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Facts & figures of international communication management

2017 - 2023

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In 2023, we work with:

- 1. Belgium: Artevelde University of Applied Sciences, Université catholique de Louvain
- 2. Finland: University of Jyväskylä
- 3. France: Université Bordeaux Montaigne
- 4. Georgia: the University of Georgia
- 5. Germany: Osnabrück University of Applied Sciences
- 6. Italy: IULM University of Milan
- 7. Lithuania: ISM university of Management and Economics
- 8. Norway: University of Oslo
- 9. Poland: University of Warsaw
- 10. Portugal: University of Beira Interior, University of Lisboa
- 11. Romania: University of Bucharest
- 12. Serbia: University of Novi Sad
- 13. Spain: Universitat Oberta de Catalunya, Blanquerna, Universidad Ramon Llull
- 14. Suriname: Centrum voor Communicatie & PR
- 15. Switzerland: Bern University of Applied Sciences
- 16. The Netherlands: Hanze University of Applied Sciences, Inholland University of Applied Sciences
- 17. Turkey: Istanbul University
- 8. Ukraine: University of Kharkiv
- 19. United Kingdom: Leeds Beckett University

Supported by EACD and EUPRERA.,

Key facts: Since 2017 \geq > 4.500 respondents Based on theory (Berlo, 1960) > 19 countries 10 languages (Serbian coming) \succ Article on SSRN: https://dx.doi.org/10.2139/ssrn.4439663 Supported by EUPRERA and EACD Background: <u>https://bit.ly/48nJYHy</u> Join us on in Foundation for Communication Research

Leidsegracht 38 1016 CM Amsterdam 0651004911 www.foundation-communicationresearch.org

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Respondents:

The Netherlands	2.823
Belgium	490
Romania	447
Spain	313
Portugal	201
Lithuania	98
Poland	38
Suriname	32
France	17
Dutch Antilles	6
Georgia	3
Other country	99
Total	4.567

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What is your gender?

	N	%
Male	616	13,3%
Female	1370	29,5%
Other	19	0,4%
Missing No answer	2632	56,8%
Total	4637	100,0%

······································		
	N	%
<= 20	35	0,8%
21-30	746	16,1%
31-40	586	12,6%
41-50	410	8,8%
51-60	192	4,1%
61 =>	36	0,8%
Missing No answer	2632	56,8%
Total	4637	100,0%

Age (years)

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		Resp	onses	Percent of
		N	Percent	Cases
Which discipline do you	Corporate journalism	400	2,4%	8,7%
consider your work to be ^a	Corporate communication	1886	11,5%	40,9%
	Community management (including Intranet)	811	4,9%	17,6%
	Event management	1067	6,5%	23,1%
	Internal communication	1713	10,4%	37,1%
	Investor relations	175	1,1%	3,8%
	Journalism	350	2,1%	7,6%
	Marketing	1238	7,5%	26,8%
	Marketing communication	1747	10,6%	37,9%
	Public relations	1609	9,8%	34,9%
	Public affairs	458	2,8%	9,9%
	Sales	489	3,0%	10,6%
	Social media	2115	12,9%	45,9%
	Design (both print and digital, such as newsletters, websites, videos etc.)	1164	7,1%	25,2%
	Spokesperson	676	4,1%	14,7%
	Other discipline	529	3,2%	11,5%
Total		16427	100,0%	356,2%

What s your discipline?

a. Dichotomy group tabulated at value 1.

Number of responses: number of times an option is checked.

Percent of cases: percentage of the number of total of respondents who checked an option

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What is your job level?

	Ν	%
Junior (starting employee or advisor)	975	21,0%
Medior (experienced employee or advisor)	1111	24,0%
Senior (very experienced employee or advisor)	1353	29,2%
Managerial (management / direction)	1187	25,6%
Missing No answer	11	0,2%
Total	4637	100,0%

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What is the number of FTEs in your organization?

