Transparency Initiative Disclosure Elements (TI Attachment C)
(revised June 2026)

Participation in AAPOR's Transparency Initiative involves willingness to provide the items listed below in any reports of survey research results that are publicly released, or to make them publicly available, preferably on the organization's web site, immediately upon release of that report. These items correspond to the first part of Section III.A of AAPOR's Code of Professional Ethics and Practices, which was revised in June 2026.

1. **Data Collection Strategy:** Describe the data collection strategies employed (e.g. surveys, focus groups, content analyses, AI-assisted interviewing).

2. **Who Sponsored the Research and Who Conducted It.** Name the sponsor of the research and the party(ies) who conducted it. If the original source of funding is different from the sponsor, this source will also be disclosed.

3. **Measurement Tools/Instruments.** Measurement tools include questionnaires with survey questions and response options, show cards, vignettes, or scripts used to guide discussions or interviews. The exact wording and presentation of any measurement tool from which results are reported as well as any preceding contextual information that might reasonably be expected to influence responses to the reported results and instructions to respondents or interviewers should be included. Also included are scripts used to guide discussions and semi-structured interviews, including interviews conducted using AI. Any instructions to researchers, interviewers, moderators, chatbots, and participants in the research must also be disclosed. Content analyses and ethnographic research will provide the scheme or guide used to categorize the data; researchers will also disclose if no formal scheme was used.

4. **Population Under Study.** Survey and public opinion research can be conducted with many different populations including, but not limited to, the general public, voters, people working in particular sectors, blog postings, news broadcasts, an elected official's social media feed. Researchers will be specific about the decision rules used to define the population when describing the study population, including location, age, other social or demographic characteristics (e.g., persons who access the internet), time (e.g., immigrants entering the US between 2015 and 2019). Content analyses will also include the unit of analysis (e.g., news article, social media post), the source of the data (e.g., Twitter, Lexis-Nexis), and whether artificial intelligence was used to assist with the selection, coding, and/or analysis of content.

5. **Method Used to Generate and Recruit the Sample.** The description of the methods of sampling includes the sample design and methods used to contact or recruit research participants or collect units of analysis, including the use of AI-generated responses. Disclose all the following, include noting if information is missing because the data collection organization did not provide the information.

a. Explicitly state whether the sample comes from a frame selected using a probability-based methodology (meaning selecting potential participants with a known non-zero probability from a known frame), if the sample was selected using non-probability methods (potential participants from opt-in, volunteer, or other sources), if the sample was AI-generated, or if the sample was combined from multiple of these type of frames. If the sample combined AI-generated data and human participants, the description must clearly identify to the reader that not all participants were human.
b. Sample specification should include a description of the sampling frame(s), list(s), or method(s). For example, list samples, address-based samples, telephone samples, social media, river sampling, snowball sampling, respondent-driven sampling, online panels and consolidators. A description of the lists, websites, social media, or other sources for the non-probability sample should be provided It is permissible to provide a link to the description provided by a vendor or third-party sourcing.If a frame, list, or panel is used, the description should include the name of the supplier of the sample or list and nature of the list (e.g., ABS, registered voters in the state of Texas in 2018, pre-recruited panel or pool).
c. Probability based sample specification should include additional information in the description of the sampling frame(s), list(s), or method(s). If a frame, list, or panel is used, the description should include the coverage of the population, including describing any segment of the target population that is not covered by the design.
d. For surveys, focus groups, or other forms of interviews, provide a clear indication of the method(s) by which participants were contacted, selected, recruited, intercepted, or otherwise contacted or encountered, along with any eligibility requirements and/or oversampling.
e. Describe any use of quotas.
f. Include the geographic location of data collection activities for any in-person research.
g. For content analysis, detail the criteria or decision rules used to include or exclude elements of content and any approaches used to sample content. If a census of the target population of content was used, that will be explicitly stated.
h. For AI-generated responses (e.g., silicon responses, digital twins, synthetic responses), describe how the responses were generated.
i. Explicitly state whether compensation/incentives were or were not provided to participants. Provide details of any strategies used to help gain cooperation (e.g., advance contact, letters and scripts, compensation or incentives, refusal conversion contacts) whether for participation in a survey, group, panel, or for participation in a particular research project. Describe any compensation/incentives provided to research subjects and the method of delivery (debit card, gift card, cash).

