

Metric name	Item for media analysis
Standards area	Traditional media measurement Social media measurement
Metric description and application	The item for media analysis is “a manifest unit of analysis used in content analysis consisting an entire message itself (e.g., an advertisement, story, press release)” (Stacks, 2006). This would also apply to broadcast segments, blog posts, comments on blog posts, discussion board posts, forum posts, tweets, videos, and any other piece of communications content.
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 customer panel for review, and then for adoption as an interim standard.
Version, date, and author	Version 1.0 Last updated by on Nov. 2, 2012
Standard or guideline	Standard
Metric type	Output
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics.</i>	<p>An item for media analysis includes any of the following:</p> <ul style="list-style-type: none"> ■ Article in print media (e.g. <i>New York Times</i>) ■ News wire stories from organizations such as Dow Jones, Reuters, Associated Press, and AFX. In addition to counting as an item for the news wire, each media outlet running the story counts as a separate item or ‘hit’ because it has different readership. If the wire story is updated multiple times in one day, only count the story once in a 24-hour period using the latest, most updated version. ■ Article in the online version of print media (e.g. nytimes.com). An article appearing in both the online and print versions of a media outlet should both be counted because the readership is different for each channel. ■ Article in an online publication (huffingtonpost.com). ■ Broadcast segment (TV or radio). In the case of a broadcast segment that repeats during the day, each segment should be counted as an item because audiences change during the day. For example, a story broadcast at 1:00 PM, 2:00 PM, and 6:00 PM on cable TV news counts as three items. ■ News item on the web site of a broadcast channel or station. ■ Blog post (e.g. ,WSJ health blog, GigaOm.com.etc.). ■ Analyst report. ■ Microblog post, e.g., a Tweet. ■ Post to a forum or discussion group.

- Video segment on YouTube or other video sharing sites.
- Photo on a photo sharing site.
- Comment on a blog post, online news story, or other online item.
- Reprints or syndication. Each appearance counts as a hit because they appear in unique, individual media titles with different readerships.
- Company bylined features count as an article.

The following are examples of documents and texts that **should not** be considered as items for media analysis:

- Press release pickups generated through 'controlled vehicles' such as posting a story on PR Newswire or Business Newswire.

Source documents	<p>"Proposed Interim Standards for Metrics in Traditional Media Analysis: Discussion Document - Version 1.0," by Marianne Eisenmann, David Geddes, Ph.D., Katie Paine, Ruth Pestana, Frank Walton, Ph.D., Mark Weiner , June 7, 2012. Available at:</p> <p>http://www.instituteforpr.org/topics/proposed-interim-standards-for-metrics-in-traditional-media-analysis/</p>
Academic research supporting this standard.	<p>Klaus H. Krippendorff. (2012). <i>Content Analysis: An Introduction to Its Methodology</i>, 3rd edition. Sage: Thousand Oaks, CA. See Chapter 5: Unitizing.</p>
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>	<p>Marianne Eisenmann and Julie O'Neal are beginning a test of validity and reliability for unitizing items of media analysis.</p>
Team lead and contact information	<p>Marianne Eisenmann: Chandler Chicco, CPRF, AMEC, and IPR Measurement Commission MEisenmann@chandlerchiccocompanies.com</p>

