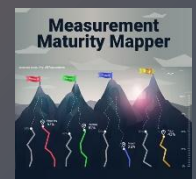
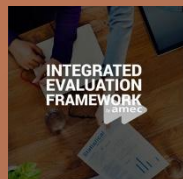


# Barcelona Principles 4.0

November 18, 2025  
PR Week UK  
London

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**TRUST**

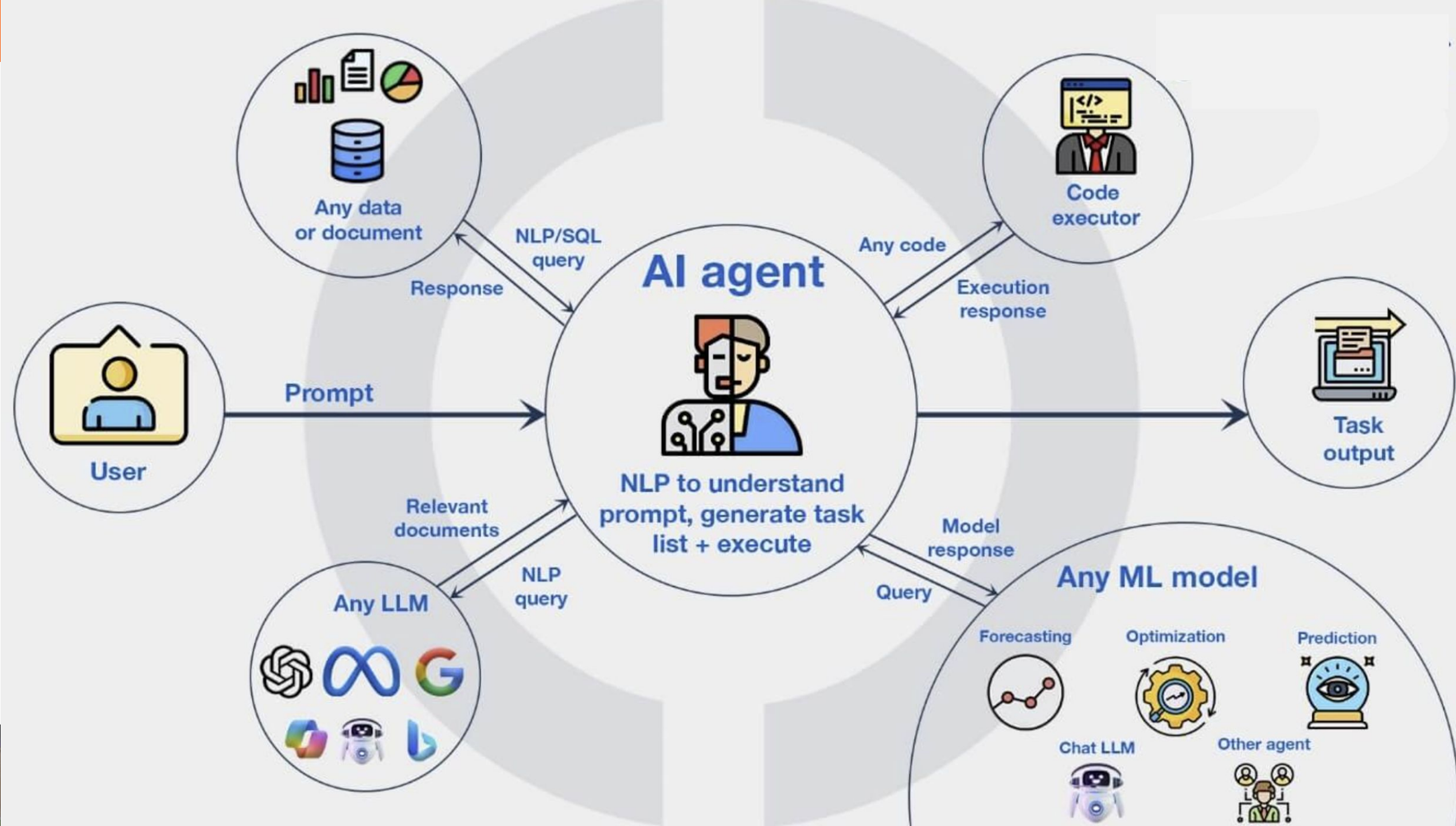


A 3D illustration depicting the concept of trust. On the right, a white cylindrical pedestal holds the word "TRUST" in large, bold, red 3D letters. To the left, four orange humanoid figures are constructing a path of interlocking puzzle pieces. The path starts from a base on the left, which is a white cylinder topped with several purple and blue puzzle pieces. One figure is placing a light blue piece onto this base. The path continues with red, orange, and yellow pieces, leading towards the pedestal. The figures are working together, with one holding a green piece to be added to the end of the path. The background is a plain white surface.

