Research in Public Relations

Mouza Al Neaimi[a],*; Asma Al Ramsi[a]; Fatima Al Shamsi[a]; Ghayeh Saee[a]

[a]Mass Communication, UAEU, AlAin, UAE.
*Corresponding author.

Abstract

Research is essential element in public relation. It's not necessary to have been ambiguous, expensive or complex. There is one way to ensure that Public Relation research arrives on time, on budget and gives the right result to create organizational. This paper will discover the importance of research and research steps in public relations in the UAE organizations. It ended that many PR offices do care about the research but still research needs more awareness and development in the future. More researches need to be collected in the PR field.

Key words: Research; Public relations; Research steps; Needs of research; PR solutions and process

INTRODUCTION

The researchers will discuss the research in public relations and will focus on the definition of it, research in, on, for PR, and brief background about the research department at the Dubai Emirates post. Also the importance of research in PR, and Why Should PR Firms Use Research, and will show the objectives of the research in PR. In addition, will discuss the steps, the Levels of analysis and types of research in PR. Then, will talk about the Benefits, the PR research budget and two step flow theories.

In this research, the researchers did a survey about research in PR and they think it's most important in project because it shows to us some of the PR research in government and private institutions, the challenges they face when make the research and how to take advantage from these research.

The researchers choose this topic because the researches in public relations have a great importance to the companies. So they want to know more about it and how to make it and the consequences of undertaking research. In addition, they chose the quantitative research (survey) vs. Qualitative Research for many reasons such as: It's easy, can do it in a few minute, give us clear and accurate results and they can summarize large information from the surveys.

In the survey, they distributed 110 surveys in different public relations departments at the different government and private department in the UAE likes Hospitals, Hotels, Land department, Etisalat, Municipalities … etc. they found that the ages were from 20 to over 40.The gender mostly Female it was 69 and the Male was 31. In addition, about their educational level: Bachelor, Diploma, higher Diploma and high school.

1. DEFINITION

1.1 Public Relations

Public relations are used to build relationships with employees, customers, stockholders, voters, or the general public (Al-Jenaibi, 2012). Almost any of the company which owns a stake in how to visualize it in the public arena employs some level of public relations. There are a number of public relations disciplines and areas falling under the banner of corporate communications, such as analyst relations, media relations, investor relations, internal communications and labor relations. Most of them contain the aspect of peer review to get liability (PRO Convention, 2011).

The key goal of a public relations department is to enrich a company's reputation. Staff that work in public relations, or as it is commonly known, PR, are skilled publicists. They are capable to present a organizations or individual to the world in the best light. The role of a public relations department can be seen as a reputation protector (Conjecture Corporation, para. 1, 2003).

1.2 Research in Public Relations

Research is thorough and systematic investigation aims to discover or add knowledge or facts or general rules. Research is the main to any successful public relations, communications and/or marketing efforts, not only in the business world, but also in the non-profit and government sectors. Without research, those who administer public relations, public affairs, promotional, and related communications programs and activities for their institutions would be working in the dark, without any guidance or clear sense of direction (Al-Jenaibi, 2011). PR research, as the name indicates emphases on the entire public relations process and examines the communications relationships that exist among and between organizations and their key target audience. For the public relations or public affairs officer, a suitable definition of public relations research is that it is an important tool for fact and opinion gathering a systematic effort aimed at discovering, confirming and, or understanding through objective appraisal the facts or opinions pertaining to a specified problem, situation, or opportunity (*Public Relations Research for Planning and Evaluation,*2006, p.3).

Research in PR can help to define not only what we know, but also what we don't. The Institute for Public Relations supports PR research, and makes this knowledge widely available to practitioners, educators, researchers and the customers they assist (Institute for Public Relations, para.1, 2011).

2. RESEARCH DEPARTMENT AT THE DUBAI EMIRATES POST

On Wednesday, November 9, 2011 the researchers communicated with the Director of research department at Emirates Post, he gave the researches a brief background about research department.

The research areas that they conduct in the Emirates Post Group are:

a) Product development
- Testing of new proposed service concepts.
- Testing of new proposed service concepts.
- Evaluating existing services.
- Evaluating advertising and promotional campaigns.

b) Market analysis
- Market sizing and market share studies.
- Global industry outlook.
- Market feasibility studies (for new products/ ventures).