Metric name	Traditional media circulation, reach, and impressions Note: These metrics will be integrated with metrics for social media currently under development by the end of 2012.
Standards area	Traditional media measurement Note: There will be a unified standard covering traditional, online, and social media channels before the end of 2012.
Metric description and application. The question that this metric answers.	<p>Circulation, impressions, and reach are three fundamental metrics for traditional media outputs. They answer the question of how many people may have been exposed to an item. They do not answer the question of how many people actually read or heard an item, nor do they measure impact on awareness, understanding, attitudes, or actions.</p> <p>There are important differences among circulation, impressions, and reach.</p> <p>Circulation</p> <p>Circulation is the “number of copies of a publication has distributed (as opposed to read)” (Michaelson and Stacks, 1st ed., 2010, p.88). In other words, circulation is the total number of copies distributed or the total number of ‘hard copies’ sold of a given edition of a publication over a specific period of time (as opposed to read). The total number of actual readers is not the circulation number due to nonreaders and/or pass-along readership.</p> <p>Impressions</p> <p>Impressions are “the number of people who might have had the opportunity to be exposed to a story that has appeared in the media; [impressions are] also known as ‘opportunity to see’ (OTS)” (Michaelson and Stacks, 1st ed., 2010, p. 190).</p> <p>Impressions do not equal awareness. Awareness needs to be measured using other research tools. Impressions are indicative of the opportunity to see (OTS). Consider OTS as an alternative nomenclature to better clarify what impressions really means – [the] potential to see/read.</p> <p>Reach</p> <p>Reach “refers to the scope or range of distribution and thus coverage that a given communication product has in a targeted audience group; broadcasting, the net unduplicated (also called “duplicated”) radio or TV audience for programs or commercials as measured for a specific time period” (Michaelson and Stacks, 1st ed., 2010, p. 88-89).</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>	<p><u>Print Media</u></p> <p><u>Circulation</u> should be based on audited figures available through a subscription service or from the publication itself. Circulation does not include pass-along readership or any form of multiplier.</p> <p><u>Impressions</u> are circulation plus pass-on readership. Impressions should be based on audited figures such as those provided by the publication, or through a subscription to tools such as Cision, MRI or Alliance for Audited Media (formerly Audit Bureau of Circulations) in North America; and audit bureaux of circulations in the UK, India, Australia, Hong Kong and elsewhere. In cases where audited figures are not available, reasoned estimated may be used. These estimates must be fully disclosed.</p> <p>Note: Multipliers to account for the greater credibility of earned media coverage vs. paid media coverage should not be used under any circumstances (Weiner and Bartholomew, 2006; Michaelson and Stacks, 2007).</p> <p><u>Broadcast television, cable television, and broadcast radio</u></p> <p>Use the numbers provided by the broadcast monitoring service. In the U.S., these figures typically come from Nielsen. Again, be consistent. For example, a monitoring report for a single clip typically includes the following:</p> <p>Time: 9:30am Aired On: NBC Show: Today (6/8) Estimated Audience Number: 5,358,181.</p> <p><u>News wires (Dow Jones, Reuters, AP, etc.)</u></p> <p>No circulation or impressions are assigned to wire stories themselves. Circulation and impressions are only to the stories that they generate in other media.</p>
Source documents	<p>Don Stacks, ed. 2006. Dictionary of Public Relations Measurement. Institute for Public Relations: Gainesville, FL.</p> <p>Don W. Stacks and David Michaelson. (2010). <i>A Practitioner's Guide to Public Relations Research, Measurement, and Evaluation</i>, 1st edition. Business Experts Press LLC: New York,</p>

	<p>NY. See Chapter 6: Content Analysis.</p> <p>Mark Weiner and Don Bartholomew. (2006). "Dispelling the Myth of PR Multipliers and Other Inflationary Audience Measures." Institute for Public Relations: Gainesville, FL. Available at:</p> <p>http://www.instituteforpr.org/wp-content/uploads/Dispelling_Myth_of_PR_Multiplier.pdf</p>
Academic research supporting this standard.	<p>David Michaelson and Don W. Stacks. (2007). Exploring the Comparative Communications Effectiveness of Advertising and Media Placement. Institute for Public Relations, Gainesville, FL. Available at:</p> <p>http://www.instituteforpr.org/topics/advertising-media-placement-effectiveness/</p>
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	<p>Marianne Eisenmann: Chandler Chicco, CPRF, AMEC, and IPR Measurement Commission</p> <p>MEisenmann@chandlerchiccocompanies.com</p>
Version, date, and author	<p>Version 1.0</p> <p>Last updated and reviewed by Marianne Eisenmann, Sarah Jackson and David Geddes on Nov. 15, 2012</p>