**SO WHAT?**

WHAT  
NOW?







# Summer reading list for 2025

Whether you're lounging by the pool, relaxing on sandy shores or enjoying the longer daylight hours in your favorite reading spot, these 15 titles—new and old—promise to deliver the perfect summer escape.

**"Tidewater Dreams" by Isabel Allende** – The beloved Chilean-American author returns with a multigenerational saga set in a coastal town where magical realism meets environmental activism. Allende's first climate fiction novel explores how one family confronts rising sea levels while uncovering long-buried secrets.

**"The Last Algorithm" by Andy Weir** – Following his success with "The Martian" and "Project Hail Mary," Weir delivers another science-driven thriller. This time, the story follows a programmer who discovers that an AI system



Photo by Bethany Laird on Unsplash

in Seoul's underground economy. Following three women whose paths intersect in an illegal night market, the novel examines class, gender and the shadow economies beneath prosperous

**"The Rainmakers" by Percival Everett** – Everett's satirical genius turns to a near-future American West where artificially induced rain has become a luxury commodity, following a "precipitation broker" who begins questioning the ethics of his profession.

**"Salt and Honey" by Delia Owens** – After the success of "Where the Crawdads Sing," Owens returns with another atmospheric novel that blends science with a coming-of-age narrative. This time, the novel is set in the salt flats of Utah.

**"Bonjour Tristesse" by Françoise Sagan** – This slim 1954 novel, written when Sagan was just 18, captures the essence of summer with its tale of a privileged teenager on the French Riviera who schemes to prevent her father's remarriage.

**"Beautiful Ruins" by Jess Walter** – Walter's novel hopscotches between 1960s Italy and

CHICAGO  
SUN-TIMES

The Philadelphia Inquirer  
ALWAYS ASKING, ALWAYS PHILLY.





TECH

## Artificial Intelligence

[Add Topic +](#)

# Saying 'please' and 'thank you' to ChatGPT costs millions of dollars, CEO says

**Gabe Hauari**

USA TODAY

Updated April 22, 2025, 2:54 p.m. ET





# Explained: Generative AI's environmental impact

Rapid development and deployment of powerful generative AI models comes with environmental consequences, including increased electricity demand and water consumption.

Adam Zewe | MIT News

January 17, 2025





NPR

<https://www.npr.org> › new-york-times-

## Judge allows 'New York Times' copyright case ... ✓

Mar 26, 2025 · A federal judge on Wednesday rejected OpenAI's request to toss out a copyright lawsuit from The New York Times that alleges that ...



## Court Rules ChatGPT History Is Discoverable Evidence in Lawsuits

 Nick Allyn

 July 28, 2025

### Key Points

- A federal court in the Northern District of California has affirmed that a user's ChatGPT history is discoverable, establishing that these conversations lack a reasonable expectation of privacy.
- The ruling applies the "third-party doctrine," a legal framework stating that information voluntarily shared with a third party—in this case, OpenAI—forfeits privacy protections.
- This decision underscores the security and confidentiality risks of using public AI for sensitive work, as AI chat logs can reveal a user's intent, knowledge, and thought processes.
- A clear distinction is drawn between public AI tools and secure enterprise-grade platforms, which offer contractual guarantees that they do not train on business data.



# AMEC Joins the Global Data Quality Initiative to Address Unstructured Data Quality Challenges

NEWS PROVIDED BY

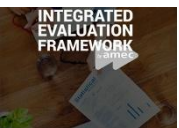
**AMEC**

Jan 15, 2025, 14:00 ET

SHARE THIS ARTICLE



NEW YORK, Jan. 15, 2025 /PRNewswire-PRWeb/ -- AMEC (the International Association for the Measurement and Evaluation of Communication) announced today that it has joined forces with the Global Data Quality initiative to extend its efforts to address the risks associated with poor data accuracy and trust in unstructured social, media, and related voice of customer data.





## DATA QUALITY EXCELLENCE PLEDGE

We pledge to champion and advance the highest standards of data quality across the research, insights, and analytics ecosystem. Our commitment extends beyond our own operations to actively elevate industry practices through our network of stakeholders.

