



QualitativeMind

Professional Training in QMR

What have the Nuremberg trials got to do with your research project?

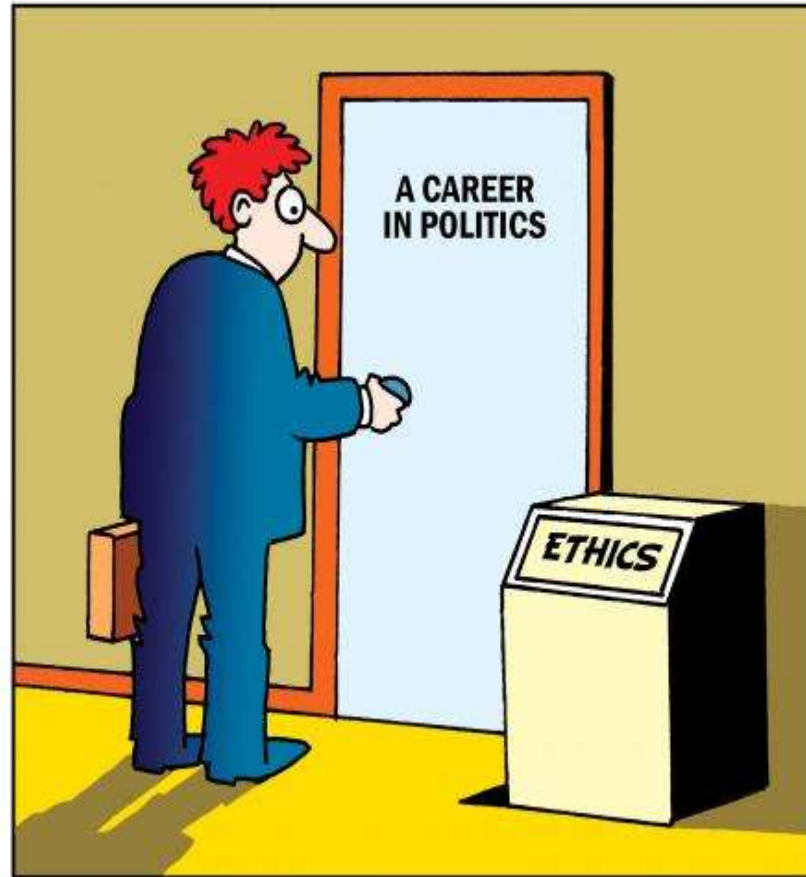
This is for you



If you are new to qualitative market research

You don't know much about the Code

You are planning on doing some research



http://www.toonpool.com/cartoons/ethics_35430

Ethics is knowing the difference between what you have a right to do, and what is right to do.
Potter Stewart.



The Doctors' trial, Nuremberg 1946-7. The Code was developed as a result of the trial and was adopted by the United Nations in 1948.

Codes and ethics have developed since then, with a multitude of bodies overseeing not just medical research but all types of research.

The Nuremberg Code was the first major international document to provide guidelines on research ethics. It established principles of:

- Voluntary consent (participants understand fully and are not under any pressure)
- Minimising risk and harm to participants
- Guaranteeing the right to withdraw at any time.

