

Traverse regards ethical research as being of the highest importance. Positive social impact is one of the four objectives of our organisation – as social researchers we therefore put a lot of emphasis on ethical practice. We are members of the Social Research Association and abide by their code of conduct, as well as the Market Research Society code of conduct.

All our work is underpinned by the following set of principles:

- Respect – we take a nuanced, respectful and sensitive approach to recruitment, research design and all communication with participants. Often working with steering/advisory groups, we also often propose working with 2-3 lay advisors to review and advise on the design of the research, including: our approach to sample recruitment, the information sheet used for recruitment and informed consent, the screening questionnaire and all research materials. This helps to ensure that our approach has credibility among key audiences. Our approach to ethics will ensure we respect the dignity, rights, safety and well-being of the people who take part.
- Transparency – we always clearly communicate that research is being conducted in order to better understand social issues, consumer behaviour, etc. The fact that your research projects will help inform strategy, communications and policy development will help to build trust and confidence in the research making a difference.
- Sensitivity to language - we always strive to use language which is affirming in respect to diversity. We often work with advisors and lay advisors to ensure this. This ensures that taking part in research is wherever possible, an empowering and positive experience.
- Flexibility – we routinely offer interviews at a location (face to face, via phone, or Skype/Facetime) and time to suit participants. This helps to ensure that research is as accessible as possible to a diverse range of people.
- Collaboration – we will work closely with our clients to design, plan and analyse data ensuring it is robust, practical and systematically answers your key research questions. This ensures that research engages with your key audiences, stakeholders and decision makers.

Nick Johnson



Chief Executive
11 May 2021