THE TOP 15 PUBLIC RELATIONS INSIGHTS OF 2020

FROM THE INSTITUTE FOR PUBLIC RELATIONS BOARD OF TRUSTEES

Compiled by Olivia Kresic, Institute for Public Relations
INTRO

The Institute for Public Relations annually compiles some of the best research that we think public relations professionals should know about from the previous year. When IPR first compiled this “Top 10” list in 2014, we sometimes had difficulty finding enough studies to fill the top 10. Now, with more quality research available, it’s become increasingly more difficult to narrow down to only 10 studies. So in 2020, we expanded the list to the top 15 studies. In addition to the quality of the research, another criterion for inclusion on our top list is the accessibility of the research (i.e., not hidden behind a paywall).

Also, at the end of this report is a list of IPR resources and studies published in 2020. Thanks to our Board of Trustees, comprising senior-level executives and academic leaders in public relations, for driving the mission and work we do.
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SECTION ONE

BEHAVIORAL SCIENCE
AND COVID-19
**Why this research is important:**
Conspiracy theories and misinformation have surrounded COVID-19, making it hard for the public to distinguish scientific facts and proper protocol from unreliable information. This report identifies social and behavioral science strategies to respond to the COVID-19 pandemic, including how to best combat misinformation.

**Method:**
Researchers conducted a review of social and behavioral science literature relevant to pandemics, including research on navigating threats, social and cultural influences on behavior, science communication, moral decision-making, leadership, and stress.

**Key Findings:**
- Interventions to effectively combat COVID-19 misinformation include:
  - “Prebunking” or psychological inoculation, which pre-emptively exposes people to small doses of misinformation techniques
  - Subtle prompts that nudge people to consider accuracy (i.e., asking people to rate the accuracy of randomly selected social media posts)
- Enlisting trusted voices has been shown to make public health messages more effective in changing behavior during epidemics.
- Depending on the audience’s motivations, science communication research has found that several messaging approaches can be effective, including:
  - Emphasizing benefits to the recipient
  - Focusing on protecting others
  - Aligning with the recipient’s moral values
  - Appealing to social consensus or scientific norms
  - Highlighting social group approval

**Using Social and Behavioral Science to Support COVID-19 Pandemic Response**

By: 42 Behavioral and Social Scientists

Link to study: https://www.nature.com/articles/s41562-020-0884-z#Sec1
WHY THIS RESEARCH IS IMPORTANT:
Social and behavioral science can help significantly influence the uptake of the COVID-19 vaccine. This report provides concrete, research-backed suggestions for COVID-19 vaccine communications.

METHOD:
Literature reviews on vaccination, pandemic planning, and health crisis communication were conducted, along with an assessment of current news and social media trends regarding COVID-19 vaccines. Interviews were also conducted with the members of the Working Group on Readying Populations for COVID-19 Vaccine.

KEY FINDINGS:
The report details recommendations for policymakers and communicators, which include the need to:

• Understand and inform public expectations about vaccine benefits, risks, and supply.
• Earn the public’s confidence that vaccine allocation and availability are evenhanded.
• Make vaccination available in safe, familiar, and convenient places.
• Communicate in meaningful, relevant, and personal terms, crowding out misinformation.
• Establish independent representative bodies to instill public ownership of the vaccination program.
SECTION TWO

DIVERSITY, EQUITY, AND INCLUSION
WHY THIS RESEARCH IS IMPORTANT:
The experience of discrimination is complex across different areas of life and different groups in the United States. The complex experiences that Americans have represent a larger, systemic pattern of discrimination that has significant implications for both the health of individuals and the United States.

METHOD:
The organizations conducted 3,453 interviews about personal experiences with discrimination across a dozen areas of the daily life of men and women, including African-Americans, Latinos, Asian Americans, Native Americans, whites, and LGBTQ+ adults.

KEY FINDINGS:
- 45% of African-Americans experienced racial discrimination when trying to rent an apartment or buy a home.
- 18% of Asian Americans say they have experienced discrimination when interacting with police.
  - Indian-Americans are much more likely than Chinese-Americans to report unfair police stops or treatment.
- 17% of Latinos have avoided medical care due to concern of being discriminated against or treated poorly.
- 34% of LGBTQ+ Americans say that they or a friend have been verbally harassed while using the restroom.
- 41% of women report being discriminated against in equal pay and promotion opportunities.

