

WAPOR Code of Ethics

WAPOR has adopted the changes to the Code of Ethics. Revised WAPOR Code of Ethics (effective 1 December 2011)

I. INTRODUCTION

1. The World Association for Public Opinion Research (WAPOR), in fulfilling its main objective to advance the use of science in the field of public opinion research and in recognition of its obligations to the public, hereby prescribes principles of ethical practices for the guidance of its members, and a framework of professional standards that should be acceptable to users of research and to the public at large.

2. In an increasingly complex world, social and economic planning is more and more dependent upon public opinion reliably studied. The general public is the source of much of this information. Consequently, members of WAPOR acknowledge their obligations to protect the public from misrepresentation and exploitation in the name of research. At the same time, WAPOR affirms the interdependence of free expression of opinion and the researcher's freedom to conduct public opinion research.

3. Members of WAPOR recognize their obligations both to the profession they practice and to those who provide support for this practice to adhere to the basic standards of scientific investigation.

4. This code defines professional ethics and practices in the field of public opinion research. Adherence to this code is deemed necessary to maintain confidence that researchers in this field are bound by a set of sound and basic principles based on experience gained over many years of development.

II. RULES OF PRACTICE BETWEEN RESEARCHERS AND SPONSORS/CLIENTS

A. Responsibilities of Researchers

5. The objective study of facts and data, conducted as accurately as permitted by the available resources and techniques, is a guiding principle of all research.

6. The researcher shall be accurate in providing prospective sponsors with information about his/her experience, capacities, and organization.

7. The researcher shall make every reasonable effort to adhere to specifications proposed to and accepted by the sponsor/client. Should the researcher find it necessary to deviate from these specifications, s/he shall obtain the sponsor's/client's prior approval.

8. The researcher shall not select tools of data collection or analysis because of the likelihood that they will support a desired conclusion, if that conclusion is not scientifically warranted.

9. The researcher shall in every report and other presentation of the findings distinguish her/his actual data from observations or judgments that may be based on other evidence.

10. Whenever data from a single survey or study are provided for more than one sponsor/client or when data are provided to several sponsors/clients, the researcher shall inform each sponsor/client of the fact.

11. Respondents shall be informed of the sponsor/client of a survey, upon their request, unless the researcher and the sponsor/client believe this would bias responses. In such an instance, and upon a respondent's request, respondents shall be told who the sponsor/client is after the data are gathered.

12. All information and material supplied by the sponsor/client for the research must remain confidential. It shall only be used in this context and shall not be made available to third parties without the sponsor's/client's prior authorization.

13. Without prior authorization of the sponsor/client, no findings from commissioned research shall be disclosed by the researcher except as provided for in Section 19c.

14. Except by mutual consent, data must not be sold or transferred by either the sponsor or the researcher to parties not involved in the original contract work. If data is transferred by mutual consent, this must be done in a manner that respondents remain unidentified.

15. Unless there is agreement between researcher and the sponsor/client to the contrary, the research techniques and methods, such as sampling designs, interviewer instructions, test designs, questionnaire wording, analytical tools etc., used for the study remain the researcher's property, if s/he has developed them.

16. Unless there is agreement to the contrary, also all data, research documents (such as protocols and questionnaires) or any other material used in the study shall be the property of the researcher. The researcher is, however, required to provide for storage of this material for whatever period is customary in a particular country. This obligation shall be considered fulfilled by storage in a recognized data archive, if necessary, with restricted access.

17. Upon completion of a research study and after the researcher has submitted the final report, the sponsor/client may request, according to previous, mutually agreed upon specifications, a duplicate set of the data prepared from the questionnaire, provided that the sponsor shall bear the reasonable cost of preparation of such duplicates, and that respondents remain unidentified.

B. Responsibilities of Sponsors/Clients

18. Potential sponsors/clients asking for research proposals and quotations recognize that, in the absence of a fee or other form of payment, such proposals and quotations remain the property of the researcher. In particular, prospective sponsors/clients must not use the proposals of one researcher competitively in order to negotiate or obtain a lowering of the price from other researchers.

