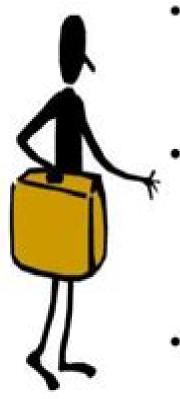
# Public Relations Research Assumptions

- Research must be behavior-driven and yield data that help design campaigns that lead to desired behavior
  - PR campaign research must parallel decisions communication pros make; otherwise, they are not knowledge-driven or information based
- Effective research is integral to campaign creation, implementation, and evaluation



# **Public Relations Research**

Larissa A. Grunig, James E. Grunig

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Stacks, 2016-10-10 Thousands of public relations PR students and professionals have relied on this authoritative text to understand the key role of research in planning and evaluating PR campaigns Revised and expanded to reflect today s emphasis on standards based practice the third edition has a heightened emphasis on setting baselines creating benchmarks and assessing progress Stacks presents step by step guidelines for using a wide range of qualitative and quantitative methods to track output outtakes and outcomes and shows how to present research findings clearly to clients Every chapter features review questions and a compelling practice problem PowerPoint slides for use in teaching are provided at the companion website Instructors requesting a desk copy also receive a supplemental Instructor's Manual with a test bank suggested readings and case studies New to This Edition Chapter on standardization moving beyond the prior edition s focus on best practices Chapter on different types of data sets with attention to the advantages and disadvantages of using Big Data Addresses the strategic use of key performance indicators Covers the latest content analysis software Pedagogical Features Each chapter opens with a chapter overview and concludes with review questions End of chapter practice problems guide readers to implement what they have learned in a PR project Appendix provides a dictionary of public relations measurement and research terms Supplemental Instructor's Manual and A Professional and Practitioner's Guide to Public Relations Research, Measurement, and PowerPoint slides Evaluation, Third Edition David Michaelson, Don W. Stacks, 2017-01-24 Contemporary public relations practice has developed over the last several decades from the weak third sister in marketing advertising and public relations mix to a full player To help you keep up to speed with the exciting changes and developments of publications this book has been updated to provide you with the necessary understanding of the problems and promises of public relations research measurement and evaluation As a public relations professional this book will guide you through the effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns This third edition takes a best practices approach one that focuses on choosing the appropriate method and rigorously applying that method to collect the data that best answers the objectives of the research It also presents an approach to public relations that emphasizes the profession s impact on the client s return on investment in the public relations function the measurement of social media and the use of standardized measures A Practioner's Guide to Public Relations Research, Measurement and Evaluation Don W. Stacks, 2010-07-06 This book will provide the business reader with the necessary understanding of the problems and promises of public relations research measurement and evaluation and the public relations practitioner as quide to effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns Public Relations Research Annual Larissa A. Grunig, James E. Grunig, 2014-06-03 Published in book form this is a scholarly periodical of academic research in public relations containing refereed reviews and reports of original studies It follows the current trend toward more solidly grounded theoretical research in a field that has only begun to mature The studies and reviews presented represent the most contemporary thought and investigation brought to bear on this subject Many relevant topics are discussed including communication roles women s issues in the feminization of the field the concepts of symmetry and game theory and finally publics dealing with roles risk takers and how audiences receive process and retain messages on public policy issues Evaluating Public Relations Tom Watson, Paul Noble, 2007 Fully revised and updated the second edition of this book allows practitioners to more closely monitor and evaluate their campaigns and helps them develop more robust campaign strategies Advertising and Public Relations Research Donald W. Jugenheimer, Larry D. Kelley, Jerry Hudson, Samuel Bradley, 2015-04-16 Designed to serve as a comprehensive primary text for research methods courses in advertising and or public relations programs this book concentrates on the uses and applications of research in advertising and public relations situations. 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