



COUNCIL FOR DATA INTEGRITY

---

# **INTRODUCING THE PARTICIPANT BILL OF RIGHTS**

NOVEMBER 8, 2024



# ABOUT US

We are the non-profit trade association of the U.S. insights & analytics industry. We protect and create demand for the evolving industry by promoting the indisputable role of insights in driving business impact.



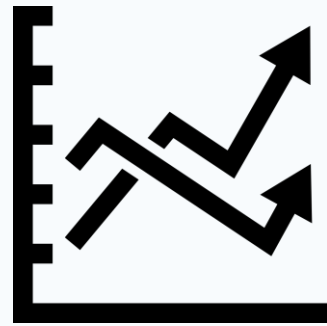
2024 Initiatives

# ABOUT THE COUNCIL FOR DATA INTEGRITY

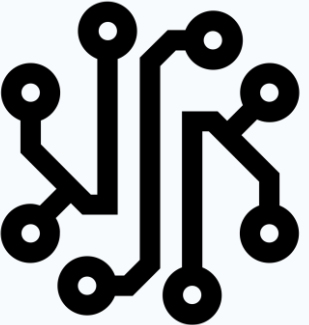
Led by IA member volunteers with expertise in and passion for data quality, the CDI's goal is to educate and develop best practices and guidelines on sample quality, integrity, and fraud.



Bill of Rights



Data Quality Benchmarks



Data Quality x AI Report



Fundamentals Online Course



Data Quality Slack Channel

# TODAY'S PANEL



**Alexandrine de Montera**  
Chief Product Officer  
Full Circle Research



**Karen Kraft**  
Associate, Director,  
Consumer Insights &  
Analytics | U.S.  
Johnsonville



**Kerry Hecht**  
CEO  
10K Humans



**Melanie Courtright**  
CEO  
Insights Association



**Terry Sweeney**  
Head of North  
America  
RONIN Research

# CONTEXT

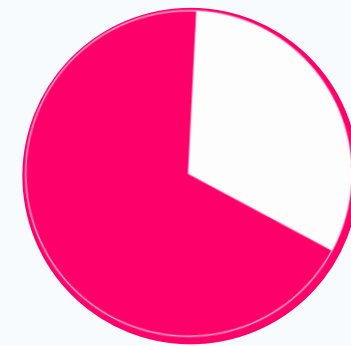
Our industry relies on people (research participants) to inform the creation of insights and solutions.



# OUR CHALLENGE

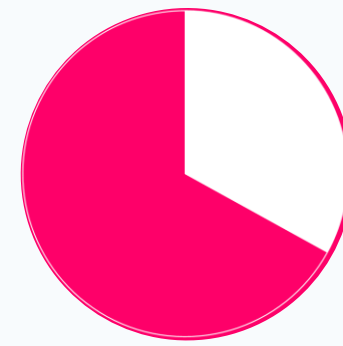
Trust in our industry continues to be low.

## % OVERALL COMPANY TRUST



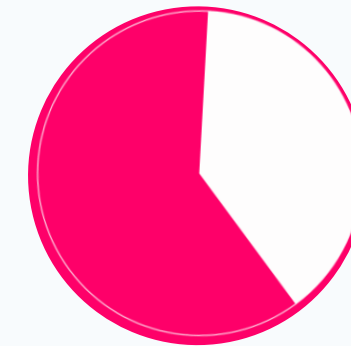
Polling  
33%

0



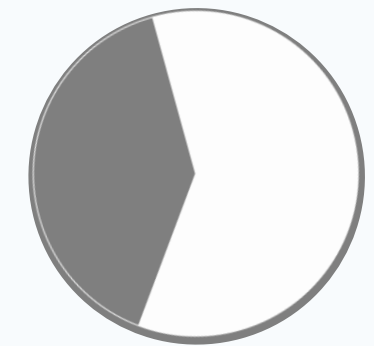
Data Analytics  
32%

+14



Market Research  
39%

+24



Banks  
60%

+47

## NET TRUST INDEX

2024 Global Research Business Network (GRBN) Global Trust Survey: U.S. | N=506  
Net Trust Index = % Trust - % Do Not Trust

# OUR CHALLENGE

Participants' research experience is intrinsically tied to trust.

## DATA PRIVACY

19% trust research companies to protect and appropriately use their personal data.

## FAIR VALUE EXCHANGE

Perceive research to be more beneficial to businesses (68%) than themselves (56%).

