Practice of Public Relations 15th edition Seitel Test Bank

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The Practice of Public Relations, 15e **(Seitel)**
Chapter 6 Ethics

1) In the opening scenario for Chapter 6, the actions of Jussie Smollett demonstrate that _____.
A) it isn't worth lying to gain an edge in business, politics, or media
B) ethical entertainers should never discuss politics
C) doing the right thing is best, but spin may be necessary at times
D) no publicity is bad publicity
Answer: A
Difficulty: 2: Moderate
Skill: Application
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Application of knowledge

2) The cardinal rule of public relations is to _____.
A) lie if it is in the best interest of the client
B) write a tell-all book revealing why your CEO lied
C) do what is legal, even if it is not ethical
D) never lie
Answer: D
Difficulty: 1: Easy
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

3) Which of the following principles lies at the heart of the ethical practice of public relations?
A) Brokering agreements with media to refrain from reporting news
B) Stonewalling when it is in the best interest of a client
C) Doing the right thing
D) Selectively telling the truth
Answer: C
Difficulty: 2: Moderate
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

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4) "Do what is right, though the world should perish" is associated with which ethical theory?
A) Utilitarianism
B) Deontology
C) Confucianism
D) Aristotelian
Answer: B
Difficulty: 2: Moderate
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

5) The "golden rule" prescribes doing that which _____.
A) demonstrates loving your neighbor as yourself
B) brings the greatest happiness for the greatest number
C) does the least harm to the least number
D) could become accepted practice
Answer: A
Difficulty: 1: Easy
Skill: Application
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Application of knowledge

6) The "golden mean of moral virtue" advocates doing that which _____.
A) does the least harm to the greatest number
B) brings the greatest happiness for the greatest number
C) is found between two extremes
D) you deem to be the societal standard
Answer: C
Difficulty: 2: Moderate
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

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7) In a turn of the century survey of public relations executives, _____ admitted that they lied on the job.
A) 10%
B) 25%
C) 39%
D) 44%
Answer: B
Difficulty: 2: Moderate
Skill: Application
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

8) Which of the following is NOT a basic value that the PRSA Code of Ethics 2000 addresses?
A) Honesty
B) Loyalty
C) Fairness
D) Authenticity
Answer: D
Difficulty: 2: Moderate
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

9) Professional ethics _____.
A) is often called applied ethics
B) suggests that distinctly different professional conduct is acceptable
C) precludes the need for a formal code of ethics
D) is another name for informal ethics
Answer: A
Difficulty: 3: Challenging
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

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10) As the "conscience" of an organization, public relations practitioners should _____.
A) advocate to divulge everything about the organizations for which they work
B) always remember to ask, "Are we doing the right thing?"
C) advocate to impose rigorous regulations against corporate criminals
D) ignore criticism that business ethics are non-existent
Answer: B
Difficulty: 2: Moderate
Skill: Application
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

11) According to the Pew Research Center, _____ of people between the ages of 18 to 29 had a very positive or somewhat positive impression of capitalism in 2022.
A) 5%
B) 16%
C) 40%
D) 73%
Answer: C
Difficulty: 3: Challenging
Skill: Application
LO: 6.2: Discuss ethics–or the lack thereof–in today's business, government, media, and public relations cultures.
AACSB: Application of knowledge

12) The ethical challenge for businesses and CEOs is to _____.
A) keep their inner workings opaque so as not to arouse negative interest
B) keep legal counsel on staff to defend any management members involved in scandals
C) restore confidence in the business system and companies they represent
D) increase philanthropy efforts when they are in disfavor with the public
Answer: C
Difficulty: 3: Challenging
Skill: Concept
LO: 6.2: Discuss ethics–or the lack thereof–in today's business, government, media, and public relations cultures.
AACSB: Ethical understanding and reasoning

