

# DICTIONARY OF PUBLIC RELATIONS MEASUREMENT AND RESEARCH

THIRD EDITION

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EDITORS



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## FOREWORD TO 2013 EDITION

Communication—at any level, between any organisms, in any age—cannot happen without sender and receiver mutually agreeing on what the signals mean. This was the case long before dictionaries. But dictionaries provide a modern arena for agreeing on the meaning of words that enable so much of human communication.

When we go from communications to measuring communications, it gets more complicated. Public relations has come a long way in accepting—even demanding—research and measurement. But we have not enjoyed the same degree of progress toward common definitions of our research and measurement terms.

Nothing has done more than the Dictionary of Public Relations Measurement and Research to move this agenda forward. Now we present the third edition, expanded in many ways including terms of ethics and engagement. Congratulations to Don Stacks, Shannon Bowen, co-editors, members of the editorial board, and the IPR Measurement Commission for this fine work in service of the public relations profession.

Frank Ovaitt  
President & CEO  
Institute for Public Relations

Gainesville, FL  
July 2013

## FOREWORD TO 2007 EDITION

In the more than three years since the *Dictionary of Public Relations Measurement and Research* was first released, it has become one of the most popular papers the Institute for Public Relations has ever published. Week after week, visitors to our free website ([www.instituteforpr.org](http://www.instituteforpr.org)) download the dictionary. It has been reprinted with permission, distributed and sometimes debated at major professional and academic conferences.

The truth is that public relations teachers and practitioners traditionally have not used the same nomenclature – let alone definitions – for many central concepts of research and measurement. Increasingly, however, it is clear that we should save our creativity for program development and execution, not for the names and meanings applied to key elements of the science beneath the art of public relations.

To that end, this second edition covers an expanded number of terms, with input from a broader group of scholars and research experts. They now represent many more countries where public relations science is regularly used. The Institute owes an enormous debt of gratitude to all of them, but particularly to Dr. Don W. Stacks. His tireless commitment to the Institute's mission is surpassed only by his commitment to family and students – and we are so very grateful to be number three on that list.

So, is the dictionary done yet? For now, maybe. But this new edition will undoubtedly receive even wider distribution, leading to even more debate, and ultimately to further evolution in our thinking about public relations research and measurement. You are invited to take part.

Frank Ovaitt  
President & CEO  
Institute for Public Relations

Gainesville, Florida  
January 2006

## FOREWORD TO 2002 EDITION

*“Words... are innocent, neutral, precise, standing for this, describing that, meaning the other...so if you look after them you can build bridges across incomprehension and chaos.*

*“I don’t think writers are sacred, but words are. They deserve respect. If you get the right ones in the right order they can nudge the world a little....”*

From the play, *THE REAL THING* by Tom Stoppard

Why a dictionary for public relations measurement and research?

Because we don’t all measure the same things, measure the same ways, or use the same tools or terminology. To get all of us on the same page we need to know precisely what we mean when we use or say certain words in measuring our activities and our research.

Some may complain that the words we have chosen to define are too simplistic. Remember Webster once defended his word choice by explaining that it’s the little words we think we know the meaning of - but don’t - which cause most of the problems in understanding and communications.

We thank Dr. Don Stacks and others who have given so generously of their time to assemble this special choice of words and politely debate each definition. We have listed their names for you and they will tell you they gratefully acknowledge that this is a work in progress. Public relations continuously evolves so there are no “final words.”

Jack Felton  
President & CEO  
Institute for Public Relations

Gainesville, Florida  
September 2002

## PREFACE TO 2013 EDITION

Public relations measurement and research has progressed far in the six years between the second and third editions of the *Dictionary of Public Relations Measurement and Research*. In its desire to answer concerns—among its own membership and from “internal” and “external” clients—about demonstrating its effectiveness, the profession placed more emphasis on demonstrating its impact on the client’s outcomes of interest. This demand for research led to more education in research design and evaluation methods.

The third edition of the *Dictionary* clearly reflects this trend. It does so in several ways. First, the *Dictionary* has been greatly expanded. Second, its cross-referencing is more complete. Third, individual terms (s) or methodological (m) that were simply designated now include whether they are *outputs*, *outtakes*, *outcomes*, *ethics*, or in the case of social media, *engagement* within the individual term definitions. Finally, terms have been redefined and in many instances are more sophisticated—reflecting a sophistication of the profession.

Working across professional and academic organizations the terms defined herein are not tied to any particular organization or methodological preference. The *Dictionary* is intended to reflect the best and most appropriate definitions to date. The addition of social media terms also reflects the growth and change within the profession and have been included to help standardize discussion across the many public relations practice areas. In this regard, we have indicated the primary and secondary uses or categories for each term—as *outputs*, *outtakes*, and *outcomes*. In addition, we have added ethical terms, principles, and values that research should strive to achieve, not only in regard to the treatment of human subjects, but also with regard to management strategy. Finally, based on the work done by the Coalition for Public Relations Research Standards, especially in the area of social media, we have added the use of “engagement” instead of “outtake,” although there may be occasions that both may be used simultaneously.

We are greatly indebted to our Editorial Advisory Board of research experts: Pauline Draper-Watts, Dr. David Geddes, Frasier Likely, Dr. Jim Macnamara, Dr. David Michaelson, and Dr. Don Wright. They are members of the IPR Measurement Commission who toiled tirelessly to find suitable new terms and define them so that the user might better understand not only the term but also its usage(s) in the research and evaluation process. The third edition would not have been possible without their help and expertise.

Finally, we would like to acknowledge the University of Miami School of Communication Dean Greg Shepard and the University of South Carolina School of Journalism Director Dr. Carol Pardun for encouraging each of us to devote the time and energy to make this third edition of the *Dictionary* a reality.

We hope that our efforts, along with those of our dedicated Editorial Advisory Board, help to advance understanding of the public relations industry’s research methods, and that this *Dictionary* is useful for a broad range of publics, from the academy to industry.

Don W. Stacks, Ph.D.  
Coral Gables, FL

Shannon A. Bowen, Ph.D.  
Columbia, SC

# DICTIONARY OF PUBLIC RELATIONS MEASUREMENT AND RESEARCH<sup>1</sup>

**@ Replies**—*sm/s/engagement*. A key performance indicator (KPI) metric that provides evidence of Twitter activity; see also: Twitter, retweets

## -A-

**Active Advocates**—*m/s/outtake/outcome*. People or groups who are actively advocating, supporting or promoting for the object of the research; see also: advocacy, object of the research

**Advertising Value Equivalents (AVE)**—*s*. A discredited output score that suggests an equivalent cost of buying space devoted to editorial content; also referred to as Equivalent Advertising Value (EAV); see also: opportunity to see

**Activity**—*m*. Content creation such as blogs, videos, tweets, press releases, speeches, and so on

**Advertorial**—*m*. Space in a publication bought to advertise an organization's position on an issue

**Advocacy**—*m/engagement*. The advocating or supporting of an object that is a planned outcome of a campaign; change or engagement driven by an agenda

**Affective Attitude**—*outtake/outcome*. An attitude dimension that reflects changes in interest, desire, and commitment levels

**Aided Awareness**—*m/outtake*. Measurement of how much people are aware

of an object by providing hints, examples, or descriptions; see also: awareness, unaided awareness

**Algorithm**—*s*. A step-by-step problem-solving procedure, especially an established, recursive computational procedure, for solving a problem in a finite number of steps

**Alpha Level ( $\alpha$ )**—*s*. The amount of error or chance allowed in sampling or inferential testing

**Analysis of Variance (ANOVA)**—*s*. An inferential statistical test of significance for continuous measurement of dependent variables against a number of groups as independent variables

**Analytics**—*m*. The evaluation of data by some planned method, usually quantitative in nature

**Articles**—*m/output*. Typically printed stories or news items, but also found on the Internet; see also: items

**Attitude**—*m/outtake/outcome*. A predisposition to act or behave toward some object; a motivating factor in public relations; composed of three dimensions: affective (emotional evaluation), cognitive (knowledge evaluation), and connotative (behavioral evaluation)

**Attitude Change**—*m/outtake/outcome*. The change or shift in direction of a target audience during and after a campaign; see also: advocacy, opinion

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<sup>1</sup>Terms are identified as either statistical (s) or methodological (m). In addition terms associated with the social media are identified as (sm) and identifiers include output, outtake, outcome, and ethics. Common usage is used when determining whether the term is listed as either statistical or methodological when terms have dual meanings (e.g., regression).

**Attitude Research**—*m/outtake/outcome*.

The measuring and interpreting of a full range of views, values, feelings, opinions, and beliefs that segments of a public may hold toward a client, issue, or product

**Attitude Scale**—*m/outtake/outcome*. A measure that targets respondent attitudes or beliefs toward some object; typically interval-level data and requires that an arbitrary or absolute midpoint (“neutral” or “neither agree nor disagree”) be provided to the respondent; also known as Likert-type or Semantic Differential measures; s. an output measured as an interval or ratio measure

**Audience**—*m*. A specified group from within a defined public with whom the organization wishes to communicate, build relationships, or influence

**Authenticity**—*m/ethics*. Being genuine; having the individual or organization act or behave internally as it appears to stakeholders and external publics

**Automated Monitoring and Analysis System**—*m*. Computer programmed systems that monitor the traditional and social media and analyze specific metrics for a client

**Autonomy**—*m/ethics*. The ability to act independently through the use of one’s objective rationality

**Average Basis**—*sm/s/outtake*. A metric that averages unique visitors to a social media site or platform

**Awareness**—*m/outtake/outcome*. A metric that provides indication of the how much people have heard of a brand, client, issue, etc.; awareness may be unaided (top-of-mind) or aided; see also aided awareness, unaided awareness

## –B–

**B.A.S.I.C.**—*m/outtake*. A research planning model that focuses on where in the communication lifespan a particular object is: Build awareness, Advance knowledge, Sustain relevance, Initiate action, Create advocacy

**Balance**—*m/ethics*. An ethical value indicating objectivity or fairness.

**Banner**—*sm/output*. A graphic used in social media platforms much like an ad to position a client, individual, issue, etc.