## RESPECTFUL OF TIME

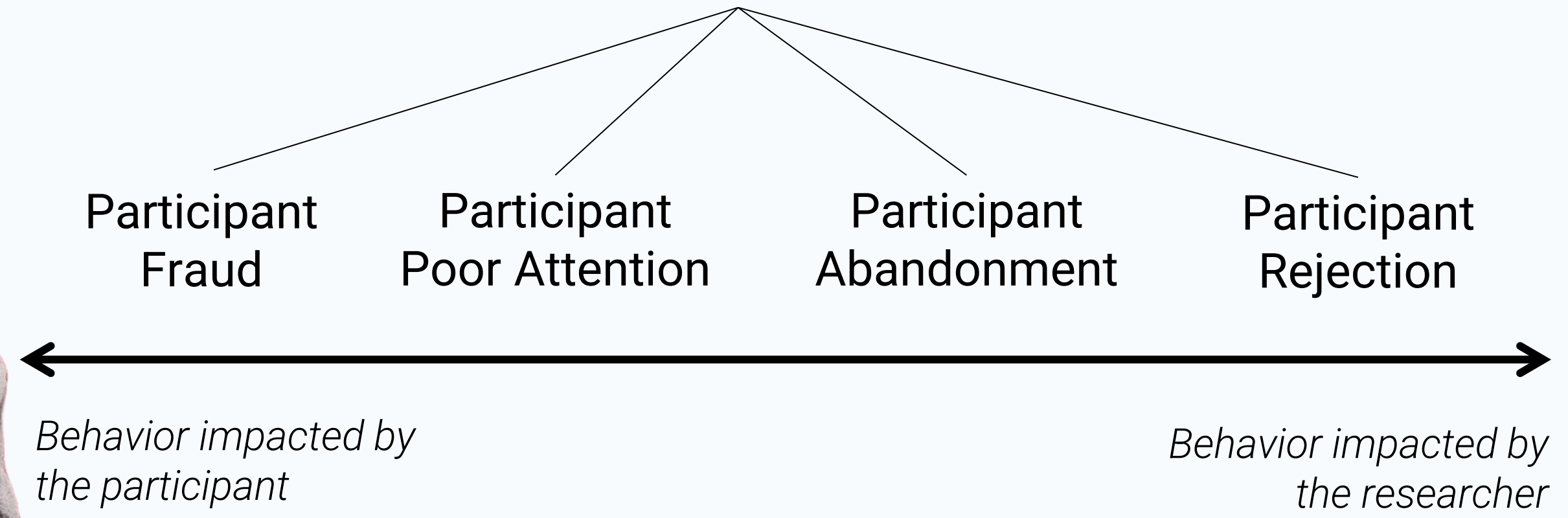
42% feel surveys are too long.

## USE OF TECHNOLOGY

13% trust research companies using AI to collect and analyze their data.



# DATA QUALITY





# SOLUTION

An industry-wide commitment to a universal set of rights for research participants and duty of care guidance for researchers.

- Outlines critical rights and protections for participants.
- Continues to push the industry's perspective on participant well-being to the forefront of a new business model that centers the participant experience.
- Protects the industry's participant pool, and subsequently its insights, from erosion due to poor participant experience and growing fraud.





1. I have the right to know the research study's general purpose, what I will do, how often, and for how long.
2. I have the right to communication that is easy to read and understand.
3. I have the right to know how to contact the company that invited me to the research study.
4. I have the right to be free from harassment or intimidation to join or continue in a research study.



5. I have the right to know how I can leave a study at any time.
6. I have the right to request that my personal information be removed from the database of the company that invited me to the study and to not be contacted again.
7. I have the right to be treated with dignity and respect before, during, and after the research study.
8. I have the right to be in a study that is free from discrimination. This includes race, ethnicity, sexual orientation, gender identity, disability, age, national origin, religion, or status as a protected veteran.



9. I have the right to know if reasonable accommodations are available for persons with disabilities.
10. I have the right to know if I will receive an incentive for my time, in what form, its value, how, and when I will receive it.
11. I have the right to not be sold anything or asked for money as part of a research study.
12. I have the right to be told about any risks that might happen as a result of participating in research.



13. I have the right to confidentially share my experience in the research study with the company that invited me to the research study.
14. I have the right to request and receive the privacy policy of the company that invited me to the study.
15. I have the right to know if a data breach exposed my personal information. This is governed by the state law where the company that invited me to the study is based.
16. I have the right to ask for and receive a printed or electronic copy of these rights.

