

# Using Research in Public Relations [BIG Lecture]

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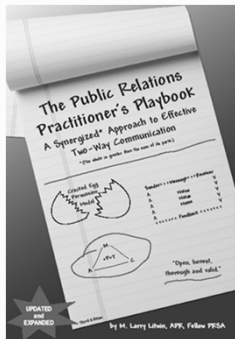
**Taken from...**

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**The Public Relations  
Practitioner's Playbook  
and  
*The ABCs***



## Taken from...



CONGRESS SHALL MAKE NO LAW *respecting*  
*an establishment of religion, or prohibiting the free*  
*exercise thereof; or abridging the freedom of speech,*  
*or of the press; or the right of the people peaceably*  
*to assemble, and to petition the Government for a*  
*redress of grievances.*

 **THE FIRST AMENDMENT  
TO THE U.S. CONSTITUTION**  
15 DECEMBER 1791



## First Amendment

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech, or of the press; or the right of the people peaceably to assemble, and to petition the government for a redress of grievances.



## Public Relations Defined

☞ **The Public Relations Society of America unveiled the three candidates for the definition of public relations. Here they are (from the PR Defined website):**

☞ **Definition No. 1:** Public relations is the management function of researching, engaging, communicating, and collaborating with stakeholders in an ethical manner to build mutually-beneficial relationships and achieve results.

☞ **Definition No. 2:** Public relations is a strategic communication process that develops and maintains mutually-beneficial relationships between organizations and their key publics.

☞ **Definition No. 3:** Public relations is the engagement between organizations and individuals to achieve mutual understanding and realize strategic goals.



# Public Relations

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Where did it all begin?

..\..\Intro to PR Fall 2011\ABC World News Moses Parts the Red Sea vs. Science - There Might Be an Explanation  
ONLINE FELLOWSHIP - Christian Fellowship, Sermons, Gospel Music, Lyrics2 (2).mp4

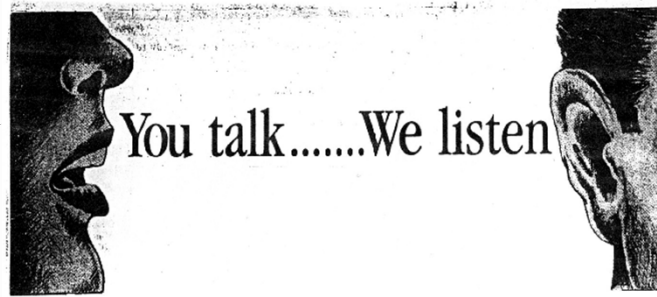


# Overview

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- ☞ Well designed and planned opinion surveys get results
- ☞ Research defined
- ☞ Acquisition of Information = AI
- ☞ Research is a *journey*





- 📄 **We asked**
- 📄 **We listened**
- 📄 **We acted!**



## **PR Process**

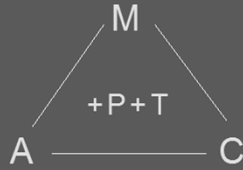
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- 📄 *PRpie*
- 📄 **RACE**





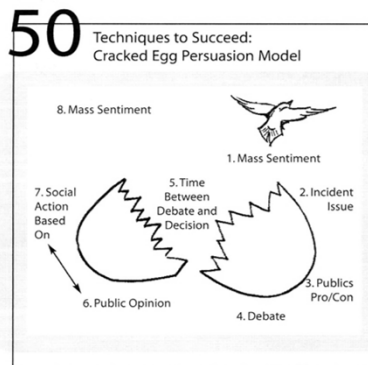
## MAC Triad



M=Message A=Audience C=Channel  
P=Purpose T=Timing



## Cracked Egg Model



## Reasons to conduct research

- ☐ Source credibility
- ☐ Decrease top management isolation
- ☐ Assist in the audience persuasion process
- ☐ Identify Key Communicators
- ☐ Pretest messages
- ☐ Uncover trouble spots
- ☐ Generate news coverage



## Reasons *NOT* to conduct research

- ☐ Organization might not listen, respond or change
- ☐ Audience might be oversaturated
- ☐ Unstable environment



# Current Research

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## The Super Bowl of Hair

(CBS Sunday Morning – Feb. 5, 2012)

<http://www.cbsnews.com/video/watch/?id=7397602n&tag=contentMain;contentBody>

 Anecdotal Research

 Scientific Research

 Focus Panels



# Pixels/Cookies

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 Demographics

 Psychographics

 Geodemographics



## 12 questions that ***MUST*** be answered

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1. What is the survey's purpose?
2. Is a public opinion poll the best method?
3. What are we going to do with the results?
4. What specific audiences will we question?
5. How long should we take to conduct the survey?
6. What is the budget to conduct survey?



## 12 questions that ***MUST*** be answered

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7. How will the data be analyzed?
8. Should we outsource the survey?
9. Timing?
10. How many people should be questioned?
11. Which method should we use?
12. When should the decision on publishing the results be made?



## The Basics of conducting a survey

1. Decide what you want to learn from the survey.
2. Ask why you want to learn this.
3. Ask yourself whether you could get this information without doing a survey.
4. Decide who your public or audience is going to be.
5. Determine the type of survey method (PR Play 4-11) you will use.
6. Establish confidence levels (PR Play 4-15) for your survey.
7. Determine the required resources – what, by when and who will perform the task.



## The Basics of Conducting a Survey

8. Develop a timeline for your survey from start to finish – including pretesting.
9. Decide how the information will be analyzed and the results reported – keeping in mind that, if possible, a copy of the report or summary should be sent to those surveyed.
10. Report should be formatted to include:
  - title
  - table of contents
  - executive summary of findings
  - tabulation of data
  - comparative data
  - analysis of findings
  - recommendations
  - copy of questionnaire



# Seven survey methods

- Personal Interview
- Telephone Interview
- Drop-off/Pick-up
- Mail
- Piggyback (Omnibus)
- Web and email (Internet)
- Focus Panels














PR Play 4-15  
Sample Size for Two Levels of Confidence  
with Varying Degrees of Tolerance

Tolerance of Error In Percentages (+ or -)	95 Times in 100	99 Times in 100
0.5	38,400	66,000
0.7	19,592	33,673
1.0	9,600	16,500
1.5	4,267	7,333
2.0	2,400	4,125
2.5	1,536	2,640
3.0	1,005	1,833
3.5	784	1,347
4.0	600	1,031
4.5	474	815
5.0	384	660
6.0	267	458
7.0	196	337
8.0	150	288
9.0	119	204
10.0	96	165
15.0	45	74



## Key terms

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-  *Anecdotal*
-  *Probability*
-  *Non-probability*
-  *Random*
-  *Scientific or chance*
-  *Primary research*
-  *Secondary research*
-  *Empirical*
-  *Formative*
-  *Research questions*
-  *Research actions*



## Questions ???

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