



MRS Checklist: Viewing Facilities – Viewers' Commitments to Participants

April 2020

Viewing Facilities –Viewers’ Commitments to Participants

1. Please respect participants – they are here on a voluntary basis – the future of market research depends on them enjoying the experience and recommending it to others.
2. All commitments made to participants, particularly in terms of timing and incentives, must be honoured.
3. In line with the Data Protection Act, participants’ identity (e.g. full name, telephone number, email address) will never be revealed to you – the viewer - without the express permission of the participants. Please do not make notes of participants’ personal details – other than their first names.
4. All participants will be told about the presence of viewers and who they are.
5. If participants are being audio / video recorded they must agree to being viewed and recorded. Please do not to make your own electronic recordings of live research events.
6. Any video / audio recordings and participant-generated materials can only be used for the stated purpose of the research study.
7. If the research session is to be relayed or streamed live to another location (inside or outside the Viewing Facility), or will be viewed later by clients, then the client’s identity and any viewing details will, in most cases, need to be disclosed before the research event starts and participants given the opportunity to withdraw.
8. If you are likely to know any of the participants (for example in a business to business study or employee research), then participants must be told your identity in advance and be allowed to withdraw if they wish.
9. You must let the researcher know if you recognise any of the participants and, if the session has already started, you must withdraw from the event.
10. Two-way mirrors are not 100% sound or light-proof – please avoid loud talking or mobile phones ringing. Dim the viewing room lights and please prevent electronic device lights from showing.
11. Please do not ask for participants to be given, even at the end of the research session, any client products, gift cards / tokens or client information that had no direct relevance to the research exercise (*unless the project had originally been introduced to participants as being carried out for non-research purposes e.g. having a promotional purpose or as a direct marketing exercise*).



These recommendations are made by the Market Research Society – for a full version of the legal and professional obligations, please see the MRS Code of Conduct:
https://www.mrs.org.uk/standards/code_of_conduct/



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