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Journal of Public Relations Research > Volume 19, 2007 - Issue 2

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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

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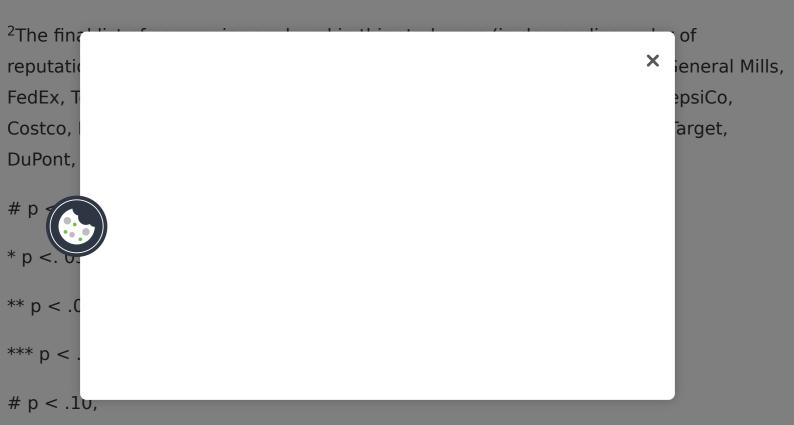
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found, which work to inform strategies of public relations practitioners. The implications of the findings are discussed.

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 for each company. More information about the Harris Interactive study can be found at http:// www.harris interactive.com/services/rq.asp.



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** p < .01,
*** p < .001
   Related Research Data
   AGENDA SETTING AND COMMUNITY CONSENSUS: FIRST AND SECOND LEVEL EFFECTS
   Source: Oxford University Press (OUP)
   An exploratory study
   Source: Emerald
   Verifying the claimed sale-ranking trustworthy: A maximum marginal relevance-based
   ranking method
   Source: Wiley
   For the birds: Media sourcing, Twitter, and the minimal effect on audience perceptions:
   Source: SAGE Publications
   REMOVING THE FINANCIAL PERFORMANCE HALO FROM FORTUNE'S "MOST ADMIRED"
   COMPANIES
   Source: Academy of Management
   The Emergence, Variation, and Evolution of Corporate Social Responsibility in the
   Public Sphere, 1980-2004: The Exposure of Firms to Public Debate
   Source: Springer Science and Business Media LLC
   Agenda-setting Effects of Business News on the Public's Images and Opinions about
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* p <. 05,

Source: Springer Science and Business Media LLC

Testing the Impact of Message Interactivity on Relationship Management and

Organizational Reputation

Source: Informa UK Limited

The Reputation Index:: Measuring and Managing Corporate Reputation

Source: Elsevier BV

Media relations and the Internet: how Fortune 500 company web sites assist journalists

in news gathering
Source: Elsevier BV

The impact of leadership style and employee empowerment on perceived

organizational reputation

Source: Emerald

Two tales of one crash: Intergovernmental media relations and agenda building during

the Smolensk airplane crash:

Source: SAGE Publications

Reputation Management: The New Face of Corporate Public Relations?.

Source: Elsevier BV

CORPORATE REPUTATION: DISENTANGLING THE EFFECTS ON FINANCIAL

PERFORMANCE

Source: Emerald

Issue and Strategy Agenda-Setting in the 2000 Presidential Primaries

Source: SAGE Publications

Exploring the relationship between corporate responsibility and firm performance from

a social media perspective

Source: Emerald

Reevaluating Public Relations Information Subsidies: Market-Driven Journalism and

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President Trump vs. CEOs: a comparison of presidential and corporate agenda building

Source: Informa UK Limited

Resource-Based Public Relations Efforts for University Reputation from an Agenda-

Building and Agenda-Setting Perspective

Source: Springer Science and Business Media LLC

THE AGENDA-SETTING FUNCTION OF MASS MEDIA

Source: Oxford University Press (OUP)

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: Informa UK Limited

How television news programs use video news releases

Source: Elsevier BV

The third-level agenda-setting study: an examination of media, implicit, and explicit

public agendas in China

Source: Informa UK Limited

"Fake News" and Emerging Online Media Ecosystem: An Integrated Intermedia

Agenda-Setting Analysis of the 2016 U.S. Presidential Election:

Source: SAGE Publications

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

Source: SAGE Publications

The rise of the dragon? Framing China's global leadership in elite American

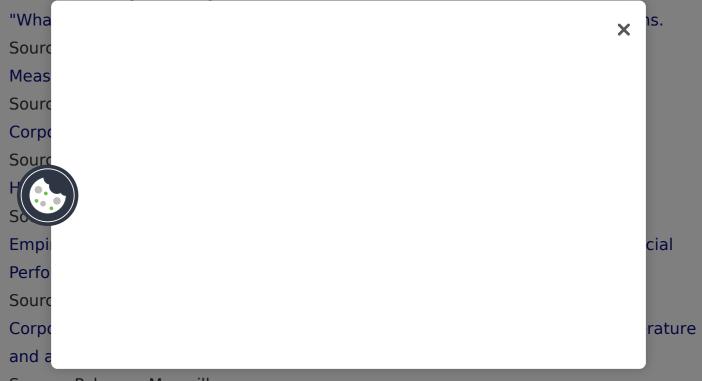
newspapers

Source: SAGE Publications

The interdependence of corporate reputation and ownership: a network approach to

quantify reputation

Source: The Royal Society



Source: Palgrave Macmillan

The Genesis of Civic Awareness: Agenda Setting in Political Socialization Source: Oxford University Press (OUP) Setting the agenda of attributes in the 1996 Spanish general election Source: Oxford University Press (OUP) Newspaper Treatment of a Candidate's News Releases: Source: SAGE Publications The agenda-building function of political tweets Source: SAGE Publications The Impact of Corporate Philanthropy on Reputation for Corporate Social Performance Source: SAGE Publications The Global Reputation Quotient Project: First Steps Towards a Cross-Nationally Valid Measure of Corporate Reputation Source: Springer Science and Business Media LLC Practitioner perceptions of corporate reputation: an empirical investigation Source: Emerald What's in a Name? Reputation Building and Corporate Strategy Source: Academy of Management Demonstrating Effectiveness in Public Relations: Goals, Objectives, and Evaluation Source: Informa UK Limited The Dynamics of Issues Activation and Response: An Issues Processes Model Source: Informa UK Limited Public Relations' Influence on the News Source: SAGE Publications Is business news starting to bark? How business news covers corporate social responsibility post the economic crisis: Source: SAGE Publications Repu' X Sourc Linkir

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