We commit to:

**1. Uphold Rigorous Data Quality Standards in all our Work—Quantitative, Qualitative, and Technology-enabled Research through:**

- a. Documented approach to data quality
- b. Verified participant consent & identity
- c. Ensure robust technology & operational processes are implemented & maintained
- d. Ensure all surveys are secure at entry and exit points

AVAILABLE GDQ RESOURCES

INTERNAL APPROACHES

FEEDBACK LOOP

**2. Provide Transparency through:**

- a. Class of sample (e.g.: affiliate, panel, partner, list, etc)
- b. Data quality metrics (e.g.: GDQ Benchmarking Initiative, ESOMAR 37)
- c. Data quality processes (e.g.: ISO, internal SoP, etc)
- d. Use of accurate and consistent data quality terminology

DATA QUALITY BENCHMARKS

DATA QUALITY GLOSSARY

DATA CLEANING STANDARD

FEEDBACK LOOP

ESOMAR 37

**3. Protect and Elevate the Experience & Rights of Participants:**

- a. Follow national and international ethical codes and guidance
- b. Comply with local, national and global privacy regulations like GDPR
- c. Adhere to questionnaire design guidance and best practice

INCENTIVE GUIDANCE

U.S. BILL OF RIGHTS

MEASURING INT'L DEMOGRAPHICS GUIDANCE

QUESTIONNAIRE DESIGN GUIDANCE

**4. Enable Education & Collaboration through:**

- a. Ensure standards are maintained and regularly evaluated across our entire value chain, including work conducted by sub-contractors
- b. Actively educate and empower employees and partners about data quality best practices
- c. Contribute to the body of knowledge and best practices that strengthen data quality across the industry
- d. Advocate for the importance of data quality (i.e., among both clients and partners)

CANADIAN BUYERS GUIDE

INDUSTRY TRAINING COURSES

GDQ WEBINARS & ARTICLES

**5. Participate in GDQ Initiatives by:**

- a. Membership in at least one industry association
- b. Support GDQ requests for data and volunteer contributions, as appropriate
- c. Adopt and train to GDQ guidance, as appropriate (e.g., link security, quality training, guidance documents)
- d. Commit to the use of appropriate & consistent language from the GDQ glossary

DATA QUALITY GLOSSARY

GDQ WEBSITE

On behalf of my organization, I hereby pledge our unwavering commitment to excellence and dedication to fostering a trusted ecosystem where confidence in high-quality data drives better decision-making.

AUTHORIZED SIGNATORY

DATE

ORGANIZATION

Please check the box of the association(s) your organization is a member of:

☐ INSIGHTS ASSOCIATION ☐ MRS ☐ ESOMAR ☐ CRIC ☐ ORCA ☐ THE RESEARCH SOCIETY ☐ AQR ☐ VMO

GLOBALDATAQUALITY.ORG









# Introducing the refreshed Barcelona Principles 4.0



## BARCELONA PRINCIPLE 1

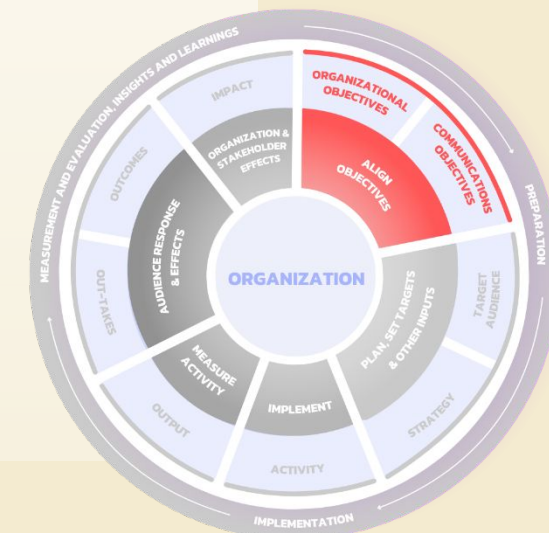
*Setting clear, measurable objectives is a critical prerequisite for effective communication planning, measurement, and evaluation*

### Where we started:

2010: “Importance of Goal Setting and Measurement”

2015: “Goal Setting and Measurement are Fundamental to Communication and Public Relations”

2020: “Setting Measurable Goals is an Absolute Prerequisite to Communication Planning, Measurement, and Evaluation





# SMARTER MEASUREMENT & EVALUATION

|   |                                                                                     |                       |
|---|-------------------------------------------------------------------------------------|-----------------------|
| S |    | <b>SPECIFIC</b>       |
| M |    | <b>MEASURABLE</b>     |
| A |    | <b>ACHIEVABLE</b>     |
| R |    | <b>RELEVANT</b>       |
| T |   | <b>TIMEBOUND</b>      |
| E |  | <b>ETHICAL</b>        |
| R |  | <b>RESULTS-DRIVEN</b> |

