

Research

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doing things
differently.

Professional standards: answering your queries

Welcome to 2016. Our aim this year is to continue to provide advice to help members easily follow professional standards within the Australian regulatory environment as market and social research shifts and adapts to constant change in all aspects of practice and the business world.

EthicsLine update

Sarvenaz Ghahreman has gone on maternity leave and calls will now be answered by Kara Triulcio in the AMSRS office. Kara has experience in answering professional standards queries and will, as usual, pass more problematic queries on to me.

The Guidelines to the AMSRS Code of Professional Behaviour answer common member queries and clarify the rules, so consult them first – it may save you a call to the EthicsLine!

The Guidelines cover handling recording and observing participants, interviewing children, incentive payments, reporting research findings, recruitment responsibilities and notes on general interviewing. They

answer queries such as:

- Can I hand over video recordings of a group to the client?
- The client wants identified information for further analysis; is this OK?
- What can constitute a record of parental consent for an online survey among children under 14 years?
- The client wants to give their gift cards as an incentive; is that allowed?

The AMSRS Fact Sheets offer information on legal issues that members may encounter when conducting research, so they are able to minimise the likelihood of any contravention.

Topics include legislative requirements when working with

children and when offering an incentive (known as trade promotion lotteries for legal purposes), an overview of anti-discrimination law and a summary of the Privacy Act and the APPs.

Guidelines and Fact Sheets are available on the AMSRS website.

Finally remember the importance of the AMSRS Code of Professional Behaviour. Many participants agree to take part in market or social research on the basis that their responses are kept confidential and the information they provide will not be used for other purposes. The AMSRS Code is a key element in maintaining the trust and co-operation of potential participants.

JANE GREGORY, AMSRS PROFESSIONAL STANDARDS OFFICER

