



Journal of Public Relations Research >

Volume 19, 2007 - Issue 2

14,158 202

Views

0

CrossRef citations to date

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
Economics, Finance,
Business & Industry Journals
 >> [Sign in here](#) to start your access
to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

Abstract

Seeking to extend research on public relations evaluation, this study investigates the influence of public relations efforts and media coverage on corporate reputation and financial performance through the theoretical grounding of first- and second-level agenda-building and agenda-setting. A triangulation of research methods compared public relations content, news media coverage, public opinion, and corporate financial performance for 28 U.S. companies from the annual Harris Interactive (2005) Reputation Quotient. Evidence for agenda-building and agenda-setting propositions 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 for each company. More information about the Harris Interactive study can be found at <http://www.harrisinteractive.com/services/rq.asp>.

²The final list of companies analyzed in this study was (in descending order of reputation scores): Johnson & Johnson, Coca Cola, Google, UPS, 3M, Sony, General Mills, FedEx, Toyota, Home Depot, Procter & Gamble, Walt Disney, Dell, Honda, PepsiCo, Costco, IBM, General Electric, Southwest Airlines, Boeing, Starbucks, Nike, Target, DuPont, Apple, Unilever, Wal-Mart, and Best Buy.

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 ADMIRE" 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 relations and the Internet: how Fortune 500 company web sites assist journalists in news gathering

Related research

People also read

Recommended articles

Cited by
202

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 © 2026 Informa UK Limited Privacy policy Cookies Terms & conditions

Accessibility



Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG