



IQCS Update from MRS

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Topics for Today



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- Update from MRS
 - New MRS initiatives for 2019/20:
 - Launch of the MRS/AQR RAS Training
 - Update to the MRS Code of Conduct
 - Update to ISO 20252: 2019
 - Update on GDPR and Fair Data
 - Brexit and research
 - Inclusivity programme
 - Questions



RAS: MRS and AQR Recruiter Training



The Recruitment Accreditation Scheme: How it Works



- Online register
- Public and open for inspection
- Only accredited recruiters listed

Register of
Accredited
Recruiters

All Recruiters
(inc. orgs)
sign up to
Quality
Commitment

- All MRS Code of Conduct requirements
- All relevant legal issues e.g. DPA
- Supported with complaint mechanism

Professional
Development

Guidance

- Suite of online training materials
- Qualification via an online exam – to gain accreditation

- Recruitment guidance: for buyers and recruiters
- Discretionary purchasing
- Promotion materials for participants

RAS: Online Training Modules



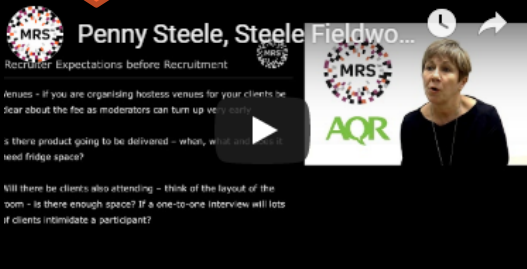
Training materials, which are free to use, have been developed by AQR and MRS, with the support of a number of qualitative and recruiter practitioners. The five online training modules cover:

- 1st Module: Introduction to qualitative market and social research
- 2nd Module: Traditional recruitment methods for qualitative research
- 3rd Module: New and emerging recruitment techniques
- 4th Module: Data protection and GDPR
- 5th Module: Project management

Plus a toolkit of useful recruiter information, best practice guidance and templates

Each module contains: web pages of content, supporting webinars from leading practitioners and quizzes to enable you to test yourself as progress through the training

Webinars on each page



to enlarge video please either pause the video and then press the F key on your keyboard or select full screen button option located on the bottom right of the video.

You are currently not logged in. Any progress made will be lost.

Accepting a project for recruitment

Your responsibilities as a recruiter

As a recruiter you have a vital role to play in the outcomes of research projects. Once you have accepted a project for recruitment your client will expect you to be responsible for the management of the recruitment. Your role will be to recruit participants to the correct quotas, follow data protection legislation, and ensure that participants turn up well prepared and on time with any pre-tasks completed.

Recruitment communications

Communications that you have at the beginning of any project is key to a successful outcome. Establish at the outset when your client wants any recruitment to be completed and at what intervals they want updates. Some clients may only want to know the number of participants you have recruited participants' profiles on a daily update.

Clients should brief you on any project's aims and objectives. They should provide you with the requirements with the number of participants required, dates, times, and tasks – this is the specification. These requirements are common to all projects. Clients should provide you with a questionnaire, "the screener", for use with participants. Some companies do not write screeners and may want you to recruit on their own terms.

Once you have received all the documents for a project read them through carefully. Clients may have forgotten to tell you, or miscommunicated, vital information that impacts on your ability to recruit for a project e.g. that there is a two week pre-task starting tomorrow! Always cross-reference the spec with the screener to make sure that the quotas, timings etc. listed on the spec match the ones in the screener. If there is any discrepancy don't try to second guess which is correct, always check with your client.

Be inquisitive about the types of participants the client is looking for as this will help you when you start screening. The more you can ask about the research project and the types of people the client wants to speak to the better – they may even have a pen portrait or person specification that they would be happy to share with you. If there are attitudinal statements spend some time asking questions around them so that you can really understand what attitudes or behaviours are required. All this additional information will offer you reassurance that participants are on spec when you are screening.

Starting the recruitment process

Clients occasionally want recruiters to start recruitment before all quotas or venues (if applicable) are finalised. It is advisable not to start recruitment until everything is signed-off by your client as the spec may change and quotas may be different which means you may have to cancel participants you have already recruited. You may then find yourself in a conversation with your client about payment for those participants. **Always make sure you get final sign off of your specification in writing rather than verbally for this very reason.**

Challenging recruitment quotas

Sometimes a client may ask you to recruit a project that you don't think you can fulfil. You need to assess what, in your professional judgement, is achievable and be honest with the client at the beginning of such discussions. It is

Each page has
written content



Most pages have quizzes to enable you to test yourself as you undertake the training

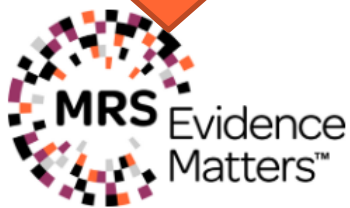
Accreditation Scheme

[Home](#) [Modules](#) [Resources](#) [About](#) [FAQs](#) [Login](#)



Course Catalogue

Quiz



You can create an account to keep track of your progress

1. TRUE OR FALSE: A document with contact details including dates, times, venues, incentives and pre-ta

☐ (a) True

☐ (b) False

2. At the beginning of a project for recruitment, which of the following is a priority?

☐ (a) The client specification

☐ (b) The recruitment screener

☐ (c) Communication with the client

☐ (d) All of the above

3. Your client wants you to start recruitment before the sample quotas have been agreed. Do you...

☐ (a) Proceed with the recruitment as requested by the client

Next steps



- **So far we have...**

- Created five online training modules
- Introduced a complaint and compliance structure
- Created the supporting administration for the Scheme

- **Next...**

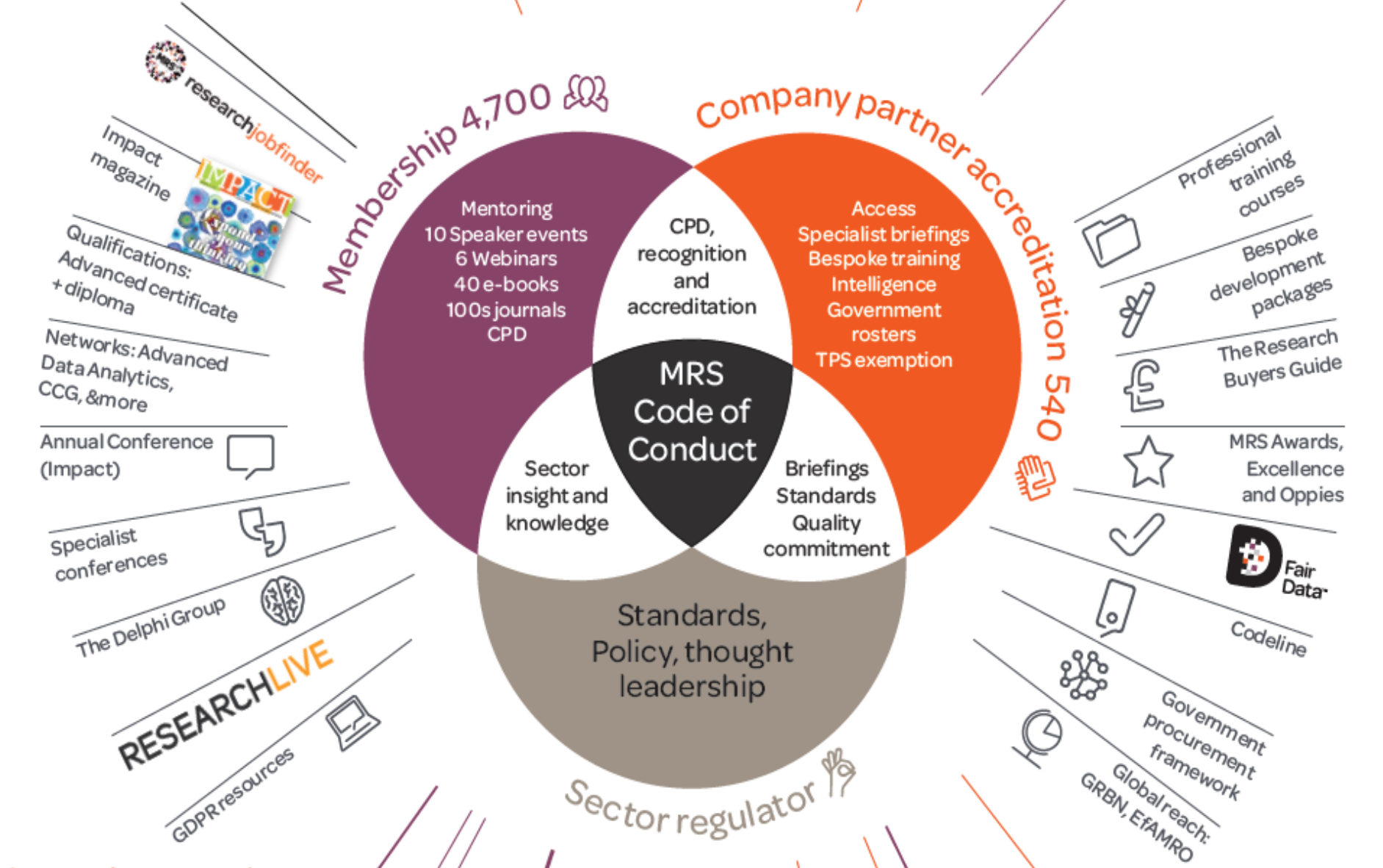
- Create the accreditation process – an online multiple choice examination
- To be developed over the autumn for launch by the end of 2019