Metric name	Mentions
Standards area	Traditional media analysis Social media analysis
Metric description and application	A mention is reference to a topic, company, product, spokesperson or issue that is the focus (or one of the focal points) of the media analysis. Mentions are used to determine prominence or dominance of a company or brand in an item.
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 customer panel for review, and then for adoption as an interim standard.
Standard or guideline	Standard
Metric type	Output
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>A mention is reference to a topic, company, product, spokesperson or issue that is the focus (or one of the focal points) of the media analysis. One item might mention a product, a spokesperson, a key issue or a company, all of which are intended to be coded as part of the analysis.</p> <p>A single item may contain a single mention or 100 mentions each of which may be measured as part of the analysis.</p> <p>The following all count as mentions:</p> <ul style="list-style-type: none"> ■ Company names ■ Company nicknames or slang. This is especially important in social media. For example, Wal-Mart is referred to as "Wally World." McDonald's is called Mickey-D's (U.S. slang), Macca's (Australian slang), Mackey-D's (British slang), MakDo (Filipino slang), MacDoh (French Canadian slang), McDo (French slang), Makku or Makudo (Japanese slang), McDoof (German slang), McD's (Scottish slang), Meki (Hungarian slang) and Mec (Romanian slang) ■ Stock ticker symbols
Source documents	
Academic research supporting this standard.	See supporting documents.
Validity and reliability of the standard. <i>This should reference formal, preferably published, research demonstrating the</i>	

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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Metric name	Item
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	"An item of content is a post, micro-post, article, or other instance appearing for the first time in a digital medium." An item is the basic unit of analysis used in content analysis.
Status	This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/) . This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.
Standard or guideline	Standard
Metric type	Count
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	"This definition of item replaces "clip" "post" and other unclear terminology. An item of content refers to the content vehicle in its entirety, which means that a single item can contain multiple mentions and derivatives. Derivatives of item such as comments, likes, etc., should not be counted as additional items ." (http://www.smmstandards.com) According to the <i>Dictionary of Public Relations Research and Measurement (2006)</i> , an item is "a manifest unit of analysis used in content analysis consisting an entire message itself (e.g., an advertisement, story, press release)."
Source documents	http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/
Academic research supporting this standard.	
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</i>	

conducted.

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Version, date, and author

Version 1.0

March 15, 2013

Metric name	Impressions												
Standards area	Social media measurement												
Metric description and application. The question that this metric answers.	Impressions addresses the question of how many individuals who <u>may</u> have viewed or been exposed to an item. " Impressions represent the number of times an item was displayed." (http://www.smmstandards.com)												
Status	This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/) . This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.												
Standard or guideline	Standard												
Metric type	Count												
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>"Impressions represent the gross number of items that could have been seen by all people, including repeats. The term "displayed" applies across channels, browsers, devices, and other methods by which an individual might see an item." Use of the term "opportunities to see" as a synonym for impressions is not recommended.</p> <p>(http://www.smmstandards.com)</p>												
	The following are examples of impressions measurements, with traditional media included for comparison:												
	<table border="1"> <tr> <td data-bbox="630 1365 911 1423">Print newspapers and magazines</td> <td data-bbox="1036 1365 1414 1423">Audited circulation plus pass-on readership</td> </tr> <tr> <td data-bbox="630 1428 764 1457">Broadcast</td> <td data-bbox="1036 1428 1414 1524">Viewers or listeners, with data provided by a source such as Nielsen</td> </tr> <tr> <td data-bbox="630 1528 857 1654">Online news Blogs Discussion groups Forums</td> <td data-bbox="1036 1528 1414 1625">Unique daily visitors, provided by a source such as Compete.com</td> </tr> <tr> <td data-bbox="630 1659 716 1688">Twitter</td> <td data-bbox="1036 1659 1328 1688">Followers plus retweets</td> </tr> <tr> <td data-bbox="630 1705 764 1734">Facebook</td> <td data-bbox="1036 1705 1122 1734">Friends</td> </tr> <tr> <td data-bbox="630 1759 743 1789">YouTube</td> <td data-bbox="1036 1759 1110 1789">Views</td> </tr> </table>	Print newspapers and magazines	Audited circulation plus pass-on readership	Broadcast	Viewers or listeners, with data provided by a source such as Nielsen	Online news Blogs Discussion groups Forums	Unique daily visitors, provided by a source such as Compete.com	Twitter	Followers plus retweets	Facebook	Friends	YouTube	Views
Print newspapers and magazines	Audited circulation plus pass-on readership												
Broadcast	Viewers or listeners, with data provided by a source such as Nielsen												
Online news Blogs Discussion groups Forums	Unique daily visitors, provided by a source such as Compete.com												
Twitter	Followers plus retweets												
Facebook	Friends												
YouTube	Views												

