



# Media Research Methods: Understanding Metric and Interpretive Approaches

By James A. Anderson



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**Media Research Methods: Understanding Metric and Interpretive Approaches** brings the insights of a senior theorist, methodologist, and critic to the classroom. Departing from the methods recipe approach, the text explains the reasons behind the methods and makes the connections to theory and knowledge production. Written in a conversational style, the book engages students and appeals to them as media consumers and users of research. The book takes the reader through each step of the research process, outlining the procedures, differences, strengths and limitations of metric, interpretive and the newer hybrid approaches. The text lays down a strong foundation in empirical research and problem solving, addressing metric topics of hypotheses, sampling, statistics, survey and experimental protocols and interpretive topics of textual analysis, coding, critical engagement and ethnography. A special chapter at the end of the book is a helpful guide for those readers who aspire to a research and analysis career.

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### Editorial Review

About the Author

**James A. Anderson**, Ph.D. (University of Iowa), Professor of Communication and Director of the Center for Communication and Community in the Department of Communication at the University of Utah. He is the author/co-author/editor of 17 books. His more than 100 chapters, articles, and research monographs are in the areas of family studies, cultural studies, media literacy, organizational studies, communicative ethics, methodology, and epistemology. Professor Anderson has been recognized as a “Master Teacher” by the Western States Communication Association and was recently given the Distinguished Scholar Award by the Broadcast Education Association. He is a Fellow of the International Communication Association. He is an active consultant in university administration, distance learning, and applied technology.

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