BOOK REVIEW

Andrew F. Hayes. *Statistical Methods for Communication Science.* Mahwah, NJ: Lawrence Erlbaum Associates, Inc., 2004, 536 pp., ISBN 0805854878 (hardcover).

Reviewed by David Roskos-Ewoldsen
Department of Psychology
University of Alabama

Rarely do I read a book and wish that I had written it. It is even rarer when that book is a statistics textbook, but Andrew Hayes's *Statistical Methods for Communication Science* is a volume that I can say that I wish I had written. Clearly, I like this volume and I find a number of things to like in it, not the least of which is that it uses examples from communication studies. Perhaps I am the only person in the discipline who has to put up with the mantra from graduate students about how much they hate the examples from psychology or education, but finally, there is a graduate-level statistics book that uses communication examples and uses them very well. At a minimum, I no longer have to provide examples for the students from articles published in communication outlets.

As one would expect, the book provides a comprehensive coverage of statistics, ranging from measurement to probability theory to hierarchical regression to analysis of variance and analysis of covariance. The topics are covered in a reasonable and fair manner. In addition, the author presents a user friendly discussion of topics that are often not covered in introductory-level statistics books but that need to be included, such as mediation and moderation or sampling techniques. Furthermore, the volume discusses these topics as they relate to the methodologies that we use to study communication phenomena. I remember when I was taking graduate statistics I was always frustrated with the textbooks that were used in the courses I took because there always seem to be a disconnection between the discussion of statistics and how we actually use them in our day-to-day lives of conducting research. Dr. Hayes has done a good job of providing timely examples of communication research to highlight the relevance of what the students are learning to their future careers as researchers.

Second, unlike many statistics books, this volume is well written and actually engaging. In addition, this is the best organized stats book I have come across in years. For example, correlation should be discussed as a descriptive statistic, but often it is tossed into a section of a textbook on inferential statistics as a prelude to regression. Some people may not like the use of first person throughout the volume because statistics is supposed to be objective and the use of the first person makes it too personal. But I would caution readers to think about when they first took a statistics course. Statistics can be very intimidating—or at least I found my first statistics course to be very scary. Of course, in hindsight, my fear was unfounded because the mathematics in statistics is straightforward. But I think that Dr. Hayes's use of the first person can help students by making the treatment of statistics more personal and real. Statistics can be extremely intimidating and Dr. Hayes has done a remarkable job of decreasing the scariness of stats.

Third, the information is up to date and the author provides excellent examples to justify the use of various statistical techniques. In addition, a CD is provided with the textbook that includes data sets for the students to work with based on the examples provided in the book. The CD also includes SPSS syntax and macros that can aid students in doing the hands-on exercises from the book as well as tutorials for presenting interactions when using multiple regression. For the instructor, the CD includes Powerpoint slides for the major figures presented in each chapter of the book and handouts that provide the basic information for students to use the data set and SPSS macros that are found on the CD.

A typical statistics textbook summarizes the current practices of a discipline. But this textbook has the potential to greatly advance how communication scholars use statistics. Many stats volumes act as if nothing has changed in statistics since Pearson died. This volume is cutting edge. For example, the author's discussion of bootstrapping techniques for addressing various shortcomings of typically used statistical tests is very nice. Many of the inferential statistical tests that we use involve unwarranted assumptions about the data we have gathered. Bootstrapping techniques get around these assumptions we make about the data because they avoid assumptions about the larger population that the sample is drawn from by looking at the likelihood that a certain outcome would occur *given this sample*. Bootstrapping techniques have been around for a long time, but they are difficult to calculate. Hayes provides the code for doing the bootstrapping with SPSS. In addition, the CD allows readers to work through the various examples of bootstrapping provided in the text.

The volume would be appropriate for an entry-level MA or PhD course on statistics. The book would also be appropriate for undergraduate students working on an honor's thesis. In addition, I think anyone who uses statistics would want a

copy of this volume on the shelf simply for its discussion of bootstrapping techniques and the code for using bootstrapping techniques in SPSS.

Karen S. Johnson-Cartee. *News Narratives and News Framing: Constructing Political Reality* (*Communication, Media, and Politics,* a series edited by Robert E. Denton, Jr.). Lanham, MD: Rowman & Littlefield, 2005, 361 pp., ISBN: 0-7425-3663-7 (paperback).

Reviewed by Paul D'Angelo
Department of Communication Studies
The College of New Jersey

Judging from the ever-growing empirical literature, and from extended treatments of its historical, theoretical, methodological, and disciplinary aspects, news framing is a thriving area of mass communication research. To be sure, some observers think that the tendency of empirical work to identify more and more different types of frames (e.g., strategy vs. issue frames; episodic vs. thematic frames) stymies efforts to explicate what framing is and how frames are constructed via the behaviors of journalists and their sources. Seemingly obscured by proliferating news frames are conclusive answers to questions such as: Are news frames expressions of cultural themes that resonate with journalists? Are news frames crafted from news values that journalists learn to apply via professional acculturation? Are news frames born out of the dynamic interactions between journalists and sources? Debates also focus on the nature of framing effects. For example, Carragee and Roefs (2004) argued that the study of framing is reduced to a media effects approach when researchers conceive of, and observe, framing effects solely from a cognitive perspective, that is, in terms of the interactions between prior knowledge, or cognitive schema, and news frames.

News Narratives and News Framing, by Karen S. Johnson-Cartee, seems poised to enter these debates. Ever since the concepts *frame* and *framing* were brought into news scholarship, the study of news framing has partaken in communication's interdisciplinary tendencies. Tuchman's (1978) use of interpretive sociology and ethnomethodology in *Making News* stands out as an early exemplar of this tendency. And given that news is in essence a form of storytelling, it seems important that framing scholars have a fully developed theoretical explication of the linkages between narrative and framing. (There, too, Tuchman laid a solid foundation.) In some ways, *News Narratives and News Framing*, which is composed of eight chapters and a short appendix, succeeds brilliantly in breaking new