



## **Literature for SKOP33, Strategic Communication: Quantitative Methods applies from autumn semester 2016**

**Literature established by the board of the Department of Strategic  
communication on 2016-06-08 to apply from 2016-08-29**

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Fowler, Floyd. J. (2009.). *Survey research method*. (4th ed.). SAGE. [ISBN 9781452230184, 216 pages]

Pallant, Julie (2010). *SPSS survival manual: a step by step guide to data analysis using SPSS*. McGraw-Hil. [ISBN 978-0-335-24240-5, 352 pages]

Van de Ven, Andrew. H. (2007). *Engaged scholarship :a guide for organizational and social research*. Oxford University Press. [ISBN 9780199226306, 352 pages]

Wrench, Jason S. (red) (2013). *Quantitative research methods for communication: a hands-on approach*. (2. ed.). Oxford University Press. Chapters 4 -10, 13-21 [ISBN 9780199931804, 400 pages]

An article compendium on research design and survey method is added to the literature list (approx 100 pages).

Overall pages: 1420.