**Bar Graph**—*s*. A representation of a frequency distribution by means of rectangles (or other indicators) whose widths represent class intervals and whose heights represent corresponding frequencies; see also: graph

**Baseline**—*s*. An initial measurement against which all subsequent measures are compared; m. a data point established for comparison at the developmental stage of a research campaign

**Behavior Change**—*m/outtake/outcome*. An alteration in an audience’s or individual’s behavior. This change is typically the objective of a communication or public relations campaign; see also: outtake, outcome

**Behavioral Event Interview (BEI)**—*m*. An interview technique used to solicit evidence or examples of a specific competency or skill you possess; BEI is based on the premise that a person’s past behavior is the best predictor of their future performance

**Behavioral Objective**—*m*. An objective that specifies the expected public relations campaign or program outcome in terms of specific behaviors; s. a measure that is



actionable in that it is the behavior requested (e.g., outcome) of a target audience; see also: outcome

**Belief**—*m.* A long-held evaluation of some object, usually determined on its occurrence; clusters of beliefs yield attitudes

**Benefit-Cost Ratio (BCR)**—*outcome.* Expected Benefits (or financial returns) over Expected Costs (a BCR of 2:1 means that for every \$1 invested, the financial benefit or return will be \$2); similar metric to ROI but BCR used to predict benefits or returns while ROI measures actual benefits or returns; BCR used in evaluating decisions about a proposal or to choose between several alternative ones by comparing the total expected costs of each option against the total expected benefit

**Benchmarking (Benchmark Study)**—*m.* A measurement technique that involves having an organization learn something about its own practices, the practices of selected others, and then compares these practices; sometimes referred to as a baseline against which results are compared

**Benchmark**—*m/s/outtake.* A planned KPI testing whether a campaign is on target and phase against baseline expectations; see also: refinement stage

**Best Practices**—*m.* The technique, method, or process that is more effective than any other

**Big Data**—*m.* Large and complex data sets from a wide range of sources including structured and unstructured data; analyses require the use of advanced computing systems/resources

**Bivariate Analysis**—*s.* A statistical examination of the relationship between two variables

**Blogger**—*sm/output.* An individual or organization that owns and is responsible for providing content for a blog; see also: blog

**Blog**—*sm/output.* Online journals maintained by an individual or business with regular entries; short for weblog; see also: blogger

**Bookmark**—*sm/s/outtake/engagement.* The tagging of web pages, social media links or posts; a metric of influencers or third-party endorsers

**Bots**—*sm/outtake.* Internet web robots that run automated tasks; see also: chatterbot

**BRAD**—*s.* British Rate And Data measure; provides circulation and advertising costs data

## -C-

**Campaign (Program)**—*m.* The planning, execution, and evaluation of a public relations plan of action aimed at solving a problem or taking advantage of an opportunity

**Case Study Methodology**—*m.* An informal research methodology that gathers data on a specific individual or company or product with the analysis focused on understanding its unique qualities; is not generalizable to other cases or populations; see also: informal methodology, qualitative methodology

**Categorical Data**—*s.* Measurement data that are defined by their association with groups and are expressed in terms of frequencies, percentages, and proportions; see also: nominal data, ordinal data

**Category**—*m.* In content analysis the part of

the system where the content (units of analysis) are placed; also referred to as “subjects” or “buckets”

**Causal Relationship**—*m*. A relationship between variables in which a change in one variable forces, produces, or brings about a change in another variable; *s*. the result of a significant interaction term in an analysis of variance or regression, often displayed in path analyses or sequential equation models

**Census**—*m*. Collection of data from every person or object in a population

**Central Tendency**—*s*. A statistic that describes the typical or average case in the distribution of a variable; see also: mean, median, mode, range, standard deviation, standardized score, variance, and z-score

**Characters**—*m*. A manifest unit of analysis used in content analysis consisting of individuals or roles (e.g., occupations, roles, race); see also keystrokes

**Chat Sessions**—*sm/outtake*. Synchronous Internet discussions where individuals communicate with others; see also bot

**Chatterbot**—*m/sm/output*. A program designed to create conversation designed to increase interaction and relationships on the Internet

**Chi-Square ( $X^2$ )**—*s*. An inferential statistical test of significance for categorical data (nominal or ordinal)

**Churn Rate**—*m/sm/s/outtake*. A metric that calculates the attrition rate of stakeholders who no longer subscribe or participate or have cut ties with an organization or social media platform

**Circulation**—*s*. Number of copies of a publication as distributed (as opposed to read)

**Clicks**—*sm/s*. The process whereby a visitor to a social media platform selects and enters that platform; a metric measuring visits to a platform; see also: clickthroughs

**Clickthroughs**—*sm/s/outtake*. Social media KPI metric of how many visitors to a webpage go beyond the initial webpage and into site content

**Closed-Ended Question**—*m*. A question that requires participants to answer selected and predetermined responses (e.g., strongly agree, agree, neither agree nor disagree, disagree, strongly disagree)

**Cloud computing**—*m/sm*. The use of files and resources available through remote locations. Data and processes are accessed online and does not reside on local computers

**Cloud**—*m/sm*. An Internet location for files that allow researchers to share data, analyses, and evaluations; see also: cloud computing

**Cluster Analysis**—*s*. An exploratory data analysis tool which aims at sorting different objects into groups in a way that the degree of association between two objects is maximal if they belong to the same group and minimal if otherwise

**Clustered Sample**—*m*. A type of probability sample that involves first breaking the population into heterogeneous subsets (or clusters), and then selecting the potential sample at random from the individual clusters

**Cognitive Attitude**—*outcome*. An attitude dimension that reflects changes in awareness, knowledge, and understanding toward some object

**Coefficient Alpha ( $\alpha$ )**—*s*. A statistical test for a measurement's reliability for interval and ratio data; also known as Cronbach's coefficient alpha

**Cohen's Kappa**—*s*. An intercoder reliability measure used in content analysis when there are more than two coders; see also: reliability, content analysis

**Cohort Survey**—*m*. A type of longitudinal survey in which some specific group is studied over time according to some criteria that stays the same (e.g., age = 21) while the samples may differ

**Column Inches**—*s/outtake*. Measurement of a print article's column physical space, often used in content analyses

**Comment**—*sm/outtake/output*. Social media generated responses to Tweets, blogs, or Facebook or YouTube messages or newsites or various other forums

**Communication**—*m*. The process that deals with the transmission and reception of intentional messages that are a part of a natural language system (e.g., words, phrases, sentences, paragraphs)

**Communication Lifecycle**—*m*. A planning model that focuses on where in the cycle of awareness through advocacy an object may be; see also: BASIC

**Communication Product (Product)**—*m/output*. The end result of the communication product process resulting in the production and dissemination of a brochure, media release, video news release, Web site, speech, and so forth; see also:

output, outtake

**Communication(s) Audit**—*m*. A systematic review and analysis of how effectively an organization communicates with all of its major internal and external audiences by identifying these audiences, by identifying the communication programs and their communication products utilized for each audience, by determining the effectiveness of these programs and their products, and by identifying gaps in the overall existing communication program; uses accepted research techniques and methodologies; see also: formal methodology, informal methodology, case study, content analysis, survey, in-depth interview, focus group, experiment, secondary, historical, participant-observation

**Communication(s) Research**—*m*. Any systematic study of the relationships and patterns that are developed when people seek to share information with each other

**Community Case Study**—*m*. A methodology whereby the researcher takes an in-depth look at one or several communities—subsections of communities—in which an organization has an interest by impartial, trained researchers using a mix of informal research methodologies (i.e., participant-observation, role-playing, secondary analysis, content analysis, interviewing, focus groups)

**Computer Generated Sentiment**—*m/outtake/output*. An analysis done by computer that measures sentiment toward an object; see also: sentiment

**Concurrent Validity**—*m*. A measurement device's ability to vary directly with a measure of the same construct or indirectly with a measure of an opposite construct; it allows you to show that your test is valid by comparing it with an already valid test

**Confidence Interval**—*s.* In survey methodology based on a random sampling technique; the range of values or measurement within which a population parameter is estimated to fall (e.g., for a large population we might expect answers to a question to be within  $\pm 3\%$  of the true population answer; if 55% responded positively, the confidence interval would be from 52% to 58%); sometimes called measurement error

**Confidence Level**—*m.* In survey methodology based on a random sampling technique, the amount of confidence we can place on our confidence interval (typically set at 95%, or 95 out of 100 cases truly representing the population under study, with no more than 5 cases out of 100 misrepresenting that population); sometimes called sampling error; *s.* the amount of confidence a researcher has that a finding between groups or categories is statistically significant; see also: statistically significant

**Connotative Attitude**—*outcome.* An attitude dimension that reflects intended behavior

**Consistency**—*m/ethics.* Using a rigorous and codified ethical decision-making paradigm to lessen capricious actions; allows an organization to be known and trusted by publics

**Construct Validity**—*m.* A dimension of measurement; *s.* a statistically tested form of measurement validity that seeks to establish the dimensionality of a measure; see also: validity, face validity, criterion-related validity, content validity, discriminant validity, divergent validity

**Content Analysis**—*m.* An informal research

methodology (and measurement tool) that systematically tracks messages (written, spoken, broadcast) and translates them into quantifiable form via a systematic approach to defining message categories through specified units of analysis; the action of breaking down message content into predetermined components (categories) to form a judgment capable of being measured

**Content Validity**—*m.* A form of measurement validity that is based on other researchers or experts evaluations of the measurement items contained in a measure; see also: validity, fact validity, construct validity, criterion-related validity, discriminant validity, divergent validity

**Contingency Question**—*m.* A survey question that is to be asked only to some respondents, determined by their responses to some other questions; sometimes called a “funnel question”

**Contingency Table**—*s.* A statistical table for displaying the relationship between variables in terms of frequencies and percentages; sometimes called a “cross tabulation table” or “cross tab”

**Continuous Data**—*s.* Data that are measured on a continuum, usually as interval or ratio data; see also interval data, ratio data

**Contour Plot**—*s.* A graphical technique for representing a 3-dimensional surface by plotting constant *z* slices, called contours, on a 2-dimensional format; e.g., given a value for *z*, lines are drawn for connecting the (x,y) coordinates where that *z* value occurs; the contour plot is used to answer the question “how does *Z* change as a function of *X* and *Y*?”

