

# The research methodology in Mass Communication and Journalism - Latest Trends

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## ABSTRACT

The simplest meaning of the term Research is an act in pursuit of Truth. In research methodology we simply consider the Research Methods along with the logic behind them in the context of our research study and explain the reason behind opting a particular method or technique. The modern trends in the research methodology are a fact that should be updated and familiarized about the latest trends and tools related to the research for the scholars and students. Those who want to follow the trend need not update any thing but those who want to set a trend newly must be updated with the latest trends and procedures of the methodology. The research strategy faces major challenges of intent hijack, deficiency of consumable data and overseas dependence. To neutralize these challenges, some new innovative measures should be applied at each stage of the different steps of research process. The suggested trends for this purpose are Strategic Intuition, Exploit Latest Digital Tools, Scriptural reference, Theory Correlation, Leverage Technology, Focus on Personal Observation, Race to the Passes and Freedom from Format. The main aim of this research paper is to fully focus on determining the definitions, various forms, methods, and structural presentation of research and to explain the new trends of the research in the modern era in the field of Mass communication and Journalism. Moreover, as this description and explanation suits to the other fields of research also.

## RESEARCH METHODOLOGY

### QUANTITATIVE ANALYSIS

In this method data has been procured from various publications research books and papers. It has been analyzed and the essence has been taken from the analyzed extract.

### DATA AND SOURCES OF DATA

Information about the Research methodology in Mass Communication and Journalism – Latest Trends is the main Data and various Publications; Research Books and Papers are the sources of Data.

## MAIN CONTENT

### OVERVIEW OF COMMUNICATION

Defining communication is much harder than it sounds. Indeed, scholars have argued about the topic for years, typically differing on the following topics:

#### A) BREADTH

How many behaviors and actions should or should not be considered communication.

#### B) INTENTIONALITY

Whether the definition includes an intention to communicate.

**C) SUCCESS**

Whether someone was able to effectively communicate a message, or merely attempted to without it being received or understood.

However, most definitions discuss about the five main components when they talk or define about communication which include

- A) SENDER
- B) RECEIVER
- C) CONTEXT/ENVIRONMENT
- D) MEDIUM
- E) MESSAGE

**APPROACH OF COMMUNICATION RESEARCH**

Broadly speaking, communication research examines these components, asking questions about each of them and seeking to answer those questions. As students seek to answer their own questions, they follow an approach like most other researchers. This approach proceeds in five steps.

- A) CONCEPTUALIZATION
- B) PLANNING AND DESIGNING
- C) IMPLEMENTATION AND METHODOLOGY
- D) ANALYZATION AND INTERPRETATION
- E) RECONCEPTUALIZING

**CONCEPTUALIZATION**

In the conceptualization process, the researcher develops his area of interest and determine if his specific questions and hypotheses are worth of investigating or not.

**PLANNING AND DESIGNING**

During the planning and designing the researcher will select his methods of evaluation and decide how he plan to define his variables in a measurable way.

**IMPLEMENTATION AND METHODOLOGY**

When implementing a methodology, the researcher collects the data and information required.

**ANALYZATION AND INTERPRETATION**

As researcher analyze and interpret his data or evidence, he will transform the raw findings into meaningful insights.

**RECONCEPTUALIZATION**

During reconceptualization, the researcher will ask how his findings speak to a larger body of research and studies related to his research that have already been completed and should be executed in the future to continue answering new questions. This final step is crucial, and speaks to an important tenet of communication research. All researches contribute to a better overall understanding of communication and moves the field forward by enabling the development of new theories.

## DEFINITION OF RESEARCH

The word research is derived from the Middle French word "recherche". The meaning of this is "to go about seeking". This term itself being derived from the Old French term "Researcher". It is a compound word from "Re-" + "searcher", or "searcher". The actual meaning of this is 'search'. The earliest recorded use of the term was in 1577.

(Wikipedia.org)

Research is a process of steps used to collect and analyze information to the maximum extent of understanding a particular topic or issue". Any research consists of three steps.

