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.
BIBLIOGRAPHY – EVALUATION OF COMMUNICATION AND PUBLIC RELATIONS

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:**


**ADVERTISING, MEDIA AND COMMUNICATION RESEARCH BOOKS**

SOCIAL RESEARCH BOOKS


<table>
<thead>
<tr>
<th>Method/Topic</th>
<th>Source</th>
<th>Link/Reference</th>
</tr>
</thead>
<tbody>
<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>
</tr>
<tr>
<td>Behavioural insights</td>
<td>Behavioural Insights</td>
<td><a href="http://www.behaviouralinsights.co.uk">http://www.behaviouralinsights.co.uk</a></td>
</tr>
<tr>
<td></td>
<td>Thaler &amp; Sunstein (2008)</td>
<td>See also ‘Nudge marketing’</td>
</tr>
<tr>
<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>
</tr>
<tr>
<td></td>
<td>Krippendorff &amp; Bock (2009)</td>
<td></td>
</tr>
<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>
</tr>
<tr>
<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>
</tr>
<tr>
<td>----------------------------------</td>
<td>---------------------------------</td>
<td>------------------------------------------------------------------</td>
</tr>
<tr>
<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>
</tr>
<tr>
<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>
</tr>
<tr>
<td>Milstein &amp; Chapel (2014)</td>
<td>As above</td>
<td></td>
</tr>
<tr>
<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>
</tr>
</tbody>
</table>

**Compiled by:**
Distinguished Professor Jim Macnamara PhD, FAMEC, FAMI, CPM, FPRIA
University of Technology Sydney
Visiting Professor, London School of Economics and Political Science, Media & Communications Dept.