



# The Future of Communications Research

David Michaelson, PhD

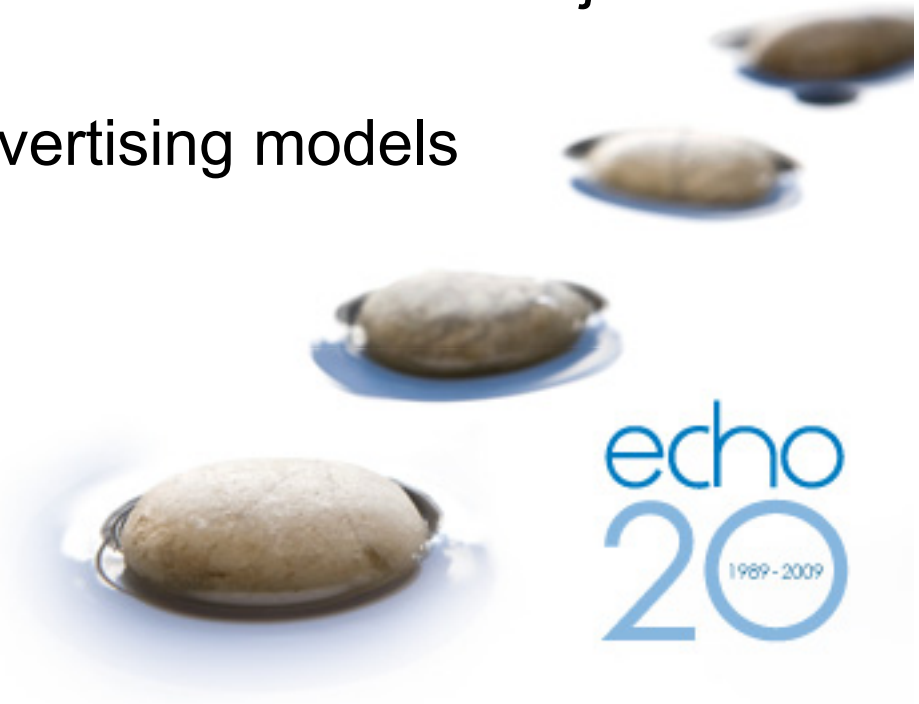
President, Echo Research Inc



# Public Relations Research 20 Years Ago

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- Nascent industry with only a few key players
- Most research focused on research for public release
- Media analysis still a developing industry with limited scope and focus
- Dedicated research in public relations limited to just a few major agencies
- Most research based on advertising models



echo  
20  
1989-2009

## ...and 20 Years Later

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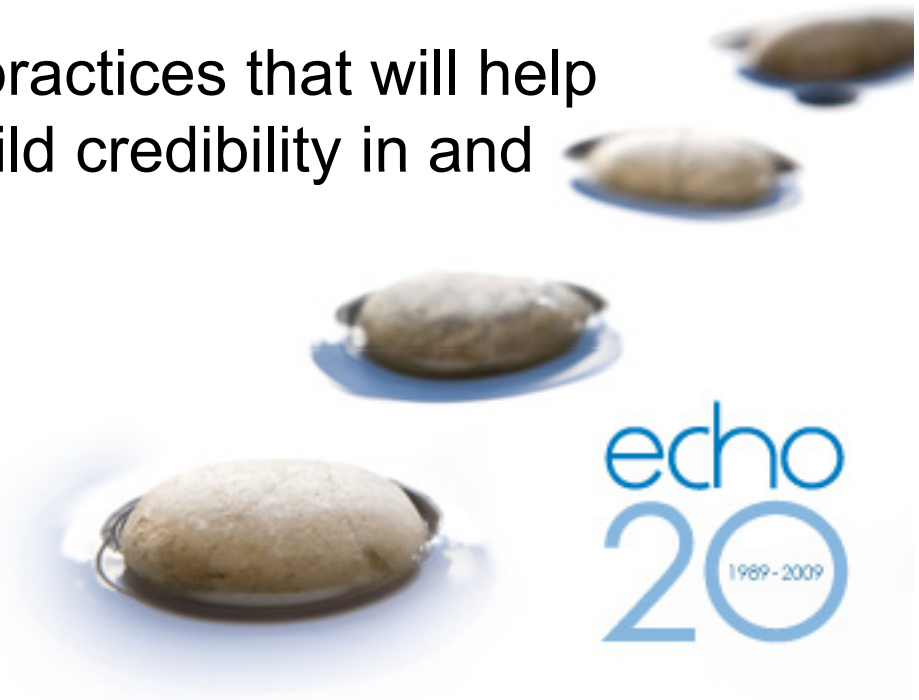
- Dozens of companies in UK and US pursuing excellence in public relations, communications & branding research
- Dedicated trade organization – AMEC
- Growing body of academic literature
- Public relations and communications curriculums in most major universities
- Research functions in most large and midsize agencies



# Our Challenges for the Next 20 Years

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- Understanding how to measure and evaluate social and citizen generated media
- Developing tools that provide diagnostic insights and improve communications performance
- Harnessing technology to improve speed and reliability of analysis
- While working to apply best practices that will help communications research build credibility in and value for the “C-Suite”



# How is Echo Addressing These Challenges?

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- **I<sup>3</sup>** – our reputation and stakeholder management research tool measuring:
  - ✓ **Identity** – How organizations see themselves
  - ✓ **Image** – How stakeholders and others view the organization
  - ✓ **Influence** – What is the intersection between media, Web 2.0 and an organizations image



# How is Echo Addressing These Challenges?

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- **Echo Sonar** – our online, fully automated media analysis tool
  - Tracking 30,000 publications around the globe 24/7/365
- **Digital Listening Tools**
  - Measuring the impact of CGM from microblogs to YouTube
- **Issue Management Tools**
  - Helping to predict change in business environments
  - Aid in development of communications strategies





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