

Evaluation of the PR Communication of the Czech House during the Olympic Games in London 2012

Ing. Petr Král, Ph.D.

Department of International Business

University of Economics, Prague

Goal and methodology

- Goal:
 - To evaluate the effects of PR communication of the Czech House in London 2012
- Methods:
 - Media content analysis
 - Website analysis
 - In- depth interviews

Research results

- **Most of the articles appeared between august 2nd and august 12th**
- **The average length of an article was 235 words**
- **The average number of pictures accompanying the article was 5**
- **Tonality: Positive 43 (39%), neutral 66 (60%), negative 1(0,01%)**