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13) Which of the following is a reason to have a corporate code of conduct?
A) To avoid having to respond to media inquiries about transgressions
B) To increase profits for publicly-owned businesses
C) To increase public confidence
D) To influence legislators to pass more up-to-date reform bills
Answer: C
Difficulty: 2: Moderate
Skill: Concept
LO: 6.2: Discuss ethics–or the lack thereof–in today's business, government, media, and public relations cultures.
AACSB: Ethical understanding and reasoning

14) A code of conduct _____.
A) is an informal statement
B) must be a sophisticated document
C) may be a short mission statement
D) falls short of dictating behavioral expectations
Answer: C
Difficulty: 3: Challenging
Skill: Concept
LO: 6.2: Discuss ethics–or the lack thereof–in today's business, government, media, and public relations cultures.
AACSB: Ethical understanding and reasoning

15) If journalists were to follow the code of ethics published by the Society of Professional Journalists, they would _____.
A) fulfill their readers' curiosity for details about people with addictions
B) fight for the right to publish unofficial charges affecting a person's reputation
C) show respect for the dignity of people encountered in the course of news-gathering
D) act in a dependent manner, working alongside government officials
Answer: C
Difficulty: 3: Challenging
Skill: Application
LO: 6.3: Discuss the concept of corporate social responsibility.
AACSB: Ethical understanding and reasoning

16) From the statements below, which one BEST describes the current state of ethics in government?
A) Instances of conflicts of interest have decreased at the federal level.
B) Surprisingly, no politicians were exposed for unethical practices in 2018.
C) The hard right and the hard left are finally beginning to compromise.
D) Politicians seem to be losing more ground in terms of trustworthiness and ethical values.
Answer: D
Difficulty: 2: Moderate
Skill: Application
LO: 6.3: Discuss the concept of corporate social responsibility.
AACSB: Ethical understanding and reasoning

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17) The essence of corporate social responsibility is to _____.
A) increase profitability so the tax rate can be lowered
B) manage business processes so there is a positive impact on society
C) act only if it is worth the time to enhance the social image of an organization
D) avoid having to respond to being asked about transgressions
Answer: B
Difficulty: 2: Moderate
Skill: Concept
LO: 6.3: Discuss the concept of corporate social responsibility.
AACSB: Ethical understanding and reasoning

18) Which of the following would NOT be a socially responsible activity of a business?
A) Providing a healthy and safe working environment
B) Avoiding discrimination in hiring, promoting, and retaining the best people available
C) Taking a safety shortcut in product manufacturing to cut costs for the consumer
D) Manufacturing safe products that perform well and do not negatively impact the environment
Answer: C
Difficulty: 2: Moderate
Skill: Application
LO: 6.3: Discuss the concept of corporate social responsibility.
AACSB: Ethical understanding and reasoning

19) Which of the following indicates the degree to which an organization is socially responsible?
A) Adhering to standards for a safe, clean environment
B) Following social investing advice suggested by certified financial planners
C) Supporting not-for-profit organizations that advocate foreign investments
D) Hiring only people who have been underrepresented in your organization
Answer: A
Difficulty: 2: Moderate
Skill: Application
LO: 6.3: Discuss the concept of corporate social responsibility.
AACSB: Ethical understanding and reasoning

20) The social responsibility category of external relations would involve _____.
A) sales practices, consumer complaint policies, advertising content, and fair pricing
B) support of minority enterprises, investment practices, and government dealings
C) contribution performance and encouragement of employee participation in social projects
D) work environment policies and accident safeguards
Answer: B
Difficulty: 3: Challenging
Skill: Concept
LO: 6.3: Discuss the concept of corporate social responsibility.
AACSB: Ethical understanding and reasoning

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21) An organization's social responsibility image is often determined by its _____.
A) desire to earn a profit above all else
B) focus on being the number one patron of the arts
C) attention to ethics and improving the quality of life for people
D) focus on looking good rather than doing the right thing
Answer: C
Difficulty: 3: Challenging
Skill: Concept
LO: 6.3: Discuss the concept of corporate social responsibility.
AACSB: Ethical understanding and reasoning

