CANADIAN RESEARCH INSIGHTS COUNCIL
LE CONSEIL DE RECHERCHE ET D'INTELLIGENCE MARKETING CANADIEN

Clients' Guide to Data Quality in Online Research

GLOBAL DATA QUALITY

Contents

Introduction

The CRIC Clients' Guide to Data Quality in Online Research was prepared by the CRIC Online Research Committee to support end clients of online research in making decisions that increase data quality. It is designed to increase clients' understanding of the online research process from sample selection to fieldwork and to help clients make decisions that result in high quality data. This guide examines the different ways sample is derived so that end clients have a better understanding of the online sample ecosystem and can make an informed decision on the sample they use when working with research and/or field service agencies. The guide also highlights the important role that end clients play in supporting data quality.

The Clients' Guide to Data Quality in Online Research is part of the Global Data Quality (GDQ) industry initiative that brings together leading associations from around the world to address the ongoing and emerging risks to data quality in the market and social research, consumer insights and analytics industry. This guide is intended to be a starting point for clients and is designed to complement other GDQ resources including:

- → The GDQ Glossary – a glossary of globally accepted terms related to online research and data quality.
- → SampleCon: Guidance on End Link Fraud in Survey Research – guidance from sample on methods to eliminate ghost completes and script fraud.
- → ESOMAR: How to improve research participants' experience and enhance data quality – a framework designed to improve the way in which researchers interact with online research participants.
- → ESOMAR: Global Demographic Best Practice - A series of recommendations on demographic standards to address inconsistencies that create barriers and inefficiencies in the exchange and evaluation of international data.
- → ESOMAR: 37 Questions to Help Buyers of Online Sample - framework for buyers to use when evaluating the offerings of different online sample providers.
- → MRS Mobile Optimisation Research - best practice recommendations to help practitioners to produce better mobile design, increase optimisation and to improve completion and response rates.
- → MRS Data Quality Approaches – a series of approaches to help practitioners identify data quality issues in their research projects.

The GDQ defines data quality as the measure of the condition of data based on factors such as accuracy, completeness, reliability and how up to date it is. There are many factors that can affect data quality including sample design, sample source, fraud, questionnaire design, etc. To help clients make informed choices, this guide highlights key considerations when selecting a sample source and outlines best practices with respect to fieldwork that promote data quality.

This guide looks at:

1. Selecting a Sample that is "Fit for Purpose"
2. Understanding Sources of Online Sample
3. Choosing a Supplier of Online Sample
4. Raising Data Quality through a Positive Participant Experience
5. Best Practices for Fieldwork

1. Selecting a Sample that is Fit for Purpose

There are a wide variety of online sample sources and there are significant differences between those samples. The ways participants are recruited to samples and the quality control measures in place can have a significant impact on the cost of the sample. End clients should have a good understanding of the different sample sources so that they can make an informed decision when making decisions on sample for their research. Understanding the sample sources is important when reviewing sample with agencies and even more critical if clients are procuring sample directly from sample providers.

While cost will certainly be a factor in the decision, the most important consideration should be ensuring the sample is fit for its intended purposes. That is, is the sample source likely to offer sufficient accuracy and reliability in providing a representative sample of the target population for the survey.

Key questions that should be considered before choosing an online sample include:

- ➔ Who is the sample intended to represent? What subsets of the sample will be analyzed separately?
- ➔ Does the online sample source provide access to a sufficient number of qualifying individuals to produce a sample that represents the intended target? Can it meet the requirements for analyzing subsets of a sample? What is the recontact frequency when sourcing sample for a tracking study?
- ➔ Is it likely that multiple sample sources will be required? If so, how many?
- ➔ How is the sample recruited (for each source)? Does the sample source(s) exclude any segments of the population that are essential to the study? Will the sample source(s) introduce a bias that will impact the representativeness of the sample?
- ➔ Are the data quality controls in place for the sample source(s) adequate given the decisions that will be made upon the research?

Clients should understand how the sample is derived and make an informed decision on whether it will offer the quality desired for a research project. The next section will review the major sources of online sample and the key considerations when choosing a sample.

2. Sources of Online Sample

Online sample is typically derived from one of three sources: access panels, intercepts, or other databases. Access panels are databases of potential participants who agree to participate in research, typically in exchange for an incentive. Intercepts are individuals who are invited to participate in research while engaging in some other activity online such as reading news, playing games, using a mobile app, participating in social media or visiting a website. Online sample can also be derived from other databases such as marketing lists, loyalty program subscribers or customer lists. Some end clients will also have their own customer panels exclusively for research.

