



PUR3500 Public Relations Research (3 credits)

Fall 2021

Department of Public Relations
College of Journalism and
Communications

Instructor: Dr. Denise M. Casey

Communication with the instructor: Please use Canvas email

Office Hours: Virtual 9:00 am -3:00 pm PST

COURSE DESCRIPTION AND PURPOSE:

Public relations research techniques focusing on applications to strategic planning, message evaluation, opinion research, and testing of public relations programs. Emphasis is placed on qualitative and quantitative methods and data analysis.

Detailed Course Description

PUR 3500 is an introduction to research methods for public relations. Course objectives are: (1) to understand how research is practiced in public relations; (2) to ask appropriate research questions; (3) to practice research in an ethical manner; (4) to design research programs and employ appropriate research methods; (5) to critically appraise research results; and (6) to effectively communicate research results.

Public relations professionals are information specialists who require and receive information to be transmitted within the agency and to clients or to internal and external publics. As such, they must understand the information received, and, when necessary, commission others to collect that information. This requires the ability to “speak the language” of research. Finally, the course is designed to provide “hands-on” experience in collecting, interpreting, evaluating, and reporting research.

Course Objectives

By the end of this course students will be able to demonstrate how to approach a public relations research problem, define and state goals and objectives, choose and employ the appropriate research method, collect and analyze data, and present the findings and recommendations. students will be able to: Additionally, student will be able to

1. Understand the reason for conducting research in public relations;
2. Understand the ethics of conducting research;
3. Understand what method produces the most appropriate results;
4. Demonstrate an ability to critically appraise research results;
5. Demonstrate an understanding of the statistics used in inferring data and research results;
6. Understand which statistical procedures are most appropriate given the research questions posed;
7. Read and interpret computer-produced results;
8. Communicate research results effectively and accurately to audiences.

CLASS FORMAT

This asynchronous course meets entirely online, meaning students are responsible for managing their time and attention to course materials. This course is designed for students who log in regularly, perform readings and assignments weekly, and do NOT try to catch up after several weeks of ignoring the course.

This format is recommended for students who are **self-motivated and independently resourceful**. Students should check the course **a minimum of three times each week**, since the instructor posts announcements frequently. (*Note: Course analytics tools show your instructor the level of your engagement each week.*)

There are 10 quizzes, 3 written assignments and a final project. Deadlines are **Saturday nights at 11 p.m. LATE WORK IS NOT ACCEPTED.**

GRADING/EVALUATION:

A standard grading scale is used in this course. Note that most final letter grades have a +/- range. The letter grade 'C' and 70-79 percentile is considered "Average" level. Therefore, in order to earn an 'A' or 'B' in this course, your work must be **consistently exceptional**.

A	100 %	to 94.0%
A-	< 93.9 %	to 90.0%
B+	< 89.9 %	to 87.0%
B	< 86.9 %	to 84.0%
B-	< 83.9 %	to 80.0%
C+	< 79.9 %	to 77.0%
C	< 76.9 %	to 74.0%
C-	< 73.9 %	to 70.0%
D+	< 69.9 %	to 67.0%
D	< 66.9 %	to 64.0%
D-	< 63.9 %	to 61.0%
F	60.9 %	to 0.0%

Grades are *earned* via three modes: 10 quizzes (30%); 4 written assignments (40%); and a final research project (30%).

There is a common misconception that online courses are easier than face-to-face courses. Please do not fall victim to this misconception.

Final Project (30%): Length: 12-15 pages (not including title page, appendix or and works cited)

- Format: APA 7th edition Style, 1" margins, 12-point Times New Roman font

TEXTS AND RESOURCES REQUIRED:

1. Don W. Stacks (2017). *Primer of Public Relations Research*, 3rd Ed. New York: Guilford.
2. You will also be exploring professional journals and academic publications in the field which are available online through the UF

Library. <http://www.uflib.ufl.edu/>

Technology requirements: A reliable computer with and internet access.

Note: Technological/connectivity problems at your end are not accepted as excuses for late work. Do not wait until the last minute to submit your work.

If there is a technological problem at the UF end, submit a ticket and screen shot explaining the problem.

HONESTY & INTEGRITY

The highest standards of ethical behavior and integrity are expected in this class. Students are expected to comply with the letter and the spirit of the UF Honor Code which reads as follows:

Student Honor Code Preamble: In adopting this Honor Code, the students of the University of Florida recognize that academic honesty and integrity are fundamental values of the University community. Students who enroll at the University commit to holding themselves and their peers to the high standard of honor required by the Honor Code. Any individual who becomes aware of a violation of the Honor Code is bound by honor to take corrective action. The quality of a University of Florida education is dependent upon the community acceptance and enforcement of the Honor Code.