MRS Standards: Update of the MRS Code of Conduct



MRS at a glance



Supporting research, insight and analytics

MRS Standards: MRS Code of Conduct



MRS Code is regularly revised

- First appeared in 1954
- Previous text: 1 September 2014
- New Code launched: 1 October 2019

Binding on MRS members and MRS Company Partners and their employees/contractors

- Covers researchers' activities – including non-research
- All research projects including international research projects
- Local laws take precedence if they conflict with the MRS Code of Conduct
- Technology and methodology neutral

Drivers: Why update now?



New national, EU & international data protection frameworks



Broader scope and use of research techniques in data analytics & other non-research projects



Best ethical practice needs to take account of technological developments and large scale data use



MRS Code of Conduct: Key Changes



Broader scope and coverage - all professional activities (including non-research activities such as data analytics) conducted by members and Company Partners

Revision of substantive rules - three main sections with sub-sections: general rules of professional conduct including awareness and adherence with legislation; commissioning, design and data collection; and the general rules of data accountability

Key new rules - new rules: data analytics and non-research activities and vulnerable people

MRS Code of Conduct: Key Changes



Inclusion of prohibition on conducting research under the guise of other activities:

Members must never undertake any activities, under the guise of research, which aim to manipulate, mislead or coerce individuals. This applies throughout the research process including proposal, data collection, analysis and reporting. Examples of this activity include:

- a) Sell or market under the guise of research ('sugging')
- b) Fund raise under the guise of research ('frugging')
- c) Lobby for political purposes under the guise of research ('plugging')
- d) Create false media content and commentary, including social media, under the guise of research (media-mugging)



MRS Standards: Update to ISO 2052:2019



Reasons and benefits of the update



- Incorporate changes in research processes since last update in 2012
- Reflect new data practices including ethical requirements
- Include standards developed since 2012 such as ISO 19731 the research data analytics standard
- Remove duplication
- One standard to cover all aspects of market, opinion and social research rather than different standards for different topics

Summary of the changes: Other standards



- All mandatory requirements from ISO 26362 and ISO 19731 have been incorporated into the revised ISO 20252 standard
- The ISO standard for research access panels (online and offline), ISO 26362:2009, will be withdrawn
- The new data analytics research standard, ISO 19731, remains a separate standard
- New title: *Market, opinion and social research, including insights and data analytics – Vocabulary and service requirements*
- Expanded scope: *establishes terms, definitions and service requirements for service providers conducting market, opinion and social research, including insights and data analytics*