Market Research Society /ESOMAR Code of Conduct

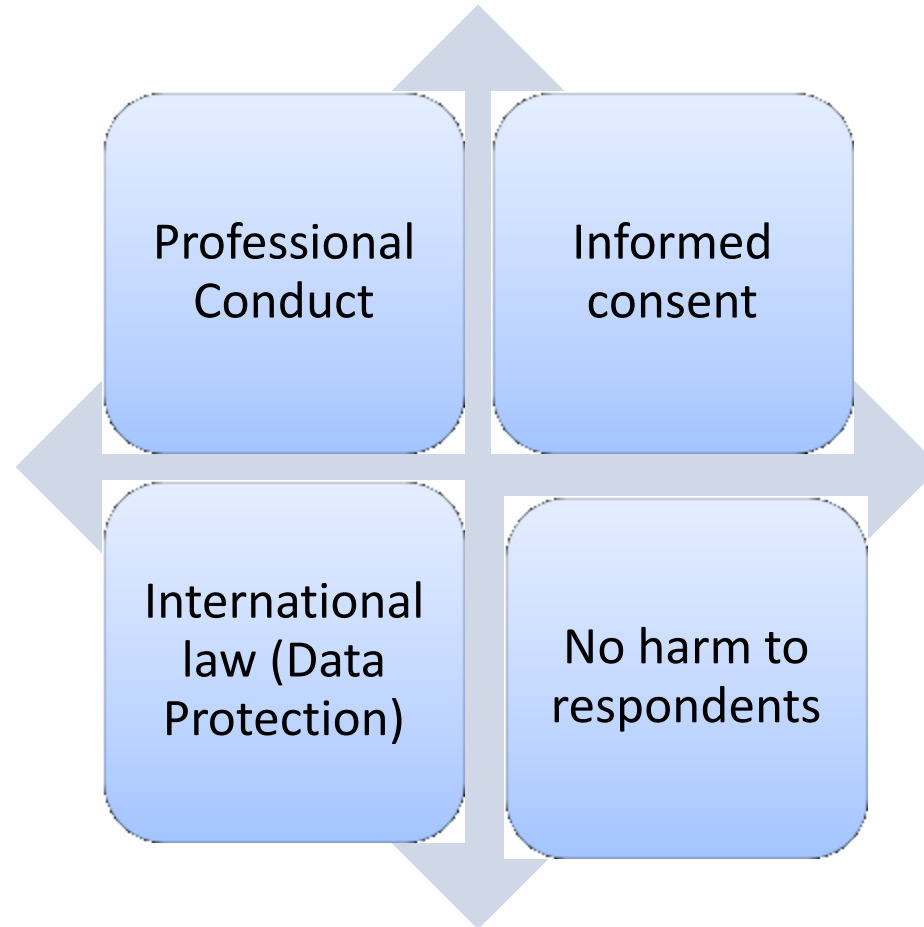
Other industry bodies codes e.g. SRA, CASRO, Ephemra



Ethics committees, IRBs, internal ethics statements

Data Protection legislation (National & international)

MRS/ESOMAR Code of Conduct



Many other international Codes & Guidelines are based on these principles

Professional conduct

Research must be carried out professionally and objectively by trained researchers

Voluntary and full disclosure of conflicts of interest

Members must:

Not misuse or misrepresent the results

- act honestly
- ensure others don't breach the Code
- not discredit the profession,
- Not disclose the identity of clients unless there is permission or a legal obligation to do so.

Informed Consent

Transparent about subject and nature of research

- If not anonymous, what will be revealed and to whom

Balance needs of individuals, clients and professional activities

Members must communicate:

- Name/company of interviewer
- Purpose/subject of the interview
- Interviewer follows the Code
- Length of the interview
- Identity of observers, if any
- Respondents may not be misled to gain co-operation

Data Protection

Collect the appropriate amount of data – no more

- Be clear about any form of recording and what will happen to it

Ensure anonymity is maintained if promised

Members must ensure:

- Information or outputs are only used as described
- Explicit permission is obtained individually for any other uses of the data
- Everyone on the project is aware of data handling procedures
- **Store ,manage and delete data in accordance with the Act**

No harm to respondents

Care with sensitive subjects /
employee research

Care re anonymity &
recognition in B2B research

Members must ensure:

- Physical and psychological well-being of respondents is maintained
- Respondents can refuse to answer or opt out at any time
- **No selling, undue influence or use of research for other purposes**

Things you can't do

- Not say who the research is for or how you got their name (if asked)
- Be vague about who will see the results/ they will be used for
- Stretch interviews for longer than the appointed time
- Use research to pave the way for selling in products
- Ask biased or leading questions
- Use untrained interviewers
- Pressure people to answer if they don't want to
- Use the findings selectively for political or marketing reasons
- Use personal details of research respondents to build up a database.



Final thought

Being honest and transparent with people, helps them to be honest and transparent with you....

So you get much better quality data.

Useful links

- [Market Research Society Code and Standards](#)
- [ICC/Esomar Code and Professional Standards](#)
- [EFAMRO codes, standards and updates](#)
- [Information Commissioners Office Data Protection](#)



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Thank you. Please send feedback to joanna@qualitativemind.com