The Honor Code We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Academic Honesty Guidelines All students are required to abide by the Academic Honesty Guidelines which have been accepted by the University. The academic community of students and faculty at the University of Florida strives to develop, sustain and protect an environment of honesty, trust and respect. Students are expected to pursue knowledge with integrity. Exhibiting honesty in academic pursuits and reporting violations of the Academic Honesty Guidelines will encourage others to act with integrity. Violations of the Academic Honesty Guidelines shall result in judicial action and a student being subject to the sanctions in paragraph XIV of the Student Conduct Code. The conduct set forth hereinafter constitutes a violation of the Academic Honesty Guidelines (University of Florida Rule 6C1-4.017).

For more information about academic honesty, contact the Dean of Students Office. You can review UF's academic honesty guidelines in detail at: <http://www.dso.ufl.edu/judicial/academic.php>

You are assumed to be the sole author of all work presented. Submitting work written by another or stolen from another (i.e. plagiarized) is not only unethical, it is foolish, embarrassing and may result in course failure. When quoting the work of others, be sure to credit the author properly. **I will be using software to detect plagiarism.**

Students Requiring Accommodation Students with disabilities requesting accommodations should first register with the Disability Resource Center (352-392-8565, www.dso.ufl.edu/drc/) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

U Matter, We Care Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact umatter@ufl.edu so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

Mental Health or Emergency Resources: You can reach the University Counseling Service at 352-392-1575 or go to this link. <http://www.counseling.ufl.edu/cwc/Default.aspx> (For emergencies, call 9-1-1)

Course Evaluation Students are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open.

Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

Recording Lectures

“Students are allowed to record video or audio of class lectures. However, the purposes for which these recordings may be used are strictly controlled. The only allowable purposes are (1) for personal educational use, (2) in connection with a complaint to the university, or (3) as evidence in, or in preparation for, a criminal or civil proceeding. All other purposes are prohibited. Specifically, students may not publish recorded lectures without the written consent of the instructor.

A “class lecture” is an educational presentation intended to inform or teach enrolled students about a particular subject, including any instructor-led discussions that form part of the presentation, and delivered by any instructor hired or appointed by the University, or by a guest instructor, as part of a University of Florida course. A class lecture **does not** include lab sessions, student presentations, clinical presentations such as patient history, academic exercises involving solely student participation, assessments (quizzes, tests, exams), field trips, private conversations between students in the class or between a student and the faculty or lecturer during a class session.

Publication without permission of the instructor is prohibited. To “publish” means to share, transmit, circulate, distribute, or provide access to a recording, regardless of format or medium, to another person (or persons), including but not limited to another student within the same class section. Additionally, a recording, or transcript of a recording, is considered published if it is posted on or uploaded to, in whole or in part, any media platform, including but not limited to social media, book, magazine, newspaper, leaflet, or third party note/tutoring services. A student who publishes a recording without written consent may be subject to a civil cause of action instituted by a person injured by the publication and/or discipline under UF Regulation 4.040 Student Honor Code and Student Conduct Code.”

College of Journalism and Communications Objectives

The Accrediting Council on Education in Journalism and Mass Communications requires that by graduation all students should be able to:

- apply the principles and laws of freedom of speech and press, in a global context, and for the country in which the institution that invites ACEJMC is located;
- demonstrate an understanding of the multicultural history and role of professionals and institutions in shaping communications;
- demonstrate culturally proficient communication that empowers those traditionally disenfranchised in society, especially as grounded in race, ethnicity, gender, sexual orientation and ability, domestically and globally, across communication and media contexts;

- present images and information effectively and creatively, using appropriate tools and technologies;
- write correctly and clearly in forms and styles appropriate for the communications professions, audiences and purposes they serve;
- demonstrate an understanding of professional ethical principles and work ethically in pursuit of truth, accuracy, fairness and diversity;
- apply critical thinking skills in conducting research and evaluating information by methods appropriate to the communications professions in which they work;
- effectively and correctly apply basic numerical and statistical concepts;
- critically evaluate their own work and that of others for accuracy and fairness, clarity, appropriate style and grammatical correctness;
- apply tools and technologies appropriate for the communications professions in which they work”

COURSE SUMMARY

Week 1	Aug 28	Mod. 1 Research: Why Bother? Ch.1	Quiz 1
Week 2	Aug 30	Mod. 2 Management of Research Ch.2	Quiz 2
Week 3	Sept 4	Mod. 3 Measuring Outcomes Ch. 3 & 4	Quiz 3
Week 4		Continue Mod. 3	
Week 5	Sept 11	Mod. 4: Data Analysis Ch. 5 &6	Quiz 4
Week 6	Sept 18	Mod. 5 Ethics in PR Research Ch. 7	Quiz 5
Week 7	Sept 25	Assignment One	
Week 8	Oct 16	Assignment Two Ch.9	Quiz 6
Week 9		Continue Module 7	
Week 10	Oct 23	Assignment Three Ch. 10	Quiz 7
Week 11	Oct 30	Mod.9 Interviews/Focus Groups Ch. 11	Quiz 8
Week 12		Continue Module 9	
Week 13	Nov. 6	Module 10 Sampling Ch. 12	Quiz 9
Week 14	Nov. 13	Module 11 Surveys and Polls Ch. 13	Quiz 10
Week 15	Nov 20	Assignment Four	
Week 16	December 3	Final Project due	