



EVALUATING MILITARY ADVERTISING AND RECRUITING

Theory and Methodology

NATIONAL RESEARCH COUNCIL
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Evaluating Military Advertising And Recruiting

K Payea



Evaluating Military Advertising And Recruiting:

Evaluating Military Advertising and Recruiting National Research Council, Division of Behavioral and Social Sciences and Education, Board on Behavioral, Cognitive, and Sensory Sciences, Committee on the Youth Population and Military Recruitment – Phase II, 2004-04-15 It is anticipated that in the coming decade the Department of Defense DoD will field and test new advertising and recruiting initiatives designed to improve the recruiting outlook The DoD needs a comprehensive research and evaluation strategy based on sound research principles that will ensure valid reliable and relevant results to discover the most promising policies The primary objective of this book is to help the DoD improve its research on advertising and recruiting policies Evaluating Military Advertising and Recruiting Theory and Methodology presents a framework for evaluation that links different types of research questions to various research methodologies The framework identifies four major categories of research questions and four broad methodological approaches The first category of research question asks What does a target audience see as attractive or unattractive features of a program It is well suited to examination via qualitative methods such as focus groups unstructured or open ended surveys and interviews The second category of research question asks What is the effect of a program on specified attitudes or behavioral intentions It is well suited to examination via surveys experiments and quasi experiments The third category of research question asks What is the effect of a proposed new program on enlistment It is well suited to examination via experiments and quasi experiments The final category of research question asks What is the effect of an existing program on enlistment It is well suited to examination via econometric modeling Military recruiting DOD needs to establish objectives and measures to better evaluate advertising's effectiveness. , **Federal Evaluations** , Contains an inventory of evaluation reports produced by and for selected Federal agencies including GAO evaluation reports that relate to the programs of those agencies A CBO Study: Recruiting, Retention, and Future Levels of Military Personnel, October 2006 ,2006 **Recruiting, Retention, and Future Levels of Military Personnel** Heidi L. W. Golding,2006 **Federal Program Evaluations** ,1973 Contains an inventory of evaluation reports produced by and for selected Federal agencies including GAO evaluation reports that relate to the programs of those agencies Propaganda and Public Relations in Military Recruitment Brendan Maartens,Thomas Bivins,2020-11-19 This book represents the first international investigation of military recruitment advertising public relations and propaganda Comprised of eleven case studies that explore mobilisation work in Africa the Americas Asia and Europe it covers more than a hundred years of recent history with chapters on the First and Second World Wars the Cold War and the present day The book explores such promotion in countries both large and small and in times of both war and peace with readers gaining an insight into the different strategies and tactics used to motivate men women and occasionally even children to serve and fight in many parts of the world Readers will also learn about the crucial but little known role of commercial advertising public relations and media professionals in the production and distribution of recruitment promotion

This book the first of its kind to be published will explore that role and in the process address two questions that are central to studies of media and conflict how do militaries encourage civilians to join up and are they successful in doing so It is a multi disciplinary project intended for a diverse academic audience including postgraduate students exploring aspects of war propaganda and public opinion and researchers working across the domains of history communications studies conflict studies psychology and philosophy

Tactical Inclusion Jeremiah Favara,2024-04-09 The revolution in military recruitment advertising to people of color and women played an essential role in making the US military one of the most diverse institutions in the United States Starting at the dawn of the all volunteer era Jeremiah Favara illuminates the challenges at the heart of military inclusion by analyzing recruitment ads published in three commercial magazines Sports Illustrated Cosmopolitan and Ebony Favara draws on Black feminism critical race theory and queer of color critique to reveal how the military and advertisers affected change by deploying a set of strategies and practices called tactical inclusion As Favara shows tactical inclusion used representations of servicemembers in the new military to connect with people susceptible to recruiting efforts and rendered these new audiences vulnerable to valuable to and subject to state violence Compelling and eye opening Tactical Inclusion combines original analysis with personal experience to chart advertising s role in building the all volunteer military

Handbook of Employee Selection James L. Farr,Nancy T. Tippins,2017-03-27 This second edition of the Handbook of Employee Selection has been revised and updated throughout to reflect current thinking on the state of science and practice in employee selection In this volume a diverse group of recognized scholars inside and outside the United States balance theory research and practice often taking a global perspective Divided into eight parts chapters cover issues associated with measurement such as validity and reliability as well as practical concerns around the development of appropriate selection procedures and implementation of selection programs Several chapters discuss the measurement of various constructs commonly used as predictors and other chapters confront criterion measures that are used in test validation Additional sections include chapters that focus on ethical and legal concerns and testing for certain types of jobs e g blue collar jobs The second edition features a new section on technology and employee selection The Handbook of Employee Selection Second Edition provides an indispensable reference for scholars researchers graduate students and professionals in industrial and organizational psychology human resource management and related fields

Censored 2009 Peter Phillips,Andy Lee Roth,Project Censored,2011-01-04 The yearly volumes of Censored in continuous publication since 1976 and since 1995 available through Seven Stories Press is dedicated to the stories that ought to be top features on the nightly news but that are missing because of media bias and self censorship The top stories are listed democratically in order of importance according to students faculty and a national panel of judges Each of the top stories is presented at length alongside updates from the investigative reporters who broke the stories

Military personnel : services need to assess efforts to meet recruiting goals and cut attrition : report to the Chairman and Ranking Minority Member, Subcommittee on

