

READINGS, GUIDES, TOOLS & RESOURCES

for

MEASUREMENT AND EVALUATION

of

PR AND STRATEGIC COMMUNICATION

TOP TEN 'MUST READS' ON EVALUATION OF PR AND COMMUNICATION

AMEC (Association for Measurement and Evaluation of Communication). (2015). **Barcelona Principles 2.0**. London, UK. Retrieved from <http://amecorg.com/barcelona-principles-2-0>

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* *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.*

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Australasian Evaluation Society – www.aes.asn.au
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Method/Topic	Source	Link/Reference
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	Kaplan & Norton (1992)	https://hbr.org/2005/07/the-balanced-scorecard-measures-that-drive-performance (requires subscription)
Behavioural economics	Samson (2014)	http://www.behavioraleconomics.com/BEGuide2014.pdf
	Psychology Today	https://www.psychologytoday.com/topics/behavioral-economics
Behavioural insights	Behavioural Insights	http://www.behaviouralinsights.co.uk
	Thaler & Sunstein (2008)	See also 'Nudge marketing'
Benefit Cost Ratio (BCR)	Likely (2012)	http://www.instituteforpr.org/wp-content/uploads/15th-IPRR-Proceedings1.pdf
Communication Controlling	Zerfass (2010)	http://www.instituteforpr.org/wp-content/uploads/IPRR_13_Proceedings.pdf
		http://www.communicationcontrolling.de/en/resources
	Huhn, Sass, & Storck (2011)	http://www.quadrige.eu/_files/downloads/2011-11-16_position-paper_com-controlling.pdf
Communication Performance Management	Zerfass (2010)	See 'Communication Controlling'
Communication Scorecard	Communication Controlling	http://www.communicationcontrolling.de/en/methods/value-creation/scorecardsstrategy-maps.html
Content Analysis	Macnamara (2005)	http://amecorg.com/wp-content/uploads/2011/10/Media-Content-Analysis-Paper.pdf
	Neuendorf (2002)	http://academic.csuohio.edu/neuendorf_ka/content/
	Krippendorff & Bock (2009)	
Cost Benefit Analysis (CBA)	Likely (2012)	http://www.instituteforpr.org/wp-content/uploads/15th-IPRR-Proceedings1.pdf
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Cost Per Thousand (CPM)	Weiner (2013)	http://www.instituteforpr.org/2013/02/public-relations-research-and-measurement-are-cpms-a-way-forward/
Engagement	Macnamara (2014)	https://www.uts.edu.au/sites/default/files/acpc-pr-measurement-and-evaluation-review.pdf
Impressions	Stacks & Bowen (2013)	http://www.instituteforpr.org/topics/dictionary-of-public-relations-measurement-and-research/
Integrated Reporting Framework (IRF)	International Integrated Reporting Council	http://www.theiirc.org/international-ir-framework
Internal communication	Melcrum	https://www.melcrum.com/internal-communication-measurement-evaluation

Key Performance Indicators (KPIs)	Advanced Performance Institute	http://www.ap-institute.com/what-is-a-key-performance-indicator.aspx
	Klipfolio KPI Examples and Templates	http://www.klipfolio.com/resources/kpi-examples
Logic Models	University of Wisconsin – Program Development and Evaluation	http://www.uwex.edu/ces/pdande/evaluation/evallogicmodel.html
	Kellogg Foundation Logic Model Development Guide	https://www.wkcf.org/resource-directory/resource/2006/02/wk-kellogg-foundation-logic-model-development-guide
	Kellogg Foundation (2004)	http://www.epa.gov/evaluate/pdf/eval-guides/logic-model-development-guide.pdf
	Community Toolbox	http://ctb.ku.edu/en/table-of-contents/overview/models-for-community-health-and-development/logic-model-development/main
	Milstein & Chapel (2014)	As above
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Market Mix Modelling	Marketing Management Analytics	http://mma.com/expertise/marketing-mix-modeling-roi/
	Weiner, Arnorsdottir, Lang & Smith (2010)	http://www.instituteforpr.org/wp-content/uploads/OptMarketingMixModeling.pdf
Nudge marketing	Thaler & Sunstein (2008)	http://nudges.org/ (See also ‘Behavioural economics’)
Reach	Stacks & Bowen (2013)	http://www.instituteforpr.org/topics/dictionary-of-public-relations-measurement-and-research/
Return on Investment (ROI)	Watson & Zerfass (2011)	http://www.instituteforpr.org/iprwp/wp-content/uploads/Watson-Zerfass-ROI-IPRR-Miami-20121.pdf
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