

# Coalition for Public Relations Research Standards



COUNCIL of PUBLIC RELATIONS FIRMS



Metric name	Mentions
Standards area	Traditional media analysis Social media analysis
Metric description and application	A mention is reference to a topic, company, product, spokesperson or issue that is the focus (or one of the focal points) of the media analysis. Mentions are used to determine prominence or dominance of a company or brand in an item.
Status	Proposed interim standard. This standard is ready for publication for comment by the industry. Subsequently, this standard will be revised, submitted to the Coalition <a href="#">customer panel</a> for review, and then for adoption as an interim standard.
Standard or guideline	Standard
Metric type	Output
Detailed description. <i>This is the actual standard, and must include full description of how to use this metrics</i>	<p>A mention is reference to a topic, company, product, spokesperson or issue that is the focus (or one of the focal points) of the media analysis. One item might mention a product, a spokesperson, a key issue or a company, all of which are intended to be coded as part of the analysis.</p> <p>A single item may contain a single mention or 100 mentions each of which may be measured as part of the analysis.</p> <p>The following all count as mentions:</p> <ul style="list-style-type: none"> <li>■ Company names</li> <li>■ Company nicknames or slang. This is especially important in social media. For example, Wal-Mart is referred to as "Wally World." McDonald's is called Mickey-D's (U.S. slang), Macca's (Australian slang), Mackey-D's (British slang), MakDo (Filipino slang), MacDoh (French Canadian slang), McDo (French slang), Makku or Makudo (Japanese slang), McDoof (German slang), McD's (Scottish slang), Meki (Hungarian slang) and Mec (Romanian slang)</li> <li>■ Stock ticker symbols</li> </ul>
Source documents	
Academic research supporting this standard.	See supporting documents.
Validity and reliability of the standard. <i>This should reference formal, preferably published, research demonstrating the</i>	

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*validity and reliability of the metric, or, in the absence of such research, the kind of research that should be conducted.*

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Team leads and contact information

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