Personnel, Committee on Armed Services, U.S. Senate ,

The SAGE Encyclopedia of War: Social Science

Perspectives Paul Joseph, 2016-06-15 Traditional explorations of war look through the lens of history and military science focusing on big events big battles and big generals By contrast The SAGE Encyclopedia of War Social Science Perspective views war through the lens of the social sciences looking at the causes processes and effects of war and drawing from a vast group of fields such as communication and mass media economics political science and law psychology and sociology Key features include More than 650 entries organized in an A to Z format authored and signed by key academics in the field Entries conclude with cross references and further readings aiding the researcher further in their research journeys An alternative Reader's Guide table of contents groups articles by disciplinary areas and by broad themes A helpful Resource Guide directing researchers to classic books journals and electronic resources for more in depth study This important and distinctive work will be a key reference for all researchers in the fields of political science international relations and sociology

Evaluating Military Compensation Carla Tighe Murray, 2007 Introduction and summary Defining military compensation Comparing military and civilian compensation Factors that complicate military civilian comparisons Military pay promotions and rank Estimates of military compensation Total compensation for enlisted personnel by years of experience Cash earnings for selected occupations Comparing increases in military and civilian pay The gap between changes in basic pay and civilian earnings Issues in using the pay gap to evaluate military compensation Increases in regular military compensation versus the employment cost index Comparing levels of military and civilian pay Cash compensation Noncash and deferred benefits General limitations of military civilian comparisons Linking military compensation to recruiting and retention Effectiveness of using pay to resolve occupational shortages or surpluses Effects of cash and noncash compensation on recruiting and retention Options to increase the visibility and efficiency of military compensation Integrating the components of total compensation Increasing cash relative to noncash compensation Appendix A Total compensation for the median enlisted member Appendix B How pay changes with deployment Appendix C Types of occupation or skills based compensation

Military personnel (except for reserve forces), [Wednesday, June 6, 1973] United States. Congress. House. Committee on Appropriations. Subcommittee on Department of Defense, 1978

Technical Abstract Bulletin, 1979

Mothers of the Military Wendy M. Christensen, 2018-08-09 Mothers of the Military examines the distinctive kinds of support required during an increasingly privatized war specifically material moral and healthcare support Mothers are a particularly key part of the current support system for service members and Wendy Christensen follows the mothers of U S service members in the War on Terrorism through the stages of recruitment deployment and post deployment Bringing to light the experiences and stories of women who are largely invisible during war the mothers of service members Over 2.5 million members of the U S military have deployed to Iraq or Afghanistan during the now 16 year long war Each service member has loved ones spouses parents and children who provide necessary emotional and physical support during

deployment This book has three goals The first is to make mothers experiences during wartime visible The second is to interrogate what support means during war Finally it examines the impact of war support on mothers political participation Ideally civilians provide moral approval of war patriotism and extend understanding and appreciation of the sacrifice enlistees and their families are making But in these long wars public and political approval has plummeted It is not surprising this narrow slice of Americans dealing with the daily realities of war feels increasingly separate from civilians Military families are isolated from those Americans who are able to ignore the war or offer superficial expressions of patriotic gratitude Mothers occupy a complex gendered location during wartime Even though women are now serving in combat positions women have historically held down the home front where family labor is still assigned disproportionately to women However the military does not treat mothers and fathers equally The military assumes fathers will be supportive of service and calls on them to be proud of the courageous decision their child has made They consider mothers on the other hand potential impediments to service not wanting their child in harm s way Through each stage of service mothers take on different kinds of support for their child for the military and for war policy At each stage of war mothers are prescribed a gendered support position In recruitment material the military assumes mothers will be emotional and worried about enlistment so they appeal to mother s love and need for their child to be safe During deployment mothers provide supplies and moral support Declining enlistment numbers and a long war have led to multiple deployments and unprecedented burdens on military families These mothers step in to help with childcare and finances Furthermore mothers are overwhelmingly according to military studies the ones providing mental and physical healthcare when veterans need it As providers of critical systems of war support mothers bear much of the burden of the current wars War provides mothers a way to participate in the national project but the uneven burden of being a constant supporter further marginalizes their citizenship The gendered support role the military designs for mothers is not designed to facilitate active democratic citizenship but rather to make it seem natural that they too fall in line with the chain of command Mothers of the Military as a whole asks how the acts of supplying material moral and medical support end up so often marginalizing mothers as citizens from the political process and under what conditions do mothers resist

Department of Defense Authorization for Appropriations for Fiscal Year 1983 United States. Congress. Senate. Committee on Armed Services,1982 **Hearings on Military Posture and H.R. 3818 and H.R. 8687 to Authorize Appropriations During the Fiscal Year 1972** United States. Congress. House. Committee on Armed Services,1971 *Sound Targets* Jonathan R. Pieslak,2009 *Sound Targets* explores the role of music in American military culture focusing on the experiences of soldiers returning from active service in Iraq Pieslak describes how American soldiers hear share use produce music both on off duty *An Assessment of All-volunteer Force Recruits* United States. General Accounting Office,1976 During fiscal year 1974 the first full year of operation under the all volunteer force concept the Department of Defense DOD recruiting commands have met the services

strength goals with no appreciable decrease in quality of recruits The number of enlistees with high school diplomas declined slightly while the number with average test scores increased GAO found evidence that DOD may overstate quality in its reports Progress is being made toward adopting a single aptitude test to be used by all services however an agreement must be reached regarding interpretation of test results The high school recruiting and testing program is expensive in relation to the number of actual accessions based on high school test scores Three of the four services have initiated education liaison programs which are duplicative and create the undesirable impression that the services are competing

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