

Report on Statistical Research

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According to Coombs (2009), crisis communication in public relations has been theoretically and pragmatically enriched both from 1991 to 2009. Avery et al.'s article (2010), "A quantitative review of crisis communication research in public relations from 1991 to 2009," examines 18 years of data and 66 published articles in the communication field in public relations using Coombs' situational crisis theory and Benoit's restoration theory as a foundation for analysis. This study reflects the positivist values of empirical evidence through experimentation and statistical research to show how society functions. This analysis and report will examine the structure of the author's paper, the approaches of positivist theories and quantitative methods, and the statistical methods of the research. Crisis communication in public relations are essential for maintaining an organization's reputation and facilitating smooth communication during crisis and emergencies.

The structure of the paper, "A quantitative review of crisis communication research in public relations from 1991 to 2009" (2010) by Avery et al. presents a design that includes the main parts of a research paper: Introduction, Literature Review, Research Methodology, Results, and Conclusion. This paper also contains a reference section at the end, which all research studies must include. The topic headings of this paper discuss a review of crisis communication research in public relations from 1991 to 2009. As in the first topic heading, the study lists the main topic in the upper half of the article and continues the mention of crisis communication studies throughout the introduction and framework of the paper. The author uses these headings to represent the report's main concepts and supportive ideas. These headings also focus the

reader on the most critical question of the study, crisis communication in public relations; this makes the entire paper easier to read. Throughout the whole structure of the article, the topic headings are signposts to focus the reader and keep them interested in the questions discussed.

The sections of this research paper reflect the values of the positivist movement; each section suggests the positivist values of empirical evidence through experimentation and statistical research to show how society functions. The first section, the abstract, details the importance of crisis communication in public relations and the study's outcomes relating to workplace functions in public relations. In this study, we can see positivism reflected in the values of scientific methods and testable propositions. Positivist movement values are also reflected in the following sections of the paper. Firstly, the research questions and methodology section reflect the positivist values of experimenting and statistical evidence that reveal the trends in the use of crisis communication in public relations. These results rely on empirical evidence derived from the research methodology used in the study. Secondly, the sections of results and discussion reflect the positivist values of testable portions that were studied and use inductively derived conclusions verified through the scientific method of deduction. All the sections mentioned above reveal how crisis communication functions in public relations from 1991 to 2009, and how to develop an improved workplace crisis communication strategy. Notably, the results section shows how statistical analysis is used in this research paper to determine the variables using Coombs' situational crisis communication theory and Benoit's image restoration model.

There is evidence in this research paper of quantitative and statistical methods; the language is replicated in these methods, which differs from the analysis section. The scholars used a quantitative variable study based on data gathered on crisis communication in public relations from 1991 to 2009. In this study, the article's researchers used quantitative content analytic techniques to examine crisis literature in public relations to assist other scholars in their findings. These findings were based on quantitative studies through statistical research using type variables (e.g., RQ2(a)) from public agencies/departments in public relations from 1991 to 2009. Sampling methods were used along with observational research to obtain results based on Coombs' and Benoit's theories of communication and restoration. Another area of this research paper where there is evidence of quantitative methods is quantitative variables or a variable

where the values are inherently numeric. All three authors of this research paper review the quantitative methods used in this investigation based on Coombs' and Benoit's work to establish an analysis of a significant paradigm in crisis communication research in public relations.

The authors of this paper also use statistical tools to build their case based on quantitative research communication methods. In this study, the subject under examination is public relations from 1991 to 2009 and how trends in crisis communication affect these organizations. The authors are interested in examining these 18 years (1991-2009) using Coombs' and Benoit's theories of analysis. First, the authors use statistical inference to estimate the longitudinal trends in the use of crisis communication theory in public relations research in the following areas: (a) frequency of use; (b) level of support; (c) contextual applications; and (d) nature of the research stream, including publication outlets, the methodology employed, and sample characteristics. The author then analyzes the nature of the crisis relationships and the body of work (Benoit or Coombs) based on: (a) crisis stages analyzed, (b) organizational type, and (c) methodology. Finally, the authors use the information gathered to produce characteristics and variables based on the data of Coombs' and Benoit's theory of trends and variances of crisis communication research. The authors of the above quantitative and statistical methods produced a review of crisis communication literature in public relations. The result indicated crisis communication in public relations might benefit from more varied contextual and methodological applications. Overall, this study determined that the period in public relations between 1991 and 2009 has experienced remarkable growth in research theory for crisis communication. However, this theory has room for growth and a new direction.

The authors of this research paper also used statistical language methods to emphasize the structure of their paper; these methods differ from the analysis section. The methods by which they communicate ideas and analysis are R code and R sets, a method of data and documentation that is easy to share with other researchers. The methods section in this paper differs from the analysis section in two approaches: First, the methodology is an overview of the whole paper's analysis which covers the entire study, while the analysis section describes what was done with the data found. Secondly, this research study's methods discuss the results' quality and validity of the conclusions, whereas the analysis section describes the numeric data methods used to obtain the results. In this case, the finding shows that crisis communication in public

relations may benefit from more varied contextual and methodological applications and the growth of research theory for crisis communication. In Oxford University Press's article, *Quantitative Research Methods for Communication, A Hands-On Approach* (2008), Neuendorf states that "content analysis is a "summarizing, quantitative analysis of messages that relies on the scientific method (including attention to objectivity-intersubjectivity, a priori design, reliability, validity, generalizability, replicability, and hypothesis testing) and is not limited as to the types of variables that may be measured or the context in which the messages are created or presented" (as cited in OUP, 2008). This research paper's methodology and analysis sections are essential for valid comparisons between data analysis and reliable methods to attain results. Coombs' situational crisis communication theory and Benoit's image restoration theory show that public relations research can be improved theoretically and pragmatically through crisis literature and statistical language methods.

According to Coombs (2009), crisis communication research in public relations has been theoretically and pragmatically enriched from 1991 to 2009. This research paper produced a review of crisis communication literature in public relations. The results indicated crisis communication in public relations might benefit from more varied contextual and methodological applications. Crisis communication in public relations is essential for maintaining an organization's reputation and facilitating smooth communication during crises and emergencies. Coombs' and Benoit's theories have established a fundamental paradigm in crisis communication research in public relations; the data observed in this study shows crisis communication theory has improved remarkably during these 18 years (1991-2009).

This research paper has a structure of statistical analysis and report; there are values of the positivist movement and quantitative research methods included. The reliability of this analysis is based on the data methods of documentation through statistical language. The results indicate crisis communication research in public relations has astonishingly improved from 1991 to 2009. Coombs' situational crisis communication theory and Benoit's image restoration theory show that public relations research can be enhanced theoretically and pragmatically through crisis literature and numerical evidence within a language analysis study.

Progress in crisis communication research is crucial in public relations and is growing in various directions. Globalization has changed how organizations communicate and make the appropriate decisions during crises and emergencies. Social media and modern workplace demands can create a crisis threat; companies need more information on how social media channels affect the crisis communication process. Also, further research needs to be done to test generalizations on contextual analysis studies to improve crisis communication in public relations. The ability and knowledge of employees to make the right decisions at the right time will determine the success or failure of an organization.

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