IMAGE SURVEYS / STUDIES

Introduction

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Methods, Systems, etc.

Desired Outcome

Target Audience

James Grunik mentioned 3 kinds of research that concerns the profession:

Research "in" the profession

Research "on" the profession

Research "for" the profession

Scholars

Target Audience

Managers

Frank Jefkins mentions that PR research can be used in 2 different ways:
1. reveal the current situation to apply PR methods
2. test the extent to which programm is succeeding or failing

The Institute of PR

PRE(Planning | Research | Evaluation) Process:

Planning:

Where are we?

Where do we want to go?

Stage 1

Stage 2

Research:

Are we going?

How do we go?

Papa ki Pari

Stage 3

Stage 4

Evaluation:

How did we do?

Stage 5

Cutlip, Center and Broom's PII Model (for evaluation)

Preparation | Implementation | Impact

PII Model (3 Stages)

Stage 1:

- Adequacy of background information base for designing the programme
- Appropriateness of message
- Quality of message and activity preparation

Accesses the qualidty and adequacy of information.

Stage 2:

- Number of messages sent
- Number of activities placed
- Number who receives activities and messages
- Number who attend to messages and activities

Documents the adequacy of information and strategic planning.

Stage 3:

- Number who learn message content
- Number who change opinion
- Number who behave as desired
- Number who repeat behaviour

Feedback on the consequences of the programme.

McNamara's Pyramid Model

CAMPAIGN / PROGRAMME EVALUATION

To identify how and why the program has influenced the behaviour of the target audience, and their reactions to the campaign. This can be important to ensure continued support and motivation to deliver the campaign.

7 PRINCIPLES OF EVALUATION

- ❖ Evaluation is Research
- ❖ Evaluation looks both ways
- ❖ Evaluation is user and situation dependent
- ❖ Evaluation is short term
- ❖ Evaluation is long term
- ❖ Evaluation is comparative
- ❖ Evaluation is multi-faceted

MEDIA RESEARCH

What is Media Research?

Media Research is the study of the effects of the different mass media on social, psychological and physical aspects. Research segments the people based on what television programs they watch, radio they listen, media they access and magazines they read.

Content Analysis

Content analysis is defined as the application of systematic procedures for objectively determining what is being said in the media. The press clippings and broadcast monitors only indicate what was covered, and not necessarily what is being read and viewed.

Grunig and Hunt refer to effects of research, which must point out the following:
1. Was the message received?
2. Was it understood?
3. Was the message recalled/remembered?
4. Was action taken up based on the message?

What to Find out in Media Research?

There are many areas that can be tracked in media coverage. Here is a checklist.

1.How often was it covered?

2.How many articles have by-lines?

3.How many articles are sourced from wire agencies?

4.What is the coverage of competitors.

5.Have pictures and graphics been used?

6.What are the key messages carried?

7.Are their company spokesperson's quotes in the articles?

8.Is there any mention of competitors in the same story?

9,Which publications and electronic media covered the news?

WEB RESEARCH

It refers to tracking what is written on the web, on official sites and as on social networking sites.

All the content is available on the net can be tracked through various search engines but there can be material that is protected with password access.information generated in chat rooms and discussion forums cannot be accessed without the requisite proprietary software.

SOFTWARE NEEDED:-

There are various kinds of software available to track content:

Conversation tracker :- This software is said to produce a summary picture from participants like-comments,news graphs,mailing lists and message boards.

ComAudit, media monitor,CARMA Asia-Pacific and window based COMA Audit are used by researchers for most world markets.

A new software called Vocus aims at tracking social networking sites and promises a 'fully integrated PR software solution that empowers you to engage ,monitor and analyse,traditional media,bloggers and the world of social media.'

Many in the west use the appraisal system developed by the Hallmark PR consultancy in England.

Through this process the organisation chooses six messages on which the tracking is done (the number is restricted to six at a time to avoid confusion with too many issues).