19. Reports provided by the researcher are normally for the use of the sponsor/client and his/her agents. The researcher and the sponsor/client shall agree regarding the means of dissemination of the complete or partial results of a research study to other parties or to the public.

(a) The sponsor/client and researcher should try to ensure that any publication of study results will not be quoted out of context or distort any facts or findings of the study.

(b) The researcher must be consulted in regard to the form of publication and is entitled to refuse to grant permission for his/her name to be quoted in connection with the study where s/he considers clause (a) has been violated.

(c) If the researcher becomes aware of the appearance in public of serious distortions of the research, s/he shall publicly disclose what is required to correct these distortions, including, as appropriate, a statement to the public media or other groups, in or before which the distorted findings were presented.

C. Rules of Practice Regarding Reports and Study Results

20. Every complete report on a study should contain an adequate explanation of the following relevant points:

(a) for whom the study was conducted and by whom it was carried out;

(b) the purpose of the study;

(c) the universe or population to which the results of the study are projected;

- (d) the method by which the sample was selected, including the type of sample (probability, quota, etc.), the specific procedures by which it was selected and the actual size of the sample;
- (e) the degree of success in actually carrying out the sample design, including the rate of non-response and how it was calculated or a comparison of the size and characteristics of the actual and anticipated sample;
- (f) a description of estimating procedures (if any) and/or weighting procedures used to adjust raw data;
- (g) a full description of the method employed in the study;
- (h) the time at which the study was done, and the time span covered in collecting data;
- (i) a copy or printout of the questionnaire, interview schedule or other data collection instrument(s) including instructions.
- (j) which results are based on parts of the sample, rather than the whole sample;
- (k) a description of the precision of the findings, including, if applicable, estimates of sampling error.

21. Technical terms shall be employed in the report in accordance with their commonly understood scientific usage.

III. RULES OF PRACTICE BETWEEN RESEARCHER AND RESPONDENTS

D. Responsibility to Informants

22. No informant, respondent or other research participant must be adversely affected as a result of his/her answers or of the research process. The researcher shall respect respondent's decisions about their participation in the research and use no methods or techniques by which the informant is put in the position that s/he cannot exercise his/her right to withdraw or refuse his/her answers at any stage of the research.

23. Researchers shall respect the need of informants, respondents or others participating in the research for privacy, confidentiality and data protection.

24. No response in a survey or other research finding shall be linked in any way to an identifiable respondent. Respondents must remain unidentified, except in rare cases, with the respondent's specific permission and provided that it is not ruled out by national law. The researcher must take measures to prevent deductive disclosure.

25. The interview method or any other method employed by the researcher must never be used as a disguise for other purposes such as marketing, sales solicitation, fundraising or political campaigning.

E. For Interviewers

26. Research assignments and materials received, as well as all information from respondents, shall be held in confidence by the interviewer and revealed to no one except the research organization conducting the study.

27. No information gained through a research activity shall be used, directly or indirectly, for the personal gain or advantage of the interviewer in his/her relations with the respondents.

28. The research shall be conducted in strict accordance with specifications. No interviewer shall carry out more than one assignment in contact with the same respondents unless this is authorized by the research organization and its clients.

IV. RULES OF PRACTICE BETWEEN RESEARCHERS

29. The principle of fair competition, as generally understood and accepted, should be applied by all researchers, even in cases where they may be the sole operators in their country.

30. In their personal and business relationship, researchers will be governed by the tradition of common respect among colleagues in the same profession.

31. No outside pressure, political or commercial, can be used by a research organization to justify violation of this code.

32. Members shall not try to turn to account or put into evidence the fact of their membership in WAPOR as a token of professional competence. Membership implies no guarantee of qualification, but it does imply acceptance of this code.

