



13,969 199

Views

CrossRef citations to date

0

Altmetric

Original Articles

Understanding Influence on Corporate Reputation: An Examination of Public Relations Efforts, Media Coverage, Public Opinion, and Financial Performance From an Agenda-Building and Agenda-Setting Perspective

Spiro Kiousis, Cristina Popescu & Michael Mitrook

Pages 147-165 | Published online: 07 Jan 2011

Cite this article <https://doi.org/10.1080/10627260701290661>

Sample our



We Care About Your Privacy

We and our 912 partners store and access personal data, like browsing data or unique identifiers, on your device. Selecting I Accept enables tracking technologies to support the purposes shown under we and our partners process data to provide. Selecting Reject All or withdrawing your consent will disable them. If trackers are disabled, some content and ads you see may not be as relevant to you. You can resurface this menu to change your choices or withdraw consent at any time by clicking the Show Purposes link on the bottom of the webpage .Your choices will have effect within our Website. For more details, refer to our Privacy Policy. [Here](#)

We and our partners process data to provide:

Use precise geolocation data. Actively scan device

I Accept

Reject All

Show Purpose

Full Article

Reprints



Abstract

Seek

influence

financial

agenda-

public re

performa

Reputati

gates the

ation and

d-level

compared

te financial

5)

positions was

found, which work to inform strategies of public relations practitioners. The implications of the findings are discussed.

Notes

¹The Reputation Quotient has been measured by Harris Interactive and the Reputation Institute annually since 1998. This instrument evaluates stakeholder perceptions of the most visible corporations in the United States and Europe across six attributes or dimensions of corporate reputation and 20 subattributes. This article used data from the 2005 Reputation Quotient survey, which was conducted in two phases: a nomination phase (March–June 2005) and a rating phase (August 30–September 26, 2005). In the nomination phase, 6,977 randomly-selected U.S. adults completed telephone and online surveys, and each nominated two companies with the best reputation in their opinion and two companies with the worst reputation. Responses were tallied, generating a list of 60 of the “most visible” companies in the United States. In the rating phase, 19,564 randomly-selected respondents evaluated one or two companies from the list of 60 with which they were “very or somewhat familiar” on 6 attributes and 20 subattributes presented in [Table 1](#). Finally, Reputation Quotient scores were calculated as the average of the six attributes scores. Harris Interactive study can be found at [http://www.reputation.com](#).

²The final list of 60 companies included General Mills, FedEx, Target, PepsiCo, Costco, and DuPont.

p < .10

* p < .05

** p < .01

*** p < .001

p < .10,



* p < . 05,
** p < .01,
*** p < .001

Related Research Data

AGENDA SETTING AND COMMUNITY CONSENSUS: FIRST AND SECOND LEVEL EFFECTS

Source: International Journal of Public Opinion Research

REMOVING THE FINANCIAL PERFORMANCE HALO FROM FORTUNE'S "MOST ADMIRED" COMPANIES.

Source: Academy of Management Journal

Agenda-setting Effects of Business News on the Public's Images and Opinions about Major Corporations

Source: Corporate Reputation Review

Indices of Corporate Reputation: An Analysis of Media Rankings and Social Monitors' Ratings

Source: Corporate Reputation Review

The Reputation Index:

Source: European Management Journal

Media and Journalists in new media environments

Source:

Reputation

Source:

Corporate

Source:

Issues

Source:

Reputation

Source:

Agenda

Source:

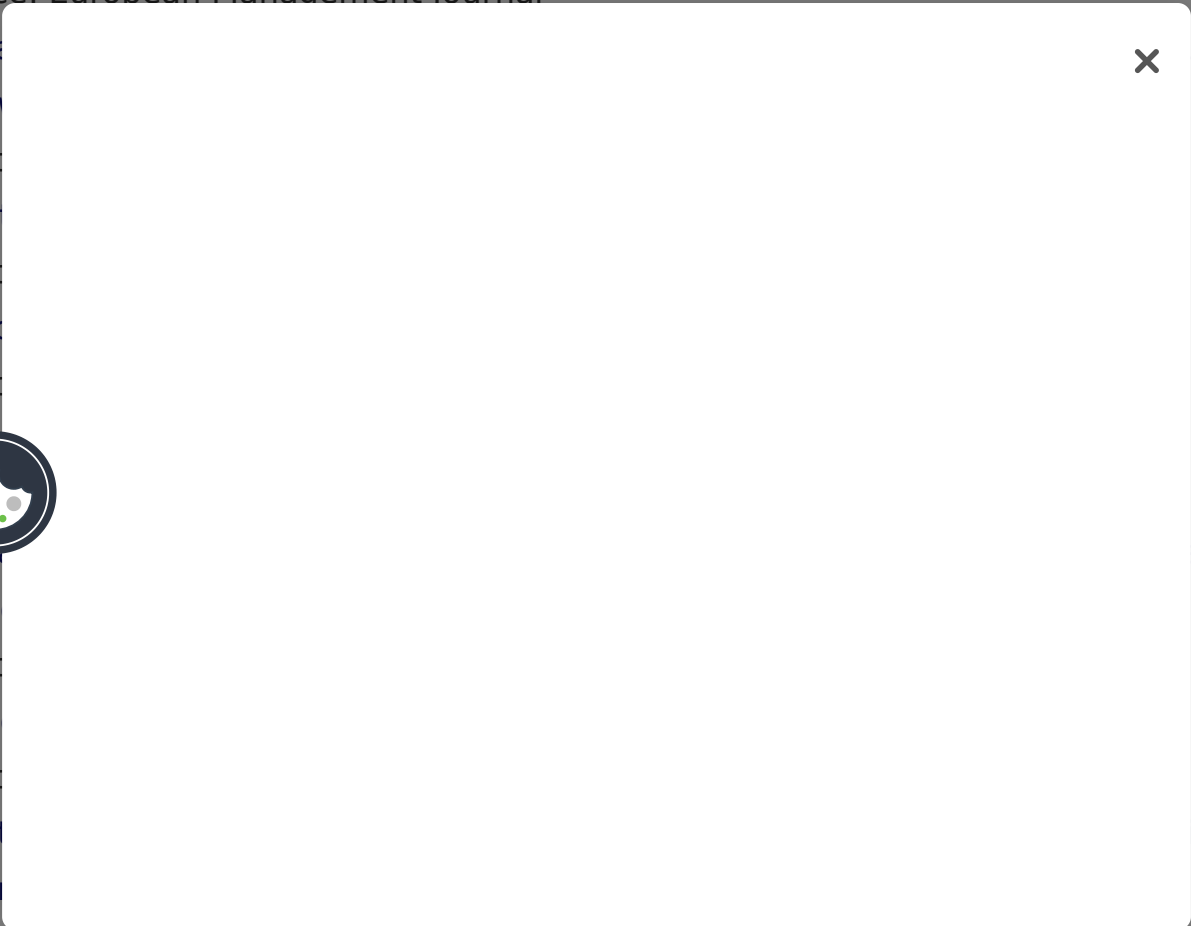
Agenda

Source:

Private

Theory

Source: Journal of Public Relations Research



Information subsidies: Agenda-setting traditions

Source: Public Relations Review

The Agenda-Setting Function of Mass Media

Source: Public Opinion Quarterly

First- and Second-Level Agenda-Building and Agenda-Setting Effects: Exploring the Linkages Among Candidate News Releases, Media Coverage, and Public Opinion During the 2002 Florida Gubernatorial Election

Source: Journal of Public Relations Research

How television news programs use video news releases

Source: Public Relations Review

The Fortune Corporate 'Reputation' Index: Reputation for What?

Source: Journal of Management

What Have You Done For Me Lately? Exploring Effectiveness in Public Relations

Source: Journal of Public Relations Research

Measuring the Economic Value of Public Relations

Source: Journal of Public Relations Research

Corporate reputation: seeking a definition

Source: Corporate Communications An International Journal

Empirical Analysis of the Relationship Between Corporate Reputation and Financial Performance: A Survey of the Literature

Source: Corporate Reputation Review

The Genesis of Civic Awareness: Agenda Setting in Political Socialization

Source: Journal of Communication

Setting

Source

News

Source

The C

Meas

Source

Pr

S

WHAT

Source

Dem

Source

The D

Source

Public

Source: Newspaper Research Journal



Media Effects

Source: Unknown Repository

Candidate Images in Spanish Elections: Second-Level Agenda-Setting Effects

Source: Journalism & Mass Communication Quarterly

Excellence in Public Relations and Communication Management

Source: Unknown Repository

The Convergence of Agenda Setting and Framing

Source: Unknown Repository

The Relationship between Intense Media Exposure and Change in Corporate Reputation


Source: Business & Society

Agenda setting function of mass media

Source: Public Relations Review

Agenda-setting and corporate communication issues: Can the mass media influence corporate stock prices?

Source: Public Relations Review

Linking provided by 

Related research

People also read

Recommended articles

Cited by



Information for

- Authors
- R&D professionals
- Editors
- Librarians
- Societies

Opportunities

- Reprints and e-prints
- Advertising solutions
- Accelerated publication
- Corporate access solutions

Open access

- Overview
- Open journals
- Open Select
- Dove Medical Press
- F1000Research

Help and information

- Help and contact
- Newsroom
- All journals
- Books

Keep up to date

Register to receive personalised research and resources by email

 Sign me up



Copyright © 2024

Accessibility

Registered in England
5 Howick Place

John Wiley & Francis Group
a John Wiley & Francis business