	Ν	%
1 (freelancer / self-employed / sole proprietor)	317	6,8%
2 - 5	329	7,1%
6 – 10	287	6,2%
11 -20	315	6,8%
21 – 50	604	13,0%
51 – 100	547	11,8%
101 – 500	695	15,0%
501 – 1.000	303	6,5%
1.001 – 10.000	584	12,6%
10.001 – 100.000	456	9,8%
> 100.000	163	3,5%
Missing No answer	37	0,8%
Total	4637	100,0%



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Are you part of the (supervisory) board or management team of your organization / organizational unit?

	Ν	%
Yes	704	15,2%
No	920	19,8%
Sometimes by invitation	324	7,0%
Missing No answer	2689	58,0%
Total	4637	100,0%

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What are you accountable for?

		Resp	onses	Percent of
		Ν	Percent	Cases
What are you (partly or completely) accountable for? ^a	Achieving intended results on social media	1052	13,0%	50,2%
	Achieving intended results on owned media (for example: company website, newsletters)	1090	13,4%	52,0%
	Free publicity / earned media	765	9,4%	36,5%
	Customer satisfaction	785	9,7%	37,4%
	Market share	322	4,0%	15,4%
	Brand awareness (of product, service and/or organization)	1291	15,9%	61,6%
	Revenue	452	5,6%	21,6%
	Reputation / image	1434	17,7%	68,4%
	Employee engagement	648	8,0%	30,9%
	Other responsibilities	282	3,5%	13,4%
Total		8121	100,0%	387,3%

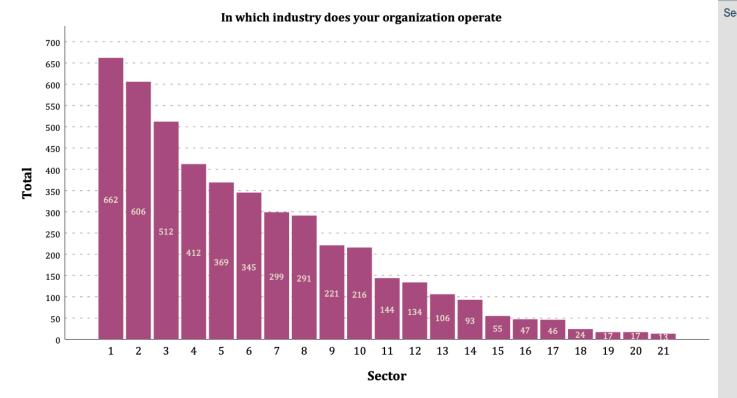
a. Dichotomy group tabulated at value 1.

Number of responses: number of times an option is checked.

Percent of cases: percentage of the number of total of respondents who checked an option

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https://en.wikipedia.org/wiki/Statistical_Classification_of_Economic_Activities_in_the_European_Community

ector	1	J Information and communication
	2	M Professional, scientific and technical activities
	3	S Other service activities
	4	G Wholesale and retail trade, repair of motor vehicles and motorcycles
	5	Q Human health and social work activities
	6	O Public administration and defence; compulsory social security
	7	I Accommodation and food service activities
	8	R Arts, entertainment and recreation
	9	P Education
	10	C Manufacturing
	11	N Administrative and support service activities
	12	K Financial and insurance activities
	13	H Transportation and storage
	14	F Construction
	15	A Agriculture, forestry and fishing
	16	L Real estate activities
	17	D Electricity, gas, steam and air conditioning supply
	18	U Activities of extraterritorial organisations and bodies
	19	B Mining and quarrying
	20	E Water supply; sewerage, waste management and remediation activities
	21	T Activities of households as employers; undifferentiated goods- and services- producing activities of households

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How many hours a week do you work?

	Ν	%
< 8	52	1,1%
8 - 16	219	4,7%
17 - 24	394	8,5%
25 - 32	700	15,1%
> 32	2949	63,6%
Missing No answer	323	7,0%
Total	4637	100,0%

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In your opinion, how many of your colleagues are also professionally engaged with internal or external communication within your organisation?

