

Academic Research Request to Use PRSA/IPR/PRSSA Membership List

The following details the policies and procedures for gaining access to PRSA, PRSSA, and IPR membership lists.

Research proposals will be evaluated quarterly by IPR and PRSA. The purpose is to work with scholars and professionals to ensure quality research that benefits our members and advances the profession. Factors assessed include relevance and appropriateness of the survey to the membership, the benefit of the survey results, the history of similar surveys, the organization and design, reputational risk, and relevance to the profession.

As this is a highly selective process, submitted research proposals must follow all guidelines.

Staff will work with researchers of approved projects to pull appropriate samples of email addresses. Electronic communication will be sent to members including a link to the survey instrument provided by the researcher. The invitation email will indicate that IPR and PRSA has reviewed the research. Researchers will have one calendar year for project completion from the date of survey dissemination. "Completed" means submitting a research summary to be posted on the PRSA/IPR websites; and submitting an article to *PR Journal* (following the criteria for submission). Please note *PR Journal* retains the right of first refusal.

Requests must include the following five items:

1. A completed application form;
2. An Institutional Research Board (IRB) approval certificate from the individual's university, or a signed document indicating why IRB approval has not been completed (IRB approval must be received before distribution)
3. A copy of the proposed online survey invitation email
4. A copy of the proposed survey instrument (showing skip logic is used);
and
5. A 3-page project description written clearly and concisely containing:
 - a. A brief description of the relevant literature
 - b. Explanation of relevance to the profession

Researchers must follow these guidelines:

- Provide clear instructions.
- Provide a realistic time of how long the survey will take to complete.
- Check for spelling and grammatical errors.
- If applicable, include filter questions at the beginning to eliminate unnecessary respondents.
- Review the length of the survey; longer surveys typically receive lower response rates.

- Delete unnecessary, repetitive questions or statements.
- Make demographic questions mutually exclusive and exhaustive.
- Ensure all questions are relevant to the purpose of the study.
- Check questions for clarity and understandability.
- Provide and use appropriate skip logic.
- Ensure confidentiality by removing any potential identifying questions.
- Remove questions that a public relations professional or student would not have the knowledge to answer.

Research Review Process:

Requests will be accepted throughout the year, but will be held until the appropriate submission deadline as detailed below. Four review periods each year will be designated for the approval/denial of research proposals. Only one survey will be approved each quarter. Deadlines for submissions are:

- Dec. 15 (for submissions to be reviewed by Jan. 15).
- March 15 (for submissions to be reviewed by April 15).
- June 15 (for submissions to be reviewed by July 15).
- Sept. 15 (for submissions to be reviewed by Nov. 15).

The research committee will vote to accept, reject, or return the survey as a revise and resubmit. A revise and resubmit survey is due within 30 days from notification so it can be reviewed at the next PRSA Research Committee meeting. Any changes to a survey after initial review must be submitted for a re-review.

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- **At least one member of the research team MUST be a member in good standing of PRSA.**
- **Members of IPR and PRSA will evaluate submissions quarterly and approve or deny requests.**
- **Four requests will be granted annually.**
- **Staff will work with researchers of approved projects to pull appropriate samples. If the researcher is looking for a sample with specific characteristics, screening questions should be used.**
- **Electronic communication will be sent to members including a link to the survey instrument provided by the researcher. The cover note will indicate that PRSA/IPR has reviewed the research.**
- **Researchers will have one calendar year for project completion from the date of survey dissemination. "Completed" means submitting a research manuscript to the Public Relations Journal (PRJ). There is no guarantee that the paper will be accepted for publication in PRJ, but the journal retains the right of first refusal.**

Principal Investigator, Title, and Institutional Affiliation:

Contact Information:

Name:

Mailing Address:

Phone Number(s):

Email Address:

Funding Source(s):

Size of requested sample (Cannot be more than 5000):

How is this research applicable to PR practice and how does it benefit the profession?

By signing this application, I confirm my full commitment to abide by the Public Relations Society of America's Code of Ethics and all of its guidelines in using the membership lists and conducting this research.

Signed

Date