

Scavenger hunt

[Literature](#), [Russian Literature](#)



Scavenger Hunt Scavenger Hunt Research and Public Relations (PR) go hand in hand. Research is a very important element of Public Research because it enables organizations to strategize, substantiate claims and promote informed decision making (Ronald, 2013). Public Relations officers collect data for analysis on different aspects of organizations on daily basis. Data collection entails using different research strategies and tools to gather reliable and relevant data from various sources. Conducting research is not an easy task, as this paper will reveal. It requires a wide range of skills, experience and knowledge together with appropriate technology and tools. Researchers have to plan for the whole process and allow adequate time for each activity in the research (Ronald, 2013) Some information is not easy to collect given the security and limited access to certain types of information. This paper will reflect on the importance of gathering information in PR. This essay also outlines processes and procedures involved in collecting data in research as well as reflecting overall experience of research. This will be based on five questions that the researcher sought answers from different sources in order to have a firsthand experience of research in Public Relations.

Question 2: List at least 5 different sources for reliable data on UAE statistics

Reliable data and statistics about different issues and trends in the United Arab Emirates can be obtained from different sources. Reliable sources are those that have authority either from the government of UAE or from other international organizations that work collaboratively with the UAE. Five main sources of information on various topics in the UAE include the National Bureau of Statistics of the UAE, The World Health Organization (WHO),

International Labor Organization (ILO), The United Nations Organization (UNO), and the Forbes magazine (Aaref, 2005). These sources give data on different topics ranging from demographics, economic trends, politics and social lifestyles. This list of sources comes from international and local sources that have authority in their specific areas.

Question 4: Is a power toothbrush more effective than a manual toothbrush?
Power toothbrushes are more effective than manual toothbrushes in the short term. Power tools are automatic and easier to manage. The brushes can regulate themselves for instance by preventing one to brush too hard on the gums. These toothbrushes are however very expensive and out of reach for most people.

Question 5: What is the infant mortality rate in the UAE? How does it compare internationally?

The current infant mortality rate in the United Arab Emirates stands at 0.9 in 1000 births (Aaref, 2005). This is a relatively good rate in relation to rates in other countries in the world and some of its closest neighbors. The rate implies significant improvements in the health system of the UAE.

Question 6: What are the expected life spans of the average male and average female in the UAE?

Life expectancy spans for men in the UAE is at 74.3 years while the rate for females is at 76.6 years (Aaref, 2005). These rates indicate the level of quality of life in the country with regard to their health systems and other aspects of life.

Question 7: Find 3 good blogs on PR. Describe in short what they cover and who their author is. What makes them so good?

Three of the best blogs in PR are PR Squared, Brian Solis and Peter Shankman (Ronald, 2013). The author of PR Squared is Todd Defen. The blog focuses on new methods in PR such as social media and internet marketing. Brian Solis, the author of Briansolis. com is the head of Future Works. His blog is about convergence of traditional media, Social Media and PR. Peter Shankman's blog focuses on customer service, creativity and marketing.

Conclusion

Answers to these questions were arrived at through a rigorous research process on the internet and other secondary sources of data such as newspapers, magazines, books and journals from different authors in the library. The verification process for each response was confirmed from different reliable sources.

References

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