



FOUNDED 1956

2018 IPR Research Projects

Behavioral Insights Research Center (BIRC)

- Landscape paper will draw connections to public relations, communications processing and effects, and narrative transport/storytelling (one of two completed)
- BIRC Research Fellows will publish two research studies relating to public policy and behavioral insights
- BIRC will launch an analysis and guide for hiring behavioral scientists in corporate communication departments and agencies
- BIRC will synthesize and publish behavioral insights research abstracts, specifically relating to healthcare and spokesperson credibility
- Complete and publish the “Hiring a Behavioral Scientist” guide.
- Hold Call for Papers.
- Add 15-20 abstracts and articles to the database of BI articles/abstracts.
- Host a behavioral insights webinar.
- Submit grant proposal to Robert Wood Johnson Foundation.

Measurement Commission (MC)

- Publish a report on lessons learned from the failure to create social media standards
- The MC published a [paper in March 2018 looking at the relationship between advertising and digital impact on PR with two companies, AT&T and hotels.com](#)
- Develop a two to three-year strategic plan
- Launch two key papers and publish five blogs

Organizational Communication Research Center (OCRC)

- The OCRC will prepare for a 2018 project looking at the impact of automation, artificial intelligence, and engagement on internal communications and the future of work in the industry
- The Organizational Communication Research Center will add 15-20 research abstracts in 2018, making the Center one of the largest databases for internal communication research

Digital Media Research Center (DMRC)

- The DMRC will conduct an extensive survey on cybersecurity in at least four countries/regions
- The DMRC will continue to add 15-20 abstracts to its research database

2018 Research Projects

- Dr. Sarab Kochhar released the “[Top 10 Public Relations Research Insights of 2017](#)”
- IPR combined its Research Journal of IPR with PRSA’s *PR Journal* in June 2017. IPR will publish four additional issues under the leadership of a senior associate editor and editor-in-chief ([February 2018 issue](#)).

2018 Research Partnerships

- IPR Southeast Asia Alliance. Develop a strategic plan for the region. Partner with Singapore Management University on a research project in the SE Asia region

- Follow-up to a 2017 study with CCOs and CMOs on how they are managing changes with the presidential administration and navigating social issues.
- Study with *PRNews* on how corporate communication departments are structured in organizations
- With PRCA and ICCO, a study focusing on the impact on artificial intelligence on the profession.
- Partner with industry organizations (Plank Center, PRSA, etc.) on a minimum of two studies.

Events and Professional Development Programs

- IPR continues its [webinar](#) series in 2018
- IPR runs multiple [awards](#) for both professionals and students throughout the year
- IPR will host the 3rd Annual PRIME-IPR Strategic Corporate Communication & Salon in Atlanta, GA in September 2018
- IPR, along with the Page Society and PR Council, will host the Public Relations Leadership Forum in October 2018
- IPR will continue to focus on APAC through its Southeast Asia Alliance and will do Research Symposiums and programs in partnership with other associations (MEPRA in February, PRAXIS in India).
- February 18, 20: IPR Research Bootcamps in Dubai, U.A.E.
- February 19: IPR hosts first free Research Symposium of the year in conjunction with Zayed University, in Dubai, U.A.E.
- April 12-13: IPR hosted The Bridge Public Relations and Communications Conference | Connecting the Academy and the Profession. Video recap [here](#).
- November 28: IPR will host its free Annual [Research Forum](#).
[November 28: IPR will host its 57th Annual Distinguished Lecture & Awards Dinner](#)

2017 Published Research Projects

- [The Science of Influence: How Social Media Affects Decision Making in the Healthcare, Travel, Retail and Financial Industries](#)
By Marcia DiStaso, Ph.D, University of Florida and Tina McCorkindale, Ph.D, Institute for Public Relations
- [The 2017 IPR and PRSA Report: KSAs and Characteristics of Entry-Level PR Professionals](#)
By Institute for Public Relations and PRSA
- [Five Ways to Spot 'Fake' Research](#)
By Sarab Kochhar, Ph.D., Institute for Public Relations
- [Managing the Digital Age: A Dialogue with CCOs and CMOs](#)
By Peppercomm and the Institute for Public Relations
- [A Time of Change: How CCOs and CMOs are Handling a New Presidential Administration](#)
By Peppercomm and the Institute for Public Relations
- [TC Regulation of Native Advertising: How New Federal Rules Impact PR Practice](#)
By Cayce Myers, Ph.D, Virginia Tech

2017 Studies Featured on the IPR Blog

- [Cision 2017 Global Social Journalism Study](#)
- [European Communication Monitor](#)
- [USC Center for Public Relations Relevance Report](#)
- [Public Affairs Pulse Survey](#)
- [Ogilvy Media Influence Survey](#)
- [Plank Center Report Card](#)
- [Cision State of The Media Report](#)
- [Edelman Trust Barometer](#)

- [USC Annenberg's Global Communications Report](#)
- [Follow the Leader: The Adoption and Use of Instagram by the Inc. 500 and the Fortune 500](#)
- [Social Media Expectations Between Public Relations Professionals and Their Stakeholders: Results of the ComGap Study in Spain:](#)