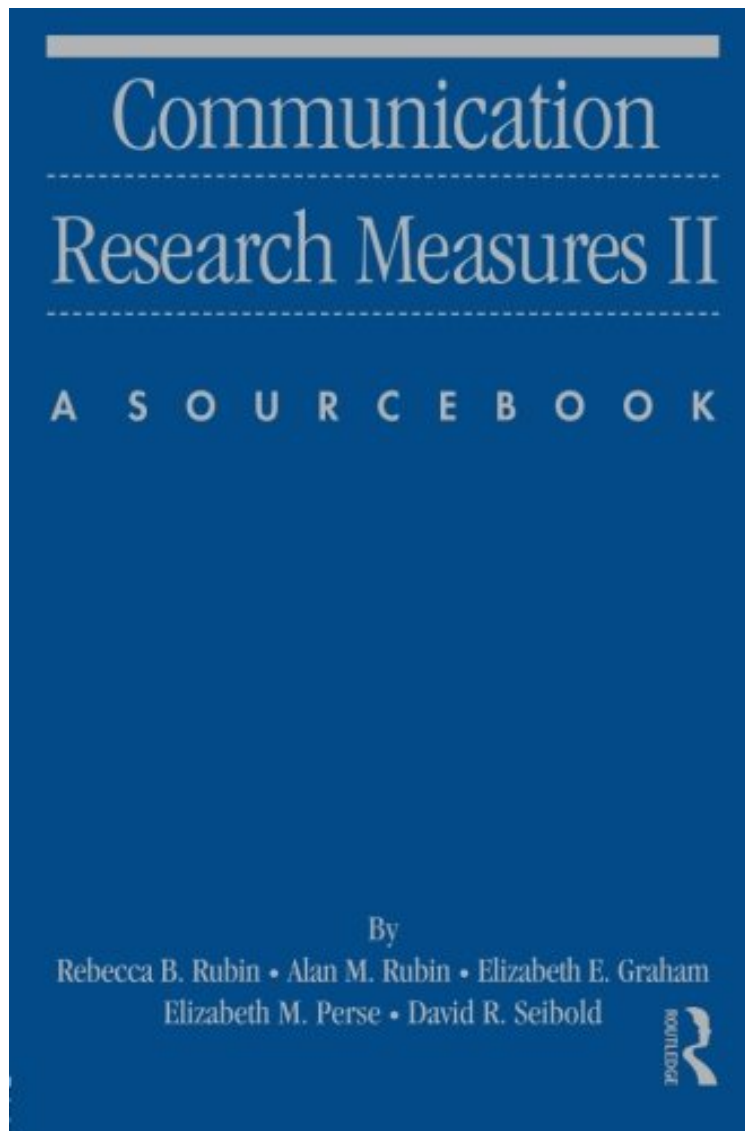


[Mobile ebook] Communication Research Measures II: A Sourcebook (Routledge Communication Series) (v. 2)

Communication Research Measures II: A Sourcebook (Routledge Communication Series) (v. 2)

Rebecca B. Rubin, Alan M Rubin, Elizabeth Graham, Elizabeth M. Perse, David Seibold
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Rebecca B. Rubin, Alan M Rubin, Elizabeth Graham, Elizabeth M. Perse, David Seibold : Communication Research Measures II: A Sourcebook (Routledge Communication Series) (v. 2) before purchasing it in order to gage whether or not it would be worth my time, and all praised Communication Research Measures II: A Sourcebook (Routledge Communication Series) (v. 2):

0 of 0 people found the following review helpful. Good to keep at your desk
By Joshua Dunn
Good to keep at your desk. Just spring for the earlier edition. No changes were made when Rutledge began printing it.
2 of 3 people found the following review helpful. Good resource, though dated (NOT a new 2004 edition)
By Lynn G
This is a must-have for anyone doing research in communication as a primer on seminal instrument development. I'm anxiously awaiting a new edition that updates concepts and measures. The book pictured on appears to be identical to the 1994 edition that I already have. I see that the publisher is now listed as LEA. The earlier edition is The Guilford Press.

