

Public Relations Research

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Why do we use research?

- Prove we reached goals
- Continue or discontinue a program
- Improve practices
- Add or drop programs
- Replicate programs
- Allocate resources
- Accept/reject suggestions
- I-F-R-P audiences
- Test messages

Some questions to ask...

- What's the problem?
- What information do we need?
- How will we use results?
- Audiences?
- Internal or hire consultant?
- Analyzed, reported and applied?
- When do we need results?
- Cost?

Two Methodical Categories

- ✦ Qualitative - seeks information that expands or probes
- ✦ Quantitative - seeks hard numbers about an issue

Existing Research (Secondary)

- ✦ Library
- ✦ World Wide Web
- ✦ Databases
- ✦ Existing studies

Primary Research

- ✦ Content Analysis
- ✦ Interviewing
- ✦ Focus Groups
- ✦ Copy Testing
- ✦ Advisory Groups/Key Communicators
- ✦ Surveys

Survey Research Sampling

- ✦ Random Sampling (Probability Sampling)
- ✦ Non-probability Sampling
- ✦ Systematic Random Sampling

Questionnaire Design

- ✦ Keep Surveys Short!
- ✦ Introduction at top - who you are, why you are conducting survey
- ✦ Clear directions
- ✦ Questions
- ✦ At the end: Thank you for your time.

Questionnaire Design Tips

- ✦ No biased questions
- ✦ No loaded questions
- ✦ Concise questions
- ✦ Limit open-ended questions
- ✦ Likert scales
- ✦ No two-part questions
- ✦ Avoid topics not relevant
- ✦ PRE-TEST!

Ways to Reach Respondents

- ✦ Mail questionnaires
- ✦ Telephone surveys
- ✦ Personal interviews
- ✦ Omnibus surveys
- ✦ Web or e-mail surveys
(www.surveymonkey.com)

Questions?
