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analysis, mixed methods social network analysis, social media analytics as mixed analysis, GIS as mixed analysis); and Part IV Use of Software for Mixed Data Analysis (e.g., QDA Miner, WordStat, MAXQDA, NVivo, SPSS). The audience for this book includes (a) researchers, evaluators, and practitioners who conduct

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a variety of research projects and who are interested in using innovative analyses that will allow them to extract more from their data; (b) academics, including faculty who would use this book in their scholarship, as well as in their graduate-level courses, and graduate students who need access to a comprehensive set of

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mixed analysis tools for their dissertations/theses and other research assignments and projects; and (c) computer-assisted data analysis software developers who are seeking additional mixed analyses to include within their software programs.

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will face in communication professions, the influences of globalization on research, use of new recording technologies in fieldwork, and the challenges and opportunities related to studying online multi-media environments. Email, texting, cellphone video, and blogging are shown not only as topics of

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