

# 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	"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." (Michaelson and Stacks, 2011)
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 (read/ observed/ reviewed/ saw), tell me the (brands/ products/services/issues/ topics) that you remember (reading/ observing/ reviewing/ seeing).	Open ended responses with prelist of likely responses and an open response field

Data Collection Method	Prototype Question	Response Categories
Self-Administered (unaided)	Thinking back to what you have just (read/ observed/ reviewed/ saw), place an X in the boxes for the (brands/ products/services/ issues/ topics) that you remember (reading/ observing/ reviewing/ seeing).	Open response field
Interviewer Administered (aided)	Thinking back to what you have just (read/ observed/ reviewed/ saw), tell me if you remember (reading/ observing/ reviewing/ seeing) about any of the following (brands/ products/services/issues/ topics).	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 (aided)	Thinking back to what you have just (read/ observed/ reviewed/ saw), place an X in the boxes if you remember (reading/ observing/ reviewing/ seeing) about any of the following (brands/ products/services/issues/ topics).	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," Public Relations Journal Vol. 5, No. 2.	
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.		
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	