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 as tools for the trade, and they constitute the main tools that researchers can use for self-administered measurement of people's attitudes, conceptions of themselves, and perceptions of others. The focus is on up-to-date measures and the most recent scales and indexes used to assess communication variables. Providing suggestions for measurement of concepts of interest to researchers; inspiring students to consider research directions not considered previously; and supplying models for scale developers to follow in terms of the work necessary to produce a valid and reliable measurement instrument in the discipline, the authors of this key resource have developed a significant contribution toward improving measurement and providing measures for better science.

About the Author
Rebecca B. Rubin (Ph.D., University of Illinois, 1975) is Professor Emerita at Kent State University (Ohio, USA), having served as Director of the KSU Communication Research Center and Graduate Coordinator of the School of Communication Studies. Her areas of expertise include interpersonal relationship development, communication competence assessment, instructional communication, and the interface of personal and mediated communication. Besides having written or edited several books and chapters including Volume I of *Communication Research Measures: A Sourcebook*--and serving recently as the Educational Communication Area Editor of the *International Encyclopedia of Communication*, Beckys research has been published in many communication journals, placing her as one of the most prolific researchers in the discipline. Alan M. Rubin (Ph.D., University of Illinois at Urbana-Champaign) is Professor Emeritus and Director Emeritus of the School of Communication Studies at Kent State University (Ohio, USA). He has studied the uses and effects of the media, including news and entertainment, personal and mediated communication, and newer communication technologies. In addition to books and chapters, he has published in such journals as the *Journal of Communication (JOC)*, the *Journal of Broadcasting Electronic Media (JOBEM)*, *Human Communication Research*, and *Communication Research*. He is past editor of the *JOC* and *JOBEM*, and has served on numerous editorial boards and as a consultant to media, industry, and education. He is a Fellow of the International Communication Association and received the Distinguished Scholar Award from the Broadcast Education Association. Elizabeth E. Graham (Ph.D. Kent State University, 1987) is a professor in the School of Communication Studies at Ohio University (USA). She teaches courses in interpersonal communication, research methods, and statistics on the undergraduate and graduate level. Her research interests include communication in families experiencing transition, change, and reconfiguration. In addition to contributing to the first volume of the *Research Measures: A Sourcebook*, her research has been published in *Communication Monographs*, *Communication Education*, *Communication Quarterly*, *Western Journal of Communication*, *Communication Research Reports*, and *Communication Reports*. She also serves on several editorial boards. Until recently, Beth was the University Ombuds at Ohio University. Elizabeth M. Perse (Ph.D., Kent State University, 1987) is Professor and Chair of the Department of Communication at the University of Delaware, Newark (USA). She is currently researching and teaching mass communication theory and the uses of newer communication technologies. She has been identified as a prolific researcher in Communication, having published one scholarly book, two textbooks, and more than 50 journal articles and book chapters. Her research has been published in such journals as *Journal of Broadcasting Electronic Media*, *Communication Research*, *Journal of Communication*, *Human Communication Research*, *Communication Quarterly*, *Communication Research Reports*, *Journalism Quarterly*, and *Health Communication*. Betsy serves on several editorial boards and is a past Chair of the Mass Communication Division of NCA. David R. Seibold (Ph.D., Michigan State University, 1975) is Professor of Communication (Division of Social Sciences), and Co-Director of the Graduate Program in Management Practice (College of Engineering), at the University of California, Santa Barbara (USA). Author of more than 100 publications on organizational communication, group processes, and interpersonal influence, his scholarship has appeared in all of the major journals in communication and in venues across nearly a half-dozen disciplines. He has received numerous research and teaching awards, and in 2006 was elected a Distinguished Scholar in the National Communication Association. A former chair of interpersonal, group and organizational communication divisions in the International Communication Association and the National Communication Association, Dave also is a past editor of the *Journal of Applied Communication Research* and serves on the boards of many other journals. He

also has consulted widely with many more than 75 business, government, and health organizations.