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# A Rose by Another Name? Statistical Analyses for Communication Researchers

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## Abstract

The reviewer notes that *Statistical Methods for Communication Science* is a unique book (see record 2005-06545-000) in a number of ways. This text uses a first person narrative as the author promotes his position on the best way to analyze data. Though the arguments are interesting and reasoned, they may not advance the text's stated goals of increasing student understanding and facilitating the intelligent use of statistical methodology. The text heavily promotes the more regular use of randomization tests, bootstrapping procedures, and permutation tests. Later chapters draw on a data set from the American National Election Study to illustrate simple linear regression, multiple linear regression, single factor between-subjects ANOVA, analysis of covariance, and the concept of moderating variables. Again, the author's passion for his subject matter leads him into digressions that result in his overreaching his purported intended audience. In sum, this book will be of interest to readers interested in informed, opinionated work dealing with alternative, presently unconventional procedures to analyze data. It raises some interesting and thorny issues about "better" ways to analyze data and provides direction for learning more about bootstrapping and resampling alternative data analysis procedures. However, for readers looking for a text that can be easily used to teach students how to do statistics, they should look elsewhere. (PsycINFO Database Record (c) 2006 APA, all rights reserved)

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there are relatively few European communication researchers and studies outside the routine audience research in broadcasting and advertising, and few are the European university programs with emphasis on the systematic analysis of human communication. Compared to the United States, Europe seems to be an underdeveloped country in the area of communication research; and compared to the rest of the world, the USA really proves to be 'greatest in the world'. ideas and the 'withering away' of communication research<sup>3</sup>. Like most communication researchers, I do not agree with Berelson that communication research is a dying field; but unlike most communication researchers, I presently perceive the American communication research as a 'sick man'.