**Convenience Sample**—*m*. A non-probability sample where the respondents or objects are chosen because of availability (e.g., “man on the street”); a type of non-probability sample in which whoever happens to be available at a given point in time is included in the sample; sometimes called a “haphazard” or “accidental” sample

**Convergent Validity**—*s*. A type of construct validity that refers to the principle that the indicators for a given construct should be at least moderately correlated among themselves; see also: Coefficient alpha, validity, face validity, content validity, construct-related validity, criterion-related validity, discriminant validity, divergent validity

**Conversation**—*sm/s/engagement*. A relationship whereby people interactively respond to others through blogs, tweets, or comments; see also: owned media, earned media

**Conversation Index**—*sm/s/engagement*. A social media metric that measures number of visitor comments and posts

**Conversation Rate**—*sm/s/engagement*. A social media metric that measures the feedback received as compared to postings

**Conversion**—*sm/s/outtake*. Desired social media activity you want stakeholders to engage in, such as clickthroughs, visit, comments, or “likes” of your page

**Correlation** (*r*)—*s*. A statistical test that examines the relationships between variables (may be either categorical or continuous); measures the degrees to which variables are interrelated; see also: correlation coefficient, Pearson Product Moment coefficient, Spearman-Rho, *r*

**Correlation Coefficient**—*s*. A measure of association that describes the direction and strength of a linear relationship between two variables; usually measured at the interval or ratio data level (e.g., Pearson Product Moment Coefficient, *r*), but can be measured at the nominal or ordinal level (e.g., Spearman-Rho)

**Cost Per Mille (CPM)**—*s/outtake*. The cost of advertising for each 1,000 homes reached by the media; a measure of efficiency

**Cost-Benefit Analysis (CBA)**—*outcome*. A variation of Benefit Cost Ratio; initially developed for the evaluation of public policy issues specifically; see also: Benefit Cost Ratio

**Cost-Effectiveness**—*s/outcome*. An evaluation outcome that may be measured in public relations research which evaluates the relation between overall expenditure (costs) and results produced, usually the ratio of changes in costs to change in effects; used to compare the costs of different media distribution channels against their degree of effectiveness in terms of reach, message accuracy, timeliness, etc.; used to compare different campaign effectiveness outcomes against their costs; a measure of efficiency

**Covariance**—*s*. A statistic that measures the degree that variables influence each other

**Covariation**—*s*. A criterion for causation whereby the dependent variable takes on different values depending on the independent variable

**Criterion Variable**—*m*. The variable the research wants to predict to; see also: dependent variable

**Criterion-Related Validity**—*m*. a form of

validity that compares one measure against others known to have specified relationships with what is being measured; the highest form of measurement validity; see also: validity, face validity, content validity, content validity, discriminant validity, divergent validity

**Crossbreak Analysis**—*s.* A categorical analysis that compares the frequency of responses in individual cells from one variable against another; see also: contingency table crosstabulation, frequency, frequency table

**Cross-Sectional Survey**—*m.* A survey based on observations representing a single point in time; see also: snapshot survey

**Crosstabs**—*s.* Statistical tables used to array the data; allows the analyst to go beyond total data into frequencies and averages as well as to make possible overall as well as sub-group analyses (e.g., comparisons of the opinions expressed by sell-side analysts with those stated by buy-side investment professionals); see also: contingency table

**Crosstabulation**—*s.* The result of a comparison between two categorical variables in a table; see also: crossbreak analysis, frequency, frequency table

**Cumulative Scale (Guttman Scale/ Scalogram)**—*m.* a measurement scale that assumes that when you agree with a scale item you will also agree with items that are less extreme; see also: outcome, Guttman Scalogram, Likert scale, semantic differential scale

**Cyber Image Analysis**—*m.* the measurement of Internet content via chat rooms or discussion groups in cyberspace regarding a client or product or topic; the

measurement of a client's image everywhere on the Internet

## -D-

**Dashboard**—*m/s/outtake.* A concise visual presentation of data intended for management decision-making, using graphs and tables that are kept up to date on a regular basis; The elements of the data display can show measures of activities, outputs, engagement, outtakes, outcomes, and business result

**Data**—*m.* The observations or measurements taken when evaluating a public relations campaign or program; *s.* the frequencies, means, percentages used to assess a campaign or program; see also: nominal data, ordinal data, interval data, ratio data

**Database**—*s.* A collection of data arranged for ease and speed of search and retrieval

**Database Mining**—*m.* A research technique utilizing existing data; see also, secondary methodology, big data

**Data-Mining**—*s/outtake/outcome.* Analysis of extant data to find commonality or relationships in the data; can be done in any stage (developmental, refinement, evaluation) of a campaign; see also: big data

**Deduction**—*m.* A philosophical logic in which specific expectations or hypotheses are developed or derived on the basis of general principles

**Delphi Technique**—*m.* A research methodology (usually survey or interview) where the researcher tries to forecast the future based on successive waves of interviews or surveys with a panel of experts

in a given field as a means of building a “consensus” of expert opinion and thought relating to particular topics or issues

**Demographic Analysis**—*m.* Analysis of a population in terms of special social, political, economic, and geographic subgroups (e.g., age, sex, income-level, race, educational-level, place of residence, occupation)

**Demographic Data**—*m.* Data that differentiates between groups of people or things (e.g., sex, race, income)

**Deontology**—*m/ethics.* A principle or duty -based, non-consequentialist approach to ethics based on the three categorical imperatives of moral duty, dignity and respect, and good intention

**Dependent Variable**—*m/outtake/outcome.* The variable that is measured or collected and evaluated

**Depth Interview**—*m.* An extensive, probing, open-ended, largely unstructured interview, usually conducted in person or by telephone, in which respondents are encouraged to talk freely and in great detail about given subjects; also known as an “in-depth interview”; see also: in-depth methodology

**Descriptive Research**—*m.* A form of research that gathers information in such a way as to paint a picture of what people think or do

**Descriptive Statistics**—*s.* The reduction and simplification of the numbers representing research, to ease interpreting the results

**Descriptive Survey**—*m.* A type of survey that collects in quantitative form basic

opinions or facts about a specified population or sample; also known as a “public opinion poll”

**Design Bias**—*m.* research design bias is introduced when the study fails to identify the validity problems or when publicity about the research fails to incorporate the researcher’s cautions

**Developmental Phase**—*m.* The pre-campaign phase where strategies are explored and secondary/historical data are examined; the phase where benchmarks are set and baseline data are set

**Digg**—*sm/s/engagement.* A bookmarking site often used to indicate how influencers are linking to blogs or posts; see also: bookmark

**Digital Advertisements**—*sm/s/output.* Advertisements employed in social media platforms often in the form of banners; see also: banner

**Dignity**—*m/ethics.* A public relations ethics principle that guides interaction with publics/stakeholders; also a tenet of ethical research with human subjects

**Disclosure**—*m/ethics.* An obligation to inform publics and stakeholders truthfully, quickly, and accurately of information affecting them; also, a public relations ethical research principle

**Discretion**—*m/ethics.* An obligation to engage in an objective and thoughtful ethical analysis before acting

**Discriminant Validity**—*s.* A type of validity that is determined by hypothesizing and examining differential relations between a test and measures of similar or different

constructs; it is the opposite of convergent validity and is also known as divergent validity; see also: convergent validity, divergent validity; *m.* a way of establishing if a measure is measuring what it is supposed to measure; see also: validity, criterion-related validity

**Distributed File Systems**—*m.* A client-server model that allows the storage and retrieval of files stored on a server with an appropriate indexing mechanism that are served to multiple clients requesting them

**Divergent Validity**—*s.* A type of validity that demonstrates variables do not correlate with each other; see also: discriminant validity

**Double-Barreled Question**—*m.* A question that attempts to measure two things in one question; a source of measurement error

**Duty**—*m/ethics.* By obligation of rationality, one's responsibility to uphold moral law and engage in ethical analyses

## -E-

**Earned Media**—*m/output.* Publicity or coverage gained through the newsworthiness or topicality of information and/or editorial influence; social earned media refers to publicity or coverage gained the Internet

**Editorial**—*m.* The content of a publication written by a journalist, columnist or guest writer, as distinct from advertising content which is determined by an advertiser; an article expressing the editorial policy of a publication of a matter of interest (also known as a "leader" or "leading article"); space in a publication bought by an advertiser that includes journalistic copy intended to make the reader think it

Distributed File Systems—Equal Appearing Interval Scale

originates from an independent source (also known as an "advertorial"); *s.* an outcome or measured variable

**E-mail campaigns**—*m.* A social media campaign that employs emails as a direct marketing tool; a grassroots campaign targeting specific audiences

**E-Mails Sent**—*sm/output.* A metric that counts the number of emails actually sent out

**E-mail Survey**—*m.* A survey technique whereby a link (URL) to a programmed questionnaire is sent to a respondent via e-mail, the respondent self-administers the questionnaire, and the survey program system accumulates the responses

**Endorsement**—*m/s/outtake/engagement.* The advocating of a plan of action or campaign of influence by influencers; the advocating for another entity, be it individual, product or body, with a view to influence others

**Engagement**—*m/s/outtake/engagement/outcome.* Any action or response from a target audience resulting from proactive communications that creates a psychological motivation or bond, an emotional involvement, and empowerment to engage through participation

**Environmental Scanning**—*m.* A research technique for tracking new developments in any area or field by carrying out a systematic review of what appears in professional, trade, or government publications

**Equal Appearing Interval Scale**—*m.* A measurement scale with predefined values



associated with each statement; see also: Thurstone scale

**Equivalent Advertising Value (EAV)**—*s.* A discredited output score that suggests an equivalent cost of buying space devoted to editorial content; also referred to as Advertising Equivalency Value or Advertising Value Equivalents (AVEs); see also: opportunity to see

**Error Bar**—*s.* A graphical data analysis technique for showing the error in the dependent variable and optionally, the independent variable in a standard x-y plot

**Ethics**—*m.* The approach to acting with rectitude, reflection and responsibility in the public relations context; also, treating research participants, data gathered, and sponsor/client results with rectitude and deliberation; see also: Deontology; Utilitarianism

**ETL**—*m.* Abbreviation for extract, transform, load three functions that need to be performed to move data from one database to another one; see also: extraction, transformation and loading (writing to the destination database)

**Ethnographic Research**—*m.* A qualitative research method that relies on the tools and techniques of cultural anthropologists and sociologists to obtain a better understanding of how individuals and groups function in their natural settings; see also: participant-observation

**Evaluation Research**—*m/outtake/output.* A form of research that determines the relative effectiveness of a public relations campaign or program by measuring program outcomes including cognitive changes (to levels of awareness, knowledge and/or

understanding), affective changes (to attitudes and opinions) and/or connotative changes (behaviors) of a targeted audience or public) against a predetermined set of objectives that initially established the level or degree of change desired

**Evaluation Stage**—*m.* The campaign stage whereby the outputs, outtakes, and outcomes are evaluated for impact; see also: ROI, ROE, SROI

**Events**—*s/output.* A community affairs or sponsorship output

**Experimental Methodology**—*m.* A formal quantitative research methodology that imposes strict artificial limits or boundaries on the research in order to establish some causal relationship between variables of interest; is not generalizable to a larger population

**Explanatory Research**—*m.* A form of research that seeks to explain why people say, think, feel, and act the way they do; concerned primarily with the development of public relations theory about relationships and processes; are typically deductive

**Exploratory Research**—*m.* A form of research that seeks to establish basic attitudes, opinions, and behavior patterns or facts about a specific population or sample; are typically inductive and involve extensive probing of the population or sample or data