- Business Intelligence (monitoring of market conditions and competitive activity).

c) Economic and demographic update
- Population and demographic trends.
- Highlighting of key economic indicators of the UAE.

d) Service quality research
- Customer Satisfaction Studies.
- Mystery Shopping Program.

e) Organizational research
- Employee Satisfaction Studies.
- Inter-departmental evaluation.

Annually, they accomplish between 15 to 20 researches, the current team in the research department includes members with large experiences and efficiency, so there is no need to be trained at the start of each study, but they are send them to training courses as needed. And the basic steps are followed when conducting research are: First, an internal discussion at the department level to determine the scope of the study and its goals. Second, writing the study document, which includes the scope, objectives, the Methodology and the cost. After these two steps they start to prepare the surveys. Then, determining the fieldwork for the study, entering data and finally analysis of information and presenting their result. In addition, the cost for any research depends on the type, scope, the sample required for the study and the fact that the studies carried out internally or through consultation firms. And the challenges that faced the research department when doing the researches are: the lack of time, financial matters, obtains approvals and accreditations at the appropriate time and the difficulty of implementing studies in some seasons (Ramadan and the summer period)

3. THE IMPORTANT OF RESEARCH IN PR

If you want to be more knowledgeable about the client, identify the target audience or just trying to find that leading recorded or reporter to cover the new product launch, and do a little homework could go a long way. Research is the key to any successful public relations works, because it's important to know a customer's needs, target market, and available resources in order to draw up a good PR strategy for any cases or campaigns. If implemented in a manner almost nominal company will find itself unprepared and unwilling to face the embarrassment lackluster campaign (Bradley, 2011; Al-Jenaibi, 2013).

There are different types of research involved in PR, such as market research, industry research, news tracking, and competitive analysis. Every project requires various research methods, but one thing is constant: all PR projects involve research to some extent. Here are some of the ways that research can support improve PR practice:

Knowing your consumer: Customers are the individuals or companies that are dealing with them and presented to them your services and products, and if you don't know about your customers, you won't know how to reach then and you will tell them about your goods or service or how to get it to them. You could be waste money in putting ads in the wrong magazines or putting up Banners in unsuitable parts of town. Or you could misjudge the price your consumers are willing to pay (Rhonda, 2009).

Finding your market: It is important knowing your market to achieve your brand marketing goals. This requires an analysis of the market. You should to know when promoting a product or service is who your market is. This should be a market analysis as in depth as possible to provide you will all the data you need to reach your target effectively. From your analysis you want to know are you selling your product or services to males or females, teenagers or adults, Market research includes more than demographics you have to examine the behavior, lifestyle, and preferences of your audience. Knowing about your goal market will help you identify what your message is and how to plan it in a way that your audience can understand and appreciate (Laura, 2011; Al-Jenaibi, 2011).

Selecting your media: When you put your message together, the next step is to choose a medium for sending it and you can choose the best medium for your message to make the difference between the effective and ineffective communication. Often have a wide variety of media options from which to choose. You may choose to talk with someone face to face, write a letter, send a message, or record a podcast with social media or by any technology. And you also need research to stay updated on industry events that can be useful for your PR campaign (Pdfio, 2010).

Making your field: If you need to promote your business in the media, you will have to field your story to editors, producers, or reporters. In most cases, other PR companies or businesses will be competing for the space or airtime. Your field has to be well-planned and well researched for it to stand out from the other fields. Look up the magazine's reader profile and editorial policy, or find out the ratings of the station or program you are diving to. Be ready to response questions about your consumer's business. This can make you appear more knowledgeable and answerable, and helps build credibility for both your organizations and your client (The importance of research in public relations, n.d.).