1. POSING A QUESTION
2. COLLECTION OF DATA TO ANSWER THE QUESTION
3. PRESENTING AN ANSWER TO THE QUESTION

- John W. Creswell

"Studios inquiry or examination; especially: investigation or experimentation aimed at the discovery and interpretation of facts, revision of accepted theories or laws in the light of new facts, or practical application of such new or revised theories or laws"

- Merriam-Webster

## PRIMARY RESEARCH

This type of research is not at all exclusively based on a summary, review, or synthesis of earlier publications about research. This material is of a primary-source of character. The purpose of the original research is to produce new knowledge, rather to present the existing knowledge in a new form.

## SCIENTIFIC RESEARCH

This is a systematic way of gathering data and harnessing curiosity about a particular study. This research provides scientific information and theories for the explanation of the nature and the properties of the world. It makes practical applications possible.

## STRUCTURAL FRAME WORK INVOLVED IN THE PROCESS OF RESEARCH

### 1. OBSERVATIONS AND FORMATION OF THE TOPIC

- A) This Consists of the subject area of one's interest and the subject area to conduct subject-related research
- B) The subject area should not be randomly chosen since it requires reading a vast amount of literature on the topic to determine the gap in the literature the researcher intends to narrow
- C) A keen interest in the chosen subject area is advisable
- D) The research will have to be justified by linking its importance to already existing knowledge about the topic

### 2. HYPOTHESIS

This is a testable prediction which designates the relationship between two or more variables

### 3. CONCEPTUAL DEFINITION

This is the description of a concept by relating it to other concepts

## 4. OPERATIONAL DEFINITION

These details are the definitions of the variables, measurements, and assessments with regard to the study

## 5. GATHERING THE DATA

- A) This process consists of identifying a population and selecting samples, gathering information from samples by specific research instruments
- B) The instruments used for data collection must be trustworthy, valid, and reliable

## 6. ANALYSIS OF DATA

This process involves the division of data into small clusters in order to draw the conclusions of the study

## 7. DATA INTERPRETATION

This process involves the representation of the data through tables, figures, and pictures, and then it will be presented and described in words.

## 8. TESTING AND REVISING OF THE HYPOTHESIS

In this process the framed hypothesis will be tested, if it is proved it will be accepted otherwise it will be rejected.

## 9. REITERATION (If necessary)

A common misconception is that a hypothesis will be proven always, but it is totally wrong. Generally, a hypothesis is used to make predictions that can be tested by observing the outcome of an experiment. If the outcome is inconsistent with the hypothesis, then the hypothesis will be rejected. If the outcome is consistent with the hypothesis, the experiment is said to be supportive to the hypotheses.

## 10. CONCLUSION

- A) A conclusion will always be a glory to the study and it must be drawn at the end of the study
- B) It will be presented as a result of the research
- C) The conclusion may be positive or negative
- D) The result must be drawn and declared for any research

(Communication Research Issues and Methods, James A. Anderson, Mc.Graw-Hill Publishing Company, NewYork, 1987)

## STEPS IN CONDUCTING A RESEARCH

### THE BASIC MODEL OF A RESEARCH IN NORMAL PROCEDURE

- A) Research is often normally conducted in the hourglass model
- B) This is a very consisting and standard model
- B) The hourglass model starts with a broad spectrum of research, focusing in on the required information through the methodology of the project
- C) In the end of the study process it expands the research outcome in the form of discussion and results

## THE MAJOR STEPS IN CONDUCTING RESEARCH ARE

- A) Identification of the research problem
- B) Review of the Pre Literature
- C) Specification of the purpose of the research
- D) Determination of specific research questions
- E) Specification of a conceptual framework including a set of hypotheses
- F) Choice of methodology for data collection
- G) Data collection
- H) Verification of the data
- I) Analyzation and interpretation of the data
- J) Reporting and evaluating the research outcome
- K) Communication of the research findings and recommendations

"... no researcher should accept any one or two tests as definitive. It is only when a range of tests are consistent over many kinds of data then the researchers and methods opted by them can have confidence on the results obtained."

