

1 **Current Version of Code with Changes Marked**  
2 *(Items highlighted in yellow were made after member input period)*

3 **The Code of Professional Ethics and Practices**

4 We—the members of the American Association for Public Opinion Research (AAPOR) and its affiliated chapters—subscribe to the  
5 principles expressed in this document, the AAPOR Code of Professional Ethics and Practices (“the Code”). Our goals are to support  
6 sound and ethical practice in the conduct of public opinion and survey research and promote the informed and appropriate use of  
7 research results.

8 The Code is based in on fundamental ethical principles that apply to the conduct of research regardless of an individual’s membership  
9 in AAPOR or any other organization. Adherence to the principles and actions set out in the Code is expected of all public opinion and  
10 survey researchers.

Commented [KJ1]: Trivial edit for clarity.

11 As AAPOR members, we pledge to maintain the highest standards of scientific competence, integrity, accountability, and  
12 transparency in designing, conducting, analyzing, and reporting our work, and in our interactions with participants (sometimes  
13 referred to as respondents or subjects), clients, and the users of our research. We pledge to act in accordance with principles of  
14 basic human rights in research. We further pledge to reject all tasks or assignments that would require activities inconsistent with the  
15 principles of this Code.

16 The Code sets the standard for the ethical conduct of public opinion and survey research at the time of publication.

17 Recommendations on best practices for research design, conduct, analysis, and reporting are beyond the scope of the Code but may  
18 be published separately by AAPOR Executive Council.

19 **Definitions of Terms Used in the Code**

20  
21 1. “Public opinion ~~and~~, survey research, and surveying” refers to the systematic collection and analysis of information from or about  
22 individuals, groups, or organizations concerning their behaviors, cognitions, attitudes, or other characteristics. It encompasses both  
23 quantitative and qualitative research methods, traditional or emerging.

Commented [KJ2]: Trivial edit for clarity.

1 ~~2. “Participants” refers to individuals~~ 2. Public opinion research “participants” and “respondents” are human beings whose behaviors,  
2 cognitions, attitudes, or other characteristics are measured and analyzed. Participants can include individuals representing groups or  
3 organizations, and individuals such as minors or those unable to consent directly, for whom a parent, legal guardian, or other proxy  
4 makes participation decisions or provides information. Generated responses or data that are generated, inferred or modeled through  
5 artificial intelligence (e.g., silicon responses, digital twins, synthetic responses) are not research “participants.” Cases created in this  
6 manner and included in a purported study of public opinion- must be identified as having been created through artificial intelligence.

**Commented [KJ3]:** Language was added to clarify that survey responses were provided by human participants rather than generated by artificial intelligence. As AI-generated content becomes more prevalent, explicitly noting the source of responses helps ensure transparency regarding the methodology and the authenticity of the data collected.

7  
8 3. “Poll,” “polling,” “survey,” and “surveying” and other similar terms imply that the primary source of data are from human  
9 respondents. These terms should not be used to describe data created through artificial intelligence.

**Commented [KJ4]:** Same justification as above.

**Commented [KJ5]:** Same comment as above.

10  
11 4. “Personally identifiable information” refers to (i) measurements, records, or other data that can be used alone or in combination to  
12 distinguish or trace an individual’s identity and (ii) any other information that is linkable to an individual (e.g., employment information,  
13 medical history, academic records).

## 14 15 I. Principles of Professional Responsibility in Our Research

### 16 17 A. Responsibilities to Participants

18 1. –We will avoid practices or methods that may harm, endanger, humiliate, or unnecessarily mislead participants and potential  
19 participants.

20 2. –We will not misrepresent the purpose of our research or conduct other activities (such as sales, fundraising, or political  
21 campaigning) under the guise of conducting research.

22 3. ~~We~~ We respect prospective participants’ autonomy in their decision to participate and recognize that participation in our research  
23 is voluntary except where specified by regulation or law. Participants may freely decide, without coercion, whether to participate in  
24 the research, whether to withdraw, and whether to answer any question or item presented to them.

**Commented [KJ6]:** Additional language for clarity.

**Commented [KJ7]:** Same as above comment.

25 4. – We will make no false or misleading claims as to a study’s sponsorship or purpose and will provide truthful answers to  
26 participants’ questions about the research. If disclosure of certain information about the research could endanger or cause harm to

1 ~~persons~~people, could bias responses, or does not serve research objectives, it is sufficient to indicate, in response to participants'  
2 questions about the research, that some information cannot be revealed.

Commented [KJ8]: Trivial edit

3 5. -We recognize the critical importance of protecting the rights of minors and other vulnerable individuals when obtaining  
4 participation decisions and conducting our research.