4. WHY SHOULD PR FIRMS USE RESEARCH

Generally, there are two lessons of conditions that would lead to strong recommendations for marketing research.

a) Research the environment: To be a successful PR firm, it is very important to understand the economic, political, legal, public opinion, social, cultural, technological, marketing, and financial components of the institutions you're working for. This kind of research can take place before a big field to a prospective customer, or in conjunction with a major repositioning with a current consumer. In both cases, it supports the public relations team to make better decisions about main or delicate directions, and makes a public relations firm seems like it knows about the client's business difficulties and it marketplace (mandinicole,n.d).

b) Research for ink:

The most successful PR companies are the ones that get the most mileage out of media support and favorable exposure for their consumers. One innovative and powerful way to capture the media's attention and "get out the good news" is to feed the media with your message through the appearance of public opinion polling. Newspaper, radio, and television content editors are on constant prowl for targeted, incisive information that not only describes some of their subscribers, but is also interesting to a larger audience. What better win-win solution than a market survey that reveals the consumer or business sector's opinion about what's significant to them about the goods or services that your consumer just so happens to provide? (Gregory & Vice, n.d, pp.2-3).

5. OBJECTIVES OF THE RESEARCH IN PR

Research in public relations focuses on the whole public relations process and studies the communications relationships among and between organizations and their key aim audience groups. In addtion public relations departments use research for many reasons, Research in public relations help describe the overall situation, process or phenomenon that can affect the business, if the public, media or company stakeholders develop unfavorable opinions of the company, public relations research Notifies the department why and how to solve and fix the problem. public relations research can also predict about what can also may occur in a number of cases, which help the plan of organization courses of action (Roslyn, 2011; Al-Jenaibi, 2014).

The majority of the public relations / public affairs officers have to identify the following as real "needs" for guiding and conducting public relations research:

- To gather information that public relations professionals want to have and to know to do their works more effectively.
- To obtain benchmark data about the views of key goal audience groups.
- To plan, improve, or perhaps refine a public relations, public affairs or marketing communications program or activity or events.

- To track or monitor programs, activities or events that are or can be significant to the organization.
- To assess the overall effectiveness of a specific public relations or public affairs program or activity, by determining outputs and outcomes against a predetermined set of purposes.
- When facing an unexpected and sudden crisis, to put the issues involved into good perspective through emergency monitoring or polling.
- When conditions allow, to provide proper support in publicizing or promoting a specific program, event or activity (Walter, 2006, pp.3-4).

6. RESEARCH STEPS IN PR

Phase One: Formative Research
- Step 1: Analyzing the Situation
- Step 2: Analyzing the company
- Step 3: Analyzing the Communities

Phase Two: Strategy
- Step 4: Establishing Aims and Objectives
- Step 5: Formulating Action and Response Strategies
- Step 6: Designing Effective Communication

Phase Three: Tactics
- Step 7: Selecting Communication Tactics
- Step 8: Implementing the Strategic Plan

Phase Four: Evaluative Research
- Step 9: Evaluating the Strategic Plan (Ron, 2011).

7. LEVELS OF ANALYSIS IN PR RESEARCH

Institutions must be effective at four gradually higher levels of analysis: (a) the program levels. (b) The functional level. (c) The organizational level, and (d) the societal level. Effectiveness at a lower level contributes to effectiveness at higher levels, but institutions cannot be said to be actually effective unless they have value at the top of these levels.

- **The program level:** Mean individual. Communication programs such as media relations, community relations, or employee relations that are components of the overall public affairs function of an organization. Communication programs usually are effective when they meet specific goals, such as those affecting the cognition, attitudes and behaviors of both audiences and members of the organization, attitudes, the cognitive and behavioral relationships between organizations and their audiences (James & Larissa, 2001).
- **The functional level:** Mentions to assessment of the overall relations function of an organization, which

typically includes several programs for different publics. Although individual communication function might not be effective unless it is combined into the overall management processes of an organization and has chosen appropriate publics and goals for individual programs.

The public relations function as a whole can be reviewed, though self-review or peer review, by comparing it structure and processes with those of similar departments in other institutions or with theoretical principles resulting from scholarly research, such as the generic benchmark provided by the Excellence study. The excellence standards need knowledge and professionalism by the communication unit. They also need understanding of and support for public relations by senior management. They can be used for both formative and evaluative analysis of the communication function as previous research that can be used to design and organize the function and as a standard for reviewing the older structure and performance of the function (Tamara, 2006, pp.5-6).

