

**DRAFT SUBJECT TO CHANGE**

**PUBLIC RELATIONS RESEARCH--PUR6506  
(SEC 12DD, CLASS # 19838)  
FALL 2020**

**Tuesday 11:45-2:15 pm, (Time to be rescheduled for Zoom Meeting)**

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**Public Relations Department**

**College of Journalism and Communications**

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**Office Hrs Online: T 2:30-5:00 pm, plus by appointment**

**PURPOSE OF COURSE:** The purpose of Public Relations Research for graduate students is to learn about the relationships among public relations processes and public relations research. The course provides an introduction to and experience with research methods in public relations.

**COURSE REQUIREMENTS:** Requirements include: attending class, reading assigned materials, participating in class discussions, submitting assigned research and data analyses experiences, participating in a research project and completing course tests.

**EXCELLENCE IN CLASS PARTICIPATION (33 POINTS):** Excellence in participation is evaluated by your attendance, participation in research experience opportunities, quality of work for your research project, and quality of class participation.

**Attendance (5 points):** You are expected to attend class, but this is a Zoom course and sometimes things will happen with our technologies that will make that impossible. If you know you will be absent from our zoom class, you must let me know by e-mail before the class meets. Attendance will be taken regularly. If you arrive late, I will make a note of that and regular late arrivals will lead to reduction in your attendance points.

**Research Depth Experience (5 points):** To earn these points you will submit a two-page paper. The paper will be a comparative critique of the Standards for Public Relations Research. <http://www.instituteforpr.org/public-relations-research-standards/>. You should review the web pages published on the Institute for Public Relations website cited above. Try to compare these standards with those in marketing and advertising research which you will need to do internet research to find. We'll talk more in class about how to do this. (The paper should be single-spaced.)

**Quality of Class Participation (23 points):** The full 23 points for quality of class participation are given only to students whose attendance is exemplary and participation is exceptional. You are expected to complete the assigned readings BEFORE the date indicated as you will be called on to discuss them in class. (Cell phones should be on silent in class; failure to do so will result in loss of opportunity for participation points.) Students who habitually come late to class should not expect to earn any participation points. Because this is a judgment of the totality of your performance, I will make the judgment about the points you will earn for your quality of class participation at the end of the semester, after all other grades are calculated.

**RESEARCH AND DATA ANALYSIS PROJECT (37 POINTS):** Each student will participate in a research project. The project product will count for 27% of your grade and the research report presentation will count 20%. The grade for the project will come from my evaluation of the quality of the research and the quality of the paper.

**EXAMS (30 POINTS):** This course has three out of class exams, all of which are based on lecture materials, class discussions, textbook and other readings, and other assignments. Each exam counts for 10 percent of your grade.

**DEADLINES AND MAKEUP TESTS:** No post-exam (make-up) tests are given in this course. No late assignments are accepted.

**GRADING:**

	Points
3 Exams—3 X 10 points each	30
Research & Data Analysis Project (Oral presentation 10% & Project Report 27%)	37
Attendance and Excellence in Participation	33
Total Points	100

This course will be graded on the following grading system:

- A 94 and above
- A - 90-93
- B + 87-89
- B 84-86
- B - 80-83
- C + 77-79 (and as above for lower grades)

**REQUIRED TEXT: *PRIMER OF PUBLIC RELATIONS RESEARCH, 3<sup>RD</sup> ED., STACKS, DON W., GUILFORD PRESS, 2016, ISBN 978-1-46252270-5***

Recommended Webpages: <http://www.instituteforpr.org/>,  
<http://www.instituteforpr.org/topic/research-methods-standards/>,  
<http://www.instituteforpr.org/topic/measurement-and-evaluation/>  
<http://www.instituteforpr.org/public-relations-research-standards/>

**COMPUTER SOFTWARE:** For the data analyses part of this course you will use SPSS-PC (Statistical Package for the Social Sciences) and Excel. Both the College and UF have SPSS/PC for Windows available for your use but you should obtain a student version from the university. It is your responsibility to be sure you have access to a computer for the data analysis experience, so plan ahead.

**ACADEMIC INTEGRITY**

Be sure you review the university policies on plagiarism and academic integrity. In this course each student is expected to complete the assignments on their own; **you may not submit someone else's work as your own for the Research Critique.** For the exams you may not share information about the content of the exam with other students. No breach of these policies will be tolerated in this class.

