

Using Research in Public Relations [TCNJ]

M. Larry Litwin, APR, Fellow PRSA
larry@larrylitwin.com
www.larrylitwin.com
© 2019

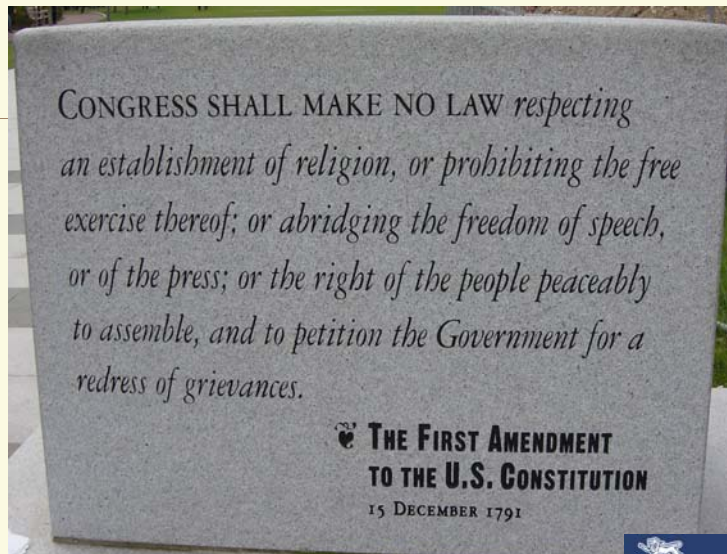
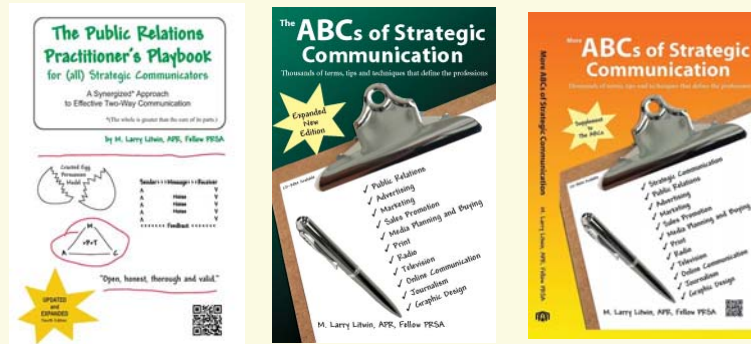


Taken from...

The Public Relations
Practitioner's Playbook
and
The ABCs



Taken from...



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 Defined

“Public relations is a [two-way] strategic communication process [management function] that builds mutually beneficial relationships between organizations and their publics.”

Larry's definition



Public Relations

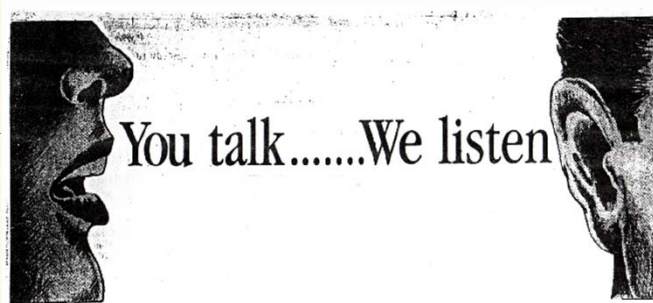
Where did it all begin?

..\..\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

- Well designed and planned opinion surveys get results
- Research defined
- Acquisition of Information = AI (Not Artificial Intelligence)
- Research is a *journey*



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



PR Process

📄 PR*pie*

📄 RACE



Research...

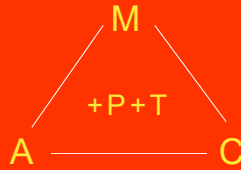
📄 All good advertising strategies begin with **research**.

📄 This research investigates such areas as consumer attitudes, motivations, perceptions, and behaviors.

📄 The research findings then lead to planning **decisions** based on insight into consumer motivations.



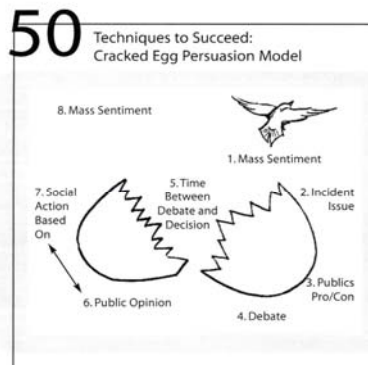
MAC Triad



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

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 Group (Panels)



Pixels/Cookies

- ☞ Demographics
- ☞ Psychographics
- ☞ Geodemographics



12 questions that *MUST* be answered

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

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 Groups/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

- 📖 *Anecdotal – Playbook-Page 77*
- 📖 *Probability – ABCs-Page 454*
- 📖 *Non-probability – ABCs-Page 454*
- 📖 *Random – Playbook- Page 83/ABCs-Page 492*
- 📖 *Scientific or chance – Playbook-Page 85*
- 📖 *Primary research – Playbook-Page 82*
- 📖 *Secondary research – Playbook-Page 85*
- 📖 *Empirical – Playbook-Page 79*
- 📖 *Formative – Playbook-Page 79*
- 📖 *Research questions – ABCs-Page 506*
- 📖 *Research actions – ABCs-Page 506*



Questions ???

M. Larry Litwin, APR, Fellow PRSA

larry@larrylitwin.com

www.larrylitwin.com

856-767-7730

© 2016