WAPOR 專業操守

I 引言

1. 為推動民意研究應用科學化的主要目標及履行其對公眾的責任，世界民意研究學會 (WAPOR) 特此為會員釐訂出一套道德範例，以及一套研究者及大部分公眾人士均認同的專業操守框架。
2. 在一個日益複雜的世界，社會和經濟的長遠計劃越來越取決於可靠的民意調查。普通公眾是這類信息的主要來源。因此，世界民意研究學會成員認同，有責任保護公眾免受魚目混珠的“研究”所誤導或利用。與此同時，學會同樣確定研究者應同時擁有發表意見和進行民調的自由。
3. 為謹守科學調查的基本標準，世界民意研究學會成員必須對其專業負責，同時對為這項工作提供協助及支援的人士負責。
4. 此守則旨在制定出適用於民意研究的領域的道德規範和常規慣例。成員應盡力堅守此守則，以保持公眾的信心，令他們相信這領域的研究者會受一套經多年經驗發展、健全和基本的原則所規管。

II 研究者 (RESEARCHER) 與贊助機構 (SPONSORS)/客戶 (CLIENTS) 之間的守則

A 研究者的責任

5. 所有研究的指導性原則，是必須客觀地研究事實和資料，在符合可用資源和技術的範疇內盡可能做到精確。
6. 在合作未落實前，研究者必須向贊助機構準確地提供他/她的經驗、能力和所屬組織等信息。
7. 在執行工作時，研究者將合理地盡力維持曾經向贊助機構提出並以獲得接納的規格。如果研究者發現有必要偏離這些規格，他/她需獲得贊助機構的預先批准。
8. 如果某結論並沒有科學根據，研究者不得因為某分析方法可得到支持他/她希望得到的結論，而刻意去選擇該分析方法。

9. 研究者在每個報告中，必須清楚區別他/她手上的實際數據，和基於其他證據的觀察或判斷。
10. 當某調查或研究的結果數據需要提予多於一個或多個贊助機構/客戶，研究者必須如實通知每一個贊助機構/客戶。
11. 除非研究者和贊助機構/客戶相信，向被訪者透露贊助機構/客戶的身分會令對方的回應出現偏差，否則，當被要求時，必須如實告知被訪者。在此情況下，當被訪者要求，研究者必須向被訪者透露贊助機構/客戶的身分。
12. 所有贊助機構/客戶提供的信息和資料必須保密，並且只可應用在該情況上，在未經贊助機構/客戶授權的情況下，不可提供給第三方。
13. 未經贊助機構/客戶的預先批准，研究者不得私自公開該機構委託進行的調查結果(第十九章(c)的情況例外)。
14. 除非雙方同意，贊助機構或研究者不得把調查資料出售或者轉讓給沒有涉及在原本合約內的第三者。即使經雙方同意後轉讓資料，也要確保被訪者身分保密。
15. 除非另有協議，由研究者開發用於該研究的調查技術和方法，例如抽樣設計、被訪者指引、問卷設計、分析工具等等，知識產權應由研究者擁有。
16. 除非另有協議，所有資料、研究文件(例如協議和問卷)或用於調查/研究工作的其他資料將是研究者的資產。然而，研究者需要把資料儲存的時間則由每個國家個別訂出。研究者為履行此責任時，可把資料儲存在一個可識別的資料檔案館，如有需要，甚至可限制存取的權利。
17. 當研究完成並在研究者提交了他/她的最後報告後，倘若贊助機構/客戶願意負擔合理費用，以及承諾為被訪者的身分保密，贊助機構/客戶可以根據雙方先相同意的規格，要求研究者提供由調查問卷所得的所有資料的副本。