6. **Method(s) and Mode(s) of Data Collection.** Include a description of all mode(s) used to contact participants or collect data or information (e.g., CATI, CAPI, ACASI, IVR, mail, Web for survey; paper and pencil, audio or video recording for qualitative research, chatbot, AI voice assistant, etc.) and the language(s) offered or included. For qualitative research such as in-depth interviews and focus groups, also include length of interviews or the focus group session.

7. **Dates of Data Collection.** Disclose the dates of data collection (e.g., data collection from January 15 through March 10 of 2019). If this is a content analysis or analysis conducted using AI, include the dates of the content analyzed (e.g., social media posts between January 1 and 10, 2019).

8. **Numbers of Completed Interviews (by sampling frame if more than one frame was used) and (if applicable) Discussion of the Precision of the Results.**

a. Provide the number of human responses from each frame.
b. For probability sample surveys, report estimates of sampling error (often described as "the margin of error") and discuss whether the reported sampling error or statistical analyses have been adjusted for the design effect due to weighting, clustering, or other factors.
c. Reports of non-probability sample surveys will only provide measures of precision if they are defined and accompanied by a detailed description of how the underlying model was specified, its assumptions validated, and the measure(s) calculated. Otherwise, include a statement that the sample was selected with a non-probability method and measures of precision are not provided and what the resulting impact may be on inference.
d. If content was analyzed using human coders, report the number of coders, whether inter-coder reliability estimates were calculated for any variables, and the resulting estimates.

9. **How the Data Were Weighted.** Describe how the weights were calculated, including a description of any steps to adjust weights for probability of selection into the sample; for eligibility; for nonresponse; and for post-stratification, raking, and/or calibration to population totals. For all steps, describe the variables used and the sources of the weighting parameters. If the data were not weighted, state that explicitly.

a. If multiple data sources or frames were used to recruit the sample, describe how the weighting procedures accounted for combining data from multiple sources and what weighting methods were applied.

10. **How the Data Were Processed and Procedures to Ensure Data Quality.** Describe validity checks, where applicable, including but not limited to whether the researcher added attention checks, logic checks, or excluded respondents who straight-lined or completed the survey under a certain time constraint, any screening of content for evidence that it originated from bots or fabricated profiles, re-contacts to confirm that the interview occurred or to verify respondent's identity or both, and measures to prevent respondents from completing the survey more than once. Any data imputation or other data exclusions or replacement will also be discussed. Researchers will provide information about whether any coding was done by human coders, software, or AI (or a combination thereof); if automated coding was done, name the software or AI platform and specify the parameters or decision rules that were used. Explicitly state if no steps were taken for quality control or to ensure data quality.

11. **A General Statement Acknowledging Limitations of the Design and Data Collection.** All research has limitations and researchers will include a general statement acknowledging the unmeasured error associated with all forms of public opinion research, including the limitations of any AI tools used.

12. **Disclosure of the Use of Artificial Intelligence.** Researchers will disclose the use of AI for data collection or data processing.

The following must be included in any reporting or methodological summaries if AI was used as part of data collection or processing.

a. Task performed by AI: What AI was used for (e.g. generating responses, interviewing/assisting in interviewing, cleaning data, producing estimates, coding/labeling data). Disclose if this information is unknown or not available.
b. Human oversight or validation: At what step(s) the AI output or process was validated by researchers (for example: how the oversight or validation was conducted, or a link to existing validation or platform provider's documentation). Disclose if this information is unknown or not available.

In addition, other items included Section III.B of the AAPOR Code are to be released within 30 days of any request for those materials, and Sections III.C-D are also to be observed.