The message are linked to corporate objectives ,products,promotions,key contact information etc.

The appraisal system allows for the collection of alternative messages,such as a negative comment and competitor's response.

It collects information on media vs the activity that generated the media coverage,journalists who are writing about the organization.

When evaluating websites,tradwells recommended the following:

1.ownership

2.authorship

3.bias

4.authority

5.links

6.currency

DESK RESEARCH

Woh kya hota hai?

Desk research is like another name for secondary research. It's free, can be done right at the desk anytime and anywhere.
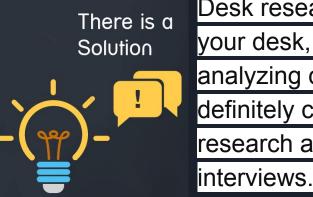
It's not about collecting data, instead reviewing previous research findings to gain broader understanding of the field.

Need of Desk research

When there is a Problem
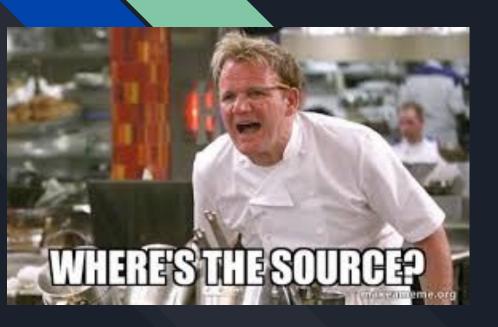There is a Solution

Desk research is completely free. Sitting at your desk, looking at market research, analyzing data and making conclusions is definitely cheaper than organizing primary research activities like focus groups or 1:1 interviews.
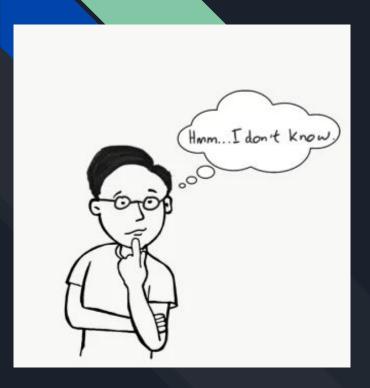
Secondary data sources

- Population census
- Annual economic survey
- India year book
- INFA (indian News and Feature Alliance)
- Audit bureau of Circulation
- Syndicated Research
- Database for electronic media
- Doordarshan India
- Radio Handbook

How to do Desk Research?

- **Clearly defining the research topic** - Identify topic and its purpose, then list any relevant research attributes.
- **Select appropriate resources -** Make a list of sources that'll provide relevant information for the research topic.
- **Look for existing data -** Once research sources have been collated, then we can look for internal and external data relevant to research topic (authentic sources).
- **Collate, compare & assemble -** All the obtained data should be combined and ,duplications should be removed, and bring it together into a usable format.
- **Data analysis -** The final step of doing desk research is to analyze the data. At this point,we could be able to find if our research questions have been answered or not. If any questions remain unanswered, go back to step 2, and look for alternative resources that can help to get clearer insights regarding the research question

Advantages

- **Low cost** – most sources of secondary research are low to no cost.
- **Speed** – as the data already exists, data collection is quick.
- **Clarity** – desk research drives & add-value to primary research actions.
- **Scalability** – due to the large datasets used in secondary research.
- **Availability** – pre-collected data is readily available to analyze.
- **Insightful** – get valuable insights and help resolve some initial research questions.

Disadvantages

- **Out of-date data** – consider if the coverage dates of the research are relevant. In a fast-moving market, having access to up-to-date information could be critical.
- **Lack of perceived control over the data** – secondary research is undertaken by a third party; as such, methodology controls need to be reviewed with caution.
- **No exclusivity** – desk research data is widely available and can be used by other researchers.
- **Verification & interpretation** – particularly when working with large data sets, it can take time to analyze and review to ensure the information is suitable for your research.

THE END

Bas yahi tak tha.....jo tha