22) In response to waning confidence in the Supreme Court and its impartiality, the Court decided to institute a code of ethics, which _____.
A) remedied the issue with most of the public
B) won them favor of the public but not legal experts
C) was the first in a series of actions that helped the court reach record levels of public faith
D) wasn't binding and so failed to address the public's trust issues
Answer: D
Difficulty: 3: Challenging
Skill: Application
LO: 6.3: Discuss the concept of corporate social responsibility.
AACSB: Application of knowledge

23) By 2024, Americans' trust in media was about _____.
A) 5%
B) 15%
C) 30%
D) 65%
Answer: C
Difficulty: 2: Moderate
Skill: Application
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Application of knowledge

24) Which of the following is a characteristic of the attorney/adversary model of ethics?
A) The only obligation of practitioners is to do what is in the public interest.
B) The emphasis on collaboration regardless of the record of other parties.
C) There is an obligation to consider any outside view beyond that of a client.
D) Like PR professionals, attorneys serve as advocates in adversarial climates.
Answer: D
Difficulty: 3: Challenging
Skill: Concept
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Ethical understanding and reasoning

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25) The two-way communication model for ethics _____.
A) was developed by Barney and Black
B) was developed by Hunt
C) is based on collaboration and allows for listening and give-and-take
D) assumes counterbalancing messages will be provided by the sender and receiver
Answer: C
Difficulty: 3: Challenging
Skill: Concept
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Ethical understanding and reasoning

26) What is central to the enlightened self-interest model for ethical practice?
A) Balancing the role of department advocate with the needs of the organization
B) Realizing that an organization does well by doing good
C) Assuming that advocating for society is more important than advocating for the organization
D) Assuming counterbalancing messages are in the best interest of an organization
Answer: B
Difficulty: 3: Challenging
Skill: Concept
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Ethical understanding and reasoning

27) The responsible advocacy model of ethics _____.
A) is based on the ideals of professional responsibility
B) means that practitioners should act as "outside interpreters"
C) states that practitioners' first loyalty is to financial stockholders
D) is no longer a useful model in the 21st century
Answer: A
Difficulty: 3: Challenging
Skill: Concept
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Ethical understanding and reasoning

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28) Which ethical model suggests that the PR professional's greatest need for ethical guidance lies in the reconciliation of being both a professional advocate and a social conscience?
A) Responsible advocacy
B) Attorney/adversary
C) Enlightened self-interest
D) Two-way communication
Answer: A
Difficulty: 2: Moderate
Skill: Concept
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Ethical understanding and reasoning

29) Which of PRSA's ethical core values would practitioners demonstrate if they refuse to "embellish" the performance the company expects to achieve at the request of the client?
A) Honesty
B) Fairness
C) Expertise
D) Loyalty
Answer: A
Difficulty: 2: Moderate
Skill: Application
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Application of knowledge

30) Ethics _____ the great differentiator between public relations and other professions.
A) should be
B) never was
C) may someday be
D) cannot be
Answer: A
Difficulty: 2: Moderate
Skill: Application
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Application of knowledge

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31) Which ethical model allows for both listening and give-and-take?
A) Responsible advocacy
B) Attorney/adversary
C) Enlightened self-interest
D) Two-way communication
Answer: D
Difficulty: 2: Moderate
Skill: Application
LO: 6.4: Recognize the bedrock importance of public relations professionals "doing the right thing."
AACSB: Application of knowledge

32) The use of AI in public relations practice _____.
A) is decreasing across the board
B) is increasing in research only
C) is introducing ethical challenges
D) has proven to be a failure
Answer: C
Difficulty: 2: Moderate
Skill: Concept
LO: 6.5: Identify the ethical challenges introduced by the use of AI in public relations.
AACSB: Analytical thinking