- Rudolph Rommel

## RESEARCH METHODS

- A) Exploratory research  
This method helps in identifying and defining a problem or a question
- B) Constructive research  
This method tests the theories and propose oriented solutions for a problem or a question
- C) Empirical research  
This method tests the feasibility of a solution using empirical evidence

## QUALITATIVE RESEARCH

- A) Qualitative research refers to much more subjective
- B) It is not at all quantitative
- C) It uses different methods of collecting, analyzing, and interpreting the data for meanings, definitions, characteristics, symbols, and metaphors

## CLASSIFICATION OF QUALITATIVE RESEARCH

### ETHNOGRAPHY

This type of research mainly focusses on culture of group of people who share the

- A) ATTRIBUTES
- B) LANGUAGE
- C) PRACTICES
- D) STRUCTURE
- E) VALUES
- F) NORMS
- G) MATERIAL THINGS
- H) EVALUATION OF HUMAN LIFESTYLE

(Qualitative Communication Research Methods, Thomas R. Lindolf & Brayan C. Taylor, Third Edition, Sage Publications Inc., 2011)

## QUANTITATIVE RESEARCH

- A) This type of research involves systematic empirical investigation of quantitative properties and phenomena and their relationships
- B) In this type of research, a narrow question is being asked and numerical data will be collected
- C) The collected data will be analyzed based on the statistical methods
- D) The quantitative research designs are experimental, correlational, and it can be a survey or Will be in descriptive manner
- E) Statistics derived from quantitative research can be used to establish the existence of associative or causal relationships between variables
- F) Quantitative research is linked with the philosophical and theoretical stance of positivism
- G) The quantitative data collection methods rely on random sampling and structured data collection instruments that fit diverse experiences into predetermined response categories
- H) These methods produce results that can be summarized, compared, and generalized to larger populations if the data is collected using proper sampling and collection strategies
- I) Quantitative research is concerned with testing hypotheses derived from theory or being able to estimate the size of a phenomenon of interest

## MIXED-METHOD RESEARCH

- A) This type of research includes both the qualitative and quantitative elements
- B) It uses both the primary and the secondary data
- C) This type of research is becoming more common in now a days
- D) This method has more benefits instead of following one method alone either Qualitative or Quantitative

(Communication Research Methods, John Waite Bowers & John A.Courtright, Michael Hackman, 1984)

## PUBLICATION AND PEER REVIEW

- A) Peer review is a form of self-regulation by qualified members of a profession within the relevant field
- B) Peer review methods are employed to maintain standards of quality
- C) Peer review methods will be normally employed to improve performance and credibility
- E) In academia, scholarly peer review is often used to determine an academic paper's suitability for publication
- F) Usually, the peer review process involves experts from the same field
- G) Those experts are consulted by editors to give a review of the scholarly works produced by a scholar in an unbiased and impartial point of view

## THEORETICAL FRAME WORK

Any researcher must do a theoretical frame work before starting research in specific. The theoretical frame work always help the researcher to follow a pre-determined flow chart and to progress ideologically in the research process to get the fruitful results in that particular research.

## RESULTS AND DISCUSSION

Normally this will be the final part and the result of any research. The researcher must bring the results to the notice of the world so that it can be useful to the other scholars in the field or to the general public. The researcher must discuss about the aim, the procedure adopted for the research, the theoretical



measures, and the model of the research, also the result of the research in detail in the conclusion part of the entire process.

## FIGURES AND TABLES

The primary data collected during the research process will always be converted into the tabular form, further it will be converted in to the Histogram and Pie Charts or any other form of charts to explain and analyse the Statistics more effectively. Normally this type of analysis will be treated as scholarly approach rather than analyzing the statistics in a tabular form in any research.

## ACKNOWLEDGEMENT

The researcher must acknowledge the Sources of data collection, facts, pros, and cons, also the results and the newly invented, adopted procedures during any research so that the scholars or others will be benefited from all those aspects in the future.