WHY THIS RESEARCH IS IMPORTANT:
Black women are being held back by barriers in corporate America. This study found that Black women had their judgment questioned in their area of expertise more than women of other races, and that only a small percentage of Black women feel they have strong allies in the workplace.

METHOD:
Lean In examined the barriers holding Black women back at work. Data for this report were drawn from the McKinsey & Company and Lean In Women in the Workplace Report, which was based on research from 317 companies across the United States and Canada. Data collection occurred between May and August 2020.

KEY FINDINGS:
• 29% of Black women reported that their manager “advocates for new opportunities for me” compared to 37% of white women, 35% of Latinas, and 35% of Asian women.
• 41% of Black women said they had their judgment questioned in their area of expertise, compared to 39% of white women, 31% of Latinas, and 30% of Asian women.
• Only 26% of Black women believe that they have ‘strong allies’ in their workplace.
• Black women are 50% more likely than men to say they are motivated by a desire to be role models for others like them.

Source: Lean In, McKinsey & Company
**WHY THIS RESEARCH IS IMPORTANT:**
Despite gains for women over the past year, there is still a “broken rung” in promotions in the first step up to manager. Suggestions for companies to retain women impacted by the challenges of the COVID-19 pandemic are also presented.

**METHOD:**
This report is based on pipeline research from 317 companies in the private, public, and social sectors across the United States and Canada. Additionally, more than 40,000 employees from 47 companies were surveyed on their workplace experiences, and 49 interviews were conducted with women and men of different races and ethnicities, LGBTQ+ women, and women with disabilities at all organizational levels.

**KEY FINDINGS:**
- Despite gains for women in leadership, a “broken rung” in promotions at the first step up to manager was still a significant barrier in the past year:
  - For every 100 men promoted to manager, only 85 women were promoted; further, 71 Latinas and 58 Black women were promoted.
- Certain challenges (especially ones related to the COVID-19 pandemic) are more likely to push women out of the workforce, such as:
  - Lack of work flexibility
  - The perceived need to be available to work at all hours
  - Housework and caregiving burdens due to COVID-19
- Senior-level women are more likely than senior-level men to practice allyship.
Why this research is important:
This study explores the reasons as to why there are so few African-American men in the public relations profession. Findings reveal major barriers for African-American men in public relations, including a lack of early awareness for the profession among high school and college-aged African-American men and a lack of role models and mentors.

Method:
In-depth phone interviews explored perceptions, experiences, and possible barriers for 32 African-American males in the public relations industry.

Key Findings:
The major barriers respondents identified include:
- A lack of knowledge and understanding of the public relations profession among African-American male high school and college students.
  - Without early awareness of the profession and the skills that it takes to be successful in the field, many believe that the number of African-American males who enter and remain in the profession will continue to be low.
- Being an African-American male in a Caucasian female-dominated profession that still has strong Caucasian male influence.
  - Some respondents indicated that some of the white males with whom they have worked have been less supportive as they advanced their careers.
- Lack of African-American male colleagues for support, mentorship, and friendship.
  - Respondents said a major barrier was the lack of role models and mentors (African-American or otherwise) once they entered the field.
WHY THIS RESEARCH IS IMPORTANT:

The focus on diversity increased in the public relations industry in 2020, and as the topic gained momentum, it became clear that organizations have different ways of handling and discussing diversity. This study explored differences in how the world’s top 50 public relations firms address diversity on their company websites.

METHOD:

A content analysis examined if and how the top 50 global public relations firms as identified by The Holmes Report (now PRovoke) communicate about diversity on their websites.

KEY FINDINGS:

- 56% of firms mentioned and defined diversity on at least one major section of a webpage.
  - 11% of firms devoted a distinct page to the topic of diversity, while most firms included a paragraph of two discussing diversity on a page that covered additional topics.
- 61% of firms defined diversity with a “combined definition,” which includes mention of a diverse culture or ideas along with a diverse workforce.
- 32% that mentioned diversity identified specific activities, including:
  - Recruiting
  - Creating support networks and advancement initiatives for women and minority groups
  - Partnering with community organizations for education and advancement of these groups
  - Training for organizational diversity

Definitions of “Diversity” Among the World’s Top PR Firms Differ

By: Caitlin M. Wills, Ph.D., University of North Georgia

Original Study Title:
Diversity in Public Relations: The Implications of a Broad Definition for PR Practice

Link to study:
SECTION THREE

FUTURE OF WORK
WHY THIS RESEARCH IS IMPORTANT:
Remote work increased this year as the COVID-19 pandemic swept the globe. Boston Consulting Group explored employees’ attitudes toward remote work, including factors such as flexibility, productivity, social connectivity, and the future of work.