Recruitment

Recruitment methods vary widely and can have a significant impact on data quality. Clients should be aware of how participants are recruited for all samples sources used for a research project. They should consider if the recruitment method is likely to introduce a bias that would impact the representativeness of the research.

- ➔ Will the recruitment method likely overrepresent a particular segment?
- ➔ What behavioural bias might be introduced from a sample source?
- ➔ Will it exclude or underrepresent a key part of the target population?
- ➔ Will quotas/weighting be sufficient to address potential bias?

For example, if the sample source is limited to members of an airline loyalty program, it could be expected that those included in the sample would be more likely to travel than the general population. If the loyalty program is exclusively tied to travel, it might also exclude those who do not travel.

Probabilistic Recruitment

A few sample providers in some countries use probabilistic methods to recruit all or a portion of their sample. Probabilistic methods ensure that each person in the target population has an equal chance of being selected to participate. A sample recruited on a purely probabilistic basis reduces sources of sampling bias and reduces the risk of fraudulent participants. Samples recruited using probabilistic methods are more expensive and their smaller size can impact feasibility (they might not be large enough to target specific segments of the population). Buyers should be aware that probabilistic recruitment does not eliminate non-response bias and recognize that they are not available in many countries.

Participant Validation

To reduce the risk of fraudulent participants, sample providers should have a process in place to validate participants upon recruitment. Sample providers that offer panels will typically require new panel members to enter profile data and click a link in an e-mail to confirm the validity of their e-mail. Sample providers will also employ additional steps to validate the identity of the person. The methods could include digital device fingerprinting, validation of a mobile phone number, geo-location tracking, honeypots (fields only visible to bots) on registration forms, verification of government issued identification, biometric authentication and other methods. Sample providers that offer more and higher levels of validation reduce the risk of including fraudulent participants. Additional levels of validation typically increase costs and could also deter some individuals from participating.

Single Source or Blended Sample

Online sample can come from one or multiple sources and clients should ask their agency or sample provider if the proposed sample is single source or blended. Single source samples could have the advantage of having consistent recruitment and validation (assuming it hasn't changed over time) making it easier to determine if they are "fit for purpose". A blended sample uses multiple sources that can be necessary to achieve a representative sample of the target population. Clients should be aware when blended samples are used and ensure that all sources that will be included in the blend are fit for purpose. They should also be aware of the specific blend that will be used so that they can have a consistent sample frame should they conduct a follow up study on the same topic and wish to track changes.

Consider Mixed Methodologies to Achieve Feasibility

While online sample can achieve feasibility for many target populations, there are some populations that are underrepresented online. If a population that is underrepresented online is an important part of the target population for a research project, a mixed methodology approach that combines online research with another method such as computer assisted telephone interviewing (CATI), or direct outreach to populations of interest, could be a way to ensure your data more accurately represents the target population. While mixed methodologies can increase representativeness, they also introduce mode effects. Clients should review the advantages and disadvantages of a mixed methodologies with their agencies.

Panel Participation and Participant Fatigue

Clients should be aware of how often the same individual from each panel can participate in a survey within a set time frame (for example x surveys a month). Frequent participation by the same individual in surveys could lead to participant fatigue impacting data quality.

Tracking Studies and Sample Frame Consistency

For research studies that seek to monitor changes over time, sample frame consistency is critical. Changes to the composition of the sample introduce a variable that can make it difficult to assess whether the change is real or related to the different sample frame. If using one sample source, it is essential that the same sample profile is used. If using multiple sources, it is essential that the blend is replicated for future waves. Further, when considering tracking studies, understanding the recontact frequency for a study is important, particularly when quotas are in place.

Sample duplication

Clients should understand how sample providers are ensuring that the same individual does not participate in the same study twice. Sample providers that offer panels should have a process in place to prevent the same individual from signing up twice for their panel and sample providers that offer intercepts should have a process in place to prevent the same individual from participating multiple times in the same survey. Clients should also understand how their sample provider will prevent duplicates when a blended sample is used. Sample providers will typically use device identification or a similar method to reduce duplicate responses. Clients should be aware that in most cases de-duplication can reduce duplicates but might not eliminate them, especially if respondents are using different devices on different networks. Clients working with multiple sample providers for the same survey, should have a process in place to de-duplicate.