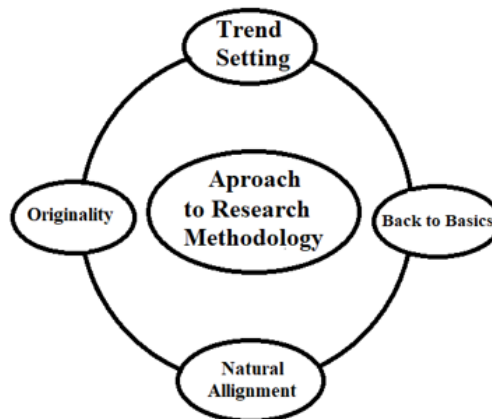
## NEW TRENDS IN RESEARCH METHODOLOGY

### CENTRAL IDEA



### Flow Chart -1

#### NEW TRENDS IN RESEARCH METHODOLOGY CENTRAL IDEA



### RESEARCH SCHOLAR'S APPROACH

The subject “The research methodology in Mass Communication - Latest Trends” is probably a call to all the scholars in the field to familiarize themselves with the latest trends & tools associated with research methodology those are applied in the modern era. In that context, as a Standard Operating Procedure, one may be inclined towards an academic study by browsing through a long list of these trends. The researcher of this study tried his level best in approach and made firm attempts to propagate a central idea of the research.

## TREND SETTING VS TREND FOLLOWING

When we talk about the Modern Trends in Research Methodology, we must really assess ourselves that do we really intend to follow the trends or do we have a clear vision that elaborates the trends to be followed by the relevant community. It is strongly proposed that instead of discussing about the apparent trends from various aspects, it is always better to manifest our own ideology.

## **ADAPTION OF THE NATURAL AND SIMPLE PROCEDURES**

Adapting the natural and simple procedures is always a productive formula in any research. It is always safe to adopt the natural phenomena rather than going to choose abnormal and clumsy practices and procedures to get the good results and to finish the research in a proper and stipulated timespan. Honey bees and ants are the best living examples for this basic principle. If any researcher wants to find and prove some thing new in an innovative way, he can adopt a previously tested and trustworthy procedures and formulas with proper guidance to obtain fruitful results in specified timespan. Otherwise, there is every chance of going offtrack.

## **APPLIED THEORY**

### **GROUNDING THEORY**

In preparing this research Paper, the author has opted to choose the Grounded theory which was proposed by an eminent author Strauss in the year 1967. The author of this research paper has studied several standard international publications which are being elevated with the thorough knowledge, experience and expertise of the famous, eminent scholars and authors. Based on the vast knowledge acquired from those publications and various extensive research outcomes, the author has finalized this research with great enthusiasm and presented this paper with a great devotion, dedication and workmanship.

### **AIM**

The aim of this paper is to introduce, explain and suggest the modern trends in Research Methodology to the future generation.

### **CHALLENGES / AREAS OF CONCERN**

The procedure followed to scrutinize, extract, codify and collate different ideologies, strategies, methodologies, point of views of different scholars and present them flawlessly is like playing with a sharp-edged knife. It is not an easy task to derive a proper and standard form of conclusion from teachings of various reputed international Authors. The author of this paper had felt and experienced the agony similar that of a caterpillar when transforming into a beautiful butterfly. After going through such adversities, most accurate information has been presented in this paper.

### **THREAT OF MISINTERPRETATION**

The first and foremost challenge to a research scholar in writing the research paper or a thesis is Often to strike, right at the beginning. Simplicity of the original ideology surrenders to the complexity of language thus losing the initial content in the process. We stop pursuing the intent of our thoughts, thus, getting entangled in the web of language and end up chasing complex words.

### **AVAILABILITY OF CONSUMABLE DATA**

While there is abundant amount of data, it is a challenge to choose the appropriate consumable data from the database. Though many organizations maintain huge amounts of data, due to lack of proper indexing strategies, it is highly time consuming for choosing right information.

### **NEGLECTING THE NATIVE SCHOLARS**

Most of the research scholars often tend to explore foreign concepts, suggestions, authors, and publications easily instead of looking for the native stuff. It is better to inculcate the ideology of reaching native scholars first in this regard. Because native scholars know the intricacies better than the outsiders.



