

This is the introduction slide.  
Notice how Taylore has a  
photograph on the page.

# Module Six: APPLICATIONS



**Example of Notes Presentation for the  
APR Online Study Course**

**TAYLORE N. MAXEY**

# Agenda



- **FOCUS GROUPS**
- **SURVEYS**
- **SAMPLE SIZE**
- **CONTENT ANALYSIS**

# Focus Groups



- **FOCUSED DISCUSSIONS LED BY A MODERATOR**
- **INCLUDES EIGHT TO 12 PARTICIPANTS**
- **QUALITATIVE RESEARCH USED TO EXPLORE FEELINGS & PRE-TEST IDEAS**
- **CAN BE USED BEFORE OR AFTER A SURVEY**

# Focus Group Advantages & Disadvantages

## ADVANTAGES

- ABILITY TO EXPLORE ASSOCIATIONS, REACTIONS, RELATIONSHIPS, ETC
- CAN USE SUPPORTING MATERIALS
- QUALITATIVE DATA GATHERING

## DISADVANTAGES

- HIGH COST
- REQUIRES MULTIPLE SESSIONS
- RESULTS CAN NOT BE GRAPHED

You may want to include a note regarding the resource or book or handout you are using.

**NOTE: REVIEW ADVANTAGES & DISADVANTAGES IN APR STUDY GUIDE PAGES- 53-55**

We HIGHLY recommend presenting some examples of how you would use the concepts you are discussing.

# Example



- **FLORIDA HOUSING USED FOCUS GROUP RESEARCH**
- **PHASE I: TO FIND OUT IF INTERESTED HOMEBUYERS FOUND OUR WEBSITE WAS TOO HARD TO NAVIGATE THROUGH TO FIND HOMEOWNERSHIP INFORMATION**
  - RESULTS**
    - \* **GOT LOST ON THE SITE**
    - \* **OVERWHELMED BY INFORMATION**
- **PHASE II: TO PRE-TEST OUR FTHB WIZARD**
  - RESULTS**
    - \* **VERY MUCH LIKED THE PROTOTYPE**
    - \* **IT ANSWERED THE MAIN QUESTIONS WHEN LOOKING TO PURCHASE THEIR FIRST HOME**

# Survey Research



- **QUANTITATIVE RESEARCH**
- **USES A SERIES OF QUESTIONS TO SAMPLE A DESIRED POPULATION “UNIVERSE”**
- **CAN BE MAILED, TELEPHONED OR ASKED IN PERSON**

# Survey Methods



- **Personal Interview**
  - \* **Used for complex situations**
  - \* **Most expensive**
  - \* **Best method to use**
  
- **Telephone Interview**
  - \* **Used for basic opinions**
  - \* **Hold length 5 to 10 minutes**
  - \* **Use professional callers if possible**
  
- **Mail Survey- Can be mailed, telephoned or asked in person**
  - \* **Used for concepts and specific answers**
  - \* **Send a postcard prior to and follow-up mailings improve responses**

# Types of Survey Questions



- **OPEN-ENDED**
- **MULTIPLE-CHOICE**
- **YES OR NO**
- **RANKING ANSWERS**
- **OPINION MEASUREMENT**
- **VERBAL/NUMBERED SCALE**



# Example



- **FLORIDA HOUSING'S HOSPITALITY COMMITTEE WANTED TO FIND OUT FROM EMPLOYEES IF THE ACTIVITIES THE CORPORATION HOSTS ARE STILL LIKED OR IF THE EMPLOYEES WANTED NEW ACTIVITIES.**
- ***USED SURVEY MONKEY ONLINE***
- **YES OR NO QUESTIONS**
- **OUT OF 100 EMPLOYEES 67 RESPONDED BACK**
- **WE WERE ABLE TO FIND OUT THAT MAJORITY LIKE THE ACTIVITIES ALREADY IN PLACE & HALF WANTED NEW ACTIVITIES**

# Sample Size



## TYPES OF SAMPLES

- **CENSUS**
  - \* **100% SAMPLE**
  - \* **IDENTIFY ALL THE PEOPLE IN YOUR UNIVERSE AND EACH OF THEM AN OPPORTUNITY TO RESPOND**
  - \* **IF YOUR UNIVERSE IS UNDER 300, IT IS SUGGESTED TO CONSIDER A CENSUS**
  
- **PROBABILITY SAMPLES**
  - \* **RANDOM SAMPLE**
  - \* **DRAWN SO THAT THE PROBABILITY OF GETTING PICKED ARE EQUAL**
  
- **NON PROBABILITY SAMPLES**
  - \* **INFORMAL SELECTION OF PEOPLE**
  - \* **EXAMPLES: CONVENIENCE/ACCIDENTAL SAMPLES; QUOTA; DIMENSIONAL; SNOWBALL AND PURPOSIVE**

**NOTE: SAMPLE SIZE AND ACCURACY IN APR STUDY GUIDE PAGE- 63**

# Content Analysis



- **SELECT THE UNIT OF ANALYSIS**
- **DECIDE WHETHER TO SAMPLE FROM ALL UNITS OR STUDY THE ENTIRE POPULATION**
- **DEFINE THE CATEGORIES**
- **BEGIN ANALYSIS**
- **DATA REDUCTION AND ANALYSIS OF RESULTS**

# Resources



- ***EFFECTIVE PUBLIC RELATIONS* BY: CUTLIP, CENTER AND BROOM (NINTH EDITION); CHAPTERS 11 AND 14**
- **UAB HANDOUTS 15 - 20; ACCREDITATION STUDY COURSE 2003**
- **2010 APR STUDY GUIDE**