Public Awareness Research Center
Establishment of PARC

PARC was established in January 1, 2012 as an academic research center that caters to the needs of the community in measuring public awareness & trends towards health, environment, leisure and social issues. The center provides data and analyses that would inform decision makers in different government and private institutions in the UAE. PARC is an independent entity in terms of organization and resources. The center is distinguished by qualified and effective faculty and staffs who constantly strive to meet the changing needs of the market. The center also draws on the lab infrastructures and logistics of the College of Communication and the University. This particular distinction makes PARC the only specialized center for measuring public awareness in the UAE and the region.
PARC seeks to acquire a respectful status within the UAE as a credible research center on public matters. The center endeavors to meet the growing need for audiences’ studies in environmental and social issues and be part of the fast-growing socio-economic development in the UAE. The center’s research map involves a variety of services as research, data analyses, workshops, training and consultation.
PARC provides customized services and seeks partnership in the following areas:

- Public awareness research
- Media audiences
- Public Relations Campaigns
- Market Research
- Government Communication
Work Scope

PARC conducts all type of quantitative and qualitative research projects in the following areas:

- Public awareness research
- Media audiences
- Public Relations Campaigns
- Market Research
- Government Communication
- Strategic Communication for Government and Private Institutions
- PARC strongly believe in a sustained credible partnership relationship with the community at large.
- Government bodies, private companies in the UAE and other establishments that may benefit from our media services and consultations.
Why PARC

We are distinguished by the following assets:

1. Qualified experienced team of researchers
2. Being part of a reputed credible institution of higher education: University of Sharjah
3. Advanced logistics and infrastructures
4. Graduate students who can be a valuable asset in field work.
5. Competitive prices
Structure

- Director
  - General Supervisor
  - Executive Director

- Research Projects Unit

- Field Work Unit

- Administrative/ Financial Unit

- Technical Support
The administration unit plays a leading role in the following areas:

- Setting up of policies and procedures
- Marketing PARC services
- Supervising partnership projects
- Communicating with different partners in the community
- Delineating budget and resources
The unit supervises processes involved in conducting empirical research as:

- Setting up plans and designs for research projects
- Identifying tools for data gathering and sampling
- Supervising the processes of data analyses both quantitatively and qualitatively
- Writing final reports
The unit supervises field work as follows:

- Supervising processes of field work from data collection to final analyses
- Examining data accuracy
- Using coding sheets and spreadsheet programs for quantitative and qualitative analyses
- Conducting personal training for conducting research projects
- Selecting research methods (tools & samples) for research projects
- Supporting required logistics
- Conducting quantitative and qualitative research with well-defined procedures
The role of the financial coordinator is to supervise and conduct the follow ups of the budget and resources.
Logistics Unit

The unit supervises technical and IT support required for conducting research. It uses different tools as spreadsheet programs like SPSS and EXCELL in data analysis. It also monitors website development.
Public Awareness Research Center
College of Communication
University of Sharjah
P. O. Box 27272
Tel. 06 5053606  065050636  Fax. 065053602
e-mail: parc@sharjah.ac.ae