**Table - 1**

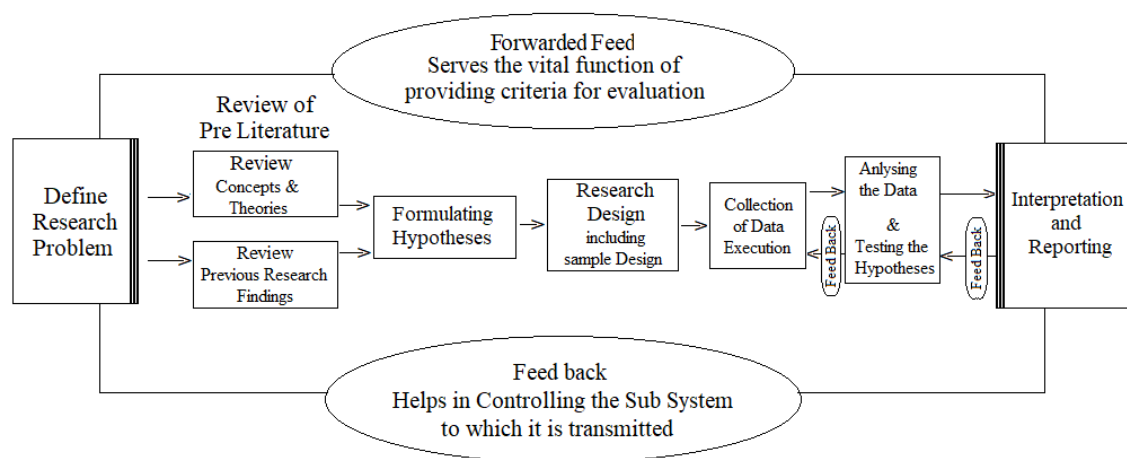
<b>Major Challenges for the Research Strategy</b>		
<b>Threat Of Misinterpretation</b>	<b>Availability of Consumable Data</b>	<b>Overlooking Native Scholars</b>

## SUGGESTED MODERN TRENDS

## RESEARCH PROCESS

**Flow Chart -2**

### Research Process Flow Chart



The age old and traditional seven step Research Process is well established in the field of research all over the world and known to all. We will now attempt to achieve fusion of some innovative measures at each stage of this process.

(Research Methodology, Methods and Techniques, Fourth Edition, C.R.Kothari, New Age International Ltd., New Delhi, 2019)

**Table 1.2**

<b>Suggested New Trends in Research Methodology Mass Communication &amp; Journalism</b>			
<b>1</b> <b>Strategic Intuition</b>	<b>2</b> <b>Exploring Digital Tools</b>	<b>3</b> <b>Research Reference</b>	<b>4</b> <b>Correlation of Theory</b>
<b>5</b> <b>Technology Leverage</b>	<b>6</b> <b>Focus on Personal Observation</b>	<b>7</b> <b>Alertness &amp; Rescue Skills</b>	<b>8</b> <b>Freedom from Format</b>

## **DEFINING RESEARCH PROBLEM**

### **MODERN TREND 1 - STRATEGIC INTUITION**

Our intuition always guides us properly. This is a proven truth for all of us many times and this must be the thumb rule for a research scholar always. William Duggan, professor of management at Columbia Business School at Columbia University critiques traditional methods of strategy and planning, suggests that the opportunism and adaptability are more productive detailed plans. He also discusses the nature of intuition and creativity along with insights into how the brain works to better understand problem-solving. James Webb Young also explained about this concept elaborately in his book “A Technique for Producing Ideas” in 1940s. With these two general principles in mind - the principle that an idea is a new combination, and the principle that the ability to make new combinations is heightened by an ability to see relationships. With these two ideas in mind let us now look at the actual method or procedure by which ideas are produced. The first of these steps is for the mind to gather its raw material. The second stage is the process of masticating these materials, as you would food that you are preparing for digestion. In the third stage you make absolutely no effort of a direct nature. You drop the whole subject and put the problem out of your mind as completely as you can. Now if you have done your part in these three stages of the process you will almost surely experience the fourth. Out of nowhere the Idea will appear.

**(Emerging Trends in Social Science Research, Stephen ARO-GORDON, 2015)**

### **MODERN TREND 2 - EXPLORING THE LATEST DIGITAL TOOLS**

There are some effective digital tools like Word Cloud Analysis, Google Trends etc. online which can be utilized effectively for the needs of research and presentations. We can use this advance digital technology in many ways.

## **REVIEW OF THE PRE-LITERATURE**

### **MODERN TREND 3 – PRE-LITERATURE REFERENCE**

For each word and every sentence in the research we write pre literature quoting enhances the strength of those works and make them mighty. Because for each step in this process previously said and proved authentic matters will work as circumstantial evidence. Reading the previous literature and publications related to the topic automatically upgrade the knowledge of the research scholar by all means.

