



Kadir Has University
Faculty of Communications
Department of PR and Information

PR 304: Applied PR Research

Mondays 10:00-11:00 D-113

Tuesdays 12:00-14:00 Mac Lab

Instructor	Dr. Efe Sevin
Office Location	A261
Office Hours	TH 13.00-14.00, TH 16.00-17.00, or by appointment
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What is Applied PR Research? Basically, PR-304 is an advanced research methods course. Throughout the semester we will discuss different research needs within PR practice. We will seek the answers for four questions:

- Why do we need research/data in public relations?
- How can we get the data we want?
- How do we make meaning (analyze) data?
- How do we tell others what we learned from our research?

Why should you take PR-304?: Because you cannot do PR without research! PR is a strategic communication practice that heavily relies on analyses (e.g., audience analysis, competitor analysis, perception analysis). In this course, you will familiarize yourself with various qualitative and quantitative research methods. You will also get hands-on research experience within the R environment.

Course Objectives: Much to learn you still have. Yet, by the end of this course, you will be able to:

- Read PR industry research reports,
- Gather data using different methods,
- Analyze data within the R environment,
- Write high-quality PR research reports.

Prerequisites: Please note that PR-304 is designed as an advanced-level undergraduate research methods course in public relations. You all successfully completed CF-232 or CF-201 Communication Research Methods course. I, as the instructor, assume that you are familiar with basic research concepts. Make sure you know fundamentals of research

philosophy, how to do a proper literature review, and qualitative and quantitative research methods. If you need a refresher, go back to your notes and readings. After our first two weeks, we will start working with data in class.

Course Structure: Each week is composed of three components. On Mondays, we will have lectures – where I will describe the main ideas and concepts about a given topic. On Tuesdays, we will see the application of the lectures. The last component is the self-study. You will do your readings and/or complete in-class assignments. For instance, on Week X, our topic is surveying and polling. On Monday, I will introduce these two methods of data gathering and discuss how to create good survey/poll questions. On Tuesday, we will use Google Forms and Survey Monkey to create surveys. Until the following Monday, you will submit the relevant homework assignment and do your readings for the next week.

Assignments/Requirements:

Introduction quiz	5%
Homework assignments	30% (3.75 * 8 assignments)
Data Camp course	5%
Midterm paper	20%
Final exam	40%

If my math has not failed me entirely, these should add up to 100%.

Assignments:

Introduction quiz: After reading the syllabus, each student will take the introduction quiz on Blackboard.

Homework assignments: We will have eight in class assignments. After we finish the lecture part of our meeting, we will do hands-on exercises. Assignments will be explained in detail during the classes. All in-class assignments are due by Sunday 11:59 pm of the assigned week (e.g. Assignment 1 is due on February 28th, 11:59 pm)

Data Camp course: You will complete an online R training on Data Camp. Each student will receive an invitation to the PR-304 group.

Midterm paper: You will submit a 5-page perception analysis proposal about a company of your choice. Your proposal will include

- Background research using publicly available sources (e.g. history, mission statement, overall news coverage, SWOT analysis, competitors etc.)
- Data gathering plan (i.e. How are you going to gather more information about how the company is perceived?)
- An example data gathering instrument (e.g. survey, interview questions etc.)

Final exam: Your final exam will be administered in class but will be open book and open notes. You will be asked to perform various analyses in the R environment.

Required Readings, Datasets, Software

Readings

- Lander, J. P. (2014). *R for Everyone: Advanced Analytics and Graphics*. Upper Saddle River, NJ: Addison-Wesley.
- McCulloh, I. (2013). *Social network analysis with applications*. Hoboken, NJ: Wiley & Sons, Inc.
- Watson, T. (2014). *Evaluating public relations: a guide to planning, research and measurement* (Third edition.). London ; PA: Kogan Page Limited.
- Goidel, R. K. (Ed.). (2011). *Political polling in the digital age: the challenge of measuring and understanding public opinion*. Baton Rouge, LA: Louisiana State University Press.
- Janowitz, M. (1968). Harold D. Lasswell's Contribution to Content Analysis. *The Public Opinion Quarterly*, 32(4), 646–653. doi:10.2307/2747743
- Feinerer, I., Hornik, K., & Meyer, D. (2008). Text Mining Infrastructure in R. *Journal of Statistical Software*, 25(5), 1–54.
- 7 Steps of the Research Process
<http://guides.lib.umich.edu/c.php?g=283022&p=1885747>
- R project website
<https://www.r-project.org/>

Datasets

Pew Research Global Attitudes Project Spring 2013 Dataset (Available online – you are expected to download the dataset from Pew's website)

R datasets library (Available through R, free)

Software

R (freeware) - <https://www.r-project.org/about.html>

RStudio (freeware) - <https://www.rstudio.com/> (Technically, you can use R without RStudio. However, I highly discourage you to use R through its command-line based interface. RStudio is a free software that will make your life easier)

Gephi (freeware) - <https://gephi.org/>

Course policies

I see the syllabus as a contract between the faculty member and the student and use the document accordingly. Below, you can find my policies regarding class decorum.