Sample Profile Information

Sample profile information increases efficiency. It allows researchers to direct invitations to the target population and reduces the number of screening questions for research participants. Clients should understand what profile information is available and how it is updated. They should also confirm that this profile information can be appended to their data, as some sample providers might not offer this service.

Incentives

Most online sample sources will offer some form of incentive to increase participant cooperation. Incentives include point collection, payments, gifts, or other considerations. Incentives can increase cooperation but also attract fraud. Clients should be aware of the incentives that are offered and understand the controls used by the service provider to avoid fraud. These could include measures to reduce the chances that multiple incentives for participation in the same research could go to the same individual. Clients are encouraged to ask suppliers how they ensure that all incentives are directed to participants who have given real/accurate responses.

3. Suppliers of Online Sample

Some client-side researchers will rely exclusively on their research agencies to procure the sample for their projects while some will also work directly with suppliers of online sample. Regardless of how sample is procured, it is important for client-side researchers to understand the different models of purchasing samples and the different types of suppliers.

Models for Providing Online Sample

Online sample providers will provide sample using one or more of the following models: Managed service, self-serve and through an API (Application Programming Interface). In the managed service model, the supplier uses its experience and expertise to provide the best sample design to the buyer. With the self-serve model, the buyer manages all steps of the research projects from sample design to fieldwork management. The self-serve solutions offer more control to the buyer but also require the buyer to have the experience and expertise to choose the best sample design. Many providers of online sample will also offer programmatic access to their online sample, allowing other providers of online sample to access their online sample.

Types of Online Sample Offered

Sample providers will offer one or more of the following types of samples:

Proprietary Panel Closed – these online panels are exclusive to the supplier that manages them. That is, sample can only be purchased through that one supplier and is not available for sale by other providers. A proprietary closed sample gives the supplier full control over recruitment and quality control. Some proprietary panels might have a unique form of recruitment or a unique way of providing incentives. Some proprietary closed panels offer a highly specialized population (e.g., doctors). Proprietary closed panels that include unique methods of recruitment, additional quality controls or offer a specialized population will typically have a premium price and will have lower feasibility due to their smaller size.

Proprietary Panel Open – these online panels are managed by one supplier but also available to other sample providers to use in an exchange-based system. Most open panels will have back end technical connections via API's with other suppliers. Due to the larger network access, these suppliers tend to have much better feasibility and are less expensive than proprietary closed. Quality controls can vary between different panels. Clients should be aware when multiple panels will be included in their samples and ensure that recruitment and quality control for all sample sources are fit for purpose.

Marketplaces – are platforms for buyers and sellers of sample. These marketplaces will have minimum requirements for partners to manage quality control but there will be differences between panels in the marketplace. Clients should ensure that the recruitment and quality control for each panel included in their sample is fit for purpose.

Intercept Sample/River Sample – these suppliers promote participation in survey through targeted web banners, social media, games and mobile apps and can reach participants who have not opted-in to panels. They offer excellent feasibility and their costs can be lower. Clients should be aware of how participants will be targeted, the incentives offered and the quality controls in place to assess whether intercepts are fit for their purpose.

Aggregators - Aggregators do not own any proprietary assets, leaving them free to work with any source globally. The quality of sample provided by aggregators will be tied directly to the sources of sample they choose to work with. They offer excellent feasibility and will typically offer a blend using multiple suppliers. Clients should be asking for the list of samples sources so they are aware of the sample sources that will be included and ensure that they are all fit for purpose.

Considerations when selecting a sample supplier

Pricing provided by sample suppliers is typically based on successful completion of a transaction (completed interview) but the product (sample) and the services that accompany it vary significantly. Refer to "Source of Online Sample" to learn more about the differences in sample. Clients should also ensure they are working with credible suppliers who provide all the services they need.

Fundamentals and Process

Regardless of the span of research tasks covered by the sample providers, certain fundamental precepts should be in place. Sample providers should be able to speak to sampling techniques and how they are applied to your project. Look for suppliers that have clearly defined, repeatable processes for the types of research they conduct and are fully transparent with their process. Reputable suppliers will comply with global and local codes/standards and have a completely auditable process available to the buyer upon request.

