Coalition for Public Relations Research Standards

Metric name	Item for media analysis
Standards area	Traditional media measurement Social media measurement
Metric description and application	The item for media analysis is "a manifest unit of analysis used in content analysis consisting an entire message itself (e.g., an advertisement, story, press release)" (Stacks, 2006). This would also apply to broadcast segments, blog posts, comments on blog posts, discussion board posts, forum posts, tweets, videos, and any other piece of communications content.
Status	Proposed interim standard. This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.
Version, date, and author	Version 1.0 Last updated by on Nov. 2, 2012
Standard or guideline	Standard
Metric type	Output
Detailed description. *This is the actual standard, and must include full description of how to use this metrics.*	An **item for media analysis** includes any of the following: ■ Article in print media (e.g. *New York Times*) ■ News wire stories from organizations such as Dow Jones, Reuters, Associated Press, and AFX. In addition to counting as an item for the news wire, **each media outlet running the story** counts as a separate item or 'hit' because it has different readership. If the wire story is updated multiple times in one day, only count the story once in a 24-hour period using the latest, most updated version. ■ Article in the online version of print media (e.g. nytimes.com). An article appearing in both the online and print versions of a media outlet should **both** be counted because the readership is different for each channel. ■ Article in an online publication (huffingtonpost.com). ■ Broadcast segment (TV or radio). In the case of a broadcast segment that repeats during the day, each segment should be counted as an item because audiences change during the day. For example, a story broadcast at 1:00 PM, 2:00 PM, and 6:00 PM on cable TV news counts as three items. ■ News item on the web site of a broadcast channel or station. ■ Blog post (e.g. ,WSJ health blog, GigaOm.com.etc.). ■ Analyst report. ■ Microblog post, e.g., a Tweet. ■ Post to a forum or discussion group.

	■ Video segment on YouTube or other video sharing sites.
	■ Photo on a photo sharing site.
	■ Comment on a blog post, online news story, or other online item.
	■ Reprints or syndication. Each appearance counts as a hit because they appear in unique, individual media titles with different readerships.
	■ Company bylined features count as an article.
	The following are examples of documents and texts that **should not** be considered as items for media analysis:
	■ Press release pickups generated through 'controlled vehicles' such as posting a story on PR Newswire or Business Newswire.
Source documents	"Proposed Interim Standards for Metrics in Traditional Media Analysis: Discussion Document - Version 1.0," by Marianne Eisenmann, David Geddes, Ph.D., Katie Paine, Ruth Pestana, Frank Walton, Ph.D., Mark Weiner , June 7, 2012. Available at: http://www.instituteforpr.org/topics/proposed-interim-standards-for-metrics-in-traditional-media-analysis/
Academic research supporting this standard.	Klaus H. Krippendorff. (2012). *Content Analysis: An Introduction to Its Methodology*, 3nd edition. Sage: Thousand Oaks, CA. See Chapter 5: Unitizing.
Validity and reliability of the standard. *This should reference formal, preferably published, research demonstrating the validity and reliability of the metric, or, in the absence of such research, the kind of research that should be conducted.*	Marianne Eisenmann and Julie O'Neal are beginning a test of validity and reliability for unitizing items of media analysis.
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Metric name	Mentions
Standards area	Traditional media analysis Social media analysis
Metric description and application	A mention is reference to a topic, company, product, spokesperson or issue that is the focus (or one of the focal points) of the media analysis. Mentions are used to determine prominence or dominance of a company or brand in an item.
Status	Proposed interim standard. This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.
Standard or guideline	Standard
Metric type	Output
Detailed description. *This is the actual standard, and must include full description of how to use this metrics*	A mention is reference to a topic, company, product, spokesperson or issue that is the focus (or one of the focal points) of the media analysis. One item might mention a product, a spokesperson, a key issue or a company, all of which are intended to be coded as part of the analysis. A single item may contain a single mention or 100 mentions each of which may be measured as part of the analysis. The following all count as mentions: ■ Company names ■ Company nicknames or slang. This is especially important in social media. For example, Wal-Mart is referred to as "Wally World." McDonald's is called Mickey-D's (U.S. slang), Macca's (Australian slang), Mackey-D's (British slang), MakDo (Filipino slang), MacDoh (French Canadian slang), McDo (French slang), Makku or Makudo (Japanese slang), McDoof (German slang), McD's (Scottish slang), Meki (Hungarian slang) and Mec (Romanian slang) ■ Stock ticker symbols
Source documents	
Academic research supporting this standard.	See supporting documents.
Validity and reliability of the standard. *This should reference formal, preferably published, research demonstrating the*	