Summary of the changes: Structure



- The ISO 20252 standard has been significantly restructured
- New Structure – mandatory 'core' sections:
 - Section 1: Scope
 - Section 2: Normative references
 - Section 3: Terms and definitions
 - Section 4: Core requirements for market, opinion and social research
 - Annexes
- All certified organisations must certify to core requirements (Section 1-4) plus at least one Annex

Summary of the changes: Annexes



- The Annexes are:
 - Annex A: Sampling including access panels
 - Annex B: Fieldwork
 - Annex C: Physical observation
 - Annex D: Digital observation
 - Annex E: Self-completion
 - Annex F: Data management and processing

Comparison of 2012 and new version – a summary



ISO 20252: 2012 (OLD)	ISO 20252 (NEW)
Foreword, Introduction, Scope, Normative References & Terms and Definitions	Same order as before with updated text
Research Core System Requirements, Data Security, Back-up, Retention, Project Management and Client Reporting (Sections 3, 4 and 7 plus 6.8 and 6.9)	Section 4 Core Requirements with updated text
Data Collection (Section 5)	Annex A, B, C, D and E updated text and with ISO 26362 and ISO 19731 mandatory requirements incorporated
Data management and processing (Section 6 except 6.8 and 6.9)	Now Annex F with some updating to the text



MRS Standards: Update on GDPR & Fair Data



GDPR and Fair Data: Update



The changes to the Fair Data principles are to ensure that GDPR and the Data Protection Act 2018 are reflected in the MRS' Fair Data trust mark

Particular focus of the changes:

1. Acknowledge privacy by design and default
2. New and strengthened data subject rights
3. Language use of customer to individual

Timeline for the Fair Data update



The process for completing the review:

- Initial update to the Principles
- Consultation with accredited organisations
- Consultation with countries which have adopted Fair Data
- Revision to the Principles to reflect consultation feedback
- Issue of new principles April 2019
- Introduction of a 12 month transition period; live from April 2020
- Update of the Fair Data questionnaire/checklist
- Expansion of the evidence base for the revised principles



MRS Standards: Brexit and research



Brexit: 5 Main Points

No.1



No-deal Brexit is the default position

- The EU Withdrawal Agreement which sets the date operates as a matter of law unless there is a revocation or extension of Article 50 extension
- Data Protection Act/GDPR will still apply
- Liaising with Irish regulator



Brexit: 5 Main Points

No.2



Know your high risks - data

- Where your clients and suppliers are located
- The personal data flows focusing on data flows between you and clients and/ suppliers in the European Economic Area (EEA)



Brexit: 5 Main Points No.3



Remember if data flows from your business to countries in the European Economic Area (EEA) then you need to implement data protection solutions:

- Use standard contractual clauses
- Identify whether you need to appoint an EU representative




Brexit: 5 Main Points No.4



Take care of your EU employees and think about talent retention

- Review the settled status scheme
- Consider what practical assistance you can offer staff



4

Brexit: 5 Main Points No.5



**Keep up to date
visit MRS Brexit
Hub**





MRS Inclusivity Programme





Jane Frost, chief executive of MRS:

"At MRS we are driven by our mantra, 'evidence matters,' but we need to lead by example and demonstrate that opportunity matters too.

As the sector that provides insight and evidence, we must be representative of the changing world around us and we believe that the only barriers to progress should be personal choice and professional capability.

Through initiatives like our Manifesto for Opportunity and #MRSPride, we want to energise discussion and inspire action within the research community. "

MRS Manifesto for Opportunity



-
1. Publish pay statistics annually and demonstrate clear, sustained progress towards gender and BAME pay parity
 2. Work towards ensuring staff are fully representative of the diversity of the UK
 3. Work towards achievement of government targets on inclusion of women and BAME people at executive committee and Board level
 4. Improve recruitment of a representative intake with initiatives such as ending unpaid internships and supporting school and university and apprenticeship programmes
 5. Create safe places to work for all, committing to:
....timeTo Code, support whistleblowing culture, train staff for stress and mental health issues...



Thank you
Questions?

