



RESEARCH QUALITY: ETHICS FOR AN INDUSTRY OF PROFESSIONALS

MSRA Ethics And Integrity Initiative – Update



1 CODE OF ETHICS
Launched in July 2015

2 Commitment by top leadership- *All signed up*

3 Training – *Sept 2015 – March 2016*

4 Assessment – *Results* →

5 Disciplinary committee – *Formed May 2016*



MSRA Ethics – Update



Ethics Survey *(Feb-Apr 2016)*

- 154 researchers from MSRA corporate members participated in the survey
- **Highlights**
 - *Score on corruption indicators - low.*
 - *Attributes on bribery, kickbacks, sharing client information, misleading clients - all under 10%*
 - *Confusion of where to report & concerns of anonymity*
 - *corrective action (95%) was preferred to legal action (77%)*

Ethics@msra.or.ke

Disciplinary Committee *(Process)*

- Two senior industry members receive complaint or queries (*& confirm receipt*)
- Initial review of complaint undertaken (*Jurisdiction, warranted etc – Through checklist*)
- Complaint forwarded to a 9 panel disciplinary committee (*Contact & obtain complainants statement*)
- Disciplinary committee after hearing both sides makes a decision

MSRA Ethics – Reported Impact



2016 – MSRA Code of Ethics receives recognition from other Associations –

KEPSA – *(The Kenya Private Sector Alliance)*



ESOMAR – **ESOMAR**
WORLD RESEARCH

UN Global Compact -



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MSRA Ethics – Reported Impact



Incorporation into staff recruitment questionnaires – RSA

'the code and related trainings have strongly increased the acceptance of ethics related disciplinary measures among our full time and temporary teams'. CEO RSA

Incorporation into standard briefing sessions;

Initial higher turnover in contract staff due to incorporation into post project appraisal form

Incorporation into Co. profile & website –Infinite Insight

'Building of stronger & more reliable teams' II – Field Supervisor

Incorporation of the MSRA code of ethics into ISO functional procedures. *'This will help us to extend compliance to suppliers, interviewers and for staff recruitment'* - Consumer Options.



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MSRA Ethics – Reported Impact

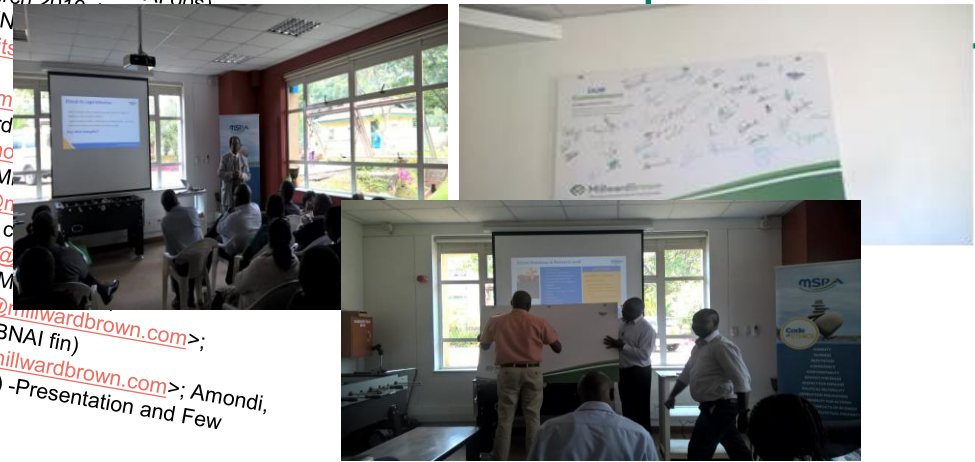
Our commitment to ethics & integrity

All staff training on ethical behaviour

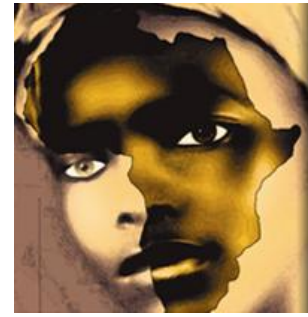
Have you noticed the difference in your teams & organisations?