validity and reliability of the metric, or, in the absence of such research, the kind of research that should be conducted.	
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Metric name	**Traditional media circulation, reach, and impressions**
	Note: These metrics will be integrated with metrics for social media currently under development by the end of 2012.
Standards area	Traditional media measurement
	Note: There will be a unified standard covering traditional, online, and social media channels before the end of 2012.
Metric description and application. The question that this metric answers.	Circulation, impressions, and reach are three fundamental metrics for traditional media outputs. They answer the question of how many people may have been exposed to an item. They do not answer the question of how many people actually read or heard an item, nor do they measure impact on awareness, understanding, attitudes, or actions.
	There are important differences among circulation, impressions, and reach.
	Circulation
	Circulation is the "number of copies of a publication has distributed (as opposed to read)" (Michaelson and Stacks, 1st ed., 2010, p.88). In other words, circulation is the total number of copies distributed or the total number of 'hard copies' sold of a given edition of a publication over a specific period of time (as opposed to read). The total number of actual readers is not the circulation number due to nonreaders and/or pass-along readership.
	Impressions
	Impressions are "the number of people who might have had the opportunity to be exposed to a story that has appeared in the media; [impressions are] also known as 'opportunity to see' (OTS)" (Michaelson and Stacks, 1st ed., 2010, p. 190).
	Impressions do not equal awareness. Awareness needs to be measured using other research tools. Impressions are indicative of the opportunity to see (OTS). Consider OTS as an alternative nomenclature to better clarify what impressions really means – [the] potential to see/read.
	Reach
	Reach "refers to the scope or range of distribution and thus coverage that a given communication product has in a targeted audience group; broadcasting, the net unduplicated (also called "duplicated") radio or TV audience for programs or commercials as measured for a specific time period" (Michaelson and Stacks, 1st ed., 2010, p. 88-89).

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Metric type	Output
Detailed description. *This is the actual standard, and must include full description of how to use this metrics*	**<u>Print Media</u>** <u>Circulation</u> should be based on audited figures available through a subscription service or from the publication itself. Circulation does not include pass-along readership or any form of multiplier. <u>Impressions</u> are circulation plus pass-on readership. Impressions should be based on audited figures such as those provided by the publication, or through a subscription to tools such as Cision, MRI or Alliance for Audited Media (formerly Audit Bureau of Circulations) in North America; and audit bureaux of circulations in the UK, India, Australia, Hong Kong and elsewhere. In cases where audited figures are not available, reasoned estimated may be used. These estimates must be fully disclosed. Note: Multipliers to account for the greater credibility of earned media coverage vs. paid media coverage should not be used under any circumstances (Weiner and Bartholomew, 2006; Michaelson and Stacks, 2007). **Broadcast television, cable television, and broadcast radio** Use the numbers provided by the broadcast monitoring service. In the U.S., these figures typically come from Nielsen. Again, be consistent. For example, a monitoring report for a single clip typically includes the following: Time: 9:30am Aired On: NBC Show: Today (6/8) Estimated Audience Number: 5,358,181. **News wires (Dow Jones, Reuters, AP, etc.)** No circulation or impressions are assigned to wire stories themselves. Circulation and impressions are only to the stories that they generate in other media.
Source documents	Don Stacks, ed. 2006. Dictionary of Public Relations Measurement. Institute for Public Relations: Gainesville, FL. Don W. Stacks and David Michaelson. (2010). *A Practitioner's Guide to Public Relations Research, Measurement, and Evaluation,* 1st edition. Business Experts Press LLC: New York,

	NY. See Chapter 6: Content Analysis.
	Mark Weiner and Don Bartholomew. (2006). "Dispelling the Myth of PR Multipliers and Other Inflationary Audience Measures." Institute for Public Relations: Gainesville, FL. Available at:
	http://www.instituteforpr.org/wp-content/uploads/Dispelling_Myth_of_PR_Multiplier.pdf
Academic research supporting this standard.	David Michaelson and Don W. Stacks. (2007). Exploring the Comparative Communications Effectiveness of Advertising and Media Placement. Institute for Public Relations, Gainesville, FL. Available at:
	http://www.instituteforpr.org/topics/advertising-media-placement-effectiveness/
Validity and reliability of the standard. *This should reference formal, preferably published, research demonstrating the validity and reliability of the metric, or, in the absence of such research, the kind of research that should be conducted.*	
Team leads and contact information	Marianne Eisenmann: Chandler Chicco, CPRF, AMEC, and IPR Measurement Commission
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