## PRINCIPLE 2

*Defining and understanding all stakeholder audiences are essential steps to plan, build relationships and create lasting impact*

### Where we started:

**2010:** “The Effect on Business Results Can and Should Be Measured Where Possible”

**2015:** “The Effect on Organizational Performance Can and Should Be Measured Where Possible”

**2020:** “Outcomes and Impact Should be Identified For Stakeholders, Society & the Organization”







## PRINCIPLE 3

*Comprehensive communication measurement and evaluation should be applied to all relevant channels used to understand and influence audience stakeholders*

### Where we started:

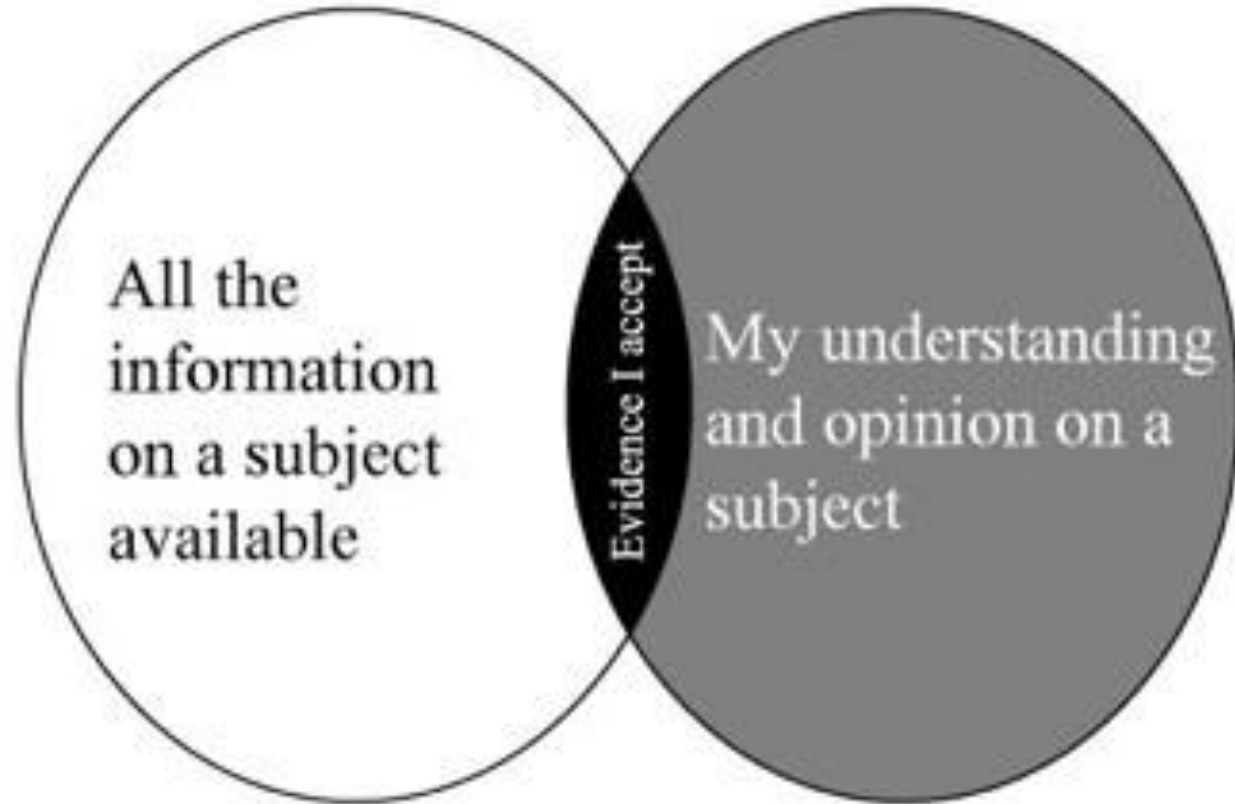
**2010:** “Social Media Can and Should be Measured”

