



2016 IPR Research Projects

Behavioral Insights Research Center (BIRC)

- The IPR BIRC will publish four landscape papers drawing connections to public relations, communications processing and effects, narrative transport/storytelling, and applied fields of crisis communications, health communication, issues management and consumer behavior.
- The BIRC will release a Call for Papers in the spring to help fund behavioral insights research.
- IPR will support three Research Fellows to help generate and share research in this important topic area.
- IPR will host a Behavioral Insights Research Symposium in the fall to present the latest research findings in the field.

Measurement Commission

- In January, the IPR Measurement Commission will launch the Dictionary of Measurement and Evaluation translated into Russian. Currently, the Dictionary is offered in two Chinese translations, Spanish, Italian, Arabic, and English.
- The Measurement Commission is working on an Investor Relations dictionary.
- In early 2016, IPR will release a white paper on the effects of big data on public relations.
- Following the “Standard for Metrics in Traditional Media Analysis” research paper from 2014, IPR will publish a “Standard for Metrics in Social Media Analysis.”
- The Measurement Commission has formed a task force on standardization of communication planning and evaluation models. The team plans to publish their research results in late 2016.

Organizational Clarity

- In early 2016, the IPR Commission on Organizational Communication will release results of a survey of five countries focused on “Employee line-of-sight,” or employees’ understanding of their job as a key driver of organizational success.

Social Media Research Center (SMRC)

- The IPR Social Media Research Center will conduct six surveys about social media to help companies better understand topics such as privacy, engagement, and internal communication from the public’s perspective.

Research Partnerships

- IPR is partnering with University of Southern California, Holmes Report, and the Global Alliance on the 2016 GAP XI study providing senior communicators with timely guidance as they manage their organizations, develop strategy, and prepare for the future.
- Plank Center and IPR are conducting a survey examining Millennial values and preferences from a leadership perspective in terms of hiring, developing and retaining Millennials.
- IPR is working with the PRSA Foundation to conduct a meta-analysis of diversity studies.