INSTITUTE FOR PUBLIC RELATIONS

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IPR 2019 – 2020 RESEARCH PROJECTS

Updated: November 2019

Study Title	Launch Date	About the Study
Top 10 Public Relations Insights of 2018 ***PUBLISHED***	January 2019	Published annually, the top 10 highlights 10 research studies published the previous year that all PR practitioners and academics should know about. Topics include purpose, advocacy, internal communications, and the impact of the future of work. Link: https://instituteforpr.org/top-10-public-relations-research-insights-of-2018/
Mind The Gap: Women in Leadership, Phase I ***PUBLISHED***	February 2019	In partnership with KPMG, this qualitative survey of both men and women in public relations is the second part of a two-part study. Topics include leadership qualities, skills, bias, organizational policies, as well as opportunities and challenges in the workplace. Link: https://instituteforpr.org/mind-the-gap-womens-leadership-in-public-relations/
10 Ways to Combat Misinformation ***PUBLISHED***	May 2019	The IPR Behavioral Insights Research Center offers 10 tips for how to combat misinformation, or misleading or false information, using behavioral science as a guide. Link: https://instituteforpr.org/10-ways-to-combat-misinformation/
2019 IPR Disinformation in the U.S. ***PUBLISHED***	June 2019	The inaugural 2019 Institute for Public Relations (IPR) "Disinformation in Society" study examines how disinformation — news that is intentionally misleading — is spread in U.S. society. The poll of 2,200 Americans, conducted March 19-24, 2019, by Morning Consult, explores the prevalence of disinformation in the U.S., the parties most responsible for sharing disinformation, the level of trust the American public has for different information sources, and whose job it is to combat disinformation. Link: https://instituteforpr.org/ipr-disinformation-study/
The Future of Work (U.S.) ***PUBLISHED***	October 2019	Led by the IPR Organizational Communication Research Center, this study of 25 internal communication leaders looks at how technologies and "the future of work" will impact the enterprise and how the organization operates. Link: https://instituteforpr.org/the-2019-ipr-future-of-work-study/
Incorporating Behavioral Science in Public Relations ***PUBLISHED***	October 2019	Led by the IPR Behavioral Insights Research Center, this guide offers an overview of the importance of behavioral science in the communication function and what communicators should look for when hiring and incorporating behavioral science. https://instituteforpr.org/what-you-need-to-know-about-incorporating-behavioural-science-into-public-relations-a-primer/
Mind the Gap: Women in Leadership, Phase II	November 2019	In partnership with KPMG, this quantitative survey of both men and women in public relations is the second part of a two-part study. Topics include leadership qualities, skills, bias, organizational policies, as well as opportunities and challenges in the workplace. For the first study, please click here.

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What Makes a High-Performance Team?	Fall 2019	In partnership with Upper90 Consulting and Grand Valley State University, this survey analyzes the drivers of high performance in today's communication teams through testing of a performance model. Communication leaders and their teams will be surveyed.
The Future of Work (Asia)	Nov/Dec 2019	In partnership with Singapore Management University, this study of communications executives in Asia looks at the impact of changing technologies on both internal and external stakeholders and how the enterprise is preparing for these changes.
Corporate Communications Benchmarking Study	February 2020	In partnership with PR News, this study is looking at how companies are organizing and evolving their communications function. The survey will explore headcounts, reporting lines, strategic choices around structure and function, including size and areas of improvement.
The Career Path of Social Media	March 2020	A collaboration by Ragan and the Digital Media Research Center, this survey will determine the career path for someone employed in the social media field.
The Integration of Communications and Marketing functions	Spring 2020	In partnership with NYU, this series of interviews will look at senior leaders of integrated marketing and communications functions to understand how people perceive its effectiveness, opportunities, and challenges, as well as the process of integration.
The Happiness Index of the Public Relations Industry	Spring 2020	In partnership with Leger, this study surveys the public relations industry to find out how happy practitioners are both their workplace and overall.
The Science of Social Influence in China	Spring 2020	Led by the IPR Digital Media Research Center, this study is a follow-up to a U.S. study on the science of social influence. Focused on retail, this survey of China determines to what extent retail purchases and decision-making are influenced by social media.
The Dialog Project: The Role of Business in Advancing Civil Discourse	Fall 2020	In partnership with University of Southern California and ICFNext, this year-long research project will interview dozens of great companies around the world to see what they are doing or plan to do about advancing civil discourse in society from a business perspective.