33) There are risks associated with AI in all of the following areas EXCEPT _____.
A) honesty
B) efficiency
C) accuracy
D) fairness
Answer: B
Difficulty: 2: Moderate
Skill: Concept
LO: 6.5: Identify the ethical challenges introduced by the use of AI in public relations.
AACSB: Ethical understanding and reasoning

34) When AI introduces factual errors, misinformation, and bias, what effect is this most likely to have?
A) Erosion of the organization's credibility
B) Increased trust by the audience
C) Evaporation of audience's skepticism
D) Increased profits for the organization
Answer: A
Difficulty: 2: Moderate
Skill: Concept
LO: 6.5: Identify the ethical challenges introduced by the use of AI in public relations.
AACSB: Ethical understanding and reasoning

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35) Ethically suspect AI-generated data are always possible because _____.
A) AI technology has its own inherent prejudices
B) AI algorithms occasionally misfire in unfair ways
C) inefficiency can cause discriminatory results
D) human biases are involved in the input used by AIs
Answer: D
Difficulty: 3: Challenging
Skill: Concept
LO: 6.5: Identify the ethical challenges introduced by the use of AI in public relations.
AACSB: Ethical understanding and reasoning

36) In the opening scenario for Chapter 6, after doubts surfaced as to the veracity of his claims about being the victim of a racially motivated attack, actor Jussie Smollet proved that no publicity is bad publicity.
Answer: FALSE
Difficulty: 2: Moderate
Skill: Application
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Application of knowledge

37) Credibility begins with justifying a client's inappropriate or unfortunate actions.
Answer: FALSE
Difficulty: 2: Moderate
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

38) The cardinal rule in public relations, to never lie, may have to be broken on occasion, if a client's best interests are at stake.
Answer: FALSE
Difficulty: 2: Moderate
Skill: Application
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Application of knowledge

39) Ethics may be described as the values that guide a person, organization, or society.
Answer: TRUE
Difficulty: 1: Easy
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

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40) Utilitarianism means considering the individual good when necessary, rather than what may be best for the group.
Answer: FALSE
Difficulty: 1: Easy
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

41) Independence and fairness are among the six values in the code of ethics for the Public Relations Society of America.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

42) Confucius, the sage Chinese philosopher, emphasized, among other virtues, the importance of building relationships.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Application
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

43) "Professional ethics" are often referred to as "situational ethics."
Answer: FALSE
Difficulty: 2: Moderate
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

44) In a survey at the turn of the century, 44% of respondents said they had felt uncertain about the ethics of what they did.
Answer: TRUE
Difficulty: 2: Moderate
Skill: Concept
LO: 6.1: Discuss the one aspect that should differentiate public relations from the law and other business pursuits: ethics.
AACSB: Ethical understanding and reasoning

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Chapter 8: Research

Teaching Perspective

Chapter 8 discusses a subject of increased importance in public relations—research.

As organizational resources become more precious and global competition intensifies, CEOs want to know what they're getting for their public relations spending; thus, the significance of research.

This chapter introduces students to the principles of research, simple sampling concepts and techniques, as well as the most basic forms of public relations research. The implications of the web to public relations research are also discussed. Additionally, the ways in which AI can enhance public relations research are explored. The intent here is not to overwhelm students with research methods and mechanics, but rather to reinforce the importance of evaluation techniques in proving, or at least supporting, the value of public relations work.

The Case Study at the end of Chapter 8 involves researching a position for Alan Louis General, a hypothetical hospital. Subject of the *From the Top* interview at chapter end is Dr. Sandra Bauman, founder and principal of Bauman Research & Consulting LLC.

Among topics discussed in Chapter 8 are:

Essential first step
What is research?
Public relations research principles
Public relations research types
Public relations research methods
Evaluation
Measuring public relations outcomes
Online research
Search engine optimization
Social media metrics
AI and public relations research

A Question of Ethics: Statistically, Starbucks' Customer Is(n't) Always Right

With more than 40,000 stores around the world, Starbucks has always cared passionately about customer relations. Ever since its founding, the company has polled its customers to rate its baristas. Starbucks uses data from these ratings to evaluate store performance and identify areas of customer service quality, as do many businesses.