## **HYPOTHESIS FORMULATION**

### **MODERN TREND 4 - CORRELATION OF THEORY**

There is a popular saying that “Something is better than nothing”. Hence after identifying the problem the researcher must formulate some hypothesis at the basic line to move forward in the research. Hypothesis is a formal question or opinion that a Researcher intends to resolve or prove at the end of the research while writing the paper or thesis. Hypotheses helps the research scholar to test the facts and truths smoothly. It is not necessary that Hypotheses must always be proved truth as we discussed earlier Sometimes, in some cases the Hypotheses that we frame at the beginning of the research may proved wrong. The researcher must be very careful and un biased regarding the hypothesis till the end of the research.

## RESEARCH DESIGN

### MODERN TREND 5 - TECHNOLOGICAL LEVERAGE

Technology is playing a vital role in everybody's life in many ways in these days. If we cannot learn and utilize the technology properly there is every chance of falling behind in professional race in so many fields. Hence, we always must be able to utilize the technology as much as we can to get the highest possible outcome with the lowest efforts. Modern technology made the life so easy in this new era. Below are some of the examples for technological leverage.

- A) Digital Qualitative Methods.
- B) Online Interviews & Focus Groups.
- C) Applied Anthropology methods, qualitative/ ethnography.
- D) Complexity Theory.
- E) The Intersection of Qualitative Research Practice with the Sciences.
- F) Design Based Research.
- G) Critical Race Theory Approaches to Quantitative Methods.

**(Research Methodology, Methods and Techniques, Fourth Edition, C.R.Kothari, New Age International Ltd., New Delhi, 2019)**

## DATA COLLECTION

### MODERN TREND 6 - FOCUSING ON PERSONAL OBSERVATION

Statistics are the scientific method of collection, classification, representation, analyzation and interpretation of numerical data with the preview of making the meaningful inferences for the data collected. But at any point of time, we must not miss our thinking ability and logical sense. Also, we must not be deceived by those numerical at any point of time during the research. We must highly concentrate and make use of our concentration at the peak levels to avoid the misleading concepts in the research process. Because a lot of casual and unintentional mistakes may lead us towards a wrong path. If we do not be cautious in every step it may lead to misinterpretation and wrong results.

## DATA ANALYSIS

### MODERN TREND 7 - ALERTNESS AND RESCUE SKILLS

The Winning secret of a researcher always purely depends upon alertness and rescue skills. We must always think about the solution instead of thinking about the problem. The following things are very helpful in getting rid of problems easily during the research process.

- A) IoT Networks
- B) Predictive Analytics
- C) Dark Data
- D) Chief Data Officers
- E) Quantum Computing
- F) Open Source
- G) Edge Computing

**(Seven Trends in Research Methods, Wikipedia.org, 2018)**

## INTERPRETATION & REPORT WRITING

### MODERN TREND 8 - FREEDOM FROM FORMAT

A particular format can efficiently guide us to travel in the right direction, but it binds us too. Hence, we should always not bound to a particular format. We can change the formats as much as we can, but it is always safe to follow a proven format in any research. When we work with free will, the joy of working atmosphere turns worthwhile always. Sky is the limit to enjoy the freedom during the research. The ability to work and express anything without the influence of any constraints is the highest boon in the life.

### RESULTS AND DESCRIPTION

We can say this is all about the basic history and findings of the proper, keen, and specific research done by the author of this research Paper/Article Mr. Malladi Venkata Gopala Krishna about the “The research methodology in Mass Communication and Journalism – Latest Trends”. The contents of this research can be applied and adopted for the research or study in Mass Communication and Journalism. These principles can be utilized freely at the will of the research scholar to get the best results in this modern era.

(Applied Communication Research Methods by Michael Boyle; Mike Cumberbatch, 2015)

### ACKNOWLEDGEMENT

Primary data collected from the bellow mentioned Research References, Books and Dictionaries and being analyzed to write this Research Paper/Article. This is my own writing about the parts mentioned in the index.

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- ❖ Maurice Hilleman, the prominent vaccinologist of the 20<sup>th</sup> century, is credited with saving more lives than any other scientist in that time.