



CERTIFIED ANALYTICS AND INSIGHTS  
PROFESSIONALS OF CANADA

*CAIP Canada  
Exam Prep Seminar:  
Ethics and Standards  
Practice Questions Feedback*

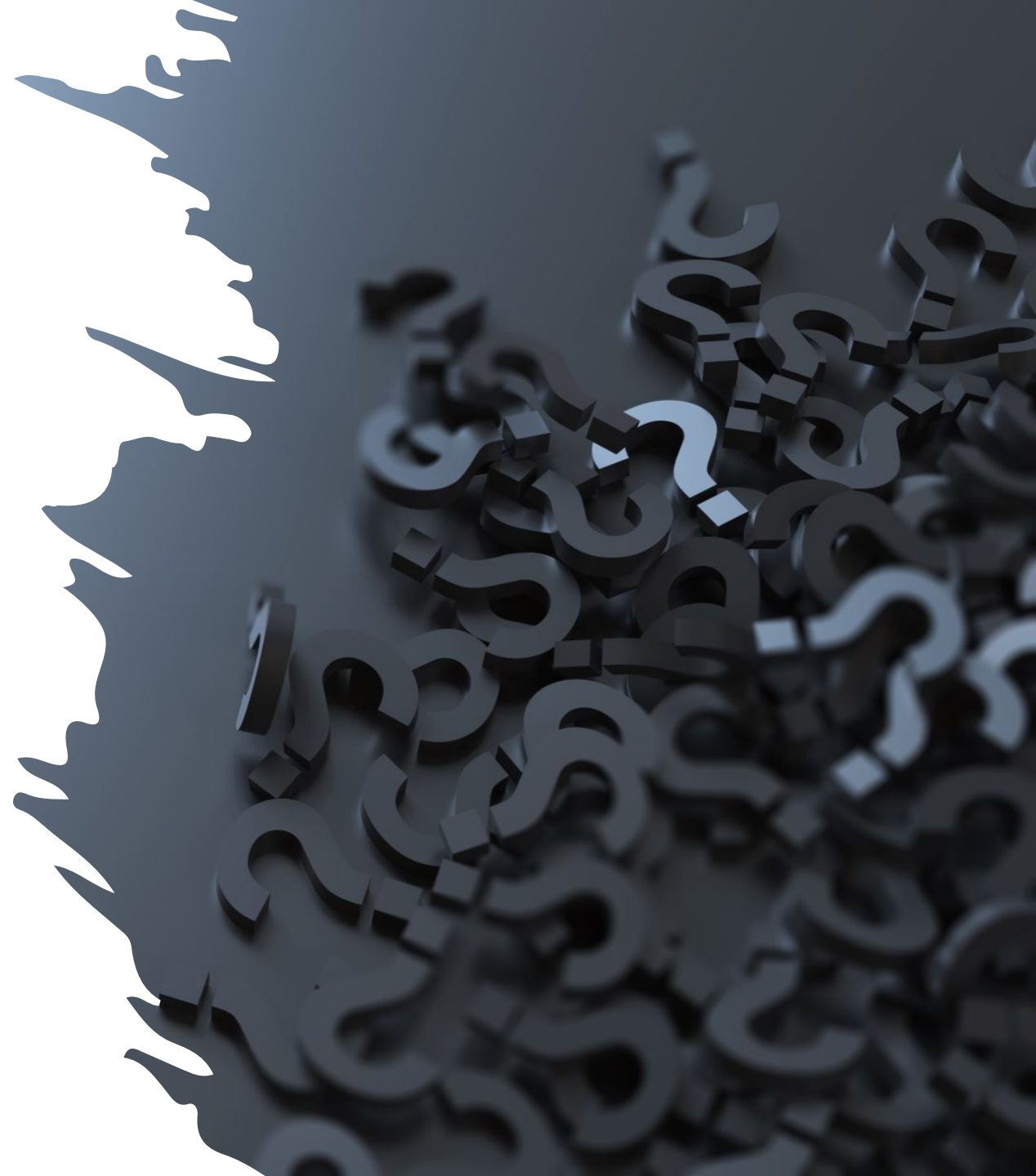
ROBERT A. G. WONG, CAIP, FCRIC

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*Practice Time!*  
*Remember Exam*  
*Writing Tips*



# Practice Question 1

- **How would you respond and why?**
- **Remember to underline key facts in the question.**
- **Each question is worth 2 marks.**
- **Time yourself for each question.**
- **Answer directly, clearly and back up.**

## **Research with Young People**

A health unit contracted your firm to conduct a study of alcohol consumption among under-age drinkers attending high school.

What sort of consent is necessary to be ethical and meet the ICC/ESOMAR standards? Who should be informed in order to get consent?

Would the social benefits attached to the study create a special situation to expedite the consent process?

# Practice Question 1

## How would you respond and why?

1. You would require permission from parents & guardians, school board, principals and teachers
2. Then the young people would have to give permission.
3. No special circumstances would expedite proper consent. Safety of the children and young people are paramount.
4. Most likely an ethical review submission to the school boards would be required detailing methodology, example letters of permission, questionnaire & explanation of potential impacts of enquiry with the students..

