

PAPER DETAILS

TITLE: Communication Research Measures III: A Sourcebook, 1st Edition, Routledge

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BOOK REVIEW

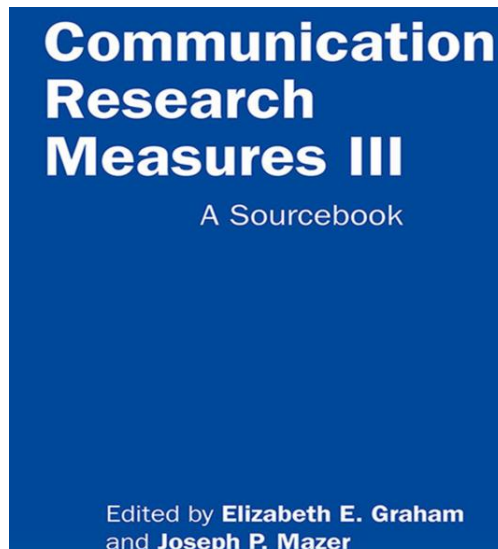
Elizabeth E. Graham, Joseph P. Mazer, Communication Research Measures III: A Sourcebook, 1st Edition, Routledge, New York, 2020, 553 pages, ISBN: 978-1-138-30440-6

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INTRODUCTION

“Communication Research Measures III: A Sourcebook” is the third book in a series that deserves to be considered as a cult work on measurement in communication sciences. Obviously, it is a book that deserves its title "A Sourcebook". The book is an important and useful resource to anyone who works in the field of communication and it offers a descriptive backdrop.

The first volume of the series was published in 1994 (Communication Research Measures: A Sourcebook) and edited by Rebecca B. Rubin, Philip Palmgreen and Howard E. Sypher. In this volume measurements in instructional communication, interpersonal communication, mass communication and organizational communication are discussed (Rubin, Palmgreen, Sypher, 1994). The second volume was first published in 2009 (Communication Research Measures II: A Sourcebook) and edited by Rebecca B. Rubin, Alan M. Rubin, Elizabeth E. Graham, Elizabeth M. Perse and David R. Seibold and has focused on the measurements in family communication, organizational and group communication, health communication, instructional communication, cross-cultural and intercultural communication, interpersonal communication and mass communication besides the measure profiles and imported measures (Rubin, Rubin, Graham, Perse, Seibold, 2009).

Current third volume “Communication Research Measures III: A Sourcebook” (Edited by Elizabeth E. Graham and Joseph P. Mazer) “continues the tradition of assessing measurement practices in these legacy context areas, while also introducing assessments of measurement in subdisciplines that have experienced significant growth and development since the second volume’s publication” (Graham, Mazer, 2020, XIX). The chapters of the book were written by expert communication scientists such as: Carolyn K. Shue, Glen H. Stamp, Jeffrey T. Child, Shawn C. Starcher, Nichole Egbert, Catherine E. Goodall, Joseph P. Mazer, Elizabeth E. Graham, Angela M. Hosek, Valerie Rubinsky, Heather L. Walter, Andrea L. Meluch, Bryan E. Denham, Kathleen Stansberry, Nicholas David Bowman, Cathlin V. Clark-Gordon, Stephen M. Croucher, Stephanie Kelly, Tang Tang and L. Meghan Mahoney.

“Part I Measurement Trends and Issues” tackles measurement in interpersonal communication, family communication, health communication, instructional communication, organizational communication, intercultural and cross-cultural communication and mass communication also covers new issues: intergroup communication, sport communication, public relations, computer-mediated communication. "Part II Measure Profiles" focuses on scales in a detailed way one by one. The section is quite comprehensive. It explains the traditional and new trend scales in detail.

“The goal for this volume is the same as Volumes I and II: improve measurement and provide measures for better science” (Graham, Mazer, 2020, XIX). According to the editor's statement the definitions and conceptualization of reliability and validity referenced are informed by the Standards for Educational and Psychological Testing (2014).

A large, consistent and thoughtful bibliography was used in the work. Although it is a large book, the issues have not been extended unnecessarily. The chapters written by different authors are not in contradiction in terms of language style and method of handling the subject.

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