	Ν	%
None	220	4,7%
1	333	7,2%
2 - 5	1352	29,2%
6 - 10	860	18,5%
11 - 50	1002	21,6%
51 - 100	269	5,8%
101 - 200	95	2,0%
> 200	189	4,1%
Missing No answer	317	6,8%
Total	4637	100,0%

https://euprera.org/what-we-do/projects/what-communication-professionals-do/



What is your highest level of – officially completed – education?

	N	%
Secondary education	84	1,8%
Bachelor	588	12,7%
Master	698	15,1%
Doctorate	49	1,1%
Other	26	0,6%
Missing No answer	3192	68,8%
Total	4637	100,0%

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Did you pursue any specific further education in communication and/or marketing?

	Ν	%
No	1577	34,0%
Yes	3057	65,9%
Missing No answer	3	0,1%
Total	4637	100,0%

What is the level of this training/course/programme?

	Ν	%
Bachelor	303	6,5%
Master	445	9,6%
Doctoraat	19	0,4%
Overig	208	4,5%
Missing No answer	3662	79,0%
Total	4637	100,0%

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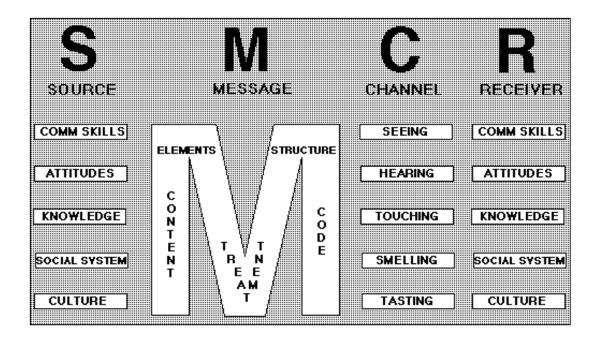
Several authors have worked on creating certain communication models, such as Shannon & Weaver (1948) and Berlo (1960). This is also known as the Sender-Message-Channel-Receiver or SMCR model.

What typifies the process-oriented character of this model is that any change in one of the four elements automatically alters the coherence in the SMCR chain. Measuring the model helps to assess the focus of communication professionals.

The following questions will be focusing on one of these elements: S, M, C, R.

Please note:

- These and the subsequent questions relate to your own work activities, not to the department or organization.
- Requested numbers concern your own work, not that of your team or department.
- These questions must be completed from your own perspective on your work. The answers should not be based on, for instance, any leisure activities.



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How many different 'senders' have you worked with over the past 12 months?

	Ν	%
0	65	1,4%
1	640	13,8%
2	320	6,9%
3	362	7,8%
4	312	6,7%
5 – 10	1159	25,0%
11 – 20	560	12,1%
> 20	1158	25,0%
Missing No answer	61	1,3%
Total	4637	100,0%

How many different 'messages' have you worked with over the past 12 months?

	Ν	%
0	237	5,1%
1	409	8,8%
2	526	11,3%
3	408	8,8%
4	710	15,3%
5 – 10	366	7,9%
11 – 20	315	6,8%
21 – 50	442	9,5%
51 – 100	415	8,9%
> 100	693	14,9%
Missing No answer	116	2,5%
Total	4637	100,0%

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Internal & external channels used

Number of responses: number of times an option is checked.