Level of Involvement

It is important to understand what level of involvement the sample supplier will have in a particular research study. Some suppliers may offer a full-service solution, including data collection, analysis, and reporting. Others may only provide sample and expect the company to handle the rest of the study on their own. Knowing the supplier's role and expectations upfront will help ensure a successful experience.

Information and Transparency

When working with sample suppliers, it is important to understand the type of information they can provide. A supplier should be transparent about their data collection methods, quality controls, and other key details related to the research study. They should also be open to collaboration and be willing to work closely with you to achieve the goals of the study.

Data Quality

When comparing sample providers, it is important for buyers to understand the role the provider takes to ensure data quality. Some suppliers provide additional services to identify and remove fraudulent and inattentive participants.

Data Residency

When working with suppliers, clients should consider where the data resides and the potential impact that would have on privacy and data security. There are a wide variety of sample providers in the online space. If a supplier is not physically located within the geography you are targeting, there could be a risk of personal data or project data being captured and stored in a different geographic location than intended. Researchers should be familiar with the privacy implications of whatever region they are working in.

ESOMAR Questions to Help Buyers of Online Samples

The ESOMAR 37 Questions to help Buyers of Online Samples (ESOMAR 37) offers a framework for buyers when evaluating the offerings of different online sample providers. The questions identify the key issues to consider, introduce consistent terminology, explain why each question should be asked, and note the issues buyers should expect to be covered in an answer. These questions are intended to form a basis for a conversation between buyer and sample provider, rather than simply being used as a checklist to compare offerings across providers. Reputable online sample providers should be comfortable providing clear answers to all of these questions. In fact, many of them will have the answers to the questions published on their websites. Buyers of sample should keep in mind that the published answers are answered at high level. It is worth re-asking some of these questions, as well as other questions, at the project level to get a detailed understanding of precisely how that supplier would provide sample for a particular project.

Credentials and Accreditation

Before working with a provider of online sample, it's important to know about their credentials and accreditations. Online sample providers should be members and comply with the code of the local association in the markets they offer sample (e.g., Canadian Research Insights Council), or members of the Global Data Quality initiative. They should also comply with global codes including the ICC/ESOMAR Code and with ISO 20252:2019, the global quality standard that includes detailed requirements for providers of sample. By certifying and joining industry associations, online sample providers demonstrate their commitment to supporting and advancing the highest industry standards and data quality.

4. Raising Data Quality through a Positive Participant Experience

Research participants who have a positive experience while participating in research are more likely to be engaged in the survey and provide high quality data. They are also more likely to want to participate in future research. This section highlights some of the ways researchers can enhance the participant experience.

Understanding what motivates a participant

To obtain accurate results, it's crucial to understand what motivates an individual to participate in a study.

1. **Incentives**: Rewards, monetary or otherwise, social contribution, etc. can play a significant role in motivating individuals to participate.
2. **Influence**: Being able to influence the topic, direction of a product or otherwise can be a significant motivating factor.

For most surveys in the online research space, monetary rewards are a minimum standard practice, however, for higher end B2B surveys, topic and influence can be key or even more crucial to encouraging participation. Sharing some of the survey results can motivate participants, especially for B2B surveys.

Outlining the nature of the study

Provide a clear outline of the study, including the length and what is expected from participants. This information helps set realistic expectations for research participants and ensures they have a clear understanding of their involvement. Surveys that misrepresent what the individual is being asked to do not only diminish the quality of data you will receive, but also the individual's desire to participate in research in the future.

Reflective Compensation

Ensure that the compensation for participation is reflective of the time commitment required from participants. Online research suppliers will have their own approach to providing incentives to participants (through rewards, direct cash, etc.). Buyers of online sample should be aware of the approximate value of the incentives that participants will receive.

User Direction and Requirements

Consider user direction and requirements when designing the survey landing page or survey invitation. This includes making sure that the questions and directions are clear and that participants are given enough information to provide the relevant responses. Also ensure that the survey platform uses responsive design to allow for a device friendly interface. Clear, concise instructions on how the participant should answer the question will increase the quality of data collected.

Optimized for Mobile

Researchers should recognize that for many studies, most participants will complete the survey on a mobile device. It is essential that the survey be optimized to ensure participants have a consistent and positive experience regardless of the device they are using. The Market Research Society (MRS) with support from the Insights Association and the Research Society have issued Mobile Adoption & Optimisation – Best Practice Guidance that provides additional guidance on this topic.