# THE PARTICIPANT BILL OF RIGHTS



Available in English and Spanish in the report and as separate PDF files.

1. I have the right to know the research study's general purpose, what I will do, how often, and for how long.
2. I have the right to communication that is easy to read and understand.
3. I have the right to know how to contact the company that invited me to the research study.
4. I have the right to be free from harassment or intimidation to join or continue in a research study.
5. I have the right to know how I can leave a study at any time.
6. I have the right to request that my personal information be removed from the database of the company that invited me to the study and to not be contacted again.
7. I have the right to be treated with dignity and respect before, during, and after the research study.
8. I have the right to be in a study that is free from discrimination. This includes race, ethnicity, sexual orientation, gender identity, disability, age, national origin, religion, or status as a protected veteran.
9. I have the right to know if reasonable accommodations are available for persons with disabilities.
10. I have the right to know if I will receive an incentive for my time, in what form, its value, how, and when I will receive it.
11. I have the right to not be sold anything or asked for money as part of a research study.
12. I have the right to be told about any risks that might happen as a result of participating in research.
13. I have the right to confidentially share my experience in the research study with the company that invited me to the research study.
14. I have the right to request and receive the privacy policy of the company that invited me to the study.
15. I have the right to know if a data breach exposed my personal information. This is governed by the state law where the company that invited me to the study is based.
16. I have the right to ask for and receive a printed or electronic copy of these rights.

# THANK YOU & ACKNOWLEDGEMENTS

We can't do this work without you.



## 2024 Council for Data Integrity

---

### Participant Bill of Rights Team

Volunteer lead: Kerry Hecht (10K Humans)

Alexandrine de Montera (Full Circle Research)

Bonnie Breslauer (Disqo)

Brian Lamar (Open Brand)

Dawn Hoskins Fite (MarketVision Research)

Grzegorz Kowalski (SoftArchitect)

Jamie Lussier (Travelers)

Janet Baldi (RTi Research)

Rich Ratcliff (OpinionRoute)

Terry Sweeney (RONIN Research)

Tracy Isaaco (L&E Research)

Vignesh Krishnan (Rep Data)

### Additional Council Members

AJ Keirans (Good Human Partners)

Alisa Weinstein (Full Circle Research)

Andrew Hunt (The Link Group)

Brad Franz (Burke)

Brooke Reavey (Dominican University)

Deb Ploskonka (Cambia)

Ellie Hecht (10K Humans)

Gene Saykin (Toluna)

James Lytle (Big Village Insights)

Jerry Arbittier (Aops)

Karine Pepin (The Research Heads)

Ken Ickland (1Q)

Kerry Edelstein (Research Narrative)

Kyle Morrison (Touchstone Research)

May Seiler (M3)

Mauricia Wills (Symmetric)

Michelle Poris, PhD., Smarty Pants

Nick Flores (Imperium)

Roddy Knowles (dtech)

Steve Snell, PhD., (Rep Data)

Travis Santa (Touchstone Research)

### Donated Services



**L&E Research**  
*The people for you*



...and everyone who attended a conference workshop, participated in the online bulletin board or lent an ear or eye to this project – thank you!

# STAY IN TOUCH. GET INVOLVED.

Insights Association  
[InsightsAssociation.org](https://InsightsAssociation.org)

Council for Data Integrity & data quality resources  
[InsightsAssociation.org/Resources/Data-Quality-Standards](https://InsightsAssociation.org/Resources/Data-Quality-Standards)

LinkedIn  
[linkedin.com/company/insights-association](https://linkedin.com/company/insights-association)

Email  
[inquiries@InsightsAssociation.org](mailto:inquiries@InsightsAssociation.org)







**Formerly known as Blue Book, PAIR is IA's new and improved buyer's guide that matches solution seekers with the most appropriate providers.**

## **WHY PAIR?**

**Elevate brand awareness and highlight your key services!  
PAIR provides access to a vast, unparalleled network of corporate researchers and agency executives.**





A THINK TANK TO ADVANCE  
**INCLUSION, DIVERSITY,**  
**EQUITY & ACCESS**  
IN INSIGHTS

**DATA EQUITY**

x

**RESEARCH**

**QUALITY**

Virtual | Free

December 3<sup>rd</sup> & 4<sup>th</sup>



# OTHER UPCOMING IA

## EVENTS TGNITE

**DATA QUALITY**

NYC | APRIL 14

**HEALTHCARE**

PHILLY | JUNE 5