Percent of cases: percentage of the number of total of respondents who checked an option

		Resp	onses	Percent of
		Ν	Percent	Cases
Which internal channels of	Email	3906	16,3%	90,2%
communication have you worked with over the past	Intranet	1551	6,5%	35,8%
12 months? ^a	Newsletter	2337	9,7%	53,9%
	Staff magazine (print or online)	1634	6,8%	37,7%
	Posters / leaflets	1241	5,2%	28,6%
	Message board (physical)	1144	4,8%	26,4%
	Physical business meetings	2201	9,2%	50,8%
	Whatsapp	3228	13,4%	74,5%
	Physical social events	1835	7,6%	42,4%
	Video calls (e.g. MS Teams or Zoom)	1646	6,9%	38,0%
	Narrowcasting/video	564	2,3%	13,0%
	(Mobile) phone	869	3,6%	20,1%
	Face-to-face contact (one- on-one)	908	3,8%	21,0%
	Other internal systems	941	3,9%	21,7%
Total		24005	100,0%	554,1%

		Responses		Percent of
		Ν	Percent	Cases
What external channels of	Trade Fairs / Exhibitions	1266	4,1%	27,5%
communication and media have you worked with over	Cinema	179	0,6%	3,9%
the past 12 months? ^a	Blog	1864	6,1%	40,5%
	Outdoor advertising / Out of Home	1010	3,3%	21,9%
	Newspapers (offline or online)	1741	5,7%	37,8%
	Direct (e)mail	2502	8,1%	54,3%
	Events	2397	7,8%	52,1%
	Door-to-door magazines	766	2,5%	16,6%
	Mobile telephony	1489	4,8%	32,3%
	Narrowcasting	958	3,1%	20,8%
	Podcast	859	2,8%	18,7%
	Radio	1118	3,6%	24,3%
	Sponsoring	1293	4,2%	28,1%
	Relationship media / Corporate magazine	895	2,9%	19,4%
	Social media	2446	8,0%	53,1%
	Sales reps / Commercial agents	1333	4,3%	29,0%
	Sales promotion (e.g. leaflets or promotion boards)	1600	5,2%	34,8%
	Television	954	3,1%	20,7%
	Magazines (offline or online)	1254	4,1%	27,2%
	Vlog	947	3,1%	20,6%
	Website	2363	7,7%	51,3%
	Other external channel	1478	4,8%	32,1%
Total		30712	100,0%	667,1%

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How many different 'receivers' have you addressed in your work over the past 12 months?

	Ν	%
0	69	1,5%
1 - 5	163	3,5%
6 - 10	189	4,1%
11 - 20	195	4,2%
21 - 50	329	7,1%
51 - 100	429	9,3%
101 - 1.000	631	13,6%
1.001 - 10.000	751	16,2%
10.001 - 100.000	621	13,4%
100.001 - 500.000	689	14,9%
500.001 - 1.000.000	164	3,5%
> 1.000.000	391	8,4%
Missing No answer	16	0,3%
Total	4637	100,0%

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Choices related to sender

	N	%
Never	190	4,1%
Sometimes	451	9,7%
Often	705	15,2%
Always	749	16,2%
Missing No answer	2542	54,8%
Total	4637	100,0%

Choices related to channel

	N	%
Never	82	1,8%
Sometimes	338	7,3%
Often	808	17,4%
Always	867	18,7%
Missing No answer	2542	54,8%
Total	4637	100,0%

Choices related to message

	N	%
Never	37	0,8%
Sometimes	253	5,5%
Often	845	18,2%
Always	960	20,7%
Missing No answer	2542	54,8%
Total	4637	100,0%

Choices related to receiver

	N	%
Never	132	2,8%
Sometimes	384	8,3%
Often	766	16,5%
Always	812	17,5%
Missing No answer	2543	54,8%
Total	4637	100,0%



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How many hours per working week, on average, do you spend on 'making choices about communication'?

	Ν	%
< 1	271	5,8%
1 - 4	976	21,0%
5 - 8	980	21,1%
9 - 12	765	16,5%
13 - 16	571	12,3%
> 16	1053	22,7%
Missing No answer	21	0,5%
Total	4637	100,0%

How many hours per working week, on average, do you spend on 'the execution of the communication'?

	Ν	%
< 1	54	1,2%
1 - 4	198	4,3%
5 - 8	304	6,6%
9 - 12	374	8,1%
13 - 16	336	7,2%
> 16	828	17,9%
Missing No answer	2543	54,8%
Total	4637	100,0%

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Table 2 Choices in S-M-C-R (n= 2068).