**External research**—*m.* Primary and secondary research on target stakeholder groups conducted to identify which social media or traditional tools will be used in a campaign

**Extraction**—*m.* The moving of data from a source database; see also: ELT,

transformation, loading

## -F-

**Face Validity**—*m.* A form of measurement validity that is based on the researcher's knowledge of the concept being measured; the lowest form of measurement validity; see also: validity, content validity, construct validity, criterion-related validity, discriminant validity, divergent validity

**Facebook**—*sm/s/engagement.* A social media outlet that provides a conversation among “friends,” as well as a channel for advertisers see also: likes, conversations

**Facilitator**—*m.* An individual who leads a focus group; also known as a moderator

**Factor Analysis**—*s.* A statistical tool that allows researchers to test the dimensionality of their measures, to express a number of correlated variables in terms of a smaller number of uncorrelated factors ; used to assess a measure's construct validity

**Fairness**—*m/ethics.* Seeking to create balance or justice through discretion, objectivity, reflexiveness, and autonomy

**Fever Graph**—*s.* A form of line graph that expresses peaks and valleys of data along a continuum that is either continuous or whose classes represent categories; see also: graph

**Field Study Methodology**—*m.* A formal research methodology that imposes fewer restrictions or limits or boundaries on the research in order to test some causal relationships found in experimental research and generalize them to a larger population

**Filter Question**—*m.* A question which is used to move a respondent from one

question to another; a question that is used to remove a respondent from a survey or interview; also called a screener question; see also: funnel question, structured interview

**Financial Metrics**—*s/outcome.* Outcome measures that place some financial value on the outcome of a campaign; see also: return on investment, return of expectations

**Focus Group Methodology**—*m.* A qualitative research method that uses a group discussion approach to gain an in-depth understanding of issues, an organization, or product; is not generalizable to other focus groups or populations

**Followers**—*sm/s/engagement/outtake.* The number of people who are engaged in or observing a particular individual, event, or brand, etc.; see also: Facebook, Twitter, Tweet

**Formal Methodology**—*m.* A set of research methodologies that allows the researcher to generalize to a larger audience but often fails to gain in-depth understanding of the client, object, or product; a set of methodologies that follow scientific or social scientific method; a set of methodologies that are deductive in nature

**Formative Evaluation**—*m/outtake.* A method of evaluating the process by which programs occur while activities are in their early stages with the intent of improving or correcting activities

**Frequency**—*s.* A descriptive statistic that measures how often something occurs.

**Frequency Table**—*s.* A listing of counts and percentages in tabular form; may report a single variable or multiple variables; see

also: crossbreak analysis, crosstabulation

**F-Test**—*s*. An inferential test of significance associated with Analysis of Variance (ANOVA); see also: Analysis of Variance

**Full Disclosure**—*m/s/ethics*. An ethical research value that provides research participants and/or report readers about a survey, experiment, focus group, in-depth interview with relevant background information about the study and truth about any deception that was used

**Funnel Question**—*m*. A question used in a questionnaire or schedule that moves an interviewer or respondent from one part of a survey to another (e.g., “Are you a registered voter?” If the respondent says yes, certain questions are asked and if not, then other questions are asked); see also: filter question, structured interview

**F-Value Score**—*s*. The calculated score obtained from analysis of variance that is tested against tabled values; see also: Analysis of Variance

## -G-

**Goal (Objective)**—*m/outtake/outcome*. The explicit statement of intentions that supports a communication strategy and includes an intended audience/receiver, a proposed measurable cognitive, affective or connotative outcome (or desired level of change in that audience), and a specific timeframe for that change to occur

**Good intention**—*m/ethics*. Acting upon the basis of good will alone; having a pure moral intent to do the right thing

**Grand Mean**—*s*. A descriptive statistics

which represents the mean of all sample means in a study, weighted by the number of items in each sample; the grand mean treats the individuals in the different subsets (groups) as if there were no subgroups, but only individual measures in the set; it is thus simply the mean of all of the scores; see also: mean

**Graph**—*s*. A graphical representation of a variable; see also: bar, pie, line, fever

**Gross Rating Points (GRP)**—*measures of weight or readership or audience equivalent to audience exposure among one percent of the population*; see also: Targeted Gross Rating Points (TGRP)

**Guttman Scale (Cumulative Scale/scalogram)**—*m*. A measurement scale that assumes unidimensionality and that people, when faced with a choice will also choose items less intense than the one chosen

## -H-

**Hadoop**—*m*. An open-source software that is used to analyze cloud databases; see also: cloud, big data, open source

**Hashtag**—*sm/s/outtake*. A Twitter tag that annotates a message for ease of retrieval by others; a number symbol; typically a hashtag is preceded by #, such as #PR; see also: Twitter, Tweet

**Histogram**—*s*. A representation of a frequency distribution by means of rectangles whose widths represent class intervals and whose heights represent corresponding frequencies; a bar chart representing a frequency distribution; heights of the bars represent observed

frequencies; see also: graph

**Historical Methodology**—*m.* An informal research methodology that examines the causes and effects of past events

**Holsti's Reliability Coefficient**—*s.* A fairly simple reliability measure used in content analysis; see also: reliability, content analysis, intercoder reliability, intracoder reliability, Scott's pi, and Krippendorff's alpha

**Hypothesis**—*m.* An expectation about the nature of things derived from theory; a prediction of how an independent variable changes a dependent variable; formally stated as a predication (e.g., males will purchase more of X than females), but tested via the null hypothesis (males and females will not differ in their purchases of X)

**Hypothesis Testing**—*m.* Determining whether the expectations that a hypothesis represents are, indeed, found in the real world

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**Image Research**—*m.* A research program or campaign that systematically studies people's perceptions toward an organization, individual, product, or service; sometimes referred to as a "reputation study"

**Impact**—*sm/s/outtake/outcome.* A metric that analyzes how much influence an individual, group or organization might have on stakeholders; the outcome of outputs, engagement, and influence; see also: influencer, output, engagement

**Impressions**—*m/s/output.* A metric that indicates the number of possible exposures of a media item to a defined set of

stakeholders; 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); *s.* usually refers to the total audited circulation of a publication or the audience reach of a broadcast vehicle; see also: circulation

**Inbound Links**—*sm/s/outtake.* A metric that indicates whether the earned media has contextual links from well-ranked sites and blogs; see also: earned media

**Incidence**—*s.* The frequency with which a condition or event occurs in a given time within a population or sample

**Independent t-Test**—*s.* An inferential statistical test of significance that compares two levels of an independent variable against a continuous measured dependent variable

**Independent Variable**—*m.* The variable or variables against which the dependent variable is tested

**In-Depth Interview Methodology**—*m.* An informal research methodology in which an individual interviews another in a one-on-one situation; see also: in-depth interview (IDI)

**Induction**—*m.* A philosophical logic in which general principles are developed from specific observations

**Inferential Research**—*m.* Statistical analyses that test if the results observed for a sample are indicative of the population; the presentation of information that allows us to make judgments whether the research results observed in a sample generalize to the larger population

**Inferential Statistics**—*s.* Statistical tests that allow a researcher to say within a certain degree of confidence whether variables or groups truly differ in their response to a public relations message; see also: Analysis of Variance, Chi-Square, bivariate analysis, correlation, Pearson Product Moment Coefficient, Spearman-rho, regression, path analysis, sequential equation model, t-test

**Influence**—*s/outtake.* An outcome of engagement based on proactive messaging that seeks to sway attitudes or behaviors

**Influencer**—*m/s/outtake.* An individual with specialized knowledge on a subject or highly recognized by an audience; an individual who has the ability to sway others' thoughts; see also: third-party endorser, active advocate, opinion, attitude change, behavior change

**Informal Methodology**—*m.* A research methodology that does not allow the researcher to generalize to a larger audience but gains in-depth understanding of the client, object, or product; see also: qualitative methodology

**Informational Objective**—*m.* An objective that establishes what information a target audience should know or the degree of change in knowledge levels after the conclusion of a public relations campaign or program

**Inputs**—*m/s.* The research information and data from both internal and external sources applied in the conception, approval, and design phases of the input stage of the communication production process

**Inquiry Research**—*m.* A formal or informal research methodology that employs

systematic content analysis, survey methodology, and/or interviewing techniques to study the range and types of unsolicited inquiries that an organization may receive from customers, prospective customers, or other target audience groups

**Instrumental Error**—*m.* In measurement, error that occurs because the measuring instrument was poorly written; *s.* tested for via reliability analyses; see also: coefficient alpha, KR-20

**Intangible Metrics**—*s/outtakes.* Data that reflect social science variables that impact on a campaign; see also: non-financial metrics

**Intellectual Honesty**—*m/ethics.* Veracity and truth telling in public relations communication, management, and research

**Intellectual Integrity**—*m/ethics.* Ethical conduct in determining what is an issue, relevant facts, and the way to proceed with integrity and honesty

**Intercoder Reliability**—*m.* The reliability or agreement of content coding done by two or more coders; see also: reliability, intracoder reliability, Holsti's Reliability Coefficient, Scott's pi, Krippendorff's alpha, Cohen's kappa

**Internal research**—*m.* Research conducted on key internal stakeholders; see also: developmental phase

**Interval Data**—*m.* Measurement data that are defined on a continuum and assumed to have equal spacing between data points (see interval and ratio data); *s.* includes temperature scale, standardized intelligence test scores, Likert-type scale, semantic differential scale, Guttman Scalogram; see

also: attitude research, attitude scale, data, variable, Likert scale, Guttman Scalogram

**Interview Schedule**—*m*. A guideline interviewers use to ask questions to research participants; it can consist of structured questions, semi-structured, or a suggestive list of questions

**Intracoder Reliability**—*m*. The reliability of content analysis coding when the coding is done by only one coder, usually the researcher; *s*. obtained from statistical tests which analyze coder decisions versus chance; see also: reliability, intercoder reliability, Cohen's kappa, Holsti's Reliability Coefficient, Krippendorf's alpha, Scott's pi

**Issues Research**—*m*. A formal or informal research methodology that systematically studies public policy questions of the day, with the chief focus on those public policy matters whose definition and contending positions are still evolving

**Items**—*s/output*. A manifest unit of analysis used in content analysis consisting of an entire communication product or tactic (e.g., an advertisement, story, press release)

## -J-

**Judgmental Sample**—*m*. A type of non-probability sample in which individuals are deliberately selected for inclusion in the sample by the researcher because they have special knowledge, position, characteristics or represent other relevant dimensions of the population that are deemed important to study; see also: purposive sample