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The question is: Are these customer surveys reliable? Starbucks, for its part, defends the customer connection scores as an important barometer of how a store is doing. However, one common criticism of such online surveys is that they may contain customer gender and racial biases, which could influence how organizations manage their workforces.

Reviews from baristas seem decidedly mixed about the benefits of the feedback system. And there's one other factor that may have something to do with workers' lack of acceptance of the connection score research: since 2021, 11,000 workers at 500 Starbucks locations in the United States have become unionized, pushing back, as the union website puts it, "on unresponsive management, unjust retaliation, and an unfair scheduling system."

Possible Answers:

1. Starbucks connection store research methodology may have merit, as positive connections between employees and customers can indeed foster satisfaction and repeat business. But if employees have to prioritize those interactions as the expense of other facets of their roles, they may be counterproductive.

2. In terms of rating workers, Starbucks should use the research to get a sense of the connections, but not use them as the final word. They could discuss unsatisfactory ratings with employees to see what extenuating circumstances might be affecting the situation.

3. In response to worker opposition about the research, Starbucks should hear employees out. They should listen to and try to address the issues workers feel make the ratings a poor barometer of service. Starbucks could also solicit suggestions from employees on how they believe the process should be altered.

Discussion Starters

8.1. Research is important in public relations work because it helps "prove" the value of the field and evaluates a program's effectiveness.

8.2. Primary research is that initiated by a practitioner, as opposed to secondary research, which allows a practitioner to "borrow" the research of others, such as information available in a library.

8.3. AI can assist in survey development by weeding out ambiguous or biased questions, as well as "personalizing" surveys by dynamically examining respondents' profiles and refining questions to be more palatable to them.

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8.4. Random sampling gives every member of a population an equal chance of being selected. Stratified sampling is used to survey specific segments or strata of the population.

8.5. AI can assist in designing an effective questionnaire by analyzing similar surveys and suggesting improvements for clarity, conciseness, and readability to optimize the chances of invitees answering the questionnaire. AI also has the capability of simulating likely respondent behavior to pretest the questionnaire.

8.6. Among tools used to measure public relations outcomes are: (1) awareness and comprehension measurement; (2) recall and retention measurement; (3) attitude and preference measurement; and (4) behavior measurements.

8.7. AI's ability to track engagement and effectiveness metrics across different channels and methods of communications, such as email open rates and social media clicks, can help provide an empirical component to the analysis of public relations research. Machine learning can also segment by audiences, demographics, and preferences to break down evaluations into ever more finite compartments.

8.8. Search engine optimization (SEO) is the process of improving the visibility of a website or a web page in a search engine's—primarily Google's—algorithmic search results. The higher ranked a site appears in the search results list, the more visitors it will receive from the search engine's users.

8.9. Among pertinent questions in evaluating a website are: (1) How much traffic are we getting? (2) What pages are people looking at? (3) What parts never get looked at? and (4) Is the site functioning as expected? Semantic differential technique gives respondents a scale of choices from the worst to the best.

8.10. In terms of content analysis, AI can quickly analyze large volumes of data, such as internal memos, reports, social media posts, and news releases, to assess tone, frequency, reach, and engagement. Natural language processing (NLP) tools can also assess the emotional tone of messages, identifying which are positive, neutral, or negative to specific messages. AI can also help determine inconsistencies in messaging across different channels and audiences to help organizations find and maintain a consistent voice in their communications.

Case Study: Researching a Position for Alan Louis General

This case shows how research can play a part in isolating key attributes around which an organization can focus a public relations, advertising, and promotional campaign.

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In the case of Alan Louis General, although the hospital was not well known because of its small size, its former patients thought highly of it. Armed with this key data point, the hospital could create a thoughtful, believable, and persuasive communications campaign to attract future patients.