METHOD:
A survey of 12,662 employees in the United States, Germany, and India was conducted from May 21 to June 13, 2020.

KEY FINDINGS:
• 75% of employees said that during the first few months of the pandemic, they were able to maintain or improve productivity on their individual tasks.
  o 51% of respondents said they were able to maintain or improve productivity on collaborative tasks.
• Employees satisfied with social connectivity were more likely to maintain or improve productivity on collaborative tasks.
• Companies expect 40% of their employees to follow a remote-working model in the future.
• 60% of employees said they want some flexibility in where and/or when they work.
  o This was most pronounced in the U.S. (67%).
WHY THIS RESEARCH IS IMPORTANT:
The COVID-19 pandemic changed the way people work in many ways. Salesforce Research explored how workers view the prospect of returning to normalcy and what their employers can do to keep them safe, calm, and productive.

METHOD:
A survey was conducted in June 2020 among 20,000 adults in the U.S., Canada, U.K./Ireland, France, Germany, Brazil, Japan, Australia/New Zealand, India, and Singapore.

KEY FINDINGS:
- Respondents across the globe said “technology to ensure employee safety at work” was the most important focus area for businesses for the rest of 2020.
- 69% of people globally would share their medical information in exchange for a safe working environment.
- 59% of global respondents said they “wouldn’t take public transportation to work anytime soon.”
- 45% of respondents across the globe said they would “switch jobs if it meant (they) could work remotely.”
- 83% of respondents said, “technology has helped (them) feel safer as a remote worker.”

What Workers Report Having

<table>
<thead>
<tr>
<th>Resource</th>
<th>U.S. Have</th>
<th>U.S. Don’t Have</th>
<th>Global Have</th>
<th>Global Don’t Have</th>
<th>Global United States Have</th>
<th>Global United States Don’t Have</th>
</tr>
</thead>
<tbody>
<tr>
<td>Resources to find a job, if I was lacking</td>
<td>44%</td>
<td>56%</td>
<td>62%</td>
<td>38%</td>
<td>62%</td>
<td>38%</td>
</tr>
<tr>
<td>Resources to do my job well</td>
<td>55%</td>
<td>45%</td>
<td>59%</td>
<td>15%</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>Resources from my employer to get back to my community</td>
<td>52%</td>
<td>48%</td>
<td>56%</td>
<td>44%</td>
<td>48%</td>
<td>52%</td>
</tr>
<tr>
<td>Access to the right data and information to do my job well</td>
<td>61%</td>
<td>39%</td>
<td>70%</td>
<td>22%</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>A strong professional network</td>
<td>52%</td>
<td>48%</td>
<td>66%</td>
<td>44%</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>In-demand soft skills</td>
<td>50%</td>
<td>50%</td>
<td>54%</td>
<td>44%</td>
<td>54%</td>
<td>46%</td>
</tr>
<tr>
<td>In-demand hard skills</td>
<td>58%</td>
<td>42%</td>
<td>72%</td>
<td>28%</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>The technology to effectively work remotely</td>
<td>69%</td>
<td>31%</td>
<td>83%</td>
<td>17%</td>
<td>72%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: Salesforce
SECTION FOUR

JOURNALISM AND NEWS
WHY THIS RESEARCH IS IMPORTANT:
The local news landscape is shifting in the United States. This study assessed the current state of newspapers, local news, and changes in newspaper consumption since 2004. The loss of local journalism creates “news deserts,” where some areas have little local news, one of the most trusted media sources.

METHOD:
Data were collected from a proprietary database housed by the Center for Innovation and Sustainability in Local Media at UNC-Chapel Hill. The collection includes data on more than 9,000 local newspapers, 1,400 broadcasting outlets, 950 ethnic media, and 525 digital sites.

