



Methods for Intercultural Communication Research (International and Intercultural Communication Annual)

William B. Gudykunst, Young Yun Kim

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The methodology behind intercultural communication research has been largely neglected by scholars of intercultural communication. The aim of this volume is to advance the study of intercultural communication and move away from the current abstract stage of development. The editors have collected contributions which examine the skills necessary to have a firm grounding in general methodological issues, research techniques, statistics, methods for doing comparative sociology, and methods of traditional anthropology. Essays also deal with problems arising from such research, and the sociology of knowledge of intercultural communication as opposed to cross-cultural communication.

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