**REQUIRED UNIVERSITY POLICY STATEMENTS FOR ALL COURSE SYLLABI**

“Students requesting classroom accommodation must first register with the Dean of Students Office. The Dean of Students Office will provide documentation to the student who must then provide this documentation to the Instructor when requesting accommodation.”

Date	Course Outline	Readings	Due Dates for Research Project & Assignments
<u>WEEK 1</u> Sep 1 Meet at 11:45.	<ul style="list-style-type: none"> <li>Introduction, Syllabus.</li> <li>Course Objectives and Requirements</li> </ul>	Public relations research standards. <a href="http://www.instituteforpr.org/public-relations-research-standards/">http://www.instituteforpr.org/public-relations-research-standards/</a>	
<u>WEEK 2</u> Sep 8	<ul style="list-style-type: none"> <li>Public Relations Research in Agencies and Corporations</li> <li>Academic Public Relations Research</li> </ul>	Ch. 1 Understanding Research: An Introduction with Public Relations Implications  Ch. 3 Standards for Conducting Public Relations Research	Public relations research standards two pg. critique due, Sep 15
<u>WEEK 3</u> Sep 15	<ul style="list-style-type: none"> <li>Managing Research</li> <li>Research Ethics</li> <li>Developing a Research Problem</li> </ul>	Ch. 2 Management of Research in Public Relations  Ch. 7 Ethical Concerns in Public Relations Research  Negotiating a research project	Research project determined: 1. Research calendar developed.
<u>WEEK 4</u> Sep 22 Exam 1, Weeks 1-4, (Readings plus Chs. 1-5, & 7), Due 9-29	<ul style="list-style-type: none"> <li>Understanding Measurement Metrics</li> <li>Measurement Reliability and Validity</li> <li>Measurement Levels</li> <li>Scales and Indices</li> <li>Learning How to Understand Big Data Use in Public Relations</li> </ul>	Ch. 4 Measuring Outcomes          Ch. 5 Data and Data Sets	Research project: 2. Literature review. 3. Research questions/hypotheses.
<u>WEEK 5</u> Sep 29	<ul style="list-style-type: none"> <li>Probability Sampling</li> <li>Non-probability Methods</li> <li>Sampling Strategies</li> <li>Panel and Trend Studies</li> <li>Survey Research &amp; Questionnaires</li> <li>Interviewing</li> </ul>	Ch. 12 Quantitative Research Methodology: Sampling Messages and People          Ch. 13 Quantitative-Survey and Poll Methods	Research project: 4. Design research study.  (exam is due)
<u>WEEK 6</u> Oct 6	<ul style="list-style-type: none"> <li>SPSS</li> <li>Inferential Statistics</li> <li>Data Coding</li> </ul>	Ch. 6 Descriptive Statistical Reasoning and Computer Analysis	Research project: 5. Develop measurement instruments.
<u>WEEK 7</u> Oct 13	<ul style="list-style-type: none"> <li>Content Analysis</li> </ul>	Ch. 8 Qualitative Research Methodology-Content Analysis	Research project: 6. Pretest project instruments 7. Develop sample/subject pool
<u>WEEK 8</u> Oct 20	<ul style="list-style-type: none"> <li>Historical Methodology</li> <li>Secondary Analysis</li> </ul>	Ch. 9 Qualitative Research Methodology, Historical, Secondary  Ch. 10 Case Studies	Research project: 8. Conduct study

Exam 2, Weeks 5-8, (Chs. 6, 8-10, 12 & 13), Due Oct 27	<ul style="list-style-type: none"> <li>• Business Case Studies</li> </ul>		
WEEK 9 Oct 27	<ul style="list-style-type: none"> <li>• Focus Groups</li> <li>• Participant Observation</li> <li>• In-depth Interviews</li> </ul>	Ch. 11 Methods of Observing People	Research project: 9. Conduct study, continued
WEEK 10 Nov 3	<ul style="list-style-type: none"> <li>• Causation</li> <li>• Experimental Design</li> <li>• Threats to Internal and External Validity</li> </ul>	Ch. 14 Quantitative-Experimental Methods	Research project: 10. Begin data analysis 11. Hypotheses tests
WEEK 11 Nov 10 (Nov 11 Holiday)	<ul style="list-style-type: none"> <li>• Data Processing and Analysis</li> <li>• Descriptive Analysis</li> <li>• Relational Analysis</li> <li>• Inferential Statistics</li> </ul>	Ch. 15 Quantitative Statistics: Advanced Inferential Statistical Reasoning and Computer Analysis	12. Continue data analysis
WEEK 12 Nov 17 Receive take home Exam 3, Weeks 9-12, Chapters 11, 14-16, due Nov 24	<ul style="list-style-type: none"> <li>• Writing the Request for Proposals</li> <li>• Writing the Thesis Proposal</li> <li>• Graphics in Research Presentations</li> <li>• The Oral Presentation</li> <li>• Writing the Report for Sponsors</li> </ul>	Ch. 16 Putting It All Together	Research project: 13. First draft of final paper (due to Dr. Ferguson Nov. 17)
WEEK 13 Nov 24 (Exam 3 due) (Thanksgiving Holiday, 11-25 to 11-29)	Work on project		14. Continue with revisions to paper 15. Draft returned 11/24 16. Develop research plan for presentation
WEEK 14 Dec 1	Work on project		17. Continue with revisions to paper 18. Prepare class presentation
Dec 8	Present project		19. Present research project to class 20. Final Project Due 12/8