KEY FINDINGS:
• The U.S. has lost 25% of its newspapers since 2004, leaving residents in thousands of communities living in “vast news deserts.” Many communities that lost newspapers are the most “struggling” or “economically isolating.”
  o About 95% of lost newspapers have been weeklies or non-dailies, and about 5% have been dailies.
• Total circulation decreased by 55 million between 2004 and 2019.
  o Newspapers lost half of all journalists (around 36,000) during that period, leaving some newspapers as “ghosts” or shells of their former self.
• Despite a decline in surviving newspapers, newspaper chains are larger than ever.
  o Newspaper chains have grown recently due to the union of large publicly-traded newspaper companies with hedge funds and private equity chains.
  o For some, consolidation has “shifted editorial business decisions to a few large corporations without strong ties to the communities.”
• A variety of start-up news outlets are attempting to fill the local news void, including digital sites, ethnic media, public broadcasting, and independently owned and operated newspapers. There is a critical need for more funding.
• The journalistic mission and business model need to be reimagined for local news with technology and policies to close disparities.
**Key Findings:**
- Most metrics junior-level professionals mentioned fell into the outtake-level category, many of which had to do with social or digital media.
- When executive-level professionals discussed output-level metrics like media placements, they emphasized that message delivery is salient in evaluating their success.
  - 44% of executives said they use Advertising Value Equivalency (AVE) although they “do not think the metric is strong or even valid.”
- Junior-level professionals identified a need to plan and fund research at the beginning of campaigns as a challenge. Challenges, according to executive-level professionals, challenges included: a need for staff trained in data analytics; a need for stronger ways to measure; and the need to integrate M&E.

**Why This Research is Important:**
The best methods of measurement and evaluation (M&E) in public relations are contested and ever-evolving. This report provides a snapshot of current M&E practices according to executive- and junior-level professionals and suggestions on how to improve M&E moving forward.

**Method:**
A literature review examined the gap between what measurement and evaluation should be and what it is. Twenty in-depth, semi-structured interviews were conducted with 16 executives and four junior-level communications professionals.

**Key Findings:**
- Most metrics junior-level professionals mentioned fell into the outtake-level category, many of which had to do with social or digital media.
- When executive-level professionals discussed output-level metrics like media placements, they emphasized that message delivery is salient in evaluating their success.
  - 44% of executives said they use Advertising Value Equivalency (AVE) although they “do not think the metric is strong or even valid.”
- Junior-level professionals identified a need to plan and fund research at the beginning of campaigns as a challenge. Challenges, according to executive-level professionals, challenges included: a need for staff trained in data analytics; a need for stronger ways to measure; and the need to integrate M&E.
SECTION SIX

YEAR-IN-REVIEW/
PULSE STUDIES
WHY THIS RESEARCH IS IMPORTANT:
Americans are no longer letting companies stay silent on social justice issues. This study shows that Americans’ beliefs in social issues are impacting their purchasing decisions, and they want to support corporations that support diversity and inclusivity.

METHOD:
An online survey of 1,004 U.S. adults was conducted from June 10-26, 2020.

KEY FINDINGS:
- 64% of Americans say it’s no longer acceptable for companies to stay silent on social justice issues.
  - 54% of Americans say companies that do not talk about social justice issues in their marketing or communications are “out of touch.”
  - 57% of respondents believe more companies need to address racism in their branding.
  - 76% of respondents say a company’s marketing and advertising should be more reflective of the diverse and inclusive business they aspire to be.
- 54% of participants say if they do not see themselves represented in a company’s marketing and communications, they are less likely to support that company.
- 85% of respondents think companies need to examine their advertising platforms to ensure those platforms don’t perpetuate hate speech.
  - 84% of participants believe companies have a responsibility to hold its advertising platforms accountable for hate speech and fake news.
  - 76% of respondents say they are likely to boycott a brand based on advertising that perpetuates hate speech and fake news.
- 78% of Americans say the most important action a company can take coming out of the current diversity conversation is to change its business policies and operations to promote racial equality.

Source: Porter Novelli

Link to study:
Key Findings:
• 56% of respondents are more concerned about their job and career progression due to the COVID-19 pandemic.
• Respondents predicted that a “freeze on salary increases” was the most likely outcome of COVID-19, followed by “reduced budgets” and “scaling back agency and consultancy spend.”
• When asked how effectively their firms had engaged with internal and external stakeholders during the crisis, practitioners ranked both internal and external communications at 7.7 out of 10 (on a scale of 1 to 10, with 10 being very effective).
  o Those working in agencies ranked their organizations slightly higher in terms of engagement, noting they routinely advise clients on crisis management issues.

