

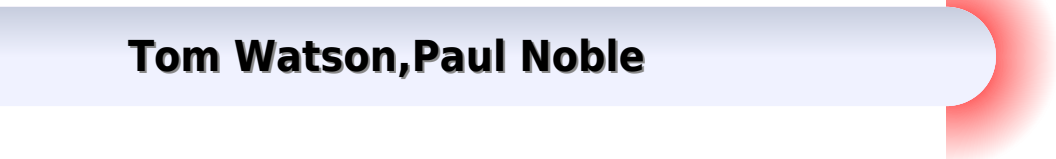
Public Relations Research Assumptions

- 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

Tom Watson, Paul Noble



Public Relations Research:

A Practitioner'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 guide to effective use of methods measures and evaluation in providing grounded evidence of the success or failure of public relations campaigns Primer of Public Relations Research Don W. 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 PowerPoint slides A Professional and Practitioner's Guide to Public Relations Research, Measurement, and 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 **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 The authors goal is to provide the information needed by future practitioners to commission and apply research to their work problems in advertising and public relations **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 Public Relations Metrics Betteke van Ruler,Ana Tkalac Vercic,Dejan Vercic,2009-09-11 Public relations metrics measurement and evaluation an overview Betteke van Ruler Ana Tkalac Vercic and Dejan Vercic Public relations methodology should we bother if it exists Manfred Ruhl The nature of scholarly endeavors in public relations Alenka Jelen Empirical research in contemporary social sciences relevant to public relations towards a network approach Jan Kleinnijenhuis Conceptualizing quantitative research in public relations James E Grunig Using qualitative research to become the thinking heart of organizations Larissa A Grunig The corporate communications scorecard a framework for managing and evaluating communication strategies Ansgar Zerfass Public relations is what public relations does conclusions from a long term project on professional public relations modeling and evaluation Barbara Baerns The evaluation of government campaigns in the Netherlands Wim van der Noort The role of research in shaping and measuring communication London s bid to hold the 2012 Games Claire Spencer and Julia Jahansoozi Organization stakeholder relationships crisis responsibilities and crisis response strategies Iris Wong and Chung ju Flora Hung The case study as an evaluation tool for public relations Mafalda Eiro Gomes and Joao Duarte Public relations research and evaluation in Africa Ronel Rensburg Adapting communication satisfaction and relationship scales to a third world country Tanya Le Roux Applying stakeholder thinking to public relations an integrated approach to identifying relationships that matter Nigel de Bussy Introducing the Institute for Public Relations dedicated to the science beneath the art Frank E Ovatt Jr Introducing the Chartered Institute of Public Relations Initiative moving on from talking about evaluation to incorporating it into better management of the practice Anne Gregory and Jon White Primer of Public Relations Research, Second Edition Don W. Stacks,2010-07-13 This practical comprehensive work is widely regarded as the standard course text and practitioner reference on public relations research Don W Stacks explains the key role of research in all aspects of contemporary PR practice from planning a program or campaign to making strategic changes and measuring outcomes Step by step guidelines and tools are provided for using a wide range of qualitative and quantitative methods to accomplish essential research objectives The book clearly explains technical aspects of data collection and analysis for readers new to measurement and statistics Every chapter features review questions and a detailed practice problem A test bank suggested readings case studies and PowerPoint slides are available to instructors using the book in their courses see the preface for details *Evaluating Public Relations* Tom Watson,Paul Noble,2014-06-03 Operating under tight budget constraints and with an ever increasing range of tools and technologies to choose from PR professionals have never been under so much

pressure to justify their decisions Evaluating Public Relations advises PR practitioners at all levels on how to demonstrate clearly and objectively the impact that their work has to their clients and managers The authors draw on both their practical and academic experience to discuss a diverse range of evaluation methods and strategies This fully updated edition of Evaluating Public Relations includes coverage and advice on the industry standards on PR measurement Covering both theory and practice and containing case studies on Philips Pepsi St John Ambulance Medicare and Westminster City Council it is an essential handbook for both students and experienced practitioners 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

Public Relations Research E W. Brody, Gerald C. Stone, 1989-04-13 Designed to meet the needs of both the public relations education and public relations practitioner communities this comprehensive text explores the types of research most used in public relations practice The first introductory level volume to treat the subject in depth Public Relations Research provides a theoretical framework for reader application defines the knowledge necessary for public relations research elaborates upon informal and formal research methods and describes the techniques involved and provides models for subsequent use Following an introductory chapter that redefines the nature and role of public relations research the book is divided into two major sections The first deals with informal research methods and covers research foundations environmental monitoring informal research secondary research and the use of computers in research In Part Two the authors describe formal research methods addressing issues such as intermediate research considerations the use of survey questionnaires data and content analysis reporting survey results and quasi quantitative procedures Ideal as an undergraduate and graduate level text in public relations this volume will also be an indispensable guide to research practice for entry and junior level public relations specialists **Data-Driven Public Relations Research** Jim Eggensperger, Natalie Redcross, 2018-09-03 The public relations industry is undergoing a revolution in using data to define promotional programs to measure influence and to address the needs of clients with more precision than ever Applying tools that range from online surveys to social media listening to applying big data with sophisticated algorithms today's PR professionals are data driven in virtually everything they do Data Driven Public Relations Research is the first book for PR students and practitioners to offer an overview of these new practices as well as a glimpse into the future of these new applications including big data and some of the applications from real world PR campaigns and strategic planning It includes contemporary cases involving