Transparency with Research Participants

Transparency is a fundamental principle embedded in the codes of associations that are part of the Global Data Quality initiative. Transparency is critical to building trust with research participants and contributes to a more positive experience. Researchers should provide details of compensation offered (if applicable), the approximate time required to participate, the name of the research company conducting the research, how any personal data collected will be used and the purpose of the research. The purpose of the research should be sufficient to allow the participant to make an informed decision on whether to participate in the research. While its important to be transparent with research participants, research should also aim to avoid sharing details that could bias the results or give hints to fraudulent participants on how they can qualify. Buyers of online sample should ensure that all sample providers are using invitations that have been reviewed and approved by the buyer.

Respect Participants' Time

There is significant research that shows that participant engagement decreases with longer surveys. Research should provide accurate estimates of the time to complete a survey and survey length should be minimized. Researchers should consider breaking longer surveys into multiple surveys to increase participant engagement and data quality. They should also look to append sample profile information to reduce the number of questions.

Follow Best Practices when asking Demographic Questions

Asking demographic information can help to identify key insights but can also result in some participants dropping-out or not providing accurate information due to concerns about privacy. ESOMAR Best Practice Recommendations for Measuring International Demographics provides a series of recommendations on asking demographic standards that are intended to reduce dropouts, increase quality and improve consistency in evaluating international data. These recommendations recognize that demographic considerations can vary geographically.

Clear and Engaging Questions

Researchers should present questions in a clear and engaging way. Researchers should avoid jargon or technical language to ensure questions are easy to understand. They should also look for opportunities to optimize the design to ensure questions are easy to answer and presented in a visually appealing way. Participants who are engaged in the survey are more likely to present thoughtful answers to the questions and more likely to participate in future research.

Participant Feedback

Researchers are encouraged to provide participants with the ability to give feedback on the survey within the survey and by submitting feedback directly to the researcher. Feedback received within a survey provides valuable information that can be helpful in analyzing the results of a survey and in improving surveys in the future. Having an option to provide immediate feedback to the researcher can identify a problem that was missed in testing to allow it to be corrected promptly.

The Canadian Research Insights Council (CRIC) requires its member companies to register all research that includes Canadian participants with the CRIC Research Verification Service. This service allows participants to validate the survey and provide feedback to the company on a research project. Participants who are not satisfied with the response from the company can escalate their concerns to CRIC.

Review ESOMAR's Guidance to Improve Research Experience

As part of its contribution to the Global Data Quality Initiative, ESOMAR has issued How to Improve the Research Participants Experience and Enhance Data Quality. This framework takes the form of a statement about each issue within broad areas and then presents some questions that can be asked to understand the approach being taken by those responsible for designing the study. This framework includes additional considerations that will help researchers further increase participant engagement and enhance data quality.

5. Best Practices for Fieldwork and Planning

This section highlights key considerations that researchers should consider when planning for online research.

Advanced Planning and Realistic Timelines

Researchers should have a plan for how they need data delivered, data layout, and sampling to occur. Researchers should plan for the optimal time to launch a survey (consider holidays, weekends, geo-political struggles, natural disasters, etc.). For projects where suppliers will be used to program surveys and/or pull sample, they should be notified in advance of the schedule so they can allocate resources to meet timelines.

Researchers should finalize questionnaires before sending them to their supplier for programming. They should review the questionnaire before sending it to ensure it will address all their research objectives. They should pay careful attention to any questions that will be used to track changes in the future. They should also consider whether there are any questions that are not essential and can be removed. Should changes be required after a questionnaire is sent for programming, the changes should be organized and sent with changes highlighted.

Researchers should allow for sufficient time for the field work. Allowing for extra time for fieldwork is highly recommended to accommodate contingencies.

Researchers should also re-visit their questionnaire before launching to make sure it is capturing everything they need. When in doubt, researchers should make soft quotas into hard quotas, so they can track all key factors they are interested in.

A well-planned survey with realistic timelines will reduce the chance of errors, enhance data quality, and improve the value of the research.

Targeting

For research that is targeted to a specific population, researchers should look for online sample sources that can use profile information to target the population they are seeking to reach. This will help to reduce invalid responses and participant fatigue. Researchers should avoid re-asking questions that have already been "asked and answered" by participants (e.g., via profiling methods). For example, continuously asking someone's age is a sure-fire way to have them stop paying attention.