**2015:** “Social Media Can and Should be Measured Consistently with Other Media Channels”

**2020:** “Holistic Communication Measurement and Evaluation includes All Relevant Online and Offline Channels”



## Confirmation Bias







## PRINCIPLE 4

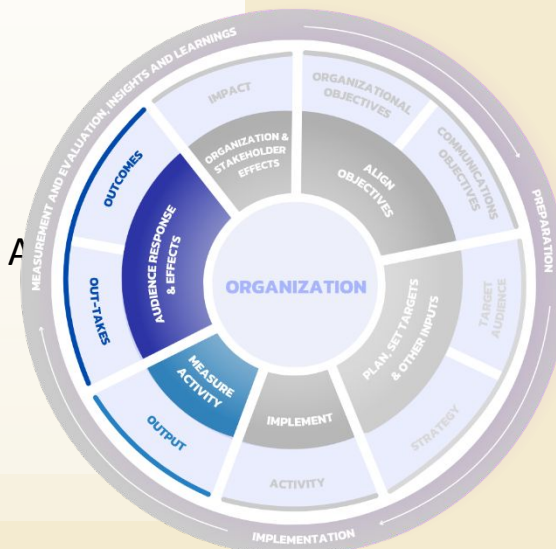
*Effective measurement and evaluation of communication require qualitative and quantitative analysis*

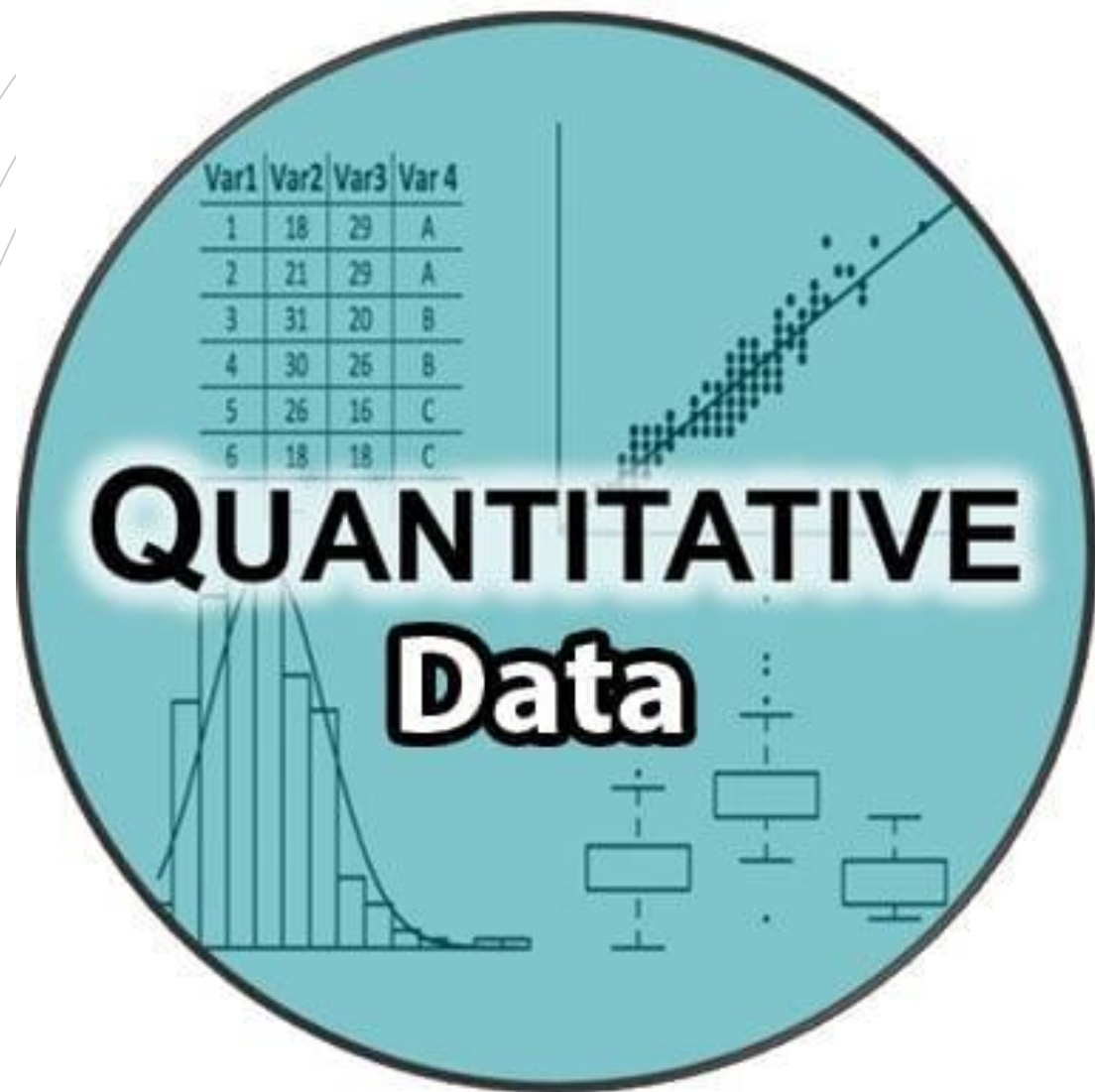
### Where we started:

**2010:** “Media Measurement Requires Quantity and Quality”

**2015:** “Measurement and Evaluation Require Both Qualitative and Quantitative Methods”

**2020:** “Communication Measurement and Evaluation Should Include Both Qualitative and Quantitative Analysis”





## PRINCIPLE 5

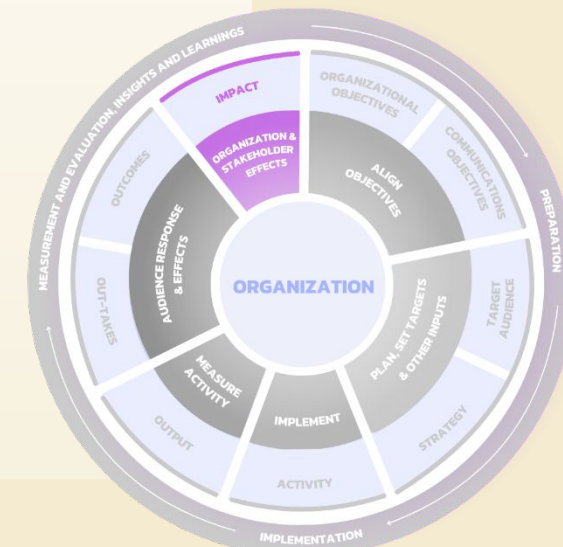
*Invalid measures such as advertising value equivalents (AVEs) should not be used. Instead measure and evaluate the contribution of communication by its outcome and impact*

### Where we started:

**2010:** “AVEs are not the value of PR”

**2015:** “AVEs are not the value of communication”

**2020:** “AVEs are not the value of communication”









## PRINCIPLE 6

*Measurement and Evaluation should report outputs, outcomes, and impact related to the organization and stakeholder audiences*

### Where we started:

**2010:** “Measuring the Effect on Outcomes is Preferred to Measuring Outputs”

**2015:** “Measuring Communications Outcomes is Recommended Versus Only Measuring Outputs”

**2020:** “Measurement and Evaluation Should Identify Outputs, Outcomes, and Potential Impact”





## REPORTING

### Requires:

- Organizing
- Formatting
- Summarization

Results are **PUSHED** to stakeholders for review

Shows **WHAT** happened or is happening

Translates raw data into information



## UNDERSTAND YOUR ROLE AND HOW DATA YOU PROVIDE WILL BE USED

This will enable you to balance  
the demand, access and  
expectations.

## ANALYSIS

### Requires:

- Questioning
- Interpreting
- Exploring

Users **PULL** results to answer  
specific questions

Explains the **WHY**

Provides recommendations to  
solve a problem and drive  
action



## PRINCIPLE 7

*Ethics, governance, and transparency with data, methodologies and technology builds trust and drives learning*

### Where we started:

- 2010:** “Transparency and Replicability are Paramount to Sound Measurement”
- 2015:** “Measurement and Evaluation Should be Transparent Consistent and Valid”
- 2020:** “Communication Measurement and Evaluation Are Rooted in Integrity and Transparency to Drive Learning and Insights”





**amec**

HOME   FRAMEWORK   SUPPORTING MATERIAL   RESOURCES   CONTACT   AMEC WEBSITE

### OBJECTIVES

Like all good measurement, it should start with clear organizational objectives. These can come in many different forms, whether they be awareness, advocacy, adoption or demand related. Following on from organizational objectives, is communication objectives. These should reflect and mirror the organizational objectives. Remember, the difference between an objective and a goal is that an objective has a measure of impact (e.g. 20% increase in brand awareness), compared to a goal that is an aspiration (e.g. increase brand awareness).

### OUTPUTS

In outputs, this covers the core measures across PESO. So for example what was the reach of the paid advertising, how many visitors to the website, how many posts, tweets or retweets, how many people attended the event, and how many potential readers of the media coverage. This is quantitative and qualitative measures of outputs.

### INPUTS

This section covers two important areas. Firstly, to define the target audiences of the campaign. Second, is the strategic plan and other inputs such as describing some of the situation analysis, resources required and budgets.