From: Kiragu, Lucas (MBNAI ops)
Sent: 01 March 2016
To: MBEA KN
AllStaff@grpits
(MBKNA)
<George.Chom
Otieno, Bernard
<Bernard.Otieno
Sango, Davis (M
<Davis.Sango@n
Salome (MBNAI o
<Salome.Mbithe@
Githinji, Patricia (M
<Patricia.Githinji@millwardbrown.com>;
Wakaba, John (MBNAI fin)
<John.Wakaba@millwardbrown.com>; Amond, Brenda (MBNAI fin) -Presentation and Few Photos.

Hi All,
Thanks for attending the training.
Attached find the deck-A lot of stuff which will impact you personally and professionally.
We have placed the below signed board- (far right) at the chill which expresses our commitment to ethics.
Let's all make it our way of life and way of working .



MSRA Code of Ethics integrated into the new staff training program and the company's disciplinary procedures
In the event of any unethical behaviour, all staff have signed a charter which is referred to. Impact – 'We do not hear about any cheating or unethical behaviour during data collection'
Director Client Service - IPSOS



The Challenge....

50% of youth in Kenya believe it doesn't matter how one makes money as long as you don't get caught.

- **30%** youths believe corruption is profitable
- **35%** would give or take a bribe for services
- Only **40%** youths believe it is important to pay taxes



34% of Kenya's population constitute the youth (15-34 yrs)

2016 – *Has this outlook changed?*
2017 – *Election Year!*

Why do people behave unethically?

- Everyone does it.
- For convenience or small savings.
- The people who do have big cars and houses.
- You will not get caught, anyway.
- Laziness?

“You are stupid if you don’t take what you can”.

“I have to make a choice for my family. I am poor / under pressure”.

“Nobody really loses anything”.

“I am being paid too little. It is my right to take what is due to me.

“I was elected by the people”

Ethics

What is Ethics?

Integrity

What is Integrity?

Values

What are values?

What is Ethics ?

Ethics refers to well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of:

- Rights,
- Obligations,
- Benefits to society,
- Fairness,
- or specific virtues.

'Ethical behaviour is not an act but a habit'

Its about how we act and how we make decisions in our daily lives.

What is Integrity?

- Ethical behaviour requires **individual integrity**.
- Integrity is an internal system of principles which **guides our behaviour**.



When we are acting with integrity we do what is right - even when no one is watching.

Honesty, objectivity, compassion, dependability, generosity, kindness, loyalty, maturity, respect, trust, wisdom and more...

What are values?

Both Ethics and integrity spring from values:

- Values are your deep seated beliefs.
- Values are not to be compromised.
- Values are your moral compass in life.
- The end result of an action does not justify violating values on the way there.

Why is ethical behaviour important?



- Decisions made and actions taken in a business environment affect many people other than one's self.
- Business malpractices have the potential to inflict enormous harm on individuals, on communities and on the environment.

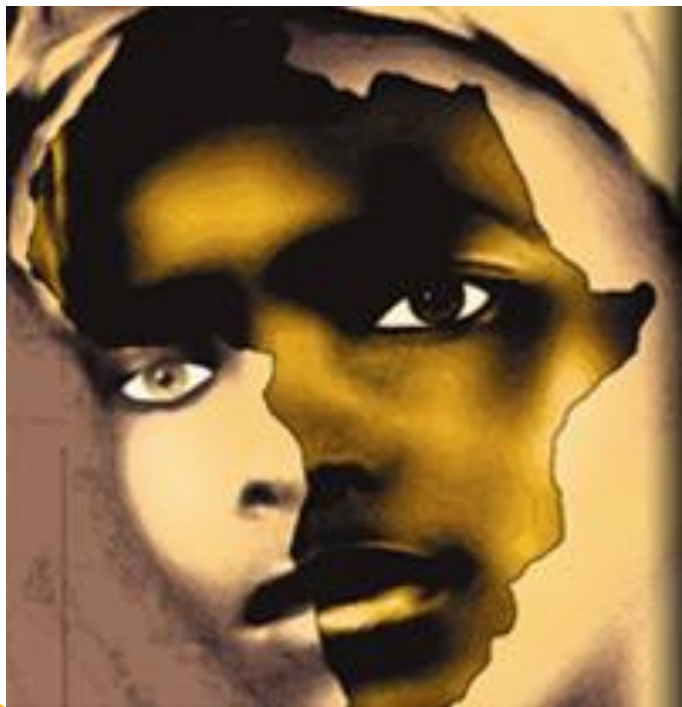
Ethics is important because:

- Leads to better results.
- Reduces risks and dependencies for you and those around you.
- It preserves the strengths of the industry.
- It keeps our biggest competitor at bay: 'not doing research because of doubting its value'.
- It creates a network of ethical people around you, people you can trust and rely on.
- It is good for your peace of mind.
- It keeps you out of jail and in a job.



Market Researchers produce data and insights upon which businesses and governments base vital decisions.





THE MSRA ETHICS CODE

MSRA Ethical principles



Once I commit to this Code of Ethics, I commit to comply with the following principles:

- 1. REPUTATION:** MSRA Members and Representatives, regardless of experience or position, ensure that their actions reflect positively upon the research industry. Neither MSRA Members nor Representatives undertake an action that will bring the reputation of the research industry into question or disrepute.
- 2. RESPECT FOR RULES:** MSRA Members and Representatives act in accordance with all applicable laws, regulations and industry standards. No Member or Representative undertakes, or assist another to undertake any action, which violates applicable laws, regulations or industry standards.
- 3. RESPECT FOR PERSONS:** MSRA Members and Representatives ensure that their dealings with others foster mutual trust and respect. They do not behave in a manner that is prejudiced, discriminatory or harassing.
- 4. CONFIDENTIALITY:** MSRA Members and Representatives protect all information that is sensitive, confidential or private from misuse. An MSRA Member or Representative only uses or discloses such information for the purposes for which it was collected or a permissible secondary use, unless disclosure is otherwise required by law.
- 5. HONESTY:** MSRA Members and Representatives are truthful, even when that may be difficult or possibly result in loss of business.
- 6. FAIRNESS:** MSRA Members and Representatives conduct business in a manner that is objective and impartial. Fairness requires managing one's own prejudices and self-interests to ensure that biases or conflicts do not compromise professional conduct.

MSRA Ethical principles



7. **CONFLICTS OF INTEREST:** MSRA Members and Representatives are sensitive to potential conflicts of interest. They disclose conflicts of interest and/or remove themselves from the transaction. Members and Representatives do not misuse confidential information they acquire by virtue of their position for personal or corporate gain.
8. **COMPETENCY:** MSRA Members and Representatives employ suitably trained researchers and make appropriate use of technical skills and knowledge. They continuously improve upon their skills. They take care to not over-claim on their competencies.
9. **RESPONSIBILITY FOR ACTIONS:** MSRA Members and Representatives accept responsibility for their decisions, their actions or inactions and their consequences.
10. **POLITICAL NEUTRALITY:** MSRA Members and Representatives avoid situations that create the perception of being partisan. They refrain from activities that may compromise or be seen to compromise their neutrality.
11. **RESPECT FOR INTELLECTUAL PROPERTY:** MSRA Members and Representatives honour patents, copyrights, and other forms of intellectual property rights. This includes, but is not limited to, proprietary data provided or obtained without payment or permission, confidential company information, branding, templates and marketing material.
12. **CORRUPTION PREVENTION:** MSRA Members and Representatives do not directly or indirectly accept, offer, pay, or solicit bribes in any form.

The MSRA Ethics team



Althea McCourt



Jasper Grosskurth

Roger Steadman
Chairman



John Nganga



Jane Nzomo



Thank You!