Why this research is important:
Prospect and PublicAffairsAsia explored compensation, talent, industry trends, and attitudes among communications and corporate affairs professionals across Asia-Pacific, including the impact of the COVID-19 pandemic.

Method:
Telephone interviews and online surveys were conducted with more than 100 practitioners in both agencies and in-house roles. Interviews were completed just as the first wave of COVID-19 infections took hold across Asia-Pacific.

Number Thirteen:

By: Prospect and PublicAffairsAsia

WHY THIS RESEARCH IS IMPORTANT:
This report examines current trends in the European communications industry, including the ethical challenges faced by communicators, cybersecurity issues, and strategic issues that are estimated to be critical moving forward.

METHOD:
A survey of 2,324 communication professionals in Europe was conducted from January-February 2020.

KEY FINDINGS:
- 46% of European communication professionals said they encountered “several ethical challenges” in day-to-day work within the past year.
- Cybersecurity is a major issue for communicators in Europe – 54% of respondents said they had experienced cyberattacks in the organization “once” or “multiple times.”
- Female communicators are predominant in all types of organizations, but female leadership is stronger in nonprofits and falling short in private companies.
  - 59% of nonprofits have a female top leader or CEO compared to 46% of private companies.
- Communicators said the most important strategic issues for communication management were:
  - Building and maintaining trust (41%)
  - Dealing with sustainable development and social responsibility (37%)
  - Dealing with the speed and volume of information flow (34%)

Communication professionals are often involved in handling cyber security issues; but only a minority is helping to build resilience

**Managing crisis communication (internal/external)**  
<table>
<thead>
<tr>
<th>For my department/agency</th>
<th>For my organisation/clients</th>
</tr>
</thead>
<tbody>
<tr>
<td>45.5%</td>
<td>44.9%</td>
</tr>
</tbody>
</table>

**Addressing cyber security in internal communications**  
<table>
<thead>
<tr>
<th>Handling problems</th>
<th>Changing structures</th>
</tr>
</thead>
<tbody>
<tr>
<td>31.1%</td>
<td>30.1%</td>
</tr>
</tbody>
</table>

**Communicating employees in cyber security**  
<table>
<thead>
<tr>
<th>Changing structures</th>
<th>Changing structures</th>
</tr>
</thead>
<tbody>
<tr>
<td>18.4%</td>
<td>19.7%</td>
</tr>
</tbody>
</table>

**Developing cyber security guidelines**  
<table>
<thead>
<tr>
<th>Changing structures</th>
<th>Changing structures</th>
</tr>
</thead>
<tbody>
<tr>
<td>17.7%</td>
<td>18.0%</td>
</tr>
</tbody>
</table>

By: European Public Relations Education and Research Association (EUPRERA); European Association of Communication Directors (EACD); Cision Insights; Fink & Fuchs; Communication Director Magazine

Source: EUPRERA, EACD, Cision Insights, Fink & Fuchs, Communication Director Magazine

WHY THIS RESEARCH IS IMPORTANT:
The study explores public opinion on a host of timely topics: the integrity of the 2020 elections, how the COVID-19 pandemic is being managed, racism in America, the most trusted political news sources, how businesses are regulated, and campaign finance options. This study provides an analysis of how widespread the distrust was for the United States 2020 elections. In addition, it was the first public poll to document widespread public dissatisfaction (even among many Republicans) of the Trump administration’s goal to completely reopen the economy even when the pandemic was surging.

METHOD:
A poll of 2,199 Americans was conducted by Morning Consult from August 19-21, 2020.

KEY FINDINGS:
• Only 21% of Americans believe the elections will be neither “honest” nor “open.”
  o 18% believe the elections will be “open to everyone with a right to vote, but won’t be conducted in an honest way.”
  o 14% of respondents said they believe the elections will be “honest but not adequately open.”
• 45% of Republicans said they are concerned about the elections regarding “honesty,” “openness,” or “both,” compared to 61% of Democrats and 51% of Independents.
• Only 27% of respondents said the federal government is doing a “good or “excellent” job of balancing health and safety with re-opening the economy.