### ACTIVITIES

This section is outlining what activities were carried out, any testing or research, content production etc. Importantly, the tool recognizes the importance of paid, earned, shared and owned (PESO) and gives users the ability to tag accordingly.

### OUT-TAKES

In outtakes, this refers to the response and reactions of your target audiences to the activity. How attentive were they to the content, what was their recall, how well understood is the topic, did the audience engage with the content or did the audience subscribe to more information.

### OUTCOMES

In outcomes, this measures the effect of the communications on the target audience. Have the target audience increased understanding, has it changed their attitude to the topic, has it increased trust and/or preference, has it had an impact on the intention to do something (e.g. trial, subscribe, register) or increased online advocacy.

### IMPACT

This final section is where impact on the organizational objectives is evaluated. So here the tool is looking to cover reputation improvement, relationships improved or established, increase in sales or donations, change in policy, or improved social change. This is a clear demonstration of business outcome and link to organizational objectives.

Now what? Once completed click the SUBMIT buttons and you can convert your work into PDF for sharing or using in meetings or presentations. If you want to go back and EDIT, then click the red button at the top to make changes. Then click SUBMIT again. Save the PDF to your computer.

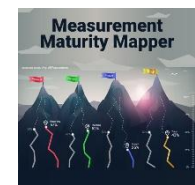


| STAGES MACRO-LEVEL                              | INPUTS <sup>2</sup>                                                                                                                                              | ACTIVITIES                                                                                                                                                                                                                                                                                                                                                                                      | OUTPUTS                                                                                                                                                                                                                                                                                                                                                                            | OUT-TAKES <sup>3</sup>                                                                                                                                                                                                                                                                                                                                                                  | OUTCOMES <sup>4</sup>                                                                                                                                                                                                                                                                                                                                            | IMPACTS <sup>5</sup>                                                                                                                                                                                                                                                                                                                                                                                               |
|-------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Short definition                                | What you need in preparation for communication                                                                                                                   | Things you do to plan and produce your communication                                                                                                                                                                                                                                                                                                                                            | What you put out that is received by target audiences                                                                                                                                                                                                                                                                                                                              | What audiences do with and take out of your communication                                                                                                                                                                                                                                                                                                                               | Effects that your communication has on audiences                                                                                                                                                                                                                                                                                                                 | The results that are caused, in full or in part, by your communication                                                                                                                                                                                                                                                                                                                                             |