**Judgment**—*m/ethics*. Using moral autonomy and discretion in planning, conducting, and assessing public relations

activities

## -K-

**Key Messages**—*m/output*. The essential communication ideas or concepts that underlie a campaign which should be endorsed by third-person advocates; see also: active advocates

**Key Performance (Performance Result)**—*m*. The desired end effect or impact of a program of campaign performance

**Key Performance Indicator (KPI)**—*m/s/outtake*. Data that provide evidence of campaign performance against key pre-agreed criteria, such as sales, number of inquiries, clickthroughs, comments, visitors, etcetera

**Keystroke**—*s*. The pressing of a computer or typewriter key; a measure of efficiency

**Keyword Searches**—*m/sm*. Determining stakeholder interest by the key words they search with

**Klout**—*sm/output*. A social media platform for social media influence

**Known Group t-Test**—*s*. An inferential statistical test of significance that compares the results for a sampled group on some continuous measurement dependent variable against a known value; see also: inferential statistics, independent t-test

**KR-20**—*s*. A reliability statistic for nominal- or ordinal-level measurement; also known as Kuder-Richardson Formula 20; see also: reliability, Coefficient Alpha

**Krippendorf's Alpha**—*s*. A fairly simple measure of intercoder agreement for content

analysis; see also: reliability, intercoder reliability, Intracoder reliability, Holsti's Reliability Coefficient, Scott's pi, Cohen's kappa

### -L-

**Lack of Bias**—*m/s/ethics*. Moral autonomy using rationality to seek independence from external constraints and to objectively assess and report data

**Latent Content**—*m*. From content analysis, an analysis of the underlying idea, thesis, or theme of content; the deeper meanings that are intended or perceived in a message

**Length of Depth of Visit**—*sm/s/engagement*. The amount of time an individual spends on a particular webpage

**Likert Scale**—*m*. An interval-level measurement scale that requires people to respond to statements on a set of predetermined reactions, usually strongly agree, agree, neither agree nor disagree, disagree, strongly disagree; must possess an odd number of reaction words or phrases; also called "summated ratings method" because the scale requires at least two, if not three, statements per measurement dimension

**Like**—*sm/s/engagement*. A metric of people who indicate that they like a posting on the social media; see also: Facebook

**Line Graph**—*s*. A representation of frequency distribution by means of lines representing data points at various intervals along a continuum; see also: graph

**Linkbacks**—*sm/s/engagement*. A metric of the number of clickthroughs on links to blogs or tweets; see also: blog, tweet,

YouTube

**LinkedIn**—*sm/output*. A social networking site that allows people to be linked by professional interests or duties

**Loading**—*m*. The writing of data extracted and transformed to a destination database; see also: ELT, extraction, transformation

**Longitudinal Survey**—*m*. A type of survey that consists of different individuals or objects that is observed or measured over time (e.g., multiple snapshot samples)

### -M-

**Mail Survey**—*m*. A survey technique whereby a printed questionnaire is completed by a respondent and the respondent returns it via postal mail

**Mall Intercept Research**—*m*. A special type of person-to-person surveying in which in-person interviewing is conducted by approaching prospective participants as they stroll through shopping centers or malls; a non-probability form of sampling

**Manifest Content**—*m*. From content analysis, an analysis of the actual content of a message exactly as it appears as opposed to latent content that must be inferred from messages

**MapReduce**—*m/s*. A database programming model and an associated implementation for processing and generating large data sets where users specify a map function to process a key/value pair to generate a set of intermediate key/value pairs, and a reduce function that merges data associated with the same intermediate key; see also: big data, cloud data

**Market Mix Model**—*m.* A sophisticated model that looks at all parts of a marketing program to determine cause and effect of specific communication vehicles on an overall program

**Market Research**—*m.* Any systematic study of market trends, market effects of entry and innovation, or studies of pricing models and competitive effects on purchasing behavior

**Mean**—*s.* A descriptive statistic of central tendency that describes the “average” of a set of numbers on a continuum; also called “average;” the process of applying a precise number or metric, which is both valid and reliable, to the evaluation of some performance

**Measurement**—*m.* A way of giving an activity a precise dimension, generally by comparison to some standard; usually done in a quantifiable or numerical manner; see also: data, scale

**Measurement Bias**—*m.* Failure to control for the effects of data collection and measurement, e.g., tendency of people to give socially desirable answers

**Measurement Error**—*m.* The amount of error found in a research campaign; in surveys it is the amount of error in individual responses; *s.* a term that expresses the amount of doubt that a researcher may accept in terms of findings; see also: confidence interval

**Measurement Reliability**—*m.* The extent to which a measurement scale measures the same thing over time; *s.* a statistical reporting of how reliable a measure is; see also: Coefficient Alpha, test-retest

reliability, split-half reliability

**Measurement Validity**—*m.* The extent to which a measurement scale actually measures what it believed to measure; see also: face validity, content validity, construct validity, criterion-related validity

**Media**—*m.* Includes newspapers, business and consumer magazines and other publications, radio and television, the Internet; company reports, news wires, government reports and brochures; Internet Web sites and discussion groups

**Media Evaluations**—*m.* The systematic appraisal of a company’s reputation, products or services, or those of its competitors, as expressed by their presence in the media

**Median**—*s.* A descriptive statistic of central tendency indicating the midpoint in a series of data; the point above and below which 50 percent of the data values fall

**Mention Prominence**—*s.* An indication of the prominence of a mention in the media of an issue, company, or product; typically measured in percent of article and position within the output (e.g., headline, above the fold, first three minutes)

**Mentions**—*s/sm/outtake/outcome.* An output or outcome consisting of counts of incidents of a company or product or person appears in the media, one mention constitutes a media placement; the number of times a tweet, blog, or other social media output is talked about by other social media users

**Message Content**—*m.* The verbal, visual, and audio elements of a message; the



material from which content analyses are conducted; *s.* analysis of media coverage of messages regarding a client, product, or topic on key issues; a trend analysis factor that measures what, if any, of planned messages are actually contained in the media

**Message Strength**—*s.* A trend analysis factor that measures how strongly message about a client or product or topic was communicated

**Metric**—*m/s/outtake/outcome.* A numeric value associated with campaign research demonstrating statistically whether outtake and/or outcome objectives are being reached; see also: output, outtake, refinement stage

**Mode**—*s.* A descriptive statistic of central tendency indicating the most frequently occurring (the most typical) value in a data series

**Modeling**—*m/s.* An approach to show how variables influence outcomes through relationships

**Moderator**—*m.* An individual who leads a focus group; also known as a facilitator

**Monitoring**—*m.* A process by which data are systematically and regularly collected about a research program over time; see also: environmental scanning

**Moral Courage**—*m/ethics.* Ability for a public relations professional to act as an ethics counsel; courage in advising when assessments are unpopular or go against management's desires/directives

**Moral Objectivity**—*m/ethics.* The ability to autonomously weigh perspectives of many varied publics on a moral issue using

one's objective rationality; see also: autonomy

**Motivational Objective**—*m.* An objective that establishes the desired level of change in a target audience's specific attitudes or beliefs after a public relations campaign

**Multiple Regression**—*s.* A statistical technique that employs multiple independent variables to predict an outcome variable (dependent variable); see also: regression, independent variable, dependent variable

**Multivariate Analysis**—*s.* An inferential or descriptive statistic that examines the relationships among three or more variables

## -N-

**Network Analysis**—*m.* A formal or informal research method that examines how individuals or units or actors relate to each other in some systematic way

**Neutral Point**—*s.* A point midway between extremes in attitude measurement scales; in Likert-type scales usually defined as "neutral" or "neither agree nor disagree"; see also: attitude, attitude scale, Likert scale, semantic differential scale

**Nominal Data**—*s.* Measurement data that are simple categories in which items are different in name only and do not possess any ordering; data that are mutually exhaustive and exclusive; the simplest or lowest of all data; categorical data; example: male or female, where neither is seen as better as or larger than the other

**Non-Financial Metrics**—*m/s/s/outtake/outcome.* Data gathered that do not include "hard" data such as sales, profits, attendance; data that are social in

nature and reflect attitudinal variables such as credibility, relationships, reputation, trust, and confidence

**Nonparametric Statistics**—*s*. Inferential and descriptive statistics based on categorical data; see also: Chi-Square, Spearman-rho

**Non-Probability Sample**—*m*. A sample drawn from a population whereby respondents or objects do not have an equal chance of being selected for observation or measurement

**Nonverbal Communication**—*m*. That aspect of the communication that deals with the transmission and reception of messages that are not a part of a natural language system (e.g., visual, spoken [as opposed to verbal], environmental)

**Norm**—*s*. Short for “normative data”; see also: normative data

**Normal Curve**—*s*. Measurement data reflecting the hypothetical distribution of data points or cases based on interval- or ratio-level data that are “normally distributed” and error free; all continuous or parametric data sets have their own normally distributed data that fall under its specific normal curve

**Normative Data**—*s*. The set of scores that allow comparison of results to other studies and see “where you stand” and provide a context

**Not Using Misleading Data**—*m/s/ethics*. A moral responsibility and imperative to report data accurately and fully; not slanting data to support a preferred outcome or assessment

**Null Hypothesis**—*s*. The hypothesis of no difference that is formally tested in a research campaign or program; its rejection is the test of the theory; it is the formal hypothesis that all inferential statistics test; see also: inferential statistics

**Number of Comments**—*sm/s*. A metric that indicates the number of comments on a social media conversation

**Number of Fans**—*sm/s/outtake*. A metric that analyzes the number of fans on a social media site, especially on Facebook

**Number of Followers**—*sm/s/outtake*. A metric that analyzes the number of individuals who are actively following a blogger, a tweeter, or individual, company, etc., on Facebook

**Number of Likes**—*sm/s/outtake*. A metric that analyzes Facebook likes; see also: like

## -O-

**Objective**—*m*. A measurable outcome in three forms: informational (cognitive), motivational (attitudinal/belief), behavioral (actionable); an explicit statement of intentions that supports a communication strategy, and to be measurable, includes an intended audience/public, a proposed change in a communication effect, a precise indication of the amount or level of change and a specific timeframe for the change to occur

**Omnibus Survey**—*m*. An “all purpose” national consumer poll usually conducted on a regular schedule (once a week or every other week) by major market research firms; also called “piggyback” or “shared-cost” survey

**Online Survey**—*m.* An approach to show how variables influence outcomes through relationships

**Open-Ended Question**—*m.* Open-ended questions ask respondents to answer in their own words; some longer forms may probe the dimensions of attitudes and behavior held by a particular respondent through an interactive conversation between respondent and interviewer

