



## Categorical Statistics for Communication Research (Hardback)

By Bryan E. Denham

John Wiley Sons Inc, United States, 2016. Hardback. Condition: New. Language: English . Brand New Book. Categorical Statistics for Communication Research presents scholars with a discipline-specific guide to categorical data analysis. The text blends necessary background information and formulas for statistical procedures with data analyses illustrating techniques such as log-linear modeling and logistic regression analysis. \* Provides techniques for analyzing categorical data from a communication studies perspective \* Provides an accessible presentation of techniques for analyzing categorical data for communication scholars and other social scientists working at the advanced undergraduate and graduate teaching levels \* Illustrated with examples from different types of communication research such as health, political and sports communication and entertainment \* Includes exercises at the end of each chapter and a companion website containing exercise answers and chapter-by-chapter PowerPoint slides.

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