

| TITLE | DATE | DESCRIPTION | LINK |
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| UPCOMING PROJECTS | | | |
| Top 14 Public Relations Insights of 2019 *PUBLISHED* | February 2020 | Published annually, the top 14 highlights research studies published the previous year that all PR practitioners and academics should know about. Topics include disinformation, diversity and inclusion, and employee activism. | https://instituteforpr.org/the-top-14-public-relations-insights-of-2019/ |
| COVID-19: How Businesses Are Handling the Crisis *PUBLISHED* | March 2020 | In partnership with Peppercomm, this survey of 300 communication executives and senior leaders determines how companies are faring in the COVID-19 pandemic, including what sources they trust, how prepared they are for the crisis and what their businesses are doing to fight against the disease and resulting panic. | https://instituteforpr.org/coronavirus-covid-19-comms-report/ |
| Special Report: How Companies are Engaging Employees During COVID-19 *PUBLISHED* | April 2020 | This IPR and Peppercomm survey of 403 communication executives and senior leaders share how companies are communicating with and engaging their workforce during the COVID-19 pandemic. Key topics include what are the most trusted go-to sources and channels for communicators, how the pandemic has impacted the workforce including employee satisfaction and productivity, and more! | https://instituteforpr.org/how-companies-are-engaging-employees-during-covid-19/ |
| COVID-19 Resources for PR Professionals Center *PUBLISHED* | April 2020 | IPR created a COVID-19 Resource Center in the early stages of the pandemic that is updated on a regular basis. Topics include behavioral science, disinformation, internal communication, mental health, trust, and return to work. We also feature signature studies and webinars on this site . | COVID-19 Resources for PR Professionals Institute for Public Relations (instituteforpr.org) |
| Study: Employee Expectations are Changing Due to COVID-19 *PUBLISHED* | June 2020 | This online survey was conducted from May 15-17, 2020, among a nationally representative sample of 831 U.S. adults to find out they feel about returning to work and what safeguards they would like employers to put into place. Explore the six key findings from this report. | https://instituteforpr.org/employee-expectations-covid-19/ |
| Report: How Engaged are Employees During COVID-19? *PUBLISHED* | June 2020 | IPR and Leger partnered on a survey that looked at how many employees' working arrangements, including how they interact with their organizations, employers, and colleagues, have shifted rapidly due to the COVID-19 pandemic in Canada and the U.S. In early May 2020, Leger and IPR, conducted a survey among Canadian and American employees to explore how they feel about the return to work. | https://instituteforpr.org/leger-covid19/ |
| E-Book: Leadership Perspectives: Leading and Looking Ahead Through COVID-19 *PUBLISHED* | July 2020 | In partnership with Peppercomm, nearly 30 communication executives from corporations, agencies, nonprofits, and universities were interviewed about their company's response during COVID-19 and what will change following. Topics include the COVID-19 pandemic, the return-to-work, internal communication, and diversity, equity, and inclusion. | https://instituteforpr.org/leadership-perspectives-covid19/ |
| 2020 IPR Disinformation in Society *PUBLISHED* | August 2020 | The second annual Institute for Public Relations (IPR) "Disinformation in Society" study examined how disinformation — news that is intentionally misleading — is spread in U.S. society. Additional questions focused on how disinformation affects the way Americans | https://instituteforpr.org/2020-disinformation-report/ |

IPR 2020-2021 Research Projects

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| 10 Ways to Identify Disinformation: A Guide and a Checklist *PUBLISHED* | September 2020 | In this guide, the IPR Behavioral Insights Research Center offers 10 ways to identify disinformation, including a checklist to help people "think before they link." | https://instituteforpr.org/10-ways-to-spot-disinformation/ |
| The Career Path of a Social Media Professional *PUBLISHED* | October 2020 | The Institute for Public Relations Digital Media Research Center, Ragan Communications, and the University of Florida collaborated on this research project to study the careers and roles of social media managers. We surveyed more than 400 social media managers to determine their job roles and responsibilities, reporting and management structure, history and levels of experience, performance review systems, and career ambitions. | https://instituteforpr.org/dmrc-challenges-sm-professional/ |
| The Dialogue Project: The Role of Business in Advancing Civil Discourse *PUBLISHED* | October 2020 | In partnership with University of Southern California and ICFNext, IPR conducted a survey through Morning Consult of 5,000 adults in five countries, Brazil, Germany, India, the U.K., and the U.S. to determine the impact of polarization and the dialogue divide. This year-long research project features commentary from dozens of CEOs and leaders from great companies around the world and case studies about advancing civil discourse in society from a business perspective. | https://instituteforpr.org/wp-content/uploads/The-Dialogue-Project-Research-Report-Final-10.6.20.pdf |
| A Communicator's Guide to COVID-19 Vaccination *PUBLISHED* | December 2020 | IPR published this in-depth guide in December outlining research, theories, models, levers, and research-driven recommendations to help ensure effective communication strategies for organizations worldwide. Along with 17 recommendation-driven key findings, the guide features research from more than 100 studies on topics including vaccine hesitancy, health literacy, understanding audiences, and the role of trust and disinformation. | https://instituteforpr.org/a-communicators-guide-to-vaccines/ |
| COVID-19 Vaccine Communication Resource Center *PUBLISHED* | December 2020 | This Center features research relating to the COVID-19 vaccination, including topics such as vaccine hesitancy, vaccine confidence, multidisciplinary theories and models for frameworks and planning, levers and evidence-based principles for application, the role of disinformation, and recommendations/strategies for vaccine uptake. | IPR COVID-19 Vaccine Communication Resource Center Institute for Public Relations (instituteforpr.org) |
| Top 15 Public Relations Insights of 2020 *PUBLISHED* | January 2021 | Published annually, these are the top 15 research studies from 2020. Topics include behavioral science and COVID-19; diversity, equity, and inclusion; future of work; journalism and news; measurement and evaluation; pulse studies, and measurement and evaluation. Included at the end of the report is a list of IPR resources and studies published in 2020. | http://instituteforpr.org/top-pr-insights-2020/ |
| The Communicator's Guide to Research, Analysis, Evaluation *PUBLISHED* | March 2021 | This report outlines the five core components to communication research, analysis, and evaluation: landscape analysis; setting objectives; developing strategy; tactical creation and activation; evaluation and continuous improvement. | https://instituteforpr.org/communicators-guide-research-2021/ |

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| The Structure of Communication Functions | April 2021 | 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 Future of Work (Asia) | April 2021 | 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. | |
| Defining Diversity, Equity, and Inclusion | May 2021 | In partnership with The Wakeman Agency, IPR is conducting a study looking at definitions relating to diversity, equity, and inclusion in the workplace. A DE&I lexicon for the industry will be developed. | |
| 2021 IPR Disinformation in Society | May 2021 | The third annual Institute for Public Relations (IPR) “Disinformation in Society” study will examine how disinformation — news that is intentionally misleading — is spread in U.S. society. Additional questions will be added for 2021. | |
| Leadership Perspectives on the Communciation Industry | June 2021 | In partnership with Peppercomm, these series of focus groups will look at the issues that will impact the future of our profession following COVID-19. The areas studied will be: employee engagement, social issues, and diversity, equity, and inclusion. | |
| Mind the Gap: Women in Leadership, Phase II | June 2021 | 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. | |
| The Science of Social Influence in China | Summer 2021 | 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 Happiness Index of the Public Relations Industry | Summer 2021 | In partnership with Leger, this study surveys the public relations industry to find out how happy practitioners are in both their workplace and overall. | |
| The Integration of Communication and Marketing Functions | Spring 2021 | 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. | |