

# INSTITUTE FOR PUBLIC RELATIONS

The Institute for Public Relations is a 501(c)(3) nonprofit foundation dedicated to fostering greater use of research and research-based knowledge in public relations and corporate communication practice.

## MISSION

IPR is dedicated to *the science beneath the art of public relations*.™ We focus on research that matters to the practice, providing timely insights and applied intelligence that professionals can put to immediate use.

## WHAT WE DO

We do this through three kinds of research:

Research *in* public relations

Research *on* public relations

Research *for* public relations

Our involvement in the first kind is driven primarily by the IPR Measurement Commission and its standard-setting efforts. Our involvement in the second kind is typically in partnership with other organizations, including universities and trade groups. But it is the third kind – the fundamental research of our field – that our Board of Trustees believe is the most distinctive of the three and should be our primary focus.

## HOW WE DO IT

Historically, IPR has played multiple roles in supporting public relations research. Today, we support research in five ways:



**Aggregator** – Identifying, publishing and promoting important research from many sources, including our own commissions, Trustees and the research organizations of major agencies and corporate communications departments.



**Grantor** – Commissioning new research and using our awards for leverage to encourage research on high-priority topics.



**Partner** – Amplifying our influence and reach through relationships with organizations that we have traditionally considered partners (e.g., public relations associations, trade groups, academic institutions and funded academic centers); and going forward, with organizations more readily recognized by CEOs and other organizational leaders.



**Interpreter** – Drawing actionable insights and intelligence from research, employing all communications channels (including our website, research letter, social networking, convened forums, the Annual Distinguished Lecture, speaking, media opportunities and channels yet to be developed) to share knowledge.



**Convener** – Using research as the basis for programs where thoughtful practitioners can absorb and even contribute to research-based knowledge.

All research and publications are free to educators, students and professionals at [www.instituteforpr.org](http://www.instituteforpr.org).



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# IPR CENTERS OF EXCELLENCE & COMMISSIONS

## BEHAVIORAL INSIGHTS RESEARCH CENTER

The mission of the IPR Behavioral Insights Research Center is to conduct research on the factors that influence attitude and behavioral change to enable effective communication. BIRC can help professionals understand how and why people think and behave the way they do in this ever-changing business environment. One research area is to understand how the emerging fields of cognitive neuroscience, behavioral economics, social psychology and narrative theory can impact and influence the study and practice of public relations.

## MEASUREMENT COMMISSION

The mission of the IPR Measurement Commission is to develop and promote standards and best practices for research, measurement, and analytics that contribute to ethical, strategic, and effective public relations. The Measurement Commission comprises researcher-practitioners and thought-leaders in public relations research, measurement, and evaluation who represent four segments of the global public relations industry: (i) corporations, government, and non-profits; (ii) public relations agencies; (iii) research firms; and (iv) academia.

## DIGITAL MEDIA RESEARCH CENTER

The IPR Digital Media Research Center (DMRC) is a comprehensive resource for information about digital media, best practices, measures and benchmarking. In addition to conducting signature research, the DMRC has a continuously growing database of overviews for published academic and professional research that provide insight into how digital media are impacting public relations.

## COMMISSION ON ORGANIZATIONAL COMMUNICATION

The IPR Commission on Organizational Communication is developing an agenda as a knowledge aggregator, model innovator and thought leader in the area of employee communication and engagement. Within the Commission, the IPR Organizational Communication Research Center is a go-to source for game-changing employee communication research, best practices and measures for engaging employees and building trust.



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*the science beneath the art of public relations*<sup>TM</sup>