

Week 4

EVALUATION

EVALUATION is broken into four major parts:

Evaluating Informational Objectives



Evaluating Attitudinal Objectives

Evaluating Behavioural Objectives

Evaluating Output Objectives

EVALUATING INFORMATIONAL OBJECTIVES

Measurement of informational objectives includes three dimensions:

Message exposure

- determined by publicity placements through national/local clipping and media services;
- through the circulation figures and audience-size data readily available for publication and broadcast media.

Message comprehension

- determined by the application of readability formulas to the messages used in PR programs;
- often used are the Flesch Reading Ease Formula, the Gunning Fog Index, the Dale Chall Formula, the Fry Formula, and the Far-Jenkins-Patterson.

Message retention

- tested by asking appropriate questions designed to check target audiences knowledge of the client's message;
- although message retention can be measured by the non-quantitative research, retention questions are usually administered.