Don't over answer – 2 marks just the top three points, 3 marks the latter point could be added

### Research with Young People

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**Would the social benefits attached to the study create a special situation expedite the consent process?**



# GETTING CONSENT

First get consent of the responsible adult, then ask the child for their agreement.

## What the responsible adult must be told

✓ Name and contact details of the researcher and/or re-search organisation.

✓ The nature of the data to be collected, including any data that might be considered sensitive or not age appropriate.

✓ The purpose of collecting the data must be specified.

✓ How the data will be used and protected.

✓ The reasons for asking a child to participate and likely benefits or potential impact of the research.

✓ An outline of activities that may be undertaken (e.g. product testing).

✓ Description of any incentive being offered.

✓ The procedure for giving and verifying consent.

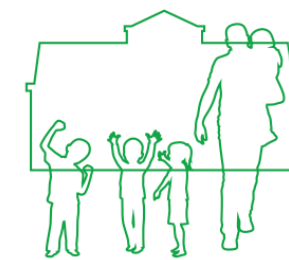
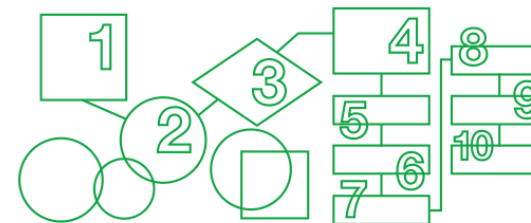
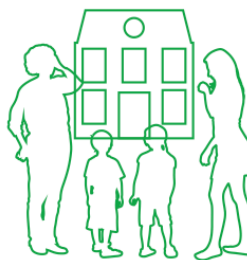
✓ Request for the responsible adult's contact details for verification of consent.



## Don't forget

The researcher must record the identity of the responsible adult giving consent and what their relationship to the child is.

# DATA COLLECTION



## Face-to-face research

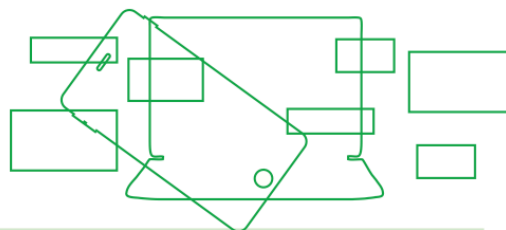
- Never knowingly approach a child unless an adult is with them.
- First get consent of the responsible adult, then get agreement from the child.
- Keep the responsible adult close at hand and fully briefed.

## Research set-up phase

- Take care to ensure that the research topic and questions asked will not upset the child or responsible adult.
- The research method and design must be fit for the age, skill and cognitive ability of the child.
- Incentives offered must be age appropriate.

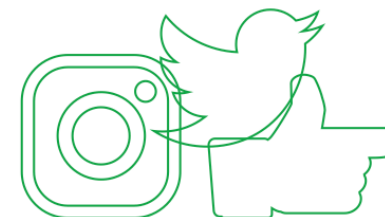
## Research at school or child care

- First get consent from the owner or manager, then get consent from the responsible adult, then get agreement from the child.
- Whether a teacher or caregiver can give consent depends on culture and local law.



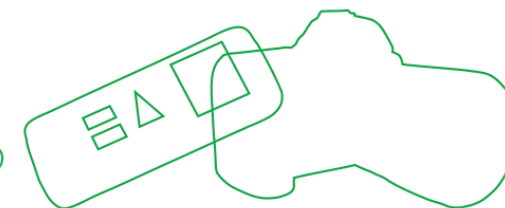
## Phone, email and online research

- If it's not clear if you're dealing with a child, determine their age before anything else. If it is a child, do not gather any further information, but gather the contact details of the responsible adult.



## Social media

- Filter out any data likely to be from a child.
- Mask responses to ensure children cannot be identified or get consent from the responsible adult.
- Age requirements for children's social media registration may vary per country



## Photographing and recording children

- First, get consent from the responsible adult, then get agreement from the child. If a child is inadvertently pictured or recorded, images and voices must be made unidentifiable or deleted.

## Practice Question 2

### How would you respond?

1. Researcher should NOT undertake study as described. Question the age range of young people since 18 is considered an adult and 18 is the legal drinking age in Alberta.
2. Researcher cannot approach young people without parental/guardian consent.
3. Incentive to offer products later is misleading and questionable practice.
4. Researcher would have to request permission to recontact anyone.

Review ESOMARS - Guidelines for Research with Children, Young People and Other Vulnerable Individuals

### More Research with Young People

A prominent international marketer of **health supplements** has hired your Alberta company to conduct interviews with young teens (14-18) in Calgary parks. The interviewers are to approach teens in the park and the teens are promised a package of products in the mail if they would answer a 10 minute questionnaire. In addition, the teens are told that they will be re-contacted for other offers in the future.

