



Coin Research Participant Charter

Human research in the digital age

Why have a Participant Charter?

Our ultimate mission at Coin Research is to bridge the gap between organisations and society in such a way that it is of benefit for them both.

The purpose of the Participant Charter is to:

- Do better for organisations by delivering research rooted in efficacy and honest, productive relationships
- Do better for participants through authentic, benevolent engagement
- Do better for society by building in the mechanism to support charitable endeavours

Here we set out three areas for consideration:

- Language
- Engagement
- Remuneration

It is important that all Coin Research team members read and adhere to this charter when working on projects.

Language

We research **people**. **People** that take part in our research projects are called **participants**.

At Coin we do not use the word “respondent” as it reduces the person taking part down to someone that merely responds to a researcher’s questions.

If we are researching a group of people that buy our client’s products/services or support their cause we call these people **customers**.

When researching a wider group of people that are not customers or participants we call them the client’s **audience** (**potential** or **existing** if there is need to differentiate).

We do not refer to people as “consumers” as it reduces them to a function of what they buy/consume. We are all more than this. The word also has negative connotations rooted in greed/excess.



Engagement

1. We recruit for engagement

Understand that people generally aren't articulate or clearly spoken when taking part in research because they are being asked about things that they never consciously think about in real life. This can make conducting research 'painful' for both participant and researcher.

Taking part in Coin Research projects should not be 'painful'. Instead we aim for participants to be intrinsically motivated to participate as this is a topic they are interested in or know a lot about.

We understand that this is not always possible. However, participants that take part in research purely for financial gain do not care whether they are giving researchers value for money and time are not the kind of participants we want.

To overcome this, we recruit our participants from our networks where we have earned access. These are places (real or virtual) where potential participants are already engaged and come with a level of articulation and knowledge on the subject matter.

Note, these do not necessarily have to be "influencers".

2. We research in surrounds that means participants feel relaxed and comfortable

To deliver a true understanding of people we need to get to know them in an environment that they know, or feel relaxed and comfortable in. This is generally not in a viewing facility with a bunch of strangers!

This often means that we need to go to where they are rather than making them come to us. Whether that be out and about in their leisure time, at their home, at events they attend or even meeting them in digital 'spaces' where they spend their time.

Essentially, we connect with them where they naturally reside.

If we want to get a group of people together that match a similar profile but don't know each other we start the process in a neutral online space so that the conversation is 'warm' before we meet face to face.

3. We promote a non-hierarchical relationship

The approach in Pt1 necessitates a different kind of relationship between participant and researcher.



We remove any perceived hierarchy by inviting people in to projects as co-researchers. We believe that they can tell us how best to ask them a question if we first explain what it is we are trying to learn.

This means sharing with them the aims, purpose and possibly even the client (providing this does not bias or negate the project) from the start.

4. We aim to enrich lives

Taking part in research should be enriching for participant and researcher. It should not be a boring chore or feel like a drain on time and knowledge of either.

This means that participants should leave with an improved sense of well being through:

- having learned something
- feel that they contributed effectively
- made new connections
- met nice, friendly, people
- enjoyed the conversation
- benefitted the world by taking part

Remuneration

Our preferred approach to incentives is to emphasise intrinsic over extrinsic motivation. This means that financial compensation for time shall be used, but shall not be the driving motivation for people to take part.

All participants that are remunerated for taking part are invited to donate upwards from 10% of their incentive to charity, on the understanding that Coin Research will match whatever figure they donate.

Where possible, charitable support will be integrated into the design of the research process, as long as this does not present any conflict of interests or bias into the methodology.

Coin Research supports a number of grassroots charities, and also works with our participants to decide how best to support other charitable organisation.