Introduction to Advertising and Public Relations Research (JOMC 279)

Basic Concepts
Procter & Gamble CEO Bob McDonald:

“P&G is the industry leader in consumer research and understanding. We conduct over 15,000 research studies per year. We spend over $350m a year on consumer research. This results in insight-driven knowledge that tells us where to innovate.”

http://www.research-live.com/ August 12, 2009
7th Summit on Measurement

October 14-16, 2009 • Sheraton Harborside • Portsmouth, NH
This popular annual event shares best practices and challenges delegates to position measurement as an integral component of strategic public relations.

Conversations

Making PR More Than a Jab at the Moon
PR veteran Romeo Virtusio of the Philippines comments on the importance of PR research and challenges the Institute to assume a larger role globally.

Research

"Measuring Company A"
Read a new case study and critique of a financial company’s media content analysis program and its impact on brand and reputation, by Measurement Commission Member Sea Williams.

David Rockland: New Ketchum Award Winner (and Why We Do This)
One of the Institute for Public Relations’ oldest and most prestigious prizes, the Ketchum Excellence in Public Relations Research Award goes this year to Minjeong Kang, a Ph.D. student at Syracuse University.

Commission on PR Measurement & Evaluation
This body exists to establish standards and methods for public relations research and measurement, and to issue authoritative best-practices white papers.

Commission on Global PR Research
This organization creates, encourages and disseminates new research on the practice of public relations across regions, countries and cultures.

Events

Public Relations Leadership Forum
An intense seminar for high-performing, mid-career managers at public relations firms and Global 1000 corporate communications professionals. San Francisco, Sept. 1-3.

Grunig Lecture Series - Oct. 1
Join us at the University of Maryland as Trustees Mike Fernandez, Margaret Kraus, Doug Pinkham and Art Waes deliver the annual Grunig Lecture, exploring the integration of PR, PA and issues management.

Distinguished Lecture & Awards Dinner
A very special annual event that attracts about 300 leaders in public relations and corporate communications to New York City, featuring lecture Jon Treadle of IBM, and Alexander Hamilton Medal recipient Al Golin, Nov. 4, 2009 • 6 to 9:30 pm • Yale Club • 50 Vanderbilt Ave. New York

News

Northwestern Mutual Best Master’s Thesis
This annual award recognizes excellence in graduate study and scholarship in public relations. Master’s thesis submissions will be accepted until August 31, 2009.

Golden Ruler Award Open for Entry
The award recognizes superb examples of research used to support public relations practice. Winners will be honored at an award ceremony at the summits on Measurement.

BledCom Prize Awarded
Dr. Holger Sievert and Stefan Pöters paper on the cultural influence in public relations, won the Institute Prize at BledCom 2009.
The Futures Company - the coming together of Yankelovich, Inc. and Henley Centre HeadlightVision - is a ground-breaking global trends and futures research and consultancy business. Our mission is unlocking futures for our clients.

What’s really going on in the marketplace? Demographics alone aren’t enough to tell you.

To understand which consumers you should be targeting and how to make your products and services relevant to them, you need Yankelovich’s expert analysis and insights.

Since 1955, Yankelovich, the leader in generational marketing, has helped marketers zoom in on consumer values and behavior. First, we gather vast amounts of consumer data—not just demographics, but also consumer attitudes, beliefs and aspirations. Next, our senior marketing experts analyze the data to gain insight into who buys what from whom, and why.

Target your consumers with close-up precision by tapping into Yankelovich’s world-class market research and analysis, segmentation solutions and consulting expertise.

News & Events
Watch the Global Streetscapes video and find out how you can tap into this global database.

Now Available
Millennials Ahead Perspective
LIVING Well profiles are now available
2009 Multicultural Marketing Study
Dollars and Consumer Sense 2

Coming Soon
MONITOR 2009/2010
Global MONITOR
Dollars and Consumer Sense CPG Study

Yankelovich news:
Brandweek: Report: Discounting Damages Brands
Main Entry: research
Function: noun
Etymology: Middle French re
cerche, from
re
cercher to go about seeking, from Old
French re
cerchier, from re- + cerchier,
sercher to search
Date: 1577

1 : careful or diligent search
2 : studious inquiry or examination;
especially: investigation or experimentation aimed at the
discovery and interpretation of facts, revision of accepted theories
or laws in the light of new facts, or practical application of such
new or revised theories or laws
3 : the collecting of information about a particular subject
Marketing Research Association legal definition (proposed):

“bona fide opinion and market research” means

• the collection and analysis of data

• regarding opinions, needs, awareness, knowledge, views and behaviors of a population,

• through the administration of surveys, interviews, focus groups, polls, observation, or other research methodologies,

• in which no sales, promotional or marketing efforts are involved

• and through which there is no attempt to influence a respondent’s attitudes or behavior.
A practical definition:

**Research is the systematic gathering of information to answer a question or solve a problem.**

~ Alice Kendrick
What research can (and cannot) do – other factors in decision making -

No research, many options:

With research, fewer options:

With research, experience and intuition:

?
Types of research

Formal / Informal

Theoretical (basic)
Applied
Methodological

Descriptive
Exploratory
Explanatory
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<tr>
<th><strong>Formal Research</strong></th>
<th><strong>Informal Research</strong></th>
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<tr>
<td><strong>Data Collection</strong></td>
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<tr>
<td>Controlled</td>
<td>Uncontrolled</td>
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<td>Objective</td>
<td>Subjective</td>
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<td>Systematic</td>
<td>Random observation</td>
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<td>observation</td>
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<td><strong>Data Assessment</strong></td>
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<td>Reliable measures</td>
<td>Measures not reliable</td>
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<td>Measure validity</td>
<td>Assume validity</td>
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<td>Deductive</td>
<td>Inductive</td>
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<td><strong>Outcome(s)</strong></td>
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<tr>
<td>Description</td>
<td>Description</td>
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<td>Understanding</td>
<td>Understanding</td>
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<td>Prediction</td>
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<td>Control</td>
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Questions of Definition.
• What is it?

Questions of Fact.
• How much? | How many?

Questions of Value.
• How well? | How good?

Questions of Policy.
• What should be done?
Subject Matter Examples

Products / Services
Target Market(s) / Public(s)
• demographics
• psychographics
• product/service usage
• media usage
• attitudes & opinions

Messages
• pretest
• posttest

Competition

Media
• content
• audience