S-C-M-R	The Netherlands	Surina	Suriname		Belgium		Spain n (%)	
S-M-C-R	n (%)	n (%						
Sender ¹								
Never	105 (7,0%)) 1 ((7,1%)	37	(13,5%)	8	(2,8%)	
Sometimes	554 (37,0%	6) 6	(42,9%)	70	(25,5%)	40	(14,2%)	
Often	102 (6,8%)) 0 ((0,0%)	74	(26,9%)	113	(40,1%)	
Always	737 (49,2%	%) 7 ((50,0%)	94	(34,2%)	121	(42,9%)	
Message ²								
Never	60 (4,0%)) 1 ((7,1%)	5	(1,8%)	0	(0,0%)	
Sometimes	514 (34,3%	6) 6	(42,9%)	29	(10,5%)	20	(7,1%)	
Often	139 (9,3%)) 0 ((0,0%)	110	(40,0%)	112	(39,7%)	
Always	785 (52,4%	6) 7 ((50,0%)	131	(47,6%)	150	(53,2%)	
Channel ³								
Never	68 (4,5%)) 1 ((7,1%)	6	(2,2%)	3	(1,1%)	
Sometimes	544 (36,3%	6) 6	(42,9%)	39	(14,2%)	29	(10,3%)	
Often	113 (7,5%)) 0 ((0,0%)	99	(36,0%)	121	(42,9%)	
Always	773 (51,6%	%) 7 ((50,0%)	131	(47,6%)	129	(45,7%)	
Receiver ⁴								
Never	78 (5,2%)) 1 ((7,1%)	24	(8,7%)	10	(3,5%)	
Sometimes	557 (37,2%	6) 6	(42,9%)	42	(15,3%)	36	(12,8%)	
Often	114 (7,6%)) 0 ((0,0%)	92	(33,5%)		(39,0%)	
Always	748 (50,0%	%) 7 ((50,0%)	117	(42,5%)	126	(44,7%)	

Differences between countries are significant:

¹Sender $\chi^2(9) = 304.940$; p < 0.01. ²Message $\chi^2(9) = 333.533$; p < 0.01.

³Channel $\chi^2(9) = 356.632; p < 0.01.$

⁴Receiver $\chi^2(9) = 305,505; p < 0.01.$

Source: Coebergh, P.H., Schriemer, M.G., Cotton, A.M., Blaga, M., Pujol, M., Compte, Anton, A., Sueldo, M., Gonçalves, G., Cuenca, J. (2022) What On Earth Do Communication Professionals Do? The anatomy of communication management, Social Science Research Network https://dx.doi.org/10.2139/ssrn.4439663

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Level function	Berlo-score ² B_i		Multiple c	Multiple comparisons ¹ (mean difference B_{ij})			
	n	$\overline{B_i}$	SE	Junior	Medior	Senior	Management
Junior	225	0.327	0.03		0.163*	0.249*	0.271*
Medior	286	0.490	0.03	-0.163*		0.086	0.108*
Senior	332	0.575	0.03	-0.249*	-0.086		0.022
Management	264	0.597	0.03	-0.271*	-0.108*	-0.022	

Table 3 Relationship Berlo-score with level function (n=1364).

* The mean difference is significant at the 0.05 level.

¹ Post hoc analysis: Bonferroni

 ${}^{2}\overline{B} = 0.508; SE = 0,014. F(3; 1103) = 16.808; p < 0,01; \eta^{2} = 0,044.$

Source: Coebergh, P.H., Schriemer, M.G., Cotton, A.M., Blaga, M., Pujol, M., Compte, Anton, A., Sueldo, M., Gonçalves, G., Cuenca, J. (2022) What On Earth Do Communication Professionals Do? The anatomy of communication management, Social Science Research Network https://dx.doi.org/10.2139/ssrn.4439663



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