

# Coalition for Public Relations Research Standards



Metric name	Awareness (unaided and aided)
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	<p>“Awareness measures can take several different forms. These measures include unaided awareness and aided awareness. The most fundamental measure for public relations is a variation of an awareness measure known as recall. This measure has its foundation in “day after recall” testing that measured if the viewer or reader had any “related” or correct recall of the message elements included in the communication. The most basic level of “related recall” is recall or recollection of the name of the product, service or concept included in the communication being tested.”</p> <p>(Michaelson and Stacks, 2011)</p>
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 <a href="#">customer panel</a> for review, and then for adoption as an interim standard.
Version, date, and author	Version 1.0 Last updated by David Geddes on Nov. 6, 2012
Standard or guideline	Standard
Metric type	<b>Communications outcome:</b> “Quantifiable changes in awareness, knowledge, attitude, opinion, and behavior levels that occur as a result of a public relations program or campaign; an effect, consequence, or impact of a set or program of communication activities or products, and may be either short-term (immediate) or long-term.” (Don Stacks, ed. (2006). Dictionary of Public Relations Measurement. Institute for Public Relations.
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics.</i>	The table below provides recommended survey questions to measure awareness using common survey methods.

Data Collection Method	Prototype Question	Response Categories
<b>Interviewer Administered (unaided)</b>	Thinking back to what you have just ( <i>read/ observed/ reviewed/ saw</i> ), tell me the ( <i>brands/ products/services/issues/ topics</i> ) that you remember ( <i>reading/ observing/ reviewing/ seeing</i> ).	Open ended responses with prelist of likely responses and an open response field

Data Collection Method	Prototype Question	Response Categories
<b>Self-Administered (unaided)</b>	Thinking back to what you have just ( <i>read/ observed/ reviewed/ saw</i> ), place an X in the boxes for the ( <i>brands/ products/services/ issues/ topics</i> ) that you remember ( <i>reading/ observing/ reviewing/ seeing</i> ).	Open response field
<b>Interviewer Administered (aided)</b>	Thinking back to what you have just ( <i>read/ observed/ reviewed/ saw</i> ), tell me if you remember ( <i>reading/ observing/ reviewing/ seeing</i> ) about any of the following ( <i>brands/ products/services/issues/ topics</i> ).	List of brands, products, services, issues or topics that are or could have been included in the communication. These are typically presented in a random order.
<b>Self-Administered (aided)</b>	Thinking back to what you have just ( <i>read/ observed/ reviewed/ saw</i> ), place an X in the boxes if you remember ( <i>reading/ observing/ reviewing/ seeing</i> ) about any of the following ( <i>brands/ products/services/issues/ topics</i> ).	List of brands, products, services, issues or topics that are or could have been included in the communication. These are typically presented in a random order.
Source documents	David Michaelson, Ph.D. and Don W. Stacks, Ph.D. 2011. "Standardization in Public Relations Measurement and Evaluation," <i>Public Relations Journal</i> Vol. 5, No. 2.	
Academic research supporting this standard.	See supporting documents.	
Validity and reliability of the standard. <i>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.</i>		
Team leads and contact information	David Michaelson, Ph.D.: Teneo Strategy; Chair, Institute for Public Relations Research Fellows; and IPR Measurement Commission Prof. Don Stacks, Ph.D., University of Miami, Institute for Public Relations, and IPR Measurement Commission	

# Coalition for Public Relations Research Standards



COUNCIL of PUBLIC RELATIONS FIRMS



Metric name	Knowledge
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	<p>“The most basic and fundamental challenge in assuring the effectiveness of public relations is exposure of key messages about the brand, product, issue, or topic to the target audience. Many of these key messages are basic facts about the brand, product, issue, or topic that serves as the essential level of knowledge that is critical for a target audience to understand. Levels of agreement with statements that present factual knowledge is a highly effective tool that determines if exposure to the messages occurred and if there is initial acceptance of the messages. Knowledge testing can be supplemented with a credibility measure that determines if the overall story about the brand, product, service, topic or issue is believable.” (Michaelson and Stacks, 2011)</p>
Status	<p>Proposed interim standard. This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition <a href="#">customer panel</a> for review, and then for adoption as an interim standard.</p>
Standard or guideline	Standard
Metric type	<p><b>Communications outcome:</b> “Quantifiable changes in awareness, knowledge, attitude, opinion, and behavior levels that occur as a result of a public relations program or campaign; an effect, consequence, or impact of a set or program of communication activities or products, and may be either short-term (immediate) or long-term.” (Don Stacks, ed. 2006. Dictionary of Public Relations Measurement. Institute for Public Relations.)</p>
<p>Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics.</i></p>	<p>The table below provides recommended survey questions to measure awareness using common survey methods.</p>