Source documents	http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/
Academic research supporting this standard.	<p>According to the <i>Dictionary of Public Relations Research and Measurement (2006)</i>, impressions is “the number of people who might have had the opportunity to be exposed to a story that has appeared in the media; also known as “opportunity to see” (OTS); [mpressions] usually refers to the total audited circulation of a publication or the audience reach of a broadcast vehicle.”</p>
<p>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></p>	
Team leads and contact information	<p>Katie Paine, IPR Measurement Commission and News Group International Katie@newsgroupholding.com</p> <p>Richard Bagnall, AMEC and Metrica richard@metrica.net</p> <p>Tim Marklein, Council of Public Relations Firms and W2O Group tmarklein@wcgworld.com</p>
Version, date, and author	<p>Version 1.0 March 19, 2013</p>

Metric name	Mention
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	"A mention refers to a specific reference in an item of a brand, organization, campaign, or other entity that is being measured or analyzed." (http://www.smmstandards.com)
Status	This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/). This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.
Standard or guideline	Standard
Metric type	Count
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>A mention is a single, discrete appearance of a brand, organization, campaign, or any other entity that is being measured. An item of analysis can contain multiple mentions.</p> <p>Depending upon the objectives of the measurement program, mentions might also include nicknames (e.g., "Mickey D's" for McDonalds), stock ticker symbols (e.g., AAPL for Apple), or other name variants.</p> <p>"Mentions are typically defined in social media using Boolean search queries. These queries may include 'and' as well as 'or' statements to capture specific brand, campaign, or subject matter topics, as they pertain to the goals of the search objective. Further, mention queries may also include 'not' statements to filter off-topic mention from the data set." (http://www.smmstandards.com)</p> <p>In using queries, analysts should be certain that the Boolean query and the technology system returns the number of discrete appearances of an entity, and not merely the number of items.</p>
Source documents	http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/
Academic research supporting this standard.	

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.*

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Version, date, and author

Version 1.0

March 19, 2013

Metric name	Reach
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	<p>Reach addresses the question of how many individuals might have been able to see, read, or hear a communications item.</p> <p>“Reach represents the total number of unique people who had an opportunity to see an ‘item’ or a valid reproduction of that item across any digital media.” (http://www.smmstandards.com)</p>
Status	<p>This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/) . This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.</p>
Standard or guideline	Standard
Metric type	Count
<p>Detailed description.</p> <p><i>This is the actual standard, and must include full description of how to use this metrics</i></p>	<p>“Reach represents the total number of unique people who had an opportunity to see an ‘item’ or a valid reproduction of that item across any digital media.” (http://www.smmstandards.com)</p> <p>“Reach is typically quantified using social media monitoring tools, social platforms and/or panel based measurement solutions. Each tool, platform, and solution may have a unique method of calculating reach. For this reason it is critical to use the Transparency and Methods table to identify data collection sources.</p> <p>The reach metric assumes an ideal environment where one can quantify individual people across platforms using social media monitoring tools, social platforms and/or panel based measurement solutions. However, in reality each tool, platform, and solution may have a unique method of calculating reach, consequently each might introduce duplication and error.”</p> <p>(http://www.smmstandards.com)</p>