Academic Integrity: Students are expected to abide by Kadir Has University's academic integrity code. The code, adjudication process, and possible penalties are available at <http://www.khas.edu.tr/en/about-the-university/our-philosophy/academic-ethic.html>.

There will be zero tolerance to integrity code violations.

Readings: You are expected to read all the assigned readings, including the syllabus. You might be required and/or expected to refer to all the materials assigned, even if we did not discuss them in class.

Presence: Attendance is not required for this class. There will be no sign-in sheets. I will not be giving any VF grades. I believe classroom discussions and lectures are an important part of your experience, and encourage your presence and active participation.

Class times: Classes start on time! I will be in the classroom five minutes before our start time and will close the door at our scheduled start time. If you are late, wait until the break.

Participation: In class discussions, there are no "right" or "wrong" answers. Rather I seek thoughtful contributions. You will be evaluated on the quality (not quantity, I repeat, quality) of your insights. A high "quality" insight offers a different yet relevant point of view, is open to criticism, and moves the class discussion forward. *If you find it uncomfortable to speak up in class, please visit me before Week 3.*

Meeting with the instructor: I highly encourage you to stop by my office at least once during the semester and discuss your progress. If you are experiencing difficulty with any aspect of the course, arrange a meeting with me as soon as possible! I will be in my office during my office hours. If you need to see me outside my office hours, please e-mail me two business days in advance. Note that our meeting is not scheduled until I send you a confirmation e-mail with date, time, and place.

Recording of classes: Except for accessibility requirements, the students may not record any classroom activity without express written consent from me.

Cell phone and laptop use: No cell phones! You will be required to bring your laptops in during certain weeks. You can always use your laptop or other electronic devices for 'class purposes only'. If you are found using your devices for any other purpose, you will lose your privileges and will be forced to write a five-page paper praising Justin Bieber's musical talent. If for some reason, you need to stay connected, please inform me before the class time.

Late assignments: Absolutely no late submissions will be accepted.

**As the instructor, I reserve the right to modify this syllabus throughout the semester
if necessary**

Course Schedule

		Topic	Application	Reading	Assignment	
Week 1	Monday	Introduction				I n t r o
February 8th	Tuesday	Meeting at the office				
	Personal			Barcelona Declaration	Introduction quiz	
Week 2	Monday	What is research?				
February 15th	Tuesday		Library field research			
	Personal			7 Steps of the Research Process		
Week 3	Monday	What is/are data?				
February 22nd	Tuesday		Replication exercises			
	Personal			Visit R-Project website and R Studio Website	Assignment 1	
Week 4	Monday	Software				D a t a g a t h e r i n g
February 29th	Tuesday		Excel and R exercises			
	Personal			Watson, T. (2014). Chp 4. (except for 64-65)	Assignment 2	
Week 5	Monday	Observation methods				
March 7th	Tuesday		R exercises			
	Personal			Goidel, R. K. (Ed.). (2011). Chp 1.		
Week 6	Monday	Finishing up Data Camp course / No in-class meeting				
	Tuesday					
	Personal					
Week 7	Monday	Surveying and polling				
March 21st	Tuesday		Platform exercises			
	Personal			Watson, T. (2014). Chp 4 (only 64 and 65)	Assignment 3	
Week 8	Monday	Case study/Experiment				
March 28th	Tuesday		Design exercises			
	Personal			Janowitz, M. (1968).	Midterm paper	
Week 9	Monday	Content analysis				D a t a a n a l y s i s
	Tuesday		RQDA			
	Personal			Feinerer, I., Hornik, K., & Meyer, D. (2008).	Assignment 4	
Week 10	Monday	Text mining				
April 11th	Tuesday		tm			
	Personal			McCulloh, I. (2013). Chps 1&2.	Assignment 5	
Week 11	Monday	SNA				
April 18th	Tuesday		Gephi and survey data			
	Personal			Lander, Chp 15	Assignment 6	
Week 12	Monday	Descriptive Statistics				
April 25th	Tuesday		Working on PEW data			
	Personal			Lander, Chp 16 (up to 16.2)	Assignment 7	
Week 13	Monday	Linear Statistics				
	Tuesday		Working on PEW data			
	Personal			Watson, T. (2014). Chps 8 & 11	Assignment 8	
Week 14	Monday	Writing for PR research				R e p o r t i n g
	Tuesday		Citation Management			
	Personal			Preparing for final exam		