READINGS, GUIDES, TOOLS & RESOURCES

for

MEASUREMENT AND EVALUATION

of

PR AND STRATEGIC COMMUNICATION
TOP TEN ‘MUST READS’ ON EVALUATION OF PR AND COMMUNICATION


* The above list is subjective by the author, but based on the criteria of (1) selecting mostly recent texts and guides; (2) selecting texts and guides that are forward-looking rather than discussing problems or criticizing; (3) selecting mostly texts and guides that are available free online; and (4) including (lastly but not least in terms of importance) texts that offer a comprehensive guide.
Academic Books


Academic Book Chapters


Likely, F., & Watson, T. (2013). Measuring the edifice: Public relations measurement and evaluation practice over the course of 40 years. In K. Sriramesh, A. Zerfass, & J. Kim, (Eds.), *Public relations and*


Academic Articles and Refereed Conference Papers


doi.org/10.1108/13632540210807125


Online Articles and Professional Papers


Professional Books and Handbooks


Guides, Manuals and Toolkits


Research Reports


Other Resources for PR and Communication Evaluation


EVALUATION LITERATURE IN OTHER DISCIPLINES

Behavioural Economics / Behavioural Insights:


Health Communication / Health Promotion:


Program Theory and Theory of Change:


Program Evaluation: (See also ‘Program Logic Models’)


**Program Logic Models:**


**Performance Management:**


**Marketing:**


**Nudge Marketing:**

See ‘Behavioural Economics/Insights’

**Psychology/Social Psychology:**


See also ‘Engagement’ and ‘Behavioural Economics/Insights’

**Engagement:**


**General Evaluation Resources:**

Australasian Evaluation Society – www.aes.asn.au

**ADVERTISING, MEDIA AND COMMUNICATION RESEARCH BOOKS**


### SOCIAL RESEARCH BOOKS


**ONLINE GUIDES ON METHODS AND METRICS**

<table>
<thead>
<tr>
<th>Method/Topic</th>
<th>Source</th>
<th>Link/Reference</th>
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<tr>
<td></td>
<td>Psychology Today</td>
<td><a href="https://www.psychologytoday.com/topics/behavioral-economics">https://www.psychologytoday.com/topics/behavioral-economics</a></td>
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<tr>
<td>Behavioural insights</td>
<td>Behavioural Insights</td>
<td><a href="http://www.behaviouralinsights.co.uk">http://www.behaviouralinsights.co.uk</a></td>
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<td></td>
<td>Thaler &amp; Sunstein (2008)</td>
<td>See also ‘Nudge marketing’</td>
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<td></td>
<td><a href="http://www.communicationcontrolling.de/en/resources">http://www.communicationcontrolling.de/en/resources</a></td>
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<td></td>
<td>Neuendorf (2002)</td>
<td><a href="http://academic.csuohio.edu/neuendorf_ka/content/">http://academic.csuohio.edu/neuendorf_ka/content/</a></td>
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<td></td>
<td>Krippendorff &amp; Bock (2009)</td>
<td></td>
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<tr>
<td></td>
<td>Likely &amp; Watson (2013)</td>
<td><a href="http://eprints.bournemouth.ac.uk/20494/">http://eprints.bournemouth.ac.uk/20494/</a></td>
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<td>Internal communication</td>
<td>Melcrum</td>
<td><a href="https://www.melcrum.com/internal-communication-measurement-evaluation">https://www.melcrum.com/internal-communication-measurement-evaluation</a></td>
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<tr>
<td>Key Performance Indicators (KPIs)</td>
<td>Advanced Performance Institute</td>
<td><a href="http://www.ap-institute.com/what-is-a-key-performance-indicator.aspx">http://www.ap-institute.com/what-is-a-key-performance-indicator.aspx</a></td>
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<td>Klipfolio KPI Examples and Templates</td>
<td><a href="http://www.klipfolio.com/resources/kpi-examples">http://www.klipfolio.com/resources/kpi-examples</a></td>
<td></td>
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<td>Logic Models</td>
<td>University of Wisconsin – Program Development and Evaluation</td>
<td><a href="http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html">http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html</a></td>
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<tr>
<td>Milstein &amp; Chapel (2014)</td>
<td>As above</td>
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<td>Macnamara (2013)</td>
<td><a href="http://amecorg.com/2013/05/toe-bone-to-the-head-bone-logic-model/">http://amecorg.com/2013/05/toe-bone-to-the-head-bone-logic-model/</a></td>
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<td>Market Mix Modelling</td>
<td>Marketing Management Analytics</td>
<td><a href="http://mma.com/expertise/marketing-mix-modeling-roi/">http://mma.com/expertise/marketing-mix-modeling-roi/</a></td>
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<td>Nudge marketing</td>
<td>Thaler &amp; Sunstein (2008)</td>
<td><a href="http://nudges.org/">http://nudges.org/</a> (See also ‘Behavioural economics’)</td>
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**Compiled by:**
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