Source: Public Affairs Council

Link to study: https://pac.org/public-affairs-pulse-survey-2020
IPR RESOURCES AND CENTERS LAUNCHED IN 2020

IPR Center for Diversity, Equity, and Inclusion
The mission of the IPR Center for Diversity, Equity, and Inclusion (CDEI) is to support, conduct, and promote research and insights relating to diversity, equity, and inclusion in the workplace focused on six core areas: BIPOC, LGBTQ+, women, intersectionality, disabilities, and mental health.
https://instituteforpr.org/center-for-diversity-equity-and-inclusion/

COVID-19 Resource Center
IPR compiled a list of resources beneficial for public relations and communication professionals to better understand and prepare strategies for COVID-19. Key research topics include behavioral science, disinformation, internal communication, mental health, and return to work.
https://instituteforpr.org/covid-19-resources-for-pr-professionals/

IPR COVID-19 Vaccine Communication Resource Center
This Center features research relating to the COVID-19 vaccine, 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.
https://instituteforpr.org/vaccine-communication-resource-center/

Special Edition COVID-19 IPR Research Letter
To help keep public relations professionals informed during the COVID-19 pandemic, IPR modified its weekly IPR Research Letter to focus on COVID-19 related industry research.
https://instituteforpr.org/ipr-disinformation-study/
Top 14 Public Relations Insights of 2019
Published annually, the report highlights the top research studies published the previous year that all PR practitioners and academics should know about. Topics include disinformation, diversity and inclusion, purpose, and technology.

COVID-19: How Businesses are Handling the Crisis
IPR worked with Peppercomm to conduct a study of 300 communications executives and senior leaders from March 5-10, 2020 to gain a better understanding of how prepared businesses were for COVID-19 and how they are handling the impacts.

Special Report: How Companies are Engaging Employees During COVID-19
IPR and Peppercomm surveyed 403 communication executives and senior leaders to find out how their companies are communicating with and engaging their workforce during the COVID-19 pandemic. The report also features deep dives into internal communication topics.
https://instituteforpr.org/how-companies-are-engaging-employees-during-covid-19/

Study: Employee Expectations are Changing Due to COVID-19
The IPR Organizational Communication Research Center partnered with The Harris Poll to survey 831 U.S. adults employed full time, from May 15-17, 2020, to find out how they felt about returning to work and what safeguards they wanted employers to put into place.
https://instituteforpr.org/employee-expectations-covid-19/

Report: How Engaged are Employees During COVID-19?
Leger and the Institute for Public Relations (IPR) conducted a survey among Canadian and American employees (those who are not unemployed, furloughed, or laid off due to COVID-19) to explore how various attributes (including productivity, collaboration, and job satisfaction) have changed since COVID-19, and how effectively company leaders and teams were communicating with employees during COVID-19.
https://instituteforpr.org/leger-covid19/

Leadership Perspectives: Leading and Looking Ahead Through COVID-19
The Institute for Public Relations (IPR) and Peppercomm released an in-depth e-book focused on critical topics affecting the public relations industry while looking ahead to the future of public relations and communication. The e-book features profiles and interviews with 30 communication executives and senior leaders from corporations, public relations agencies, nonprofits, and universities.
https://instituteforpr.org/leadership-perspectives-covid19/
2020 IPR Disinformation in Society Report
The 2020 “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 25–27, 2020 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.
https://instituteforpr.org/2020-disinformation-report/

Help Stop the Spread of Disinformation: A Guide and 10-Point Checklist to Help People Think Before They Link
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
The IPR Digital Media Research Center, Ragan Communications, and the University of Florida PR Department collaborated on this research to study the careers and roles of social media managers. More than 400 social media managers were surveyed to determine their job roles and responsibilities, reporting and management structure, history and levels of experiences, performance review systems, and career ambitions.
https://instituteforpr.org/dmrc-challenges-sm-professional/

A Communicator’s Guide to COVID-19 Vaccination
IPR published this in-depth guide 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/

The Dialogue Project
IPR is a title sponsor of The Dialogue Project, a year-long research effort that explores the problem of polarization in society. Results include an IPR-authored research report with quantitative survey data collected July 5–6, 2020, from Morning Consult on the impact of polarization and the dialogue divide in the U.S., U.K., Germany, Brazil, and India.
https://instituteforpr.org/the-launch-of-the-dialogue-project/
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This report can be found at https://instituteforpr.org/top-pr-insights-2020