**Opinion**—*m/s/outtake/outcome.* The statement of an attitude by an influencer or third-party endorser as part of proactive communication planning; a verbalized or written evaluation of some object; see also: influencer

**Opportunities to See (OTS)**—*m/s/outtake.* The number of times a particular audience has the potential to view a message, subject or issue; *s.* a statistic based on outputs serving as a dependent variable in some research; see also: dependent variable, impressions, outcome, output

**Ordinal Data**—*s.* Measurement data that are categories in which items are different in name and possess an ordering of some sort; data that are mutually exhaustive and exclusive and ordered; categorical data; example: income as categories of under \$25K, \$26K—\$50K, \$51K—\$75K, \$76K—\$100K, over \$100K

**Outcomes**—*m/s.* 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; *s.* the dependent variable in research; see also: dependent

variable

**Outgrowth**—*m/s.* The culminate effect of all communication programs and products on the positioning of an organization in the minds of its stakeholders or publics; *s.* an outcome statistics used as a dependent variable in some research; see also: dependent variable, outcome

**Output**—*m/s.* What is generated as a result of a PR program or campaign that may be received and processed by members of a target audience, and may have cognitive impact on outtakes: the way a target audience or public feels, thinks, knows, or believes; the final stage of a communication product, production, or process resulting in the production and dissemination of a communication product (brochure, media release, Web site, speech, etc.); *s.* the number of communication products or services resulting from a communication production process; the number distributed and/or the number reaching a targeted audience; sometimes used as an outcome serving as a dependent variable in research; see also: independent variable, dependent variable, outtake, outcome

**Outtake**—*m/s.* Measurement of what audiences have understood and/or heeded and/or responded to a communication product's call to seek further information from PR messages prior to measuring an outcome; audience reaction to the receipt of a communication product, including favorability of the product, recall and retention of the message embedded in the product, and whether the audience heeded or responded to a call for information or action within the message; *s.* sometimes used as an outcome serving as a dependent variable in research; see also: dependent variable, outcome

**Owned Sites**—*sm*. Social media platforms that are controlled or “owned” by a company or organization; see also: social media platform; Facebook; Twitter

### -P-

**Page Rank**—*sm/s*. A metric for the likelihood of website being found by seeker of relevant information

**Page Views**—*sm/s/outtake*. A metric that analyzes the number of times a webpage has been viewed

**Paid Media**—*m/sm/output*. Outputs placed in the media as a function of advertising

**Paired t-Test**—*s*. An inferential statistical test of significance that compares data that are collected twice on the same sample; see also: inferential statistics, independent t-test, known-group t-test

**Panel Survey**—*m*. A type of survey that consists of the same individuals or objects that is observed or measured over time; a type of survey in which a group of individuals are deliberately recruited by a research firm because of their special demographic characteristics for the express purpose of being interviewed more than once over a period of time for various clients on a broad array of different topics or subjects

**Parameter**—*s*. In sampling, a characteristic of a population that is of interest

**Parametric Statistics**—*s*. Inferential and descriptive statistics based on continuous data; see also: data, descriptive statistics, inferential statistics

**Participant-Observation**—*m*. A research

method in which the researcher takes an active role in the life of an organization or community, observes and records interactions, and then analyzes those interactions

**Path Analysis**—*s*. A statistical technique that establishes relationships between variables with arrows between variables indicating the pattern of causal relationships usually in the form of a “path diagram”; typically used with “hard” or financial data; see also: path diagram

**Path Diagram**—*s*. A graphical representation of the causal relationships between variables showing both direction and strength of relationship; see path analysis, structural equation modeling

**Pearson Product Moment Coefficient (*r*)**—*s*. A correlation statistic used with interval and ratio data; see also: correlation, data, Spearman-rho

**Peer Index**—*sm/s*. A statistic that indicates intermediary influencers; see also: influencer

**Percent of Change**—*s/output/outtake*. A measure of increase or decrease of media coverage

**Percentage**—*s*. A descriptive statistic based on categorical data; defined as the frequency count for a particular category divided by the total frequency count; example: 10 males out of 100 people = 10%; see also: descriptive statistics

**Percentage Point**—*s/output/outtake/outcome*. The number that a percentage is increased or decreased

**Performance**—*m*. The act of carrying-out,

doing, executing, or putting into effect; a deed, task, action, or activity as a unit of a program of performance

**Performance Indicator**—*m/s/outtake*. A sign or parameter that, if tracked over time, provides information about the on-going results of a particular program of performance or campaign; *s.* an outcome measured during a public relations campaign that serves as a dependent variable; see also: data, dependent variable, KPI

**Performance Measure**—*m/s/outtake/outcome*. A number that shows the exact extent to which a result was achieved; *s.* in a research campaign, an outcome of some sort serving as a dependent variable; see also: data, dependent variable, outcome

**Performance Result (Key Performance)**—*m/s/outcome*. The desired end effect or impact of a program of campaign performance

**Performance Target**—*m/s/outcome*. A time-bounded and measurable commitment toward achieving a desired result; a measurable objective

**Periodicity**—*s.* A bias found in sampling due to the way in which the items or respondents are chosen; example: newspapers may differ by being daily, weekly, weekday only, and so forth

**Pie Graph**—*s.* A representation of a frequency distribution by means of portions segment of a circle; the segments represent the percentages of the variable of interest; see also: graph

**Piggyback Survey**—*m.* A survey that has questions from several clients or projects;

see also: omnibus survey

**Poll**—*m.* A form of survey research that focuses more on immediate behavior than attitudes; a very short survey method whose questionnaire asks only very short and closed-ended questions; see also: in-depth survey, survey methodology

**Position Papers**—*m.* An output that serves to place a client or product or service in a particular light

**Positioning**—*m/s/outtake*. A process where a brand is identified by a target audience; a metric that examines where stakeholders are on key issues; a trend analysis factor that measures how a client or product or topic was positioned in the media (e.g., leader, follower)

**PR Return on Investment**—*m.* The impact of a public relations program on business results; *s.* the outcome (dependent) variable which demonstrates the impact of a public relations campaign or program investment on business program KPIs such as sales leads, customer retention, new customers, etc. ; a causal indicator of public relations impact on business KPIs; see also: causal relationships, Return on Investment (ROI)

**Predictive Analytics**—*s.* Statistical programs that attempt to predict an outcome within a certain amount of allowed error. See also: path analysis, regression, structural equation model

**Preference**—*s/outtake*. A preference measure determines the choice of a single brand, product or service to the exclusion of others

**Probability Sample**—*m.* A sample drawn at random from a population such that all

possible respondents or objects have an equal chance of being selected for observation or measurement

**Probe Question**—*m.* A question used in a survey questionnaire or in-depth or focus group schedule that requires the participant to explain an earlier response, often in the form of “why do you think this?” or “could you be more specific?”

**Product (Communication Product)**—*m/output.* The end result of the communication product or process resulting in the production and dissemination of a brochure, media release, video news release, web site, speech, and so forth; an output or outtake; see also: output, outtake

**Program (Campaign)**—*m.* The planning, execution, and evaluation of a public relations plan of action aimed at solving a problem or the taking advantage of an opportunity

**Prominence of Mention**—*m/s/outtake.* A metric of where in a story a client or issue is featured (e.g., headline, top of the fold, what part of a broadcast); *s.* an output unit of analysis used as a dependent variable; see also: dependent variable, output

**Proportion**—*s.* A descriptive statistic based on categorical data; defined as the percentage as made part of one (1.0); example: 10 males out of 100 people are 10 hundredths of the sample

**Protection of Proprietary Data**—*m/ethics.* An ethical research value that keeps data confidential to those who paid for its collection

**Psychographic Research**—*m.* Research focusing on a population or sample’s non-

demographic traits and characteristics, such as personality type, life-style, social roles, values, attitudes, and beliefs

**Psychometrics**—*s.* A branch of psychology that deals with the design, administration, and interpretation of quantitative tests for the measurement of psychological variables such as intelligence, aptitude, and personality traits; also called psychometry, psychographics

**Public**—*m.* A group of people who have consequences on an organization or affected by the consequences of organizational decisions; a group of people from which the public relations campaign or program selects in an attempt to influence it regarding a company, product, issue, or individual; see also: audience, sample

**Public Opinion Poll**—*m.* A type of survey that collects basic opinions held by or facts about a specified population or sample; also known as a descriptive survey; see also: poll, survey methodology

**Public Relations Effectiveness**—*s/outcome.* The degree to which the outcome of a public relations program is consonant with the overall objectives of the program as judged by some measure of causation; see also: causal relationship

**Public Responsibility**—*m/ethics.* A duty to communicate and act in the public interest

**Purposive Sample**—*m.* A non-probability sample in which individuals are deliberately selected for inclusion based on their special knowledge, position, characteristics, or relevant dimensions of the population

**Push Poll**—*m.* An unethical survey technique in which an interviewer begins by

acting as if the telephone call is a general survey to gain credibility, but then asks the respondent a question implying questionable behaviors or outcomes of a person or product; used by political and issues campaigns

### -Q-

**Q-Sort**—*m*. A measurement instrument that focuses on respondent beliefs by asking them to sort through piles of opinion statement and sort them into piles on an 11-point continuum usually bounded by “most-like-me” to “most-unlike-me”; see also: attitude scale

**Qualitative Research**—*m*. Research that seeks in-depth understanding of particular cases and issues, rather than generalizable statistical information, through probing, open-ended methods such as depth interviews, focus groups and ethnographic observation

**Quantitative Research**—*m*. Research that produces generalizable findings by collecting and analyzing data in objective ways, such as experiments and closed-ended, forced-choice questionnaires of sufficiently large samples; research that relies heavily on statistics and numerical measures

**Question**—*m*. A statement or phrase used in a questionnaire or schedule that elicits either an open- or closed-ended response from a research participant; see also: funnel and probe questions

**Questionnaire**—*m*. A measurement instrument that contains exact questions and measures an interviewer or survey researcher uses to survey through the mail, Internet, in person, or via the telephone; may

be closed-ended and open-ended

**Quota Sample**—*m*. A type of non-probability sample that draws its sample based on a percentage or quota from the population and stops sampling when that quota is met; a non-probability sample that attempts to have the same general distribution of population characteristics as in the sample; see also: poll, survey methodology

### -R-

**$r^2$  value**—*s*. The value calculated in a correlation between two variables; the amount of known relationship (explained variance) between two variables;  $1-r^2$  provides an indication of how much is unknown; see also: correlation, *r*-value score

**Range**—*s*. A descriptive central tendency statistics that expresses the difference between the highest and lowest scores in the data set; example: responses to a question on a 1 to 5 Likert-type scale where all reaction categories were used would yield a range of 4 (5 minus 1)