**How would you respond to this request for these services?**

## Practice Question 3

### How would you respond?

1. This is a very grey line separating the research and analytics where the firm would be conducting more of a SALES and MARKETING function (SUGGING & MUGGING)
2. Ideally, the firm would be better utilized to provide strategic advice (which segments are more likely prospects) and have the client's staff do the marketing related work.

Keep it short and direct

### Segmentation

An analytics firm is asked by a financial industry client to help with a business-to-business segmentation study using their CRM database. The firm developed a set of market profiles along with a list of variables from which the size of the segment can be calculated from the business prospects.

The client then wants the analytics firm to now match and append segments to the client's different prospect database.

Should the firm agree to perform this work?

## *Practice Question 4*

### **How do you respond?**

1. Thank the liaison for bringing this to your attention before the meeting
2. Explain that you could present the key conclusions and insights at the beginning of the presentation and place the detailed methodology section later in the presentation to discuss the validity and accuracy of the results
3. Explain that based on Industry's Code of Best Practice, you would provide the data to support the conclusions

### **Clients**

This is the final report presentation to your client. A couple days before the meeting, your client liaison calls to discuss the upcoming meeting. She indicates her boss has only a limited amount of time and just wants to hear the final conclusions and insights and doesn't really like to talk about the numbers.

### **How do you respond to this request?**



## *Practice Question 5*

### **How might you deal with this situation?**

- The issue is about anonymity of those who did not give permission.
- Would probably separate the data file with 1. those who gave permission to provide name and contact email with the verbatim comments 2. build a separate file of just verbatim comments with no identifier information.

**Key is to protect privacy of the research subjects!**

### **Customer Experience**

A client has an ongoing online customer satisfaction survey. If there were complaints about the service and customers want follow up, customers are asked for permission to release their name and results back to the client. All verbatims are provided and names are also provided for those that gave permission. However, so many people gave permission, the client could cross-reference the original sample list with the verbatim file to identify who didn't give permission and figure out whose scores and comments go with which name.

**How might you deal with this situation?**

## Practice Question 6

### How might you deal with this situation?

- The issue is about the appropriateness of this form of mystery shopping as research. Under the ESOMAR code for Mystery Shopping Studies. This described activity would **NOT** provide anonymity for employees and would likely be used for disciplining. Therefore, the project would **NOT** be mystery shopping research.

Be careful not to go on about improvement to the methodology. Don't over answer.

### Mystery Shopper Project

A large well-known company wishes to hire your firm to conduct mystery shopping at five of their lowest performing home furnishing outlets. They wish your firm to send in 5 "consumers" for each outlet and document the experience (video or audio capture) including the names of the employees they dealt with the most. The company suspects poor training and wishes to correct the situation, even if it means firing the managers.

### How might you deal with this situation?

## Practice Question 7

### **Offer three standard guidelines to the client when researching in the social media space.**

- The issue is about guidelines for social media research. You could suggest guidelines related to:
  1. Informed consent and use of PII (full disclosure of the purpose of the research using Instagram hashtag). No PII would be shared as part of analysis. If necessary, the use of the hashtag would have a pop up with full disclosure and acceptance of consent
  2. Use of any data (personal name, identifiable images, etc) would be masked
  3. Assurance that data and results would be used for the stated intended purpose of the research and that no copying or scraping of content for any other purposes would be done

Remember if asked for only three,  
provide only three!!

### **Social Media Research**

National parks are about conservation, ecosystem protecting as well as sharing and educating these goals with the visiting public. However, with increasing demand for parks as safe places to visit, the Parks Service is requesting your services to monitor visitors travel patterns through a park to learn if opportunities arise to redirect visitors to less congested attractions and trails in real time.

They believe monitoring social media channels like Instagram would be ideal. Park pass visitors would be asked to use a hashtag specifically for this research. Your firm has been consulted to design an appropriate methodology.

**Offer three standard guidelines to the client when researching in the social media space.**

## Practice Question 8

The President of a large multi-national sports equipment and apparel company has approached you to conduct a study across Canada to determine the opportunities to grow the e-bike market. Your company has worked with this company many times. Over the past 5 years the company has built a 15,000 customer email list and wants your firm to use the database to perform an online survey.

**Identify three key questions for your first meeting with your client.**



## *Practice Question 8*

### **Identify three key questions for your first meeting with your client.**

- The competency tested is standards related to contact lists and consent:
  1. Would you describe how the contact list has been assembled?
  2. What data are part of the list?
  3. What was the specific question used for obtaining consent by customers permitting marketing research?

There would be many other important questions but in this case focus on standards.

### **Social Media Research**

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**Identify three key questions for your first meeting with your client.**



## *What did you take away?*

- Standards regarding ethics and best practices are extremely important to our industry
- We have responsibilities to our research subjects, clients, public and the research, insights and analytics industry
- Must ensure we maintain and enhance the cooperation and confidence of the public to our work.

Standards

**Standards are set to be the minimum and CAIP should strive to do our very best job all the time!**





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# *What's Up Next?*

