



Department of Communication
Center for Communication and Media Research
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Center for Communication and Media Research (CCMR)

The Center for Communication and Media Research (CCMR) is a nonprofit organization that was created by the Department of Communication at the University of Arkansas, Fayetteville. The Center provides social science research services to governmental agencies, academic institutions, corporations, and communities on a fee basis. The Center draws on resources and personnel in allied departments such as Journalism, Political Science and Psychology to address specialized research issues. The mission is to advance knowledge and to support scholarly and applied inquiry into the study of interpersonal, group, organizational and media communication.

CCMR is located at the flagship campus of the University of Arkansas system. This gives the Center distinct advantages over many independently operated research firms. University faculty members with expertise in the social sciences, statistics and health care areas are available for consultation on individual research projects. Because the CCMR is a nonprofit organization, research can be conducted at an affordable rate.

The Services

- Telephone Interviews
- Mail Surveys
- Face-to-Face Interviews
- Program assessment and evaluation
- Focus Group Discussions and Interpretations
- Survey Instrument Testing
- Media Training and Consulting
- Sampling Design
- Data Processing
- Database Development
- Mini-Courses in Survey Research and Analysis
- Experimental Research and Design

The Interviewers

The University of Arkansas, Fayetteville, attracts students from around the globe. CCMR can draw from this vast talent pool with diverse cultural backgrounds. This means that interviews can be conducted in English and many other languages.

Contact Information

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