

PR Practices

Chapter 5, "Research" Quiz

1. Focus groups used to identify attitudes and motivations of important publics usually consist of this many people: (p. 130)
 - A. 2-4
 - B. 5-7
 - C. 8-12
 - D. 15-20
2. Ethnographic techniques (a type of "Qualitative" research) can involve observation of groups or individuals to watch and document behavior. Role playing can also be used. In the book, this (past or present) media magnate is cited for using role playing to learn more about a business/sports acquisition (p. 132)
 - A. Rupert Murdoch
 - B. Ted Turner
 - C. Richard Branson
 - D. Bill Gates
3. National polling firms regularly sample this many people to get a highly accurate idea of what the U.S. adult population is thinking: (p. 133)
 - A. 1,000-1,500 people
 - B. 3,000-5,000 people
 - C. 10,000-15,000 people
 - D. 30,000-50,000 people
4. In a fair, ethical questionnaire, these types of questions should be avoided: (p. 135)
 - A. Slanted
 - B. Biased
 - C. Loaded
 - D. All of the above
5. "Primary" research methods include all of the following EXCEPT: (p. 124)
 - A. Intercept or mall interviews
 - B. Survey and polls
 - C. Archival research
 - D. Focus groups
6. List two of the 10 ways listed as to how PR professionals use research (hint: the first one given in the book is "to achieve credibility with management.") Give two more ways or reasons research can be undertaken: (p. 121-123)
 - A.
 - B.
7. True or False: Random or probability sampling is needed for effective polls and surveys, while

nonprobability surveys can lead to misleading results. (p. 133)

8. Briefly describe the criticism the American Medical Association received about its college women binge drinking survey and news release: (p. 134)

9. Per another case study cited in this chapter, the Haagen-Dazs ice cream company retained Ketchum Public Affairs to help raise awareness in America about what issue? (p. 141)

10. What was the catch phrase or name given to the campaign Fleishman-Hillard successfully carried out for the U.S. Department of Defense to combat binge drinking in the military? (p. 140)

ANSWERS:

1. C. 8-12
2. B. Ted Turner
3. A. 1,000-1,500
4. D. All of the above
5. C. Archival research
6. Ways to use research: to define audiences/segment publics; formulate strategy; test messages; help management keep in touch; prevent crisis; monitor the competition; prevent crises; sway public opinion; measure success
7. True- In random sampling everyone in the targeted audience has an equal or known chance of being selected for the survey
8. Survey less than scientific, the responding sample was not representative of female college students
9. The declining honey bee population in America
10. "That Guy" as in "You might be that guy who just drank out of a beer bottle used as an ashtray..."