**Rankings**—*s*. A metric of where an object is compared to other objects in the same class, industry, etc.

**Ratio Data**—*s*. Measurement data that are defined on a continuum and possess an absolute zero point; examples: number of children, a bank account, absolute lack of heat ( $0^\circ$  Kelvin =  $-459.67^\circ$ F or  $-273.15^\circ$ C)

**RDBMS**—*m*. Relational Data Base Management System; see also: Relational database, SQL, SQL server

**Reach**—*m/sm/s/output/outtake*. A metric estimating the size of an audience exposed

to a communication based on some audited system (traditional media); the number of unique social media mentions divided by the total mentions (social media)

**Reader Engagement—**

*sm/s/output/engagement.* A metric of the number of comments and time spent on a website

**Readership—*m.*** Number of people who actually read each issue of a publication, on average, may be used as an outcome variable at times; *s.* an output variable that often serves as a dependent variable; see also: dependent variable, outcome

**Refinement Stage—*m.*** The portion of a campaign that starts with the initial baseline and continues through the evaluation stage; the portion of a campaign against which benchmarks are tested; see also: developmental stage, evaluation stage, benchmark, baseline

**Reflexivity—*m/ethics.*** The exercise of recognizing one's own position, viewpoints and/or influence in the process of data collection to reduce subjective interpretation and avoid bias; a secondary examination of data by those studied to test accuracy

**Regression—*s.*** A statistical tool that predicts outcomes based on one outcome (dependent) variable and one predictor (independent) variable; see also: multiple regression; *m.* a source of error or invalidity in experimental methodology that may impact on the validity of the experiment; see also: experimental methodology, validity, inferential statistics

**Relational Database (RDBMS)—*m.*** A data management system that stores and retrieves data for use with other analytical programs

**Relationship Engagement—**

*sm/s/outtake/engagement.* The state of engagement between an individual and other individuals, or between and among groups, etc.; a metric that analyzes the connection between individuals, groups, etcetera

**Reliability—*m.*** The extent to which results would be consistent, or replicable, if the research were conducted a number of times; *s.* a statistical measure accessing consistency of a measure, usually through the Coefficient Alpha or KR-20 statistic in measurement or Cohen's Kappa, Hosti's reliability coefficient, Krippendorf's alpha, or Scott's pi; see also: measurement reliability, Cohen's Kappa, Holsti's reliability coefficient, Scott's pi

**Reputation—*s.*** An outcome variable often used as a dependent variable in research dealing with the public's perception of an organization's credibility, trustworthiness, or image based on the organization's behavior; see also: dependent variable

**Research—*m.*** The systematic effort before (formative research) or during and/or after (summative or evaluative research) a communication activity aimed at discovering and collecting the facts or opinions pertaining to an identified issue, need, or question; may be formal or informal

**Research Bias—*m.*** Unknown or unacknowledged error created during the design, measurement, sampling, procedure, or choice of problem studied; see also: experimental methodology, validity, regression

**Research Instrument—*m.*** A tool used to collect data; see also: questionnaire, interview schedule, semi-structured interview, structured interview



**Respondent**—*m*. The individual from whom data is collected through participation in a research campaign; sometimes called participant or, in psychological study, subject

**Respondent Right**—*m/ethics*. Ethical values in research that protect respondents from exploitation or abuse, such as that reported in Zimbardo's Stanford prison experiment

**Response Rate**—*m/s/outtake*. From survey methodology, the number of respondents who actually completed an interview; *s*. the percentage of completed surveys (often adjusted for mailing errors)

**Results**—*m/s/outtake/outcome*. The outcome or outcome impacted upon by a public relations campaign; *m*. that which is measured in a campaign as dependent variables; see also: dependent variable, outcome, output, outtake, outgrowth

**Return on Expectations (ROE)**—*m/s/outcome*. A metric that analyzes the combination of financial and non-financial outcomes that leads to public relations ROI

**Return on Investment (ROI)**—*s*. An outcome variable that equates profit from investment; see also: public relations return on investment, dependent variable

**ROI (%)**—*s*. Net Financial Return (net return: gross financial return minus the financial investment) divided by the Financial Investment x 100. A ROI metric is expressed as a percentage and the calculation is made after the actual returns, all actual returns, are realized

**Retweet**—*sm/s/output/outtake*. A tweet that one Twitter user decides to re-share with

his/her own followers; see also: Tweet, Twitter

**Retweet Efficiency**—*sm/s/outtake*. A metric of how many retweets a Tweet gets per 100 or 1000 or more followers

**Retweet Velocity**—*sm/s/outtake*. A metric that analyzes the likelihood of a Tweet to be retweeted

**RSS Subscribers**—*sm/s/outtake*. The number of people who have subscribed to a blog or other social media platform

**r-Value Score**—*s*. The calculated correlation between two variables; see also: correlation

## -S-

**Sample**—*m*. A group of people or objects chosen from a larger population; see also: probability sample, non-probability sample; convenience sample; panel survey; longitudinal survey; snapshot survey

**Sample Frame**—*m*. How a population is generated by selecting some relevant group to sample

**Sample Size**—*m/s*. The number of participants in a study that have been drawn for observation

**Sampling Error**—*m/s*. The amount of error expected or observed in surveys that may be attributed to problems in random selection of respondents; *s*. the amount of error that a researcher finds acceptable or expected based on the sample size and expressed as confidence in sampling from a population; see also: confidence level

**Scale**—*m.* A measurement instrument consisting of attitude or belief items that reflect an underlying structure toward some attitude or belief object; see also: attitude scale

**Scalogram (Guttman Scale/Cumulative Scale)**—*m.* A measurement scale that assumes (a) unidimensionality and (b) that people, when faced with a choice will also choose items less intense than the one chosen; see also: attitude scale, Likert-type scale, semantic differential scale

**Scattergram**—*s.* A data visualization based on continuous data that graphically demonstrates how data are distributed between two variables, one variable on the x-axis and one on the y-axis; also known as a scatter diagram or scatterplot

**Schedule**—*m.* The timeline on which a public relations program or campaign is conducted; a list of questions, usually open-ended, used in focus group and in-depth interviews to gather data; see also: survey methodology, in-depth interview

**Scott's pi**—*s.* A coding reliability measure employed in content analysis that reduces the impact of chance agreement among intercoder or intracoder coding; see also: reliability, content analysis, Holsti's Reliability Coefficient, Krippendorff's alpha, Cohen's kappa

**Screener Question**—*m.* A type of question asked at the beginning of an interview or survey to determine if the potential respondent is eligible or qualified to participate in the study; see also: funnel question

**Search Engine Optimization (SEO)**—*m.* A method that allows outputs on the social

media to be optimized such that they appear frequently when key word searches are conducted

**Search Ranking**—*sm/s/output.* A metric comparing paid versus earned media coverage; see also: paid media, earned media

**Secondary Methodology**—*m.* An informal research methodology that examines extant data in order to draw conclusions; a systematic re-analysis of a vast array of existing data; often used in benchmarking and benchmark studies

**Semantic Differential Scale**—*m.* An attitude measure that asks respondents to evaluate an attitude object based on bipolar adjectives or phrases separated by a continuum represented as consisting of an odd number of intervals; developed by Osgood, Suci, and Tannenbaum; see also: attitude scale, Guttman Scalogram, Likert-type scale

**Semantic Space**—*m.* The idea that people can evaluate attitude objects along some spatial continuum; often associated with attitude researchers Osgood, Suci, and Tannenbaum

**Semi-Structured Interview**—*m.* An interview conducted with a fairly flexible list of questions which allows for focused, conversational, two-way communication; it can be used both to give and receive information

**Sentiment**—*m/s/outtake/outcome.* A metric that assesses and determines the tone of a public relations output; a ratio of positive to negative; typically evaluated as positive, neutral, or negative

**Sequential Equation Model**—*s*. A statistical methodology similar to path analysis but that uses as measures that are created such as attitude, intelligence, reputation rather than actual indicators (e.g., sales, revenue) to test an hypothesized causal relationship between predictor (independent) and outcome (dependent) variables; see also: dependent variable, independent variable, path analysis, regression, multiple regression

**Share of Ink (SOI)**—*s/output*. measurement of the total press/magazine coverage found in articles or mentions devoted to a particular industry or topic as analyzed to determine what percent of outputs or Opportunities to See (OTS) is devoted to a client or product; an outcome often used as a dependent variable; see also: dependent variable, outcome

**Share of Voice (SOV)**—*s/output/outtake/outcome*. A measurement of total coverage devoted to radio/television coverage to a particular industry or topic as analyzed to determine what percent of outputs or Opportunities to See (OTS) is devoted to a client or product; also known as “share of coverage;” an outcome often used as a dependent variable; see also: dependent variable, outcome

**Shared-Cost Survey**—A survey method where the costs of conducting the survey are paid by several companies or researchers to reduce costs; typically provide fewer questions per company or researcher due to number of different clients in the survey; see also: omnibus survey

**Simple Random Sample**—*m*. A type of probability sample in which numbers are assigned to each member of a population, a

random set of numbers is generated, and then only those members having the random numbers are included in the sample

**Site Content**—*sm/s/outtake*. The type of content found on a social media site type

**Site Type**—*sm/s*. The type of site used to communicate; mainstream media, online media, blogs, tweets, etc.

**Site**—*sm*. A social media platform either owned or earned. See also: Owned site; Earned site; Facebook, Twitter, YouTube, Flickr

**Situation Analysis**—*m*. An impartial, often third-party assessment of the public relations and/or public affairs problems, or opportunities, that an organization may be facing at a given point in time

**Skip Interval**—*m*. The distance in a sample list between people selected from a population based on systematic sampling; usually defined as the total population divided by the number of people to be sampled (e.g., for a sample of 100 people to be drawn from a population of 10,000 people, the skip interval would be  $100/10,000 = 100$  individuals skipped between selected participants)

**Snapshot Survey**—*m*. A type of survey that consists of individuals or objects that is observed or measured once over a relatively short time period; see also: “cross-sample survey”

**Snowball Sample**—*m*. A type of non-probability sample in which individuals who are interviewed are asked to suggest other individuals for further interviewing

**Social Media**—*m.* Open source (i.e. publicly accessible) media sites on the internet that accept user-generated content and foster social interaction; including blogs, microblogging sites such as Twitter and Sina Weibo, photosharing sites such as Flickr and videosharing sites such as YouTube (see also social networks)

**Social Mention**—*sm/s/outtake.* A metric that analyzes how many times someone or something has been mentioned in the social media

**Social Network**—*m.* Open source (i.e. publicly accessible) websites that facilitate social interaction and networking, such as Facebook, LinkedIn, Google+ and Renren in China

