

1. Record Nr.	UNINA9910777977803321
Titolo	Communication research measures [[electronic resource] ] : a sourcebook . Volume II // edited by Rebecca B. Rubin ... [et al.]
Pubbl/distr/stampa	New York, : Routledge, 2009
ISBN	1-135-23144-3 1-282-12453-6 9786612124532 0-203-87153-7
Descrizione fisica	1 online resource (526 p.)
Collana	Routledge Communication Series
Altri autori (Persone)	RubinRebecca B
Disciplina	302.2 302.207/2
Soggetti	Communication - Research Communication - Methodology
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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