Identification of Fraudulent and Inattentive Responses

Advances in technology including AI are providing more sophisticated tools to fraudsters. Fraudulent participants can range from individuals trying to fraudulently earn a few dollars to click farms of individuals and/or bots. Click farms aim to generate more significant income through completion of a larger volume of surveys. The threat posed by data fraud is real and growing and if not managed can have a major impact on data quality. Inattentive participants, those who are distracted or disengaged, also impact data quality. The good news is that there are more sophisticated ways to identify and remove both fraudulent and inattentive responses.

These include:

Digital Fingerprinting - matching the digital fingerprint and geo-location recorded upon registration with the one used when invited to participate in a survey. Are research participants using the same device and are they answering from the same country?

Participant Engagement with a Survey - assessing how participants engaged with a survey can provide indicators of potentially fraudulent or inattentive participants. Key measures include:

- overall completion time,
- time spent on each question,
- consistency in responses,
- patterns in responses such as straight-lining,
- a review of open ends (inappropriate response, indication that they are AI generated, etc.),
- comparisons with profile information,
- completion of honeypots (questions visible only to bots),
- trap questions (testing for attentiveness) and more.

Preventing End Link Fraud - SampleCon has also issued guidance and recommendations to online sample providers to prevent End Link Fraud in Survey Research. The guidance is aimed at reducing script fraud (automated scripts or bots that complete surveys) and ghost completes (automated scripts that create a complete in the survey system without completing the survey for the purpose of obtaining the incentive). SampleCon recommends that online sample providers use on the following three methods: 1. Incoming & Outgoing Link Hashing; 2. End link encryption; or 3. Server to Server, or programmatic, communication. Buyers of sample are encouraged to only work with sample suppliers who have implemented one of the three solutions recommended in the SampleCon Guidance.

There are a wide variety of technical offerings in the research space that assist researchers in removing fraud. Spending time to understand the options that are available is encouraged.

Understanding Qualifying Incidence Rate or IR

There are two type of Incident Rates (IR) calculations to consider that will influence the cost of online sample.

IR calculation 1: TRUE IR

This is the actual qualifying incidence of the targeted participant within their universe. Consider the following example: The project is looking for milk drinkers aged 18-24, Male, in Toronto. Sample companies cannot target for milk drinkers and therefore can only target Male, 18-24 in Toronto and those that drink milk from that group will be the TRUE IR of the project.

IR calculation 2: PROJECT IR

This is the billable IR from a sample providers perspective. Quota stops, poor questions, drops, technical issues can all play a role. Using the above example, this IR is calculated based on dividing the amount of accepted completed interviews by the amount of accurately targeted project starts.

Testing your Survey

Surveys should be fully tested before they are sent to participants to identify any potential issues. They should be tested on a variety of devices to ensure questions are showing up on the screen as intended. Keep in mind that the vast majority of participants complete their surveys with smart devices – iphones, androids, etc.

Language Concerns

Researchers should take into account the language requirements of participants and any cultural concerns related to the target population. Researchers are encouraged to use translation services that are familiar with market research and who also understand the topics that will be covered in the research.

Diversity and Inclusion

A diverse mix of sources can improve representativeness. Ensure that participants can self-identify on nuanced demographics such as gender identity and ethnicity, and are represented in the research being conducted. Quota controls on various demographics, including gender identity and expansive ethnic identification are becoming more and more common place. It is also important to consider local laws when asking demographic questions as in some countries it might not be allowable or safe to ask certain questions such as gender identity. Review Gender: The new ESOMAR Demographic Best Practice Recommendations for multi-country work for additional guidance and country specific information.

Sensitive Topic Research

Researchers should be aware of the sensitive nature of certain research topics and phrase questions accordingly. They should also understand the role they have to play as it relates to mandatory reporting of adverse events or other sensitive information obtained from participants. There are a variety of healthcare related surveys that may fall foul of regulations including PIPEDA in Canada, GDPR (Europe), and HIPPA in the United States, if personal health information is collected. Work with your sample providers to understand your obligations on any sensitive research topic.

Indigenous Research

When conducting research with Indigenous communities, be mindful of cultural sensitivities and take the necessary steps to ensure culturally appropriate research practices. Researchers are encouraged to look to local associations for additional guidance on best practices for conducting research with Indigenous communities.

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