Answers:

1. A communications program using the thoughts—and perhaps the words—of former Alan Louis patients would likely be the most persuasive.

2. Two themes might be "Sometimes, smaller is better" or "The best little hospital in Laredo."

3. The specific elements of the program might include testimonials from former patients on how well they liked the treatment they received at the hospital. In addition, the hospital could stress the "small" campaign theme in newspaper articles, speeches, and internal literature.

4. Prior to launching this campaign, all hospital employees should be alerted to the "small" themes, so they can support it. A full-scale public relations and advertising program, revolving around the theme, should then be initiated.

5. Questions in a follow-up survey might ask whether respondents knew anyone who had visited Alan Louis. They might also describe aspects of Alan Louis and ask respondents if those features appealed to them and would make them likely to visit, should the need arise. AI could enhance that new survey by analyzing similar surveys to get a sense of effective questions for this purpose.

Chapter 8 Review Quiz (* Indicates Correct Answer)

1. Which is a type of random sampling?

   A. Volunteer sampling
   B. Quota sampling
   C. Convenience sampling
   D. Cluster sampling *

2. _____ is the systematic collection and interpretation of information to increase understanding.

   A. Research *
   B. Evaluation

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C. Search engine optimization
D. Publicity

3. _____ help public relations professionals understand more clearly the relationships between management actions and objectives on the one hand and communications methods to promote those objectives on the other.

A. The communications audit *
B. The motivational study
C. The opinion survey
D. Semantic differential techniques

4. The "sample" in an opinion survey refers to the _____.

A. questionnaire
B. interview
C. target group selected *
D. analysis

5. The least expensive interview approach is _____.

A. email interviews *
B. focus groups
C. cell phone interviews
D. Delphi panels

6. Which is an unobtrusive method of data collections?

A. Communication audit
B. Delphi panel
C. Simple content analysis *
D. Focus group

7. Which metric assesses the number of views received, number of "likes" and "favorites" received, and number of new subscribers?

A. Blogger outreach
B. YouTube and other video sites *
C. X analytics
D. Eyeballs

8. Random sampling owed its accuracy to the laws of supply and demand.

A. True

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B. False *

9. The term *eyeballs* refers to the number of times a site is visited by an individual.

A. True
B. False *

10. When creating a questionnaire, the more questions the better.

A. True
B. False *

11. Secondary research is often prohibitively expensive.

A. True
B. False *

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12. Measuring content analysis is an example of an "unobtrusive" method of public relations research.

A. True *
B. False

13. What are the three general reasons research is conducted?

To describe a process, situation, or phenomenon
To explain why something is happening, what its causes are, and what effect it will have
To predict what probably will happen if we do or don't take action

14. What are the characteristics of a focus group interview?

Used with increasing frequency in public relations
Consists of a 60- to 120-minute discussion
Includes 8 to 10 individuals
Participants selected based on having predetermined characteristics

15. Name six rules for designing a questionnaire.

Keep it short.
Use structured rather than open-ended questions.
Measure intensity of feelings.
Don't use fancy words or words that have more than one meaning.
Don't ask loaded questions.
Enclose a reward.

Chapter 8: Essay Examinations

1. Describe what you would do first as the new public relations director assigned to "*improve the company's communications.*"

Your first task would be research.

Specifically, you would launch a communications audit to determine what people do, what managers want, how organizational objectives are or are not being met, the work products produced, what is missing from the equation, how other "best practice" companies both within and outside the industry perform, etc. As a second step, focus groups would be beneficial, as well.

The important point is that your evaluation must begin with research.

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2. What are *recall and retention measured* used for?

   This is a commonly used technique in advertising in which sponsors want to know if their commercials have lasting impact. Such measurement analysis may be equally important in public relations. It is one thing for a target to have seen and understood a message, but quite another for someone to remember what was said.

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