

MRS launch new video guidelines

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New recorded guidelines for researching children will be launched by the Market Research Society (MRS) at the Kids and Youth Conference on 29 January.Â Designed to promote ethically driven research in this field, the recordings will supplement the existing MRS guidelines.

The series of five short films cover topics vital for ensuring children are safeguarded when participating in research, from gaining consent and permission, to offering incentives and rewards.Â In an increasingly digital age, seasoned kids and youth researchers also discuss the pitfalls of using digital media to research this market. Â

Richard Ellwood, Research Director at the Walt Disney Company and Deputy Chair of the Market Research Standards Board, says: â€œIt is important that MRS reaches out via multiple touch points to ensure that we reach all those that are conducting research with children.Â The new recordings provide an interactive means of interpreting the Code of Conduct, which supplements the existing written guidance, the FAQs and the MRS Codeline advisory service.Â Accessibility is key, and the short recordings will really engage practitioners on what it means to ethically work with children when conducting research.â€•

Jane Frost CBE, MRSâ€™s Chief Executive comments: â€œNo one would argue that it is vital to listen to children, but research must recognise their vulnerabilities and be beyond reproach in terms of ethical standards.Â MRS has always taken a very robust line and led the way in insisting on high standards in protecting young people, and the launch of the new recordings reflects our commitment to ensuring integrity remains at the heart of the sector.

The recorded guidance is accessible on the MRS website: <https://www.mrs.org.uk/campaign/video/kids>