- **The organizational level:** Mentions to the contribution that communication it is effective in overall of an institution. And if organizations want to be considered effective, it is must achieve their objective. However, There are many institutions and with external constituencies occur the Conflict about which objectives are most important. So, effective institutions are able to accomplish their objectives. Effective institutions choose and accomplish appropriate aims to improve relationships with their constituencies-their stakeholder "publics" ineffective institutions cannot achieve their aim because their publics do not support. Relationship function supports make an institution more effective and add value by reducing costs, reducing risks, and increasing revenue (James, n.d).
- **The societal level:** Institutions have an impact outside its own borders; they effect the other organization, individual and public in social responsibility. It could be argued that the public relations have value when it contributes to organizational social responsibility (Larissa, James, & David, 2002).

8. TYPES OF RESEARCH IN PR

There are three main types of search:

a) basic scientific research. Add to the existing body of knowledge; which goals to determine and discover the unknown and known development and enhancement of human knowledge without seeing the cumulative and growing economic returns. Doesn't necessarily provide results of immediate, practical use (Ruchika, 2010).

b) Applied research. which aims to exploit the results in economic benefits, whether in the form of goods or services or means of institution and management problems or solutions in place.

c) The third way of research what was the purpose of research and improvement to determine the unknown and exploitation, and the improvement of what is on it.

9. THERE ARE SEVERAL DIVISIONS OR CATEGORIES OF RESEARCH AND MONTHS OF THESE CLASSIFICATIONS

+ Sort by motivation or objective of the research and divided into: - Or the basic theory and aims to:

i) - Research

A - maintain the knowledge.

B - To rise knowledge through the perception of new relationships.

ii) - Applied Research

It aims to:

A - ensure the health and motivation of the laws.

B - an application that is reached from the laws and theories.

iii) - Attitudinal Research

It aims to:

A- Find resolutions to the problems already existing ((Zagraos, 2010).

+ Research methodology used by: -

a) Descriptive surveys

Gathers information in order to answer questions about the current status of the subject or topic of study and uses formal tools to study preferences, attitudes, practices, concerns, or interests of a illustrate and determine their condition and situation as they actually are (Rishard,n.d).

And descriptive research:

Survey Study. Dealing with the show and the case in an organization or a certain area.

Content Analysis. Based on the analysis of certain documents (such as the analysis of textbooks, for example, and the commitment of their authors laws and regulations in force.

Development Studies. Study the changes that occur in some cases as a result of conditions and the changes of time.

Case Study. Study provides us with data and the amount of Kiqih enables a researcher from the detailed description of the situation in-depth consideration.

Job Analysis. Studies aimed to describe the tasks and responsibilities associated with the work and educational function.

Studies of Relation Ships. Relational studies that aim to discover the relationship between two variables or more in terms of the strong correlation and power (Zagraos, 2010).

b) Historical research

Interested in a study of, know and understand historical past events and purposes to spread the results to write histories in the formula of accounts of the past. trends that may contribute to the explanation of current events, and predict future events and historical research based on primary sources and secondary sources (National Master, n.d).

c) Empirical research

Designed to study the phenomena and events, and problems through the use and application of logical and scientific method based on observation and hypothesis. Most important characteristic of experimental research and try to determine the variables controlled by the researcher's .The central theme in scientific method is that all evidence must be empirical which means it is based on evidence (Hani, 2009).

That the variables in the dependent variable in the experiment many and varied and can be divided into:

Three types: -

a) Variables related to characteristics of the individuals experience.

b) Variables associated with the worker and experimental procedures for the experiment.

c) Exogenous variables affecting the experiment (Zagraos , 2010).

10. BENEFITS OF RESEARCH IN PR

Companies hear a lot about public relations; often times PR is the popular buzzword in marketing and advertising. Although most know it's important the benefits are not always clear, so I want to participate with you the true benefits of public relations and why it should be important to you. Public relations seems so glamorous, after all what company doesn't want to say we just employed a PR firm? Public relations if did right can reach a large audience without the expensive cost of traditional advertising and marketing (Laura, 2011).

- Increase awareness among your aim audience.
- Build brand credibility and trust by providing information that is fastened in research .
- Situation your company as a leader and expert in your industry .
- Create data used to maintain a constant flow of news about the company and its goods.
- Garner positive media attention in a cost-efficient way when marketing budget is limited.
- Pinpoint sources of market share gains due to price reductions.
- Support the PR group to back up claims when talking to the media (Relevant Insight, 2009, para.2)

11. PR RESEARCH BUDGET

"We mention that between 5% and 10% of your budget should be consumed on measurement. Doesn't it make

sense to use that much to find out if the other 90%-95% isn't doing anything for you?" (Dennis & Glen, 2006).