### **Additional and Classic Resources for Public Relations Research and Evaluation**

Babbie, E. R. (2015). *The Practice of Social Research*.

Broom, G. M. (1977). Coorientational measurement of public issues. *Public Relations Review*, 3(4), 110-119.

Broom, G. M. (1983). An overview: Evaluation research in public relations. *Public Relations Quarterly*, 28(3), 5-8.

Calder, B. J., L. W. Phillips & A. M. Tybout (1981), "Designing research for application," *Journal of Consumer Research*, 8, 197-207.

Campbell, D. T. & D. W. Fiske (1959). Convergent and discriminant validation by the multitrait multimethod matrix," *Psychological Bulletin*, 56, 81-105.

Campbell, D. T. & J. C. Stanley (1963). *Experimental and Quasi-Experimental Design for Research*.

Cochran, W. G. (2007). *Sampling Techniques*.

Cook, T. D. & D. T. Campbell (1979). *Quasi-Experimentation: Design and Analysis Issues for Field Settings*.

Cronbach, L. J. & P. J. Meehl, (1955). Construct validation in psychological tests, *Psychological Bulletin*, 52, 281-302.

Emmert, P. & L. L. Barker, (1989). Measurement of Communication Behavior.

Ghiselli, E. E., J. P. Campbell, & S. Zedeck (1981). Measurement Theory for the Social Sciences.

Hage, J. (1973). Techniques and Problems in Theory Construction.

Hon, L. (1997). What have you done for me lately? Exploring effectiveness in public relations. *Journal of Public Relations Research*, 9(1), 1-30.

Hovland, C. (1959). Reconciling Conflicting Results Derived from Experimental and Survey Studies of Attitude Change.

Johnson, M. & G. M. Zinkhan. (1990). Defining and measuring company image. *Proceedings of the Thirteenth Annual Conference of the Academy of Marketing Science*, 13, 346-350.

Keppel, G. & T.D. Wickens, (2004). *Design and Analysis: A Researchers Handbook*.

Kerlinger, F.N. (1999). *Foundations of Behavioral Research*.

Judd, C.M., E.R. Smith, & L. H. Kidder. (1991). *Research Methods in Social Relations*.

Kirk, R. E. (1982). *Experimental Design: Procedures for the Behavioral Sciences*.

Krueger, R. A. & M.A. Casey, (2014). *Focus Groups: A Practical Guide for Applied Research*.

Lynch, J. G. (1999). Theory and external validity, *Journal of Academy of Marketing Science*

Milliken, G. A. & D. E. Johnson, (2009). *Analysis of Messy Data*.

Reeves, B., & Ferguson-(DeThorne), M. A. (1984). Measuring the effect of messages about social responsibility. *Public Relations Review*, 10, 40-55.

Reynolds, P. D. (2015). *A Primer in Theory Construction*.

Rosenthal, R. & R. Rosnow (1991). *Essentials of Behavioral Research*.

Rossi, P.H., M. W. Lipsey & H. H. Freeman. (2003). *Evaluation: A systematic approach*.

Stempel, G. H., III. & B. H. Westley (Eds.) (1989) *Research Methods in Mass Communication*.

Tan, A. S. (1985). *Mass Communication Theories and Research*.

Warwick, D. & C. Lininger. (1975). *The Sample Survey: Theory and Practice*.

Weisberg, H., J.A. Krosnick & B.D. Bowen (1996). *An Introduction to Survey Research, Polling and Data Analysis*.

Wimmer. R.D. & J.R. Dominick (2013). *Mass Media Research: An Introduction*.