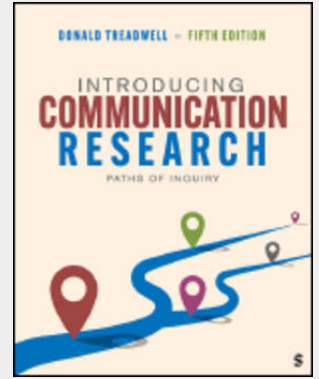


Treadwell

Introducing Communication Research

Paths of Inquiry

Introducing Communication Research: Paths of Inquiry teaches students the basics of communication research in an accessible manner by using student-focused real-world examples, engaging application exercises, and up-to-date resources. Donald Treadwell guides readers through the process of conducting communication research and presenting findings for a diversity of audiences, and the book emphasizes the Internet and social media as both topics of, and tools for, communication research. The Fifth Edition adds new pedagogical features, a new social media and big data section in each method chapter, coverage throughout of the impact of artificial intelligence (AI) and particularly in relation to reporting and presenting research; and references the latest research and data sources related to changes in communication brought about by the COVID-19 pandemic. Included with this title: LMS Cartridge: Import this title's instructor resources into your school's learning management system (LMS) and save time. Don't use an LMS? You can still access all of the same online resources for this title via the password-protected Instructor Resource Site.



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