Consider the following scenarios:

- If you are launching the next game changer i.e. iPad. 20 percent in the prelaunch phase may not be enough Alternatively, if you're simply milking a dying brand, 1% may be too much.
- If your Fortune 500 Firm holds an $80 million PR budget, 3% of your annual budget may be more than you need. But a small-budget brand may be more affected by the actual dollars required, rendering percentages meaningless.
- If you prioritize PR over other forms of marketing, 10% may be just right. On the other hand, the institution that emphasizes advertising might enable a lower budget for public relations research.

While budgeting depends on a given set of circumstances, blindly following the "conventional wisdom" will almost certainly lead to problems. Consider the following considerations for determining your PR research budget:

a) What are your organization's objectives*?* Relate your PR activities and research investments to the ways by which your programs support the administration's overall goals.

b) What other departments will be affected by your research? To establish the optimal PR research plan, you should determine the impact, if any, on other departments. If you go through the planning process without considering others is to risk that your plans will be less effective, or even counterproductive (Social Media PR Team, n.d.).

c) What other research programs are currently under way? Know the similar projects or marketing and communication research programs, for example-are in process. It's necessary to know what else might be in show and how these initiatives may affect one another in terms of research goals, scope and budget .

d) How will you use what you learn? In PR planning and evaluation the Research is an important step .While you may not know in advance correctly what your research will reveal, it is wise to have a strong hypothesis to focus attention and resources. Knowing what you want to learn develops the likelihood that you will succeed your aims and achieve the greatest returns .

e) Who are your internal clients and how do they feel? He executives who provide the funding to determine the success or failure of the private sector. And can understand their expectations and preferences are difficult, but in advance they not kn[fill title]sky (Mark, 2011).

12. TWO STEP FLOW THEORY

Influence of media messages.

12.1 History and Orientation

The two-step flow of communication hypothesis was first I introduced by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in *The People's Choice,* a 1944 study focused on the process of decision-making during a Presidential election campaign. These researchers are expected to find empirical support for the direct influence of media messages on voting intentions. They were amazed to discover, however, that informal, personal contacts were mentioned far more frequently than contact to radio or newspaper as sources of control on voting behavior. Armed with this data, Katz and Lazarsfeld developed the two-step flow theory of mass communication. (Hnagabrielafsp, 2010)

12.2 Core Assumptions and Statements

This theory asserts that information from the media moves in two different stages. First, individuals (opinion leaders) who give close attention to the mass media and its messages obtain the information. Opinion leaders go by on their own interpretations in addition to the actual media content. The term 'personal influence' was coined to refer to the process overruling between the media's direct message and the audience's vital reaction to that message. Opinion leaders are relatively influential in getting people to change their attitudes and behaviors and are relatively similar to those they influence. The two-step flow theory has improved our understanding of how the mass media influence decision making. The theory advanced the ability to expect the influence of media messages on audience behavior, and it helped explain why convinced media campaigns may have failed to alter audience attitudes an behavior. The two-step flow theory gave way to the multi-step flow theory of mass communication or diffusion of innovation theory. (University of Twente, n.d)
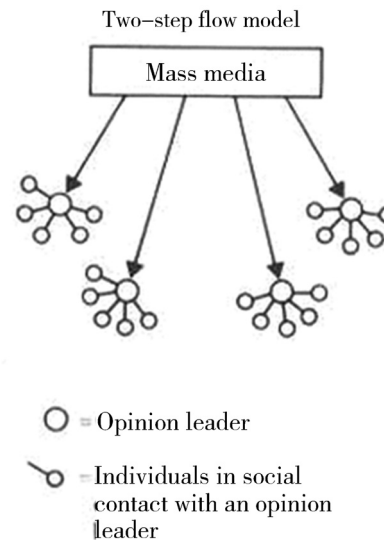
12.3 Conceptual Model

Figure 1
XXXX
Source: Katz & Lazarsfeld (1955)

12.4 Scope and Application

All kinds of mass media can be researched with this theory (TV, radio, internet).