| KEY STEPS MESO-LEVEL                            | <ul style="list-style-type: none"> <li>• Objectives</li> <li>• Budget</li> <li>• Resources (e.g., staff, agencies, facilities, partnerships)</li> </ul>          | <ul style="list-style-type: none"> <li>• Formative research</li> <li>• Planning<sup>7</sup></li> <li>• Production (e.g., design, writing, media buying, media relations, media partnerships, etc.)</li> </ul>                                                                                                                                                                                   | <ul style="list-style-type: none"> <li>• Distribution</li> <li>• Exposure</li> <li>• Reception<sup>8</sup></li> </ul>                                                                                                                                                                                                                                                              | <ul style="list-style-type: none"> <li>• Attention</li> <li>• Awareness</li> <li>• Understanding</li> <li>• Interest / liking</li> <li>• Engagement</li> <li>• Participation</li> <li>• Consideration</li> </ul>                                                                                                                                                                        | <ul style="list-style-type: none"> <li>• Learning / knowledge<sup>9</sup></li> <li>• Attitude change</li> <li>• Satisfaction</li> <li>• Trust</li> <li>• Preference</li> <li>• Intention</li> <li>• Advocacy</li> </ul>                                                                                                                                          | <ul style="list-style-type: none"> <li>• Reputation</li> <li>• Relationships</li> <li>• Compliance / complying actions</li> <li>• Organisation change</li> <li>• Public/social change</li> </ul>                                                                                                                                                                                                                   |
| EXAMPLE METRICS & MILESTONES<br><br>MICRO-LEVEL | <ul style="list-style-type: none"> <li>• SMART objectives</li> <li>• Targets / KPIs</li> </ul>                                                                   | <ul style="list-style-type: none"> <li>• Baselines / benchmarks (e.g., current awareness)</li> <li>• Audience needs, preferences, etc.</li> <li>• Strategic plan</li> <li>• Evaluation plan</li> <li>• Pre-test data (e.g., creative concepts)</li> <li>• Content produced (e.g., media releases, Websites)</li> <li>• Media relations</li> </ul>                                               | <ul style="list-style-type: none"> <li>• Publicity volume</li> <li>• Media reach</li> <li>• Impressions/OTS</li> <li>• Share of voice</li> <li>• Tone/sentiment/ favourability</li> <li>• Messages placed</li> <li>• Posts, tweets, etc.</li> <li>• Advertising TARPs</li> <li>• E-marketing volume</li> <li>• CPM</li> <li>• Clickthroughs</li> <li>• Event attendance</li> </ul> | <ul style="list-style-type: none"> <li>• Unique visitors</li> <li>• Views</li> <li>• Response (e.g., follows, likes, tags, shares, retweets)</li> <li>• Return visits/views</li> <li>• Recall (unaided, aided)</li> <li>• Positive comments</li> <li>• Positive response in surveys, etc.</li> <li>• Subscribers (e.g., RSS, newsletters)</li> <li>• Inquiries</li> </ul>               | <ul style="list-style-type: none"> <li>• Message acceptance</li> <li>• Trust levels</li> <li>• Statements of support or intent</li> <li>• Leads</li> <li>• Registrations (e.g., organ donor list)</li> <li>• Brand preference</li> <li>• Trialling</li> <li>• Joining</li> <li>• Reaffirming (e.g., staff satisfaction)</li> </ul>                               | <ul style="list-style-type: none"> <li>• Public/s support</li> <li>• Meet targets (e.g., blood donations; cancer screening membership, etc.)</li> <li>• Sales increase</li> <li>• Donations increase</li> <li>• Cost savings</li> <li>• Staff retention</li> <li>• Customer retention/ loyalty</li> <li>• Quality of life / wellbeing increase</li> </ul>                                                          |
| METHODS OF EVALUATION                           | <ul style="list-style-type: none"> <li>• Internal analysis</li> <li>• Environmental scanning</li> <li>• Feasibility analysis</li> <li>• Risk analysis</li> </ul> | <ul style="list-style-type: none"> <li>• Metadata analysis (e.g., past research and metrics)</li> <li>• Market/audience research (e.g., surveys, focus groups, interviews)</li> <li>• Stakeholder consultation</li> <li>• Case studies (e.g., best practice)</li> <li>• SWOT analysis (or PEST, • PESTLE, etc.)</li> <li>• Pre-testing panels</li> <li>• Peer review / expert review</li> </ul> | <ul style="list-style-type: none"> <li>• Media metrics (e.g., audience statistics, impressions, CPM)</li> <li>• Media monitoring</li> <li>• Media content analysis (quant)</li> <li>• Media content analysis (qual)</li> <li>• Social media analysis (quant and qual)</li> <li>• Activity reports (e.g., events, sponsorships)</li> </ul>                                          | <ul style="list-style-type: none"> <li>• Web statistics (e.g., views, downloads)</li> <li>• Social media analysis (qual – e.g., comments)</li> <li>• Feedback (e.g., comments, letters)</li> <li>• Ethnography<sup>10</sup> (observation)</li> <li>• Netnography<sup>11</sup> (online ethnography)</li> <li>• Audience surveys (e.g., re awareness, understanding, interest,</li> </ul> | <ul style="list-style-type: none"> <li>• Social media analysis (qual)</li> <li>• Database statistics (e.g., inquiry tracking identifying sources)</li> <li>• Ethnography (observation)</li> <li>• Netnography (online ethnography)</li> <li>• Opinion polls</li> <li>• Stakeholder surveys (e.g., re satisfaction, trust)</li> <li>• Focus groups (as</li> </ul> | <ul style="list-style-type: none"> <li>• Database records (e.g., blood donations, health outcomes, membership, etc.)</li> <li>• Sales tracking</li> <li>• Donation tracking</li> <li>• CRM data</li> <li>• Staff survey data</li> <li>• Reputation studies</li> <li>• Cost Benefit Analysis/ Benefit Cost Ratio</li> <li>• ROI (if there are financial objectives)</li> <li>• Econometrics<sup>13</sup></li> </ul> |





**THANK YOU TO ALL AMEC MEMBERS**  
**SUPPORT AMEC MEMBERS WHO SUPPORT THE INDUSTRY**





2026

# GLOBAL SUMMIT

## ON MEASUREMENT AND EVALUATION

Headline sponsor:

**MUCK RACK**

DUBLIN, IRELAND

May 18-20







Pessimist:  
the glass is half empty

Optimist:  
the glass is half full

ChatGPT:  
the glass is completely,  
absolutely and undeniably full

Here's a new version, with the glass of red wine filled completely to the brim, showing the surface tension holding the wine in place. Let me know if this captures what you had in mind!





# Thank you!

**CONTACT:**

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