Source documents	http://www.smmstandards.com/2013/03/proposed-social-media-standard-definitions-for-reach-and-impressions-from-the-digital-analytics-association/
Academic research supporting this standard.	A more general definition is provided by the <i>Dictionary of Public Relations Research and Measurement (2006)</i> . Reach "refers to the scope or range of distribution and thus coverage that a given communication product has in a targeted audience group; [in] broadcasting, [reach is] the net unduplicated (also called "duplicated") radio or TV audience for programs or commercials as measured for a specific time period."
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Team leads and contact information	<p>Katie Paine, IPR Measurement Commission and News Group International Katie@newsgroupholding.com</p> <p>Richard Bagnall, AMEC and Metrica richard@metrica.net</p> <p>Tim Marklein, Council of Public Relations Firms and W2O Group tmarklein@wcgworld.com</p>
Version, date, and author	

Metric name	Engagement
Standards area	Social media measurement
Metric description and application. The question that this metric answers.	<p>Engagement addresses the question of how many individuals were exposed to an item and then took some additional action.</p> <p>“Engagement is defined as some action beyond exposure and implies an interaction between two or more parties. Social media engagement is an action that typically occurs in response to content on an owned channel – i.e. when someone engages with you.” (www.smmstandards.com)</p>
Status	<p>This proposed interim standard has been developed by the Social Media Measurement Standards Conclave (a cross-industry collaboration bringing together many organizations (see http://www.smmstandards.com/about/)). This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition customer panel for review, and then for adoption as an interim standard.</p>
Standard or guideline	Standard
Metric type	<p>Output or Outcome</p> <p>“Engagement and conversation could be but are not necessarily outcomes. Organizations may weight engagement and conversation types differently based on their goals, but engagement and conversation metrics should be consistent across an organization.”</p>
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>Types of engagement (what counts):</p> <p>asdfd</p> <ul style="list-style-type: none"> <input type="checkbox"/> includes actions such as likes, comments, shares, votes, +1s, links, retweets, video views, content embeds, etc. <input type="checkbox"/> Engagement types and levels are unique to specific channels but can be aggregated for cross-channel comparison <p>Engagement is measured by:</p> <ul style="list-style-type: none"> <input type="checkbox"/> the total number of interactions within and/or across channels <input type="checkbox"/> the percentage of your audience engaged by

day/week/month

- and the percentage of engagement for each item of content your organization publishes
-

Source documents

(www.smmstandards.com)

Academic research supporting this standard.

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.*

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Version, date, and author

Version 1.0

March 19, 2013

Coalition for Public Relations Research Standards

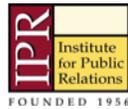


Metric name	Awareness (unaided and aided)
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	<p>“Awareness measures can take several different forms. These measures include unaided 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 customer panel 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	Communications outcome: “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 (unaided)	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
Self-Administered (unaided)	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
Interviewer Administered (aided)	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.
Self-Administered (aided)	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 customer panel for review, and then for adoption as an interim standard.</p>
Standard or guideline	Standard
Metric type	<p>Communications outcome: “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
Interviewer Administered	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.
Self-Administered	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.
Interviewer or Self-Administered	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

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

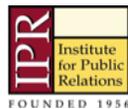


COUNCIL of PUBLIC RELATIONS FIRMS



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.	
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>		
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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>
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 customer panel 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	<p>Communications outcome: “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>
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
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	

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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>	
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	<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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Metric name	Intent: preference
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	<u>Communications outcome</u> : "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.	
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>		
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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.	
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	
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.	
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>		
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Coalition for Public Relations Research Standards



Metric name	Intent to take a specific action
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.
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 customer panel 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	Communications outcome: "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 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.	
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	
Revisions	August 31, 2012 David Geddes	

Coalition for Public Relations Research Standards



Metric name	Relationship
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">• This product is a value for its price• The product has been presented honestly• Based on what I know of it, this product is very good• This product is something that is like me• Based on what I know of it, this product is an excellent choice for me• Based on what I know of it, I find this product quite pleasant to use• This product is used by people in my economic class• I think the product is very consumer unfriendly• People who buy this product are very much like me• I think this product is very reliable• This product reflects my social background• I would purchase this product because it reflects my lifestyle• This product is awful• People who use this product are culturally similar to me
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 customer panel for review, and then for adoption as an interim standard.
Standard or guideline	Standard

