

The Main Differences Between the 1999 and 2005 MRS Codes of Conduct

The new MRS Code of Conduct contains **very few new rules**. The expansion of the Code is a result of the incorporation of the existing mandatory rules from the current suite of MRS guidelines into the MRS Code. All of these guidelines, which have been issued over the last six years, have been developed in full consultation with the MRS membership and, as a result, the inclusion of these rules into the Code should not affect working practices.

Section	Main change
Introduction	<p>Addition of the eight ESOMAR principles.</p> <p>Clearer definitions of <i>records</i> and <i>respondent</i>.</p> <p>Inclusion of definitions for <i>Company Partner</i>, <i>confidential research</i>, <i>consultant</i>, <i>interviewer</i>, <i>member</i>, <i>mystery shopping</i>, <i>the profession</i>, <i>publication</i>, <i>recruiter</i>, <i>responsible adult</i> and <i>sub-contractor</i>.</p> <p>Inclusion of disciplinary regulations (in Section A of the 1999 Code).</p>
Section A: General Rules of Professional Conduct	<p>Contains many of the previous Section A rules with slight editing changes.</p> <p>A7, the rule detailing members' responsibilities regarding working practices, has been re-written.</p> <p>A8, A9 and A10 were previously in Section B.</p>
Section B: Rules of Professional Conduct Applicable to Research	<p>B1 and B2 were previously in Section A.</p> <p>A new rule, B5 has been added on the need for contracts.</p> <p>The section <i>Analysis and Reporting of Research Findings</i> (rules B49 to B61) is the only section which is entirely new. It is based on the principles of the two previous rules which covered this area (B14 and B27 of the 1999 Code). The majority of the reporting rules were in the original Code consultation document sent out to all MRS Members in October 2004.</p> <p>B48 is a new rule which provides the link from the Code to the soon-to-be-released regulations, <i>Using Research Techniques for Non-research Purpose</i>.</p> <p>The remaining rules are extracted from current MRS guidelines.</p>
Appendix: ICC/ESOMAR Code of Marketing and Social Research Practice	<p>A copy of the ICC/ESOMAR Code (without the Notes which are associated with this Code) is included for reference purposes only. MRS no longer uses this Code for disciplinary and compliance enforcement.</p>