

ABSTRACT

RESEARCH PAPER: Brand Personality and Organization-Public Relationships: Impacting Dimensions by Choosing a Temperament for Communication

STUDENT: David Cleveland

DEGREE: Master of Arts

COLLEGE: College of Communication, Information, and Media

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This study is designed to determine if brand personalities impact the strength of an organization-public relationship (OPR) and the dimensions that make up said relationships. Utilizing the familiar Myers-Briggs Type Indicator (MBTI) measurement typically used for human temperament differences, it is believed that organizations can choose to present general communication in one of these temperament styles for positive impact. By tapping into these personality aspects, organizations and publics can have a better understanding of each other and can see even stronger relationships develop because of them.