



Media and Communication Research Methods: An Introduction

Anders Hansen, David Machin

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Beginning with an overview of the changing contexts and trends in media and communication research approaches, the book demystifies 'research' and the 'research process' by offering practical and accessible guidance on how to design, plan and carry out successful research projects in media and communication. Featuring international case studies and a student-friendly glossary, the book provides guidance on how to ask the 'right' research questions and select the 'right' research method.

Media and Communication Research Methods is an indispensable text for all students of media and communication studies, particularly those undertaking their own research projects or taking modules in research methods.

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