**Social Return on Investment (SROI)**—*sm/s/outcome.* A metric that analyzes the expected return on investment (ROI) by the social media in terms of cost-benefit and social accounting; a combination of ROI and BCR; see also: Return on Investment and Benefit-Cost Ratio

**Sociogram**—*s.* A pictorial representation of the actual relationships of individuals within a specified unit such as a public, target audience, or work unit

**Source Strength**—*sm/s/outtake.* A quantitative measure of earned-media sites

**Sources Mentioned**—*m.* A trend analysis factor that measures who was quoted in media coverage; also known as “quoteds”

**Speaking Engagements**—*s.* Print or broadcast or Internet communication product output; see also: output

**Spearman-rho**—*s.* A correlation statistic used with nominal or ordinal data; see also: correlation, data, Pearson Product Moment

Coefficient

**Split-Half Reliability**—*s.* A test for a measure’s reliability where a sample is randomly split and one segment receives a part of the measure and the second segment receives the rest

**SQL server**—*m.* A specific Structured Query Language aimed at targeted audiences. See also: structured query language, SQL, RDBMS

**Standard Deviation ( $\sigma$ )**—*s.* A descriptive statistic of central tendency which indexes the variability of a distribution; the range from the mean within which approximately 34% of the cases fall, provided the values are distributed in a normal curve

**Standardized Score (Z-Score)**—*s.* A descriptive statistic based on continuous data that expresses individual scores based on their standard deviations from the group mean; range of scores is usually—3.00 to +3.00; see also: Z-score

**Standard**—*m.* A level of performance that establishes a measure against which comparative evaluations can be made; see also: statistical significance

**Statistical power**—*s.* The power of a statistical test based on the number of observations made; calculated as  $1-\beta$

**Statistical Significance**—*s.* The amount of confidence (as opposed to acceptable error) a researcher has in the outcome of a statistical test; the standard accepted error against which statements of difference can be made ( $\alpha=.05$  or 95% confidence in the findings are due to tested variables and not extraneous variables); see also: Analysis of Variance, F-value score, t-value score, t-test, correlation

**Stratified Sample**—*m.* A type of probability sample that involves first breaking the total population into homogenous subsets (or strata), and then selecting the potential sample at random from the individual strata; example: stratify on race would require breaking the population into racial strata and then randomly sampling within each stratum

**Structural Equation Model (SEM)**—*s.* An advanced statistical procedure that produces estimated paths as coefficients of relationship; typically used with non-financial data or data that are attitudinal in nature; see also: path analysis, regression

**Structured Data**—*m.* Data organized according to a well-defined structure, usually information stored in databases that index according to rows and columns

**Structured Interview**—*m.* An interview with a pre-defined set of questions and responses which may provide more reliable, quantifiable data than an open-ended interview and can be designed rigorously to avoid biases in the line of questioning; see also: filter question, funnel question

**Structured Query Language (SQL)**—*m.* A programming language used to manage relational database systems. See also: content analysis, SQL server, RDBMS

**Sum Basis**—*sm/s/outtake.* A metric that adds up unique visitors to a social media platform as compared to mainstream media

**Summary Measure**—*s.* A measure that combines information of different types and from different sources which together permit a rapid appraisal of a specific phenomenon to identify differences (e.g. between groups, countries), observed changes over time or expected changes (e.g. as a consequence of policy measures); there are four key

elements to summary measures: the selection of relevant parameters to be included, the reliable measurement/collection of these parameters, the unit in which the summary measure will be expressed and the relative weight of each of the constituents in the total summary measure

**Summative Evaluation**—*m/outcome.* A method of evaluating the end of a research program; the basis of establishing the dependent measures; see also: dependent variable

**Survey Methodology**—*m.* A formal research methodology that seeks to gather data and analyze a population's or sample's attitudes, beliefs, and opinions; data are gathered in-person or by telephone (face-to-face), or self-administered via the mail or e-mail; see also: survey methodology, longitudinal survey, panel survey, cohort survey, snapshot survey

**Symbols/Words**—*s.* A manifest unit of analysis used in content analysis consisting of specific words (e.g., pronouns, client name, logotypes) that are counted; see also: content analysis

**Systematic Sample**—*m.* A type of probability sample in which units in a population are selected from an available list at a fixed interval after a random start; see also: skip interval

## -T-

**Target Audience**—*m.* A very specific audience differentiated from “audience” by some measurable characteristic or attribute (e.g., sports fishermen)

**Targeted Gross Rating Points (TGRP)**—*s/outcome*. Gross Rating Points (GRP) targeted to a particular group or target audience; an outcome often used as a dependent variable; see also: dependent variable, Gross Rating Points, outtake, outcome

**Task Completion Rate**—*sm/s/outtake*. A metric measuring the percent of visitors to a website who were able to complete the task they came to that website for

**Technorati**—*sm/s*. A program that analyzes how many links a blog has and evaluates that blog on its authority; see also: blog

**Test-Retest Reliability**—*s*. A test for a measure's reliability by testing the same sample with the same measure over time

**Themes**—*s*. A latent unit of analysis used in content analysis that measures an underlying theme or thesis (e.g., sexuality, violence, credibility); see also: content analysis

**Throughputs**—*m*. The development, creative, and production activities (writing, editing, creative design, printing, fabrication, etc.) as part of the throughput stage of a communication product production process

**Time on Site**—*sm/s/outtake*. A metric that calculates the amount of time an individual spends on specific social media sites or platforms

**Time/space Measures**—*s*. A manifest unit of analysis used in content analysis consisting of physically measurable units (e.g., column inches, size of photographs, broadcast time for a story); see also: content analysis

**Tone**—*s*. Trend and latent content analysis

factor that measures how a target audience feels about the client or product or topic; typically defined as positive, neutral/balanced, or negative; often used as an outcome and dependent variable; see also: dependent variable, outcome, content analysis

**Transparency**—*m/ethics*. Allowing external publics and stakeholders to see inside the organization, so that others can know how it makes decisions.

**Transformation**—*m*. The necessary conversion of data formats or structures to be consumed by a destination database; see also: ETL, extraction, loading

**Trend Analysis**—*m*. Tracking of performance over the course of a PR campaign or program; survey method whereby a topic or subject is examined over a period of time through repeated surveys of independently selected samples (snapshot or cross-sectional survey)

**t-Test**—*s*. An inferential statistical test of significance for continuous measurement dependent variables against a bivariate independent variable; used when total number of observations are less than 100; see also: paired t-test; independent t-test; known group t-test, inferential statistics

**t-Value Score**—*s*. The calculated score obtained from a t-test that is compared against tabled values; see also t-test, statistical significance, standard

**Tweet**—*sm/output*. A 140 character text-based post used to communicate on Twitter; see also, Twitter

**Type of Article**—*m*. Categories of an item in media analysis, such as “product review,” “by-lined article,” “editorial,”

“advertorial,” “feature story;” s. trend analysis factor that measures the nature of client or product or topic coverage (e.g., column inches, broadcast time); often used as a dependent variable; see also; dependent variable

**Twitter**—*sm/outtake*. A microblog website where 140 character messages are sent to those who chose to follow a person or organization; see also, Tweet

### -U-

**Unaided Awareness**—*m/s*; Measurement of how much people know of an object without providing hints, descriptions, and so forth.

**Unfollowers**—*sm/s/outtake*. A metric indicating how many people have stopped following a Facebook or other social media platform user

**Unit of Analysis**—*m*. The specification of what is to be counted in content analysis methodology; consist of symbols/words, time/space measures, characters, themes, and items; may be manifest (observable) or latent (attitudinal)

**Univariate Analysis**—*s*. The examination of only one variable at a time

**Universe**—*m*. The set of all the units from which a sample is drawn; also called the population

**Unstructured Data**—*m*. Data with no organized structure where an entity may contain its own structure or format; e.g., textual documents, audio, video files

**Utilitarian**—*ethics*. A paradigm that seeks to maximize the good consequences of a decision and minimize the harms or negative consequences, defining happiness or public

interest as the good to be maximized

### -V-

**Validity**—*m*. The extent to which a research project actually measures what it is intended, or purports to measure; see also: measurement validity

**Value**—*m*. An underlying cultural expectation, usually directs an individual’s beliefs

**Variance ( $\sigma^2$ )**—*s*. A descriptive statistic of central tendency that measures the extent to which individual scores in a data set differ from each other; the sum of the squared standard deviations from the mean ( $\sigma$ )

**Verbatim**—*m/s*. A reporting of data using the actual words of respondents and direct quotes from the transcript of the actual comments participants make in a focus group, individual interviews, or open-ended questions on surveys; Many researchers include verbatims in their final reports to support their interpretation of the finding; s. data which may be used in content analysis; see also: interview schedule, semi-structured interview, structured interview, content analysis

**Video Views**—*sm/s/outtake*. A metric that analyzes the number of times a video has been viewed on a website

**Views per Photo**—*sm/s/outtake*. A metric that analyzes how many people have viewed a photograph in the traditional media; a metric that analyzes the number of times a photo has been viewed on a social media website

**Visitor Loyalty**—*sm/s/s/outtake*. A metric that analyzes how often a visitor comes to a website

**Visitor Recency**—*sm/s/outtake*. A metric that analyzes the length of time visitors have last been to a website

**Visitor**—*sm/outtake*. A unique individual looking at a website

**Visits**—*sm/s/s/outtake*. A metric that indicates the number of times a visitor comes to a website; see also: visitor

### -W-

**Web Analytics**—*m/s/outtake/outcome*. The measurement, collection, analysis, and reporting of internet data for purposes of understanding and optimizing web usage; see also: analytics

**Weighted Average**—*s*. An average that takes into account the proportional relevance of each component, rather than treating each component equally

**Weighting**—*s*. The assignment of a numerical coefficient to an item to express its relative importance in a frequency distribution; as used in survey research to reduce the bias found in a sample and/or generalize to the target population

**Word Cloud**—*sm/s/outtake*. A visual representation of text used for quickly perceiving the most prominent terms and determining their relative importance

**Word/symbol**—*s*. From content analysis, a unit of analysis consisting of the actual word or symbol communicated in the media; see also: content analysis

### -Y-

**YouTube Insights**—*sm/s/outtake*. A website that provides metrics for number of

video views, users, and subscribers; see also: YouTube

**YouTube**—*sm/output*. A video-sharing website on which users can upload, share, and view videos

### -Z-

**Z-Score (Standardized Score)**—*s*. A descriptive statistic of central tendency that takes data from different types of scales and standardizes them as areas under the normal curve for comparison purposes; see also: standardized score



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## Ex-Oficio

**Peter Debreceny**

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