Data Collection Method	Prototype Question	Response Categories
<b>Interviewer Administered</b>	Next, I am going to read you a series of statements about a <i>(brand/ product/ issue/ service/topic)</i> . That <i>(brand/product/ service/ issue/topic)</i> is a <i>(insert category)</i> called <i>(insert name)</i> . After I read you each statement, please indicate if you “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree,” with each statement about <i>(insert name)</i> .	List of attributes that describe the brand, product, services, issues or topics that are or should have been included in the communication. These attributes are typically read to respondents in a random sequence.
<b>Self-Administered</b>	Next, you are going to read a series of statements about a <i>(brand/ product/service/ issue/ topic)</i> . That <i>(brand/product/service/ issue/topic)</i> is a <i>(insert category)</i> called <i>(insert name)</i> . After you read each statement, please indicate if you “strongly agree,” “somewhat agree,” “neither agree nor disagree,” “somewhat disagree,” or “strongly disagree,” with each statement about <i>(insert name)</i> .	List of attributes that describe the brand, product, service, issues or topic that are or should have been included in the communication. These attributes are typically presented to respondents in a random sequence if an online survey method is used. Answer categories are shown with each statement.
<b>Interviewer or Self-Administered</b>	Based on everything you have read, how believable is the information you just saw about the <i>(brand/product/service/ issue/ topic)</i> ? By believable we mean that you are confident that what you are <i>(seeing/reading/ hearing/observing)</i> is truthful and credible.	The response categories for this question are typically a scale that measures an overall level of credibility or believability. One of the most common and reliable scales consists of five points ranging from “very believable” to “very unbelievable” with a neutral midpoint

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COUNCIL of PUBLIC RELATIONS FIRMS



Data Collection Method	Prototype Question	Response Categories
Interviewer or Self-Administered	After (seeing/reading/hearing/observing) this material would you say you are "very interested", "somewhat interested", "neither interested nor uninterested," "somewhat uninterested" or "very uninterested" in this (brand/product/service/ issue/ topic)?	The response categories for this question are typically a scale that measures an overall level of interest. One of the most common and reliable scales consists of five points ranging from "very interested" to "very uninterested" with a neutral midpoint. The scale is similar to that used in the credibility or believability measure described in Table 1
Source documents	David Michaelson, Ph.D. and Don W. Stacks, Ph.D. 2011. "Standardization in Public Relations Measurement and Evaluation," <i>Public Relations Journal</i> Vol. 5, No. 2.	
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COUNCIL of PUBLIC RELATIONS FIRMS



Metric name	Interest and relevance
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	<p>“These measures constitute direct questions about interest in the brand, product, service, issue, or topic as well as broader measures that examine how they are perceived by the target audience. When the target audience is closely aligned with the brand, product, service, issue, or topic that is the subject of communication, there is an increased likelihood that they will take an intended action to purchase, support, or recommend. Without interest and relevance there is little or more <i>motivation</i> by the target audience to take any form or action that is aligned with business or program objectives.</p> <p>The basic question on interest is an overall or global question on interest in the brand, product, service, issue, or topic. This question is asked on a measurement <i>scale</i> to determine an overall intensity of interest (see Table 3). This question can also serve as the “dependent variable” in an analysis that predicts outcomes. This is commonly called a regression or leverage analysis.” (Michaelson and Stacks, 2011)</p>
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Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics.</i>	The table below provides recommended survey questions to measure awareness using common survey methods.

Data Collection Method	Prototype Question	Response Categories
Interviewer or Self-Administered	After (seeing/reading/hearing/observing) this material would you say you are "very interested", "somewhat interested", "neither interested nor uninterested," "somewhat uninterested" or "very uninterested" in this (brand/product/service/ issue/ topic)?	The response categories for this question are typically a scale that measures an overall level of interest. One of the most common and reliable scales consists of five points ranging from "very interested" to "very uninterested" with a neutral midpoint. The scale is similar to that used in the credibility or believability measure described in Table 1
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Data Collection Method	Prototype Question	Response Categories
Interviewer Administered	<p>I am going to read you a series of statements about the <i>(brand/product/service/ issue/ topic)</i>. There are no right or wrong answers, we are interested in how much you agree or disagree with the statements. Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?</p> <p>Place an X in the box that best represents your answer for each statement.</p>	<p>The response categories for this question are typically a scale that measures an overall level of agreement. One of the most common and reliable scales consists of five points ranging from “strongly agree” to “strongly disagree” with a neutral midpoint. The scale is similar to that used in the interest measure described above</p>
Administered	<p>Please respond to the following statements about the <i>(brand/product/service/ issue/ topic)</i>. There are no right or wrong answers, we are interested in how much you agree or disagree with the statements.</p>	<p>Place an X in the box that best represents your answer for each statement.</p>
Source documents	<p>David Michaelson, Ph.D. and Don W. Stacks, Ph.D. 2011. “Standardization in Public Relations Measurement and Evaluation,” <i>Public Relations Journal</i> Vol. 5, No. 2.</p>	
Academic research supporting this standard.	<p>See supporting documents.</p>	
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Team leads and contact information	<p>David Michaelson, Ph.D.: Teneo Strategy; Chair, Institute for Public Relations Research Fellows; and IPR Measurement Commission</p> <p>Prof. Don Stacks, Ph.D., University of Miami, Institute for Public Relations, and IPR Measurement Commission</p>	