Opinion leaders influence on society through their

job in the development and modernization, and the dissemination of ideas and guidance.

Also that the function (opinion leaders) are not limited to work in one direction only, but also the transfer of the political discourse of leadership and work to educate and sensitize them tasks and work to make the determination and further developed to serve the national.

We agree with the opinion leader's theory, because the opinion leaders are group of individuals who are most influence the behavior of other people through: their personality, skills, or inform them of the public affairs.

Also, this theory has helped in the development the concept of how to impact the mass media on way of decision-making in individuals.

13. SURVEY ANALYSIS

We distributed the survey in different public relations departments at the different government and private department in the UAE likes Hospitals, Hotels, Land department, Etisalat, Municipalities ….etc.. We received 100 surveys out of 110 surveys were distributed. We found that the age of the employees was from 20 to over 40.The gender mostly Female it was 69 and the Male was 31. In addition, about their educational level: Bachelor, Diploma, higher Diploma and high school.

- The research important for the organization\ company.
  Most of percentages agree the research is important for the organization/company to analysis the outsides environment , draw plans for the future work of the organization and help to reduce errors. However about 15% they pointed that sometimes the research is important. So Company research is important, particularly when you are considering working for a particular company. Firstly ,you want to apply for work with a company that you know you will be pleased working for. Therefore, when researching a company, explore what kind of benefits they offer, how many employees they have and what kind of perks they offer. Finding out some information can help you make a decision whether or not you really want to work for the company you are considering (Career education , 2006).
- The organization budget adequate for research.
  Sometimes, many employees see that the organization budget adequate for research and it was half of them. On the other hand, a few of employees see that is not important to have a budget. We think that the budget of organization is necessary to help and develop their research by using unique technology and new methods. The budgeting affects nearly every kinds of organization from governments and large corporations to small businesses as well as groups and individuals (Reference for Business, 2011)...

- People have awareness of the importance of research.
  Almost half (55%) of employees sometimes awareness of the importance of research. that will assist them and produce a professional researches . And less than 10% aren't awareness about this point, this percentage is very small and we think it's good because mostly of employees have awareness. It's important to know a client's needs, target market, and available resources in order to draw up a good PR plan. For example, before submitting a story to a magazine, you have to know its readership and editorial standards to make sure your piece will fit in "The importance of research in public relations".
- The organization has awareness of the importance of research.
  As pie chart shown above that the majority of organization awareness about the research and they have plans and goals to improve the research in the future. But some organization does not interest with the research.
- Changing the policy of research every time.
  The organizations in the UAE are range between changing the policy of research every time and changing it from period to period. In our opinion, changing the policy every time leads the organization to reach their plans.
- Sufficient number of staff to do the research.
  The sufficient number of staff to do the research is main important to accomplish and achieve a best researches with different experience and efficiency from employees. As we see, 81% are agreed and sometimes disagree of the number of staff.
- Gaining a benefit from the research.
  By researching, we know that gathering the information is collecting many information from many resources that will help us to gain a benefits from the research that you are doing . it was about 69% gain a benefits from the research and a little bit of employees do not gain any benefits from the research .
- Have a yearly budget for research.
  PR Department in the UAE have a yearly budget for the research it was 41%. And some organizations do not have a specific budget which is 22%. We think that is a big percentage of UAE organizations so we hope increase of the budget of research. So budgeting can help a company utilize its partial financial and human resources in a manner which most excellent exploits existing business opportunities (Reference for Business , 2011; Al-Jenaibi, 2010).
- Types of research that using in the organization\ company.
  There are many types of research you use in the organization such as: Survey, interviews and focus

groups. Mostly of PR department use in their research survey because it is easy and can do it in a few minutes. on the other hand , The interviews are rarely used it was 18%. And also a focus group is used more than other types. Research in public relations pressed the practice up to executive status. Focus groups, customer service surveys, polling, interviews, field experiments, and questionnaires are tools now common to the public relations practitioner. Each of these tools provides top executives with important information used to increase awareness and shape opinion (Janeen, 2011; Al-Jenaibi, 2014).

- Kinds of challenges that facing in the research.

