

3. **Part 3: Evaluating Measures**

4. **Part 4: Special Topics in Measurement**

Part 1 provides an overview of the principles of measurement in communication research. Part 2 discusses the process of constructing measures, from concept formation to item development to scale construction. Part 3 provides guidance on evaluating measures, including reliability, validity, and bias analysis. Part 4 covers special topics in measurement, such as measurement of mediated communication, intercultural communication, and health communication.

Audience

The Communication Research Measures Sourcebook is intended for a wide range of audiences, including:

- Communication researchers
- Graduate students in communication
- Research methodologists
- Anyone who wants to design and conduct rigorous communication research studies

Reviews

The Communication Research Measures Sourcebook has received rave reviews from scholars in the field of communication.

"This book is a must-have for any communication researcher. It provides a comprehensive overview of the principles of measurement in

communication research, and it offers practical guidance on how to construct and evaluate measures. I highly recommend this book to anyone who wants to design and conduct rigorous communication research studies." - **Dr. Michael Pfau, University of Wisconsin-Madison**

"The Communication Research Measures Sourcebook is an invaluable resource for any researcher who wants to design and conduct rigorous communication research studies. This book provides a wealth of information on a wide range of topics, including concept formation, item development, scale construction, and data analysis. I highly recommend this book to any communication researcher." - **Dr. Jessica Dimmick, University of California, Santa Barbara**

The Communication Research Measures Sourcebook is a comprehensive and authoritative guide to constructing and evaluating measures in communication research. This book is an essential resource for any researcher who wants to design and conduct rigorous communication research studies.

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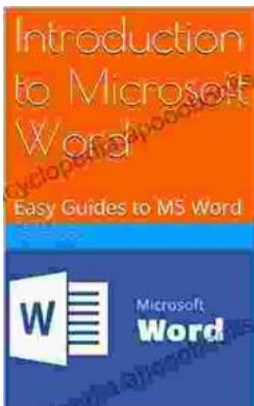
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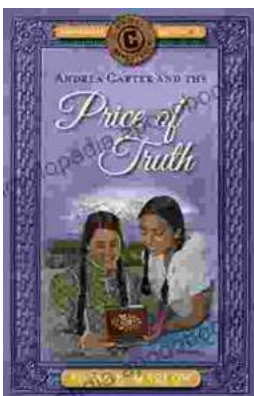
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