ESOMAR
WORLD RESEARCH

KEY REQUIREMENTS FOR MOBILE RESEARCH

Visit www.esomar.org/guidelines for the complete guideline for Conducting Mobile Market Research and other research guidance.

1. Be open and transparent when asking people to participate in research. Always specify the purpose of the research, the information you plan to collect (including any photographs or recordings), how you plan to collect it, how it will be protected, and with whom it will be shared and in what form (2.3).

2. During recruiting and throughout the project always provide your privacy policy and do so in a way that is easily accessed and understood by participants (2.3).

3. Ensure that any personal information that could be used to identify a participant is kept securely. Be especially careful with photographs and recordings (2.4).

4. Ensure that any information collected as part of a research project is never used for any purpose other than research without the participant's prior consent (2.1).

5. All information shared with clients or others must be de-identified, including pictures and video, unless you have explicit consent to share it in an identifiable form (3.3).

6. Never share any personally-identifiable information in any form with your client unless you have explicit consent from the participant and there is a formal agreement in place specifying that the information will be protected from disclosure and used only for research purposes (2.4).

7. Never ask participants to do anything that might risk their personal safety, compromise their confidentiality, damage their device, or harm them in any way. This also means covering any additional costs (such as roaming or texting charges) they might incur as part of the research (2.5).

8. Never conduct any research with children without first gaining the consent of a parent or legal guardian (2.6).

9. Always understand and obey all relevant laws of the country where the research is being conducted and comply with relevant industry codes (2.2).

10. Take special care in the design and delivery of any downloadable or web-based apps to ensure they are bug-free; easy to use on small screens; do not alter the settings of the device; only collect information for which the participant has given consent; do not denigrate performance of the device; and can be uninstalled easily at the conclusion of the research (3.1).

11. When conducting passive data collection such as geo-location tracking, or web browsing behavior, ensure that the participant is aware of the type of information being collected and how it will be used (3.2).

12. Do not collect or use personal information about third parties that may be stored on a participant's mobile device such as in contacts list, recently called numbers, email histories, etc. without the consent from those whose personal information is being collected (3.5).

Numbers in brackets refer to relevant sections of the ESOMAR Guideline for Conducting Mobile Market Research.