**Chapter 5**

**Class Activity 1: Observation**

Go to a part of the campus (food court, library, quadrangle, etc.) and observe what occurs there for 45 minutes. Take notes (be prepared to turn in your notes) on what you observe and then write a one-page report of what you saw. Write a brief one-page summary of your experience doing observational research. Specifically, with the summary address your strategy for observation, the role of distractions, and your process for keeping notes on your observation.

**Class Activity 2: Focus Group**

Pick a topic that affects you (campus food, off-campus activities, commute to college, etc.) and conduct a focus group on this topic with a group of students. This activity will work best if the students in the focus group are not currently enrolled in the same PR class.

Write a report on what you learned (research gathered) from this focus group. Also, write a one-page reflection paper on the experience of conducting a focus group. Particular attention can be paid to the process of conducting the focus group and what, if anything, you would do differently.

**Class Activity 3: Using Research**

Locate a piece of PR research online. This can be a trade press article or a formal academic article. Identify whether the piece is quantitative or qualitative and explain what the research says about PR practice.

**Class Activity 4: Creating a Survey**

Identify a topic to design a survey about. Write both substantive survey questions and demographic questions.

After the assignment is turned in, the instructor may choose to present some of the questions to the class for discussion.

**Case Study Discussion**

**Case Study Activity 1: Ethics of Psychographic Research**

Divide the class into groups of four to six students. Discuss the ethics of using psychological data to construct messages for publics. Can psychographic research be used in two-way symmetrical communication? Groups will share their answers to promote an in-class discussion.

**Case Study Activity 2: Creating Awareness**

Consider the following hypothetical situation:

Suppose that local government was going to start requiring its citizens to pay a higher rate for public utilities. Your PR firm has been hired to mobilize the community to oppose this increase. Most people in the community do not pay close attention to local issues, particularly utility issues. How would you reach out to this **latent public** to make them **active publics**?

Each group must design an outreach campaign to mobilize members of the community. Each person in the group will come up with an idea and share with the group. Each group will share their ideas with the entire class.

**Case Study Activity 3: Notice and Comment**

Each time a federal agency is considering a new rule, they must post that rule for the public to see and comment on. Locate a federal agency website’s notice and comments section. Write a short paper on several of the type of comments found. Also consider how a PR practitioner would mobilize publics to post comments about a pending agency regulation such as net neutrality.