brand name companies who are blazing new trails in the use of metrics in public relations This book presents a practical accessible approach that requires no prior training or experience with easy to follow step by step measurement examples from existing campaigns Using Excel the book enables readers to export lessons from the classroom to the office where use of statistical packages is rare and can give PR practitioners the advantage over competitors This pragmatic approach helps readers apply metrics to PR problems such as Finding the best target audiences Understanding audience communication needs and preferences How best to present research outcomes How to manage major projects with specialized research firms Accompanying electronic resources for the book include sample answers to the book s discussion questions PowerPoint lecture slides for instructors and sample research exercises using Excel

Primer of Public Relations Research, Third Edition Don W. 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 PowerPoint slides

Excellent Public Relations and Effective Organizations James E. Grunig, David M. Dozier, 2003-01-30 This book is the final product of the excellence project a comprehensive research effort commissioned by the International Association of Business Communicators IABC Research Foundation Going well beyond any of the previously published reports on the Excellence study this book contains many new statistical analyses of the survey data and more details from the case studies Discussing theory and data related to several ongoing discussions in the communication profession this book answers the following questions How can we show the value of public relations What is the value of relationships How do relationships affect reputation What does it mean to practice communication strategically How can we measure and evaluate the effects of public relations programs Should communication programs be integrated How does the new female majority in the profession affect communication Excellence This book as well as the research it reports is the product of symmetrical communication and

collaboration As such it is intended for scholars applied researchers students and informed professionals who understand the value of research in developing a profession such as public relations Knowledge of quantitative and qualitative research methods will make it easier to understand the book however the results are interpreted in a way that makes the analyses understandable even to those with little or no knowledge of statistics and research methods

Perspectives on Public Relations Research Danny Moss,Dejan Vercic,Gary Warnaby,2008-03-07 The practice and study of public relations has grown significantly within Europe over the past decade yet as a discipline it remains a relatively unexplored field This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice and illustrate the diversity of perspectives that characterize this evolving area Key issues discussed include the contribution of public relations to strategic management in organizations the feminization of public relations the function of rhetorical study in our understanding of modern corporate dialogue international perspectives of public relations A valuable aid to both students and practitioners this fascinating book challenges some of the traditional assumptions about public relations practice

A Professional and Practitioner's Guide to Public Relations Research, Measurement, and Evaluation David Michaelson,Don W. Stacks,2014 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 second 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

Public Relations Research Annual James E. Grunig,Larissa A. Grunig,2016-12-14 The first volume of this series features reviews of research programs original research reports and social scientific historical critical and humanistic methodologies

Perspectives on Public Relations Research Danny Moss,Dejan Vercic,Gary Warnaby,2008-03-07 The practice and study of public relations has grown significantly within Europe over the past decade yet as a discipline it remains a relatively unexplored field This volume of papers brings together contributions from some of the leading international public relations academics and practitioners who provide valuable insights into the theories underpinning current public relations thinking and practice and illustrate the diversity of perspectives that characterize this evolving area Key issues discussed include the contribution of public relations to strategic management in organizations the feminization of public relations the function of rhetorical study in our understanding of modern corporate dialogue

international perspectives of public relations A valuable aid to both students and practitioners this fascinating book challenges some of the traditional assumptions about public relations practice Using Research in Public Relations Glen M. Broom, David M. Dozier, 1990 A user friendly research tool that will enable readers to understand how research fits into public relations management **Public Relations Review** Foundation for Public Relations Research and Education (U.S.), 1993 *Public Relations Research* Ansgar Zerfaß, A. A. van Ruler, Krishnamurthy Sriramesh, 2008-05-08 Introduction Sriramesh Van Ruler Zerfass Krishnamurthy Sriramesh Betteke van Ruler Ansgar Zerfass One could make a reasonable argument that public relations is an ancient practice going back millennia although it has been popularly perceived as a 20th century phenomenon Scholarship in public relations however is more recent in origin with a history of less than four decades During these formative years the body of knowledge has expanded significantly which is laudable However there is potential for growth and improvement in many areas of the public relations literature Over the decades among other things public relations scholarship has largely remained parochial to specific regions such as the United States the United Kingdom Latin America German speaking Europe etc as evidenced in the bibliographic references of many essays in this volume itself where authors predominantly cite work from their own regions This is often necessitated by linguistic differences with only English serving as the universal language that helps permeate knowledge through most regions Pedagogical and methodological factors also have played a role in the regionalization of the body of knowledge However we believe that knowledge flows most when it is shared across different kinds of barriers Globalization has made it essential for us to recognize this reality more than ever This volume tries to bridge the gap and presents theories and concepts from researchers around the world

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