    Every organization faces various kinds of challenges in the research number of employees and people acceptance obtained same percentage which is 38%. Some of them faced in a budget of organization ,it around 23%. According to Mr. Mohamed he showed that the challenges that faced the research department when doing the researches are: the lack of time, financial matters, obtain approvals and accreditations at the appropriate time and the difficulty of implementing studies in some seasons (Ramadan and the summer period).

- Yearly researches in the organizations.

    The number of researches depending on the requirement and needs of the organization. Majority of organization doing between one to three years. But around 20% it is doing more than three.

- The target advances in the research.

    Customers take more than half target advances in their research . Because most of time the customers are helping to develop the organization. A second high percentage was the employees because the reputation of the organization be in the hand of the employees. Also about 10% and 13% was about stockholders and the media.

- Who did the research in the organization\company ? 48% the organization depend on their research from the employees in their company. On the other hand, we see that around quarter depend on the other organization and Private companies .

- Time that takes to do the researches.

    The time that taking to do researches in some organization it takes one year to do which is 55 % , but others take two years in their researching depending on the methods and plans of the organization . And a few of them take more than three years.

- The resources that used in the research.

    There are many resources that use it in their research likes: from government, the organization itself and scholars. We find most of them use from their organization and it was a half. And some of them takes the information from the government and scholars.

a) The importance of research in any organizations\ company

The most answers for the importance of research in any organizations was:

- Analyze the outside environment.
- Make the changes based on facts and studies.
- To get more information and hoe support this information.
- It helps to know the deficiencies in the organizations system.
- To know the employees, customers opinion about the organizations system.
- To analyze and study the risks and profits.
- It's important for employees to increase their performance.
- It's important for customers to increase the quality of services.
- Find out problems and the solutions.
- It helps to understand our strength, weaknesses, and opportunities.
- Help to make decision and building right information to others.
- To draw plans for the future works of the organizations.
- Knowledge of the development that occurred during the measurement period.
- Know where you are standing of.
- It helps the company see the targeted customers and see the reflected image of the company.
- It helps to reduce errors.

b) The challenges that the company may face in the research

The most company was records that were:

- Qualified employee knows how to make a research.
- Most of research made by third party outsourcing is costly.
- Current resources or resource required to implement these researches.
- How to analyze the planning and the information.
- Budget.
- People acceptance.
- Find the real information.
- No responding from others.
- Lake of training.
- Feeling boring from the survey and refrain to answer.
- Recent data.
- Research for staff working.
- The number of employees.

c) Train people to do research

The answers were different related to each company:

- The most were yes but few numbers of them were answered by no and we think it is related to the place where they work in it.

d) Recommendations that could develop the research
We got many recommendation but the most were:

- Have an organizations unit or team for that.
- Try to do the survey every year.
- Try new ways of researches.
- Participant recommendations.
- Make the research as a basic thing in the organization.
- Increase the culture of research by media.
- Give the researcher the good place and time.
- Increase tools and forms of survey.
- Awake staff how the research is important.
- Try to understand the issues first.
- Take opinions from professional person.
- Updating the data periodically because of changing in data every year.
- Educate the management first of the importance of this kind of researches.
- Try to find a way to get people's attention.
- Make it short and simple.
- Supporting and training courses for the researches.
- Share idea and knowledge with others.
- Generate question.
- Make survey in the internet to be easy.
- Providing on unlimited budget.
- Involvement of our customers with us.

DISCUSSION

As we know that the research is very essential, they must encourage institutions to carry out research and consider about the research in public relations by training and qualifying the employees in research and intensification courses in research field .Moreover, provide an annual budget to research Department in companies. And provide companies the appropriate hardware with high-quality to achieve appropriate research. Also, formation the Committee of Efficient staff to make the research.

CONCLUSION

Research is the basic foundation of any public relations department; it is a most important key to any successful programs in all the organizations, because the research provides important and exact information about the organizations or publics and also helps to facing any problems and developing services for the organizations.

In our project, we found that not all the organizations in the UAE are interesting in researches and don't have eligible employees to do scientific research and also they don't have background about the researches process, because most of employees in public relations department in the UAE institutions they don't have degree in public relations, but they have experiences about the public relations works .In addition, some institutions do not have enough budget for the research work, also there are some companies depend on the research of other companies And Some companies do not have a sufficient number of staff or There is no one who encourage and motivate them to do research. Finally, there are no adequate equipment or facilities that help them to do research.

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