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<b>Metric name</b>	<b>Intent: preference</b>
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	<p>Intent covers a broad range of measures. It is an attitudinal measure not behavioral and typically includes preference for a brand, product, service, issue, or topic, as well as intent to take a specific action. These actions can include purchase of a product service or brand, support for an idea or concept, willingness to try a product or service or to make an inquiry.</p> <p>The questions used to measure intent start with preference. In most instances, a preference measure determines the choice of a single brand, product or service to the exclusion of others. The following is the recommended structure for that question.</p>
Version, date, and author	<p>Version 1.0</p> <p>Last updated by David Geddes on Nov. 6, 2012</p>
Standard or guideline	Standard
Metric type	<b><u>Communications outcome</u></b> : "Quantifiable changes in awareness, knowledge, attitude, opinion, and behavior levels that occur as a result of a public relations program or campaign; an effect, consequence, or impact of a set or program of communication activities or products, and may be either short-term (immediate) or long-term." (Don Stacks, ed. 2006. Dictionary of Public Relations Measurement. Institute for Public Relations.)
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics.</i>	The table below provides recommended survey questions to measure awareness using common survey methods.

Data Collection Method	Prototype Question	Response Categories
Interviewer Administered	I am going to read you a list of different (brands, products, services) that you can buy at your local store. Which <u>one</u> of these (brands, products, services) do you prefer most?	List of brands, products, services, issues or topics that are or could have been included in the communication. These are typically presented in a random order.
Self-Administered	A list of different (brands, products, services) that you can buy at your local store follows. Which <u>one</u> of these (brands, products, services) do you prefer most? Place an X in the box that best represents your answer	List of brands, products, services, issues or topics that are or could have been included in the communication. These are typically presented in a random order.
Source documents	David Michaelson, Ph.D. and Don W. Stacks, Ph.D. 2011. "Standardization in Public Relations Measurement and Evaluation," <i>Public Relations Journal</i> Vol. 5, No. 2.	
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Data Collection Method	Prototype Question	Response Categories
Interviewer or Self-Administered	Based on everything you have <i>(seen/read/ heard/observed)</i> about this <i>(brand, product, service, issue, topic)</i> , how likely are to <i>(purchase/try/support)</i> this <i>(brand, product, service, issue, topic)</i> . Would you say you are "very likely", "somewhat likely", "neither likely nor unlikely," "somewhat unlikely" or "very unlikely" to <i>(purchase/try/support)</i> this <i>(brand/product/service/ issue/ topic)?</i>	The response categories for this question are typically a scale that measures an overall level of intent to take a specific action. One of the most common and reliable scales consists of five points ranging from "very likely" to "very unlikely" with a neutral midpoint. The scale is similar to that used in the credibility or believability measure described in Table 1
Source documents	David Michaelson, Ph.D. and Don W. Stacks, Ph.D. 2011. "Standardization in Public Relations Measurement and Evaluation," <i>Public Relations Journal</i> Vol. 5, No. 2.	
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Team leads and contact information	David Michaelson, Ph.D.: Teneo Strategy; Chair, Institute for Public Relations Research Fellows; and IPR Measurement Commission Prof. Don Stacks, Ph.D., University of Miami, Institute for Public Relations, and IPR Measurement Commission	
Revisions	August 31, 2012 David Geddes	

# Coalition for Public Relations Research Standards



Data Collection Method	Prototype Question	Response Categories
Interviewer	Administered	I am going to read you a series of statements about the (brand/product/service/ issue/ topic). There are no right or wrong answers, we are interested in how much you agree or disagree with the statements. Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?
Self-Administered	<p>Please respond to the following statements about the (brand/product/service/ issue/ topic). There are no right or wrong answers, we are interested in how much you agree or disagree with the statements.</p> <p>Place an X in the box that best represents your answer for each statement.</p>	<p>The response categories for this question are typically a scale that measures an overall level of agreement. One of the most common and reliable scales consists of five points ranging from "strongly agree" to "strongly disagree" with a neutral midpoint. The scale is similar to that used in the interest measure described above.</p>
Source documents	David Michaelson, Ph.D. and Don W. Stacks, Ph.D. 2011. "Standardization in Public Relations Measurement and Evaluation," <i>Public Relations Journal</i> Vol. 5, No. 2.	
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# Coalition for Public Relations Research Standards