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

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Coalition for Public Relations Research Standards

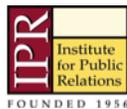


Metric name	Advocacy
Standards area	Communications lifecycle (awareness, knowledge, Interest and relevance, relationship, intent and preference, and advocacy)
Metric description and application	“Public relations often differs from other forms of marketing communication because the end result of a communication 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)
Version, date, and author	Version 1.0 Last updated by David Geddes on Nov. 6, 2012
Standard or guideline	Standard
Metric type	Communications outcome: “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	<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>
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>	
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	<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>	

Coalition for Public Relations Research Standards



COUNCIL of PUBLIC RELATIONS FIRMS



Metric name	Return on Investment (ROI)
Standards area	Business results
Metric description and application	<p>Organizations investing in public relations programs want to understand what they are getting for their money—and legitimately so. Yet hard financial numbers are usually not so easy to come by. When public relations professionals speak of ROI, or the “return on investment” of a program, they often refer to non-financial measures like mindshare, traffic, message penetration, or the number of fans or followers a company earns via social channels.</p> <p>ROI is fundamental to the rhythm and flow of business investment decisions, and our industry can't afford fuzzy math or vague definitions. Given PR's powerful impact in a networked communications environment, we risk budgets and credibility if we don't help create clearer business metrics.</p> <p>ROI is a financial measure that should only be used in cases where both money invested (the “I” of ROI) and money earned or saved (the “R” of ROI) can both be measured in financial terms. ROI should not be used when referring to results of non-financial measures.</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 customer panel for review, and then for adoption as an interim standard.
Version, date, and author	Version 1.0 Last updated by David Geddes on Nov. 2, 2012
Standard or guideline	Standard
Metric type	Business outcome
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	$\text{ROI} = \frac{(\text{Total \$ Earned, Saved or Avoided}) - \text{MINUS } (\text{Total \$ Invested})}{(\text{Total \$ Invested})} \times 100\%$
Source documents	Money Matters: Re-thinking ROI and “Total Value” for Public Relations. E-book published by the Council of Public Relations Firms, [DATE]

Academic research supporting this standard.

For related discussion of where to use measures such as ROI, consult the following papers:

Fraser Likely. (In press). "Principles of the use of return on investment (ROI), benefit-cost ratio (BCR), and cost-effectiveness analysis (CEA) financial metrics in a public relations/communication department." The author contends that financial ROI is only applicable at the organizational level (e.g., business unit or corporation), not at the level of the program. In its place, he advocates using other measures such as benefit-cost ratio (BCR) and cost-effectiveness analysis (CEA)

Tom Watson and Ansgar Zerfass. (2011). Return on investment in public relations: A critique of concepts used by practitioners from communication and management sciences perspectives. *PRism* 8(1). Available at

http://www.prismjournal.org/fileadmin/8_1/Watson_Zerfass.pdf

In this paper, "applied theory and parameters for the development of measurement and evaluation techniques are proposed. The paper concludes that the use of the term ROI in public relations needs a proper foundation in overriding management theory; otherwise public relations theory and practice will discredit themselves."

The authors advocate, in line with the previous papers, that it is time to create PR's own language and create advantage. First, we should report financial results and true ROI where possible (i.e. short-time campaigns driving sales). Second, the public relations practice should develop other "total value" metrics that link communication goals to measurable business goals. These goals are not always financial, but also reputational, relational etc.

What is the common ground?

- ROI should be calculated using the standard financial accounting formula.
- There is some debate about whether ROI can be calculated on a program, which would be treated as an expense in accounting, or should be restricted to the organization overall.
- "Results" does not equal "ROI." We need to use additional measures such as "total value," as advocated by all authors above.

Validity and reliability of the standard.

As a purely financial calculation, testing is not required.

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