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Titolo	Communication research measures [[electronic resource] ] : a sourcebook . Volume II // edited by Rebecca B. Rubin ... [et al.]
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Descrizione fisica	1 online resource (526 p.)
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Altri autori (Persone)	RubinRebecca B
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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (p. 492-493) and indexes.
Nota di contenuto	pt. 1. Measurement trends and issues -- pt. 2. Measure profiles -- pt. 3. Imported measures.
Sommario/riassunto	Expanding and building on the measures included in the original 1994 volume, Communication Research Measures II: A Sourcebook provides new measures in mass, interpersonal, instructional, and group/organizational communication areas, and highlights work in newer subdisciplines in communication, including intercultural, family, and health. It also includes measures from outside the communication discipline that have been employed in communication research. The measures profiled here are the best of the best from the early 1990s through today. They are models for future scale development as well