<b>Metric name</b>	<b>Relationship</b>
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	<p>From Michaelson and Stacks, 2011: “Supplementing this overall or global question [about interest and relevance] is a series of statements that measure the relationship that the target audience has with the brand, product, service, or issue (see Table 4). These statements gauge the degree to which the brand, product, service, or issue is seen to be relevant to or homophilous with the needs and interests of the target. Homophily, defined as the state in which a person shares the same values, ideas, beliefs, and so forth as the person with whom they are interacting, is often a key measure that is overlooked in communication research. However it is often a central factor in determining the social acceptability of specific actions or purchases.</p> <p>Typical statements that are included in this measure include:</p> <ul style="list-style-type: none"><li>• This product is a value for its price</li><li>• The product has been presented honestly</li><li>• Based on what I know of it, this product is very good</li><li>• This product is something that is like me</li><li>• Based on what I know of it, this product is an excellent choice for me</li><li>• Based on what I know of it, I find this product quite pleasant to use</li><li>• This product is used by people in my economic class</li><li>• I think the product is very consumer unfriendly</li><li>• People who buy this product are very much like me</li><li>• I think this product is very reliable</li><li>• This product reflects my social background</li><li>• I would purchase this product because it reflects my lifestyle</li><li>• This product is awful</li><li>• People who use this product are culturally similar to me</li></ul>
Version, date, and author	Version 1.0 Last updated by David Geddes on Nov. 6, 2012
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 <a href="#">customer panel</a> for review, and then for adoption as an interim standard.
Standard or guideline	Standard





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*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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Team leads and contact information

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Prof. Don Stacks, Ph.D., University of Miami, Institute for Public Relations, and IPR Measurement Commission

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# Coalition for Public Relations Research Standards



<b>Metric name</b>	<b>Intent to take a specific action</b>
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	Intent to take a specified action, however, differs considerably from overall preference (see Table 6). Members of a target audience may prefer one brand, product or service over others. But, in many instances, this preference does not convert into a likely action. For example, a consumer may prefer one brand of snack chips over another. However, that same consumer may be unlikely to purchase that preferred brand because of price, availability or other product attributes. This question is asked on a scale to measure intensity of the intent to take an action. The question can be asked for multiple brands, products, services, issues or topics in order to gain an understanding of comparative intent.
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Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics.</i>	The table below provides recommended survey questions to measure awareness using common survey methods.

Data Collection Method	Prototype Question	Response Categories
Interviewer or Self-Administered	Based on everything you have <i>(seen/read/ heard/observed)</i> about this <i>(brand, product, service, issue, topic)</i> , how likely are to <i>(purchase/try/support)</i> this <i>(brand, product, service, issue, topic)</i> . Would you say you are "very likely", "somewhat likely", "neither likely nor unlikely," "somewhat unlikely" or "very unlikely" to <i>(purchase/try/support)</i> this <i>(brand/product/service/ issue/ topic)</i> ?	The response categories for this question are typically a scale that measures an overall level of intent to take a specific action. One of the most common and reliable scales consists of five points ranging from "very likely" to "very unlikely" with a neutral midpoint. The scale is similar to that used in the credibility or believability measure described in Table 1
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Revisions	August 31, 2012 David Geddes	

# Coalition for Public Relations Research Standards



<b>Metric name</b>	<b>Advocacy</b>
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	“Public relations often differs from other forms of marketing communication because the end result of a communication program is not necessarily the sale of products or services . One of the key measures for the success of public relations programs is the ability of a program to create advocates among the target audience for a brand, product, service, issue or topic.” (Michaelson and Stacks, 2011: 16)
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<b>Data Collection Method</b>	<b>Prototype Question</b>	<b>Response Categories</b>
Interviewer	<p>I am going to read you a series of statements about the (brand/product/service/ issue/ topic). There are no right or wrong answers, we are interested in how much you agree or disagree with the statements. Do you strongly agree, somewhat agree, neither agree nor disagree, somewhat disagree or strongly disagree?</p> <p>Place an X in the box that best represents your answer for each statement.</p>	<p>The response categories for this question are typically a scale that measures an overall level of agreement. One of the most common and reliable scales consists of five points ranging from “strongly agree” to “strongly disagree” with a neutral midpoint. The scale is similar to that used in the interest measure described above.</p>

Data Collection Method	Prototype Question	Response Categories
Self-Administered	<p>Please respond to the following statements about the (brand/product/service/ issue/ topic). There are no right or wrong answers, we are interested in how much you agree or disagree with the statements.</p> <p>Place an X in the box that best represents your answer for each statement.</p>	<p>The response categories for this question are typically a scale that measures an overall level of agreement. One of the most common and reliable scales consists of five points ranging from "strongly agree" to "strongly disagree" with a neutral midpoint. The scale is similar to that used in the interest measure described above.</p>
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