



Getting to “Yes” in the Digital Age:
Informing Participants and
Verifying Consent

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ADDITIONAL RESOURCES ABOUT ETHICS AND ONLINE RESEARCH

E-Research Tips <http://vision2lead.com/design/> and syllabi <http://vision2lead.com/publications/teaching-e-research/>

Professional Associations and Societies’ Guidelines

Association of Internet Researchers Ethics Guides 2002 and 2012

See: http://ethics.aoir.org/index.php?title=Main_Page, <http://www.aoir.org/reports/ethics2.pdf>
<http://ethics.aoir.org/index.php?title=Resources-url>

British Educational Research Association (BERA) Jones, C. (2011). Ethical issues in online research. British Educational Research Association.

(See: <http://www.bera.ac.uk/resources/ethical-issues-online-research>)

British Psychological Association (BPS) Report of the Working Party on Conducting Research on the Internet: Guidelines for ethical practice in psychological research online

http://www.bps.org.uk/sites/default/files/documents/conducting_research_on_the_internet-guidelines_for_ethical_practice_in_psychological_research_online.pdf

Business and Marketing Research Guidelines

CASRO Social Media Research Guidelines

http://c.ymcdn.com/sites/www.casro.org/resource/resmgr/docs/social_media_research_guidel.pdf

ESOMAR, European Society for Opinion & Marketing Research, ICC/ESOMAR International

Guideline on Social Media Research http://www.esomar.org/uploads/public/knowledge-and-standards/codes-and-guidelines/ESOMAR_Guideline-on-Social-Media.pdf

Guideline for Online Research <http://www.esomar.org/knowledge-and-standards/codes-and-guidelines/guideline-for-online-research.php>

Market Research Association Guide to the Top 16 Social Media Research Questions http://www.mra-net.org/rq/documents/MRA_IMRO_SMR16.pdf

Market Research Society (MRS) Guidelines for Online Research (2012) <https://www.mrs.org.uk/pdf/2012-02-16%20Online%20Research%20Guidelines.pdf>

Governmental Agencies’ Guidelines

European Union Data Privacy Rules. See: <http://ec.europa.eu/justice/data-protection/>

WMA Declaration of Helsinki - Ethical Principles for Medical Research Involving Human Subjects. See: <http://www.wma.net/en/30publications/10policies/b3/>

Books and Articles

- Deacon, D., Pickering, M., Golding, P., & Murdock, G. (2007). *Researching communications: A practical guide to methods in media and cultural analysis* Bloomsbury Academic.
- McKee, H. A., & Porter, J. E. (2009). *Ethics of internet research*. New York: Peter Lang.
- Miller, T., Birch, M., Mauthner, M., & Jessop, J. (Eds.). (2012). *Ethics in Qualitative Research (Second ed.)*. London: Sage Publications.
- Orton-Johnson, K. (2010). Ethics in Online Research. *SAGE Internet Research Methods*. In J. Hughes (Ed.), *Internet Research Methods*. London: SAGE Publications Ltd.

QUALITATIVE ONLINE RESEARCH CONSENT BASICS

Questions to answer in the consent agreement	Additional questions to answer in agreement for online research
<ul style="list-style-type: none"> Who is conducting the study: identity of researcher(s)? Is there an affiliation with an institution, agency or a funder 	<ul style="list-style-type: none"> Can you include links to the researcher's page or blog that contains credible information about the researcher and the study? Can you include links to any affiliated institution or agency, including contact information for the research supervisor if the researcher is a student?
How can researchers who be contacted at any time to answer pertinent questions about the research and the participant's rights?	
What is the purpose of the study?	
What rights does the participant have to withdraw from the study at any time without penalty?	
<ul style="list-style-type: none"> Will interactions with the researcher be recorded? 	<ul style="list-style-type: none"> Will interactions with the researcher be recorded, saved or archived online? Will the researcher download any recordings, interview chat records or posts and delete them from commercial servers?
<ul style="list-style-type: none"> What are the rights of the participant in terms of reviewing transcripts, images or media collected or generated, and correcting information provided? 	<ul style="list-style-type: none"> How will participants be able to review transcripts or recordings—will you send links or attached documents? Does the participant have the ability to access materials in this way? How will participants communicate any corrections? By email? Are participants expected to make changes on documents and return them; if these approaches require technology skills the participant does not have, are there alternative ways to convey any requested changes?
<ul style="list-style-type: none"> What does the study entail in terms of duration, time commitment and types of interactions (1-1 with researcher or as part of a group)? 	<ul style="list-style-type: none"> What does the study entail in terms of duration, time commitment and types of interactions (1-1 with researcher or as part of a group)? If in a group, how will the individual's identity protected? What types of technologies will be used for communications with the researcher, data collection activities and/or as the setting for the study?
<ul style="list-style-type: none"> Will interactions with the researcher be recorded? 	<ul style="list-style-type: none"> Will interactions with the researcher be recorded, saved or archived online? Will the researcher download any recordings, interview chat records or posts and delete them from commercial servers?
<ul style="list-style-type: none"> How will the researcher ensure protection of confidentiality and anonymity of the data? 	<ul style="list-style-type: none"> How will the researcher ensure protection of confidentiality and anonymity of data collected online?
How will the data be used?	
Where will findings be published?	
What procedures will be used in cases of incidental findings?	
What are the risks or potential risks associated with participation?	
What are potential benefits associated with participation?	

REFERENCES FOR THE PRESENTATION

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- Cabiria, J. (2012). Interviewing in virtual worlds: An application of best practices. In J. Salmons (Ed.), *Cases in online interview research*. Thousand Oaks: Sage Publications.
- LeCompte, M. (2008). Secondary participants. In L. M. Given (Ed.), *The SAGE Encyclopedia of Qualitative Research Methods*. Thousand Oaks, CA: SAGE Publications, Inc.
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- Scaraboto, D., Rossi, C. A. V., & Costa, D. (2012). How consumers persuade each other: Rhetorical strategies of interpersonal influence in online communities. *Brazilian Administration Review (BAR)*, 9(3), 246-267.