B 贊助者/客戶的責任

18. 在合作未落實及尚未以任何形式繳付任何費用之前，贊助機構/客戶若要求得到研究建議書和報價單，該等文件的知識產權應為研究者全權擁有。贊助機構/客戶尤其不得利用一個研究者的建議書，與其他投標者進行談判或向其爭取降低價格的要求。
19. 一般而言，由研究者撰寫的報告只限於贊助機構/客戶和他/她的代理者所使用。就如何向第三者或公眾發放全部或部分的研究結果，研究者應與贊助機構/客戶商討並達成共識。

- (a) 贊助機構/客戶和研究者應盡力確保任何與研究有關的出版物，不會出現不能引證的內容，或者歪曲任何事實或研究結果。
- (b) 贊助機構/客戶必須就出版物的形式諮詢研究者，若研究者認為贊助機構/客戶違反了上述條件(a)，研究者有權拒絕他/她的名字在有關研究的出版物內被引述。
- (c) 如果研究者意識到調查的結果將會嚴重地誤導公眾，在失實的研究結果公佈時或之前，若恰當的話，研究者可公開揭露任何可以更正視聽的調查資料，包括對大眾傳媒或其他組別發聲明。

C 關於報告和研究結果的守則

20. 每份完整的研究報告應該包括下列各點的闡釋：

- (a) 贊助機構/客戶(者)及研究機構(者)；
- (b) 研究的目的
- (c) 研究的對象及可推斷的代表人口；
- (d) 選取樣本的方法，包括抽樣的類型（隨機、限額等），抽樣的特定程序及實際的樣本數目；
- (e) 抽樣方法被確實執行的程度；調查的成功回應率，包括如何計算拒答率，及把預期和實際的抽樣數目和特徵作比較；
- (f) 詳細描述所有報告內的數據的評計程序(如有)，及/或用作調整原始數據的加權程序；
- (g) 詳細描述所應用的調查方法；
- (h) 調查的完成時間，及收集資料的時間；
- (i) 訪問程序表或問卷及其他研究工具包括訪問員指引的副本；
- (j) 清楚交代哪些結果是基於次樣本，而非整體樣本；
- (k) 報告數據的準確程度，包括抽樣的誤差估計(如適用)。

21. 使用在一個研究報告內的學術術語，需依據一般理解的科學用法。

III 研究者 (RESEARCHER) 與被訪者 (RESPONDENTS) 之間的守則

D 消息提供者的責任

22. 消息提出者、被訪者或其他參與研究者，不應因為他/她所回答的答案而在研究過程中受到不利的影響。研究者應尊重參與者的意願，也不可使用任何方法或技術，剝奪被訪者在研究過程中行使退出或拒絕回答的權利。

23. 研究人員應尊重消息提出者、被訪者或其他參與研究者的需要，如私隱、保密性及資料的保障。

24. 調查結果應綜合分析，在任何情況下均不可透露可辨認個別被訪者的資料。被訪者的匿名身份必須得到尊重，除了在極少數情況下，被訪者同意披露其身份，同時亦不違反當地法律，研究人員亦應設法防止有預謀的披露。

25. 研究人員所使用的任何研究方法不可偽裝作其他用途，如市場營銷、商業銷售、籌款或政治宣傳。

E. 對於訪問員

26. 研究工作、收集到的物資，以及被訪者提供的所有資料，訪問員除向負責研究的機構透露外，必須對外保密。

27 訪問員不可直接地或間接地透過研究活動獲得的信息，從被訪者身上得到個人利益或佔有優勢。

28 研究人員必須嚴格地按照規定要求進行。除非得到研究機構和有關人士同意，訪問員不可對被訪者同時進行多於一個訪問工作。

IV 研究者 (RESEARCHERS) 之間的守則

29. 所有研究者必須奉行公平競爭的原則，即使他們可能是該地區內唯一可進行研究的機構。

30. 在個人和商業關係的範疇上，研究者應受制於同業間互相尊重的慣例。

31. 研究機構不能以外界壓力、政治或者商業理由，作為違反本守則的理據。

32. 世界民意研究學會的成員資格並不同專業能力及品質的保證，它只意味著成員對這個守則的認同。