

GUIDELINES FOR REVIEWERS: *JOURNAL OF PUBLIC RELATIONS RESEARCH*

Thank you for helping the *Journal* to achieve a standard of excellence by providing constructive, helpful criticism to authors and the editor. Please respond to each of five major criteria, listed and elaborated upon here:

1. How well does the article conform to the purpose of the *Journal*?

JPRR's primary mission is to publish original research that tests, critiques, and/or extends public relations theory. All theoretical and methodological approaches to PR theory development are appropriate. Contributions that stem from all scholarly traditions are welcomed—including but not limited to historical, humanistic, legal, rhetorical, and social scientific—as long as they extend understanding of public relations theory in a meaningful way.

2. What contributions does the article make to the body of literature?

- Is the conceptual basis clearly and completely established?
- Are the methods used to collect and analyze data appropriate to the research questions asked? Are they clearly and completely outlined? Are they applied rigorously?
- Does the research expand our understanding of a new domain? Introduce new constructs or concepts? Provide a broader ideological understanding?
- Does it synthesize the literature to reveal substantial gaps, consensus or disagreements? Test models or develop new models? Provide a different way of examining an issue?

Provide the best argument you can for publishing this article.

3. In what ways does the article fail to contribute to the body of literature?

- Is the study flawed in its conceptualization?
- Are the data collection and analysis methods not clearly explained or flawed beyond repair?
- Does the author conclude beyond what the data support?
- Is the contribution to public relations theory unclear?

Provide recommendations to help the author make a stronger contribution to the body of literature, even if you ultimately recommend rejecting it for publication in the *Journal*.

4. How well does the study conform to best research ethics practices?

All manuscripts should reflect ethical research practices. These include, but are not limited to, reporting how informed consent was obtained if human subjects are used, ensuring that data are correctly reported and not distorted in presentation, fully outlining researcher reflexivity in qualitative studies, and reporting statistical checks on quantitative data, such as scale coefficients and inter-coder reliability figures.

5. How well written and organized is the article?

- Is the article well organized? Are ideas developed in meaningful sequence? Does one section logically follow another? Are there introductory comments and summary conclusions where appropriate? Is the length appropriate to the manuscript's contribution?
- Does the writing clearly convey ideas and procedures? Is it grammatically sound?

Although it is appropriate to comment on organization, grammar and style (including APA style guidelines), a paper that has the potential to make an important contribution to public relations theory should not be rejected on writing quality alone.

Make your final recommendation:

- *Accept*: The article will be submitted to the publisher in current form.
- *Accept with minor revisions*: Select this option when the article is conceptually and methodologically sound but needs additional work such as better clarity or more detail in method or results. Be clear in your remarks to the author exactly what should be changed. If there is even a small chance that you would recommend rejection depending on the outcome of revisions made, do not select this option.
- *Revise and resubmit*: Select this option when you have reason to believe the article is conceptually and methodologically sound but the article does not clearly or completely make the case and needs major revision in order to do so. Be sure to provide detailed instructions as to what you believe needs to be done to make the article acceptable for publication. You will be asked to review the article again if it is resubmitted.
- *Reject*: Select this option when you believe the study is either conceptually or methodologically unsound or is unsuitable to *Journal*. If possible, recommend a more appropriate journal. Clearly state why you have chosen this option.

Thank you for taking part in this valuable service to the profession. Your thoughtful comments on reviews help to advance public relations scholarship.