Review and/or Publish  
Peer Reviewed Publication  
Poster Presentation of Research  
Primary Data Analysis  
Publication, Politics of  
Publication Style Guides  
Publications, Open-Access  
Publishing a Book  
Publishing a Journal Article  
Research Report, Organization of  
Research Reports, Objective  
Research Reports, Subjective  
Scholarship of Teaching and Learning  
Secondary Data  
Submission of Research to a Convention  
Submission of Research to a Journal  
Title of Manuscript, Selection of  
Visual Images as Data Within Qualitative  
    Research  
Writer's Block  
Writing a Discussion Section  
Writing a Literature Review  
Writing a Methods Section  
Writing a Results Section  
Writing Process, The

## **Designing the Empirical Inquiry**

### **Content Analysis**

Coding of Data  
Content Analysis: Advantages and Disadvantages  
Content Analysis, Definition of  
Content Analysis, Process of  
Conversation Analysis  
Critical Analysis  
Discourse Analysis  
Interaction Analysis, Quantitative  
Intercoder Reliability  
Intercoder Reliability Coefficients, Comparison of  
Intercoder Reliability Standards: Reproducibility  
Intercoder Reliability Standards: Stability  
Intercoder Reliability Techniques: Cohen's Kappa  
Intercoder Reliability Techniques: Fleiss System  
Intercoder Reliability Techniques: Holsti Method  
Intercoder Reliability Techniques: Krippendorff  
    Alpha  
Intercoder Reliability Techniques: Percent  
    Agreement  
Intercoder Reliability Techniques: Scott's Pi  
Metrics for Analysis, Selection of  
Narrative Analysis  
Observational Research, Advantages and  
    Disadvantages  
Observational Research Methods  
Observer Reliability  
Rhetorical and Dramatism Analysis  
Semiotics  
Unobtrusive Analysis

### **Internet Inquiry**

Association of Internet Researchers (AoIR)  
Chat Rooms  
Computer-Mediated Communication (CMC)  
Internet as Cultural Context  
Internet Research and Ethical Decision Making  
Internet Research, Privacy of Participants  
Online and Offline Data, Comparison of  
Online Communities  
Online Data, Collection and Interpretation of  
Online Data, Documentation of  
Online Data, Hacking of  
Online Interviews  
Online Social Worlds  
Social Networks, Online  
Spam