

FAQ 41: How shall I compare my findings with research by others?

What's the issue?

Comparative communication research is a method for achieving cross-border and expanded insights. You can draw conclusions from reaching audiences across cultures and systems. In addition, the similarities and differences between research objects within the context of the systems and cultures they are situated in help interpret the results (Esser & Pfetsch, 2004). Replication is a key element when it comes to generalization.

As technology has made communication across the globe easier and media systems have gone global, the awareness of similarities and common experiences has increased, and the claim that certain research findings

Hasebrink, U. (2012) Comparing media use and reception. In F. Esser & T. Hanitzsch (eds) *Handbook of comparative communication research*. New York. Routledge.