5 6. -We will act in accordance with laws, regulations, and the rules of data owners (providers of research or administrative records  
6 previously collected for other purposes) governing the collection, use, and disclosure of information, including data collected or  
7 supported using artificial intelligence, -obtained from or about individuals, groups, or organizations.

Commented [KJ9]: Language added for AI inclusion.

8

## 9 B. Responsibilities When Collecting Personally Identifiable Information

10 1.- We recognize the right of participants to be provided with honest and forthright information about how personally identifiable  
11 information that we collect from them will be used.

12 2. -We recognize the importance of preventing unintended disclosure of personally identifiable information. We will act in accordance  
13 with all relevant best practices, laws, regulations, and data owner rules governing the handling and storage of such information. We  
14 will restrict access to identifiers and destroy them as soon as they are no longer required, in accordance with relevant laws,  
15 regulations, and data owner rules.

16 3. — We will not disclose any information that could be used, including through the use of artificial intelligence, alone or in  
17 combination with other reasonably available information, to identify participants with their data, without participant permission. We  
18 will consider the capabilities of readily-available artificial intelligence and other tools when disclosing participant information and  
19 ensure that reasonable steps are taken to avoid unintended violations of participant privacy.

Commented [KJ10]: Language added to educate/remind members that use of AI heightens risks to non-disclosure. The final sentence was suggested by a member in response to our call for assistance.

20 4. — When disclosing personally identifiable data for purposes other than the current research, we will relay to data users any  
21 conditions of their use specified in the participant permission we have obtained.

Commented [KJ11]: Post member feedback edit to shore up language about reasonable privacy protections.

22 5. — We understand that the use of our research results in a legal proceeding does not relieve us of our ethical obligation to  
23 protect participant privacy and keep confidential all personally identifiable data, except where participants have permitted disclosure.

24

1 C. Responsibilities to Clients or Sponsors

2 1. —When undertaking work for a client, we will hold confidential all proprietary information obtained about the client and about the  
3 conduct and findings of the research undertaken for the client, except when the dissemination of the information is expressly  
4 authorized by the client.

5 2. —We will inform those (partners, co-investigators, sponsors, and clients) for whom we conduct publicly released research studies  
6 about AAPOR’s Standards for Disclosure in Section III of the Code, and provide information on what should be disclosed in their  
7 releases.

8 3.— We will be mindful of the limitations of our expertise and capacity to conduct various types of research and will accept only those  
9 research assignments that we can reasonably expect to accomplish within these limitations.

10

11 D. Responsibilities to the Public

12 1. We will disclose to the public the methods and procedures used to obtain our own publicly disseminated research results in  
13 accordance with Section III of the Code.

14 2. We will correct any errors in our own work that come to our attention which could influence interpretation of the results. We will  
15 make good faith efforts to identify and issue corrective statements to all parties who were presented with the factual  
16 misrepresentation or distortions. If such factual misrepresentations or distortions were made publicly, we will correct them in a public  
17 forum that is as similar as possible to original data dissemination.

18  
19 3. We will correct factual misrepresentations or distortions of our data or analysis, including those made by our research partners, co-  
20 investigators, sponsors, or clients. We will make good faith efforts to identify and issue corrective statements to all parties who were  
21 presented with the factual misrepresentations or distortions, and if such factual misrepresentations or distortions were made publicly,  
22 we will correct them in a public forum that is as similar as possible to the original data dissemination. We also recognize that  
23 differences of opinion in the interpretation of analysis are not necessarily factual misrepresentations or distortions and will  
24 exercise professional judgment in handling disclosure of such differences of opinion.

25

26 E. Responsibilities to the Profession

Commented [KJ12]: Trivial edit for clarity.

1 1. We recognize the importance to the science of public opinion and survey research of disseminating as freely as practicable the  
2 ideas and findings that emerge from our research.

3 2. We can point with pride to our membership in AAPOR and adherence to the Code as evidence of our commitment to high  
4 standards of ethics in our relations with research participants, our clients or sponsors, the public, and the profession. However, we  
5 will not cite our membership in the Association nor adherence to this Code as evidence of professional competence, because the  
6 Association does not certify the professional competence of any ~~persons~~person or organizations.

Commented [KJ13]: Trivial edit

7

## 8 II. Principles of Professional Practice in the Conduct of Our Work

9 A. We will exercise due care in developing research designs, samples, and instruments, and in collecting, processing, and analyzing  
10 data, taking all reasonable steps to assure the reliability and validity of results.

11 1. We will recommend and employ only those tools and methods of analysis that, in our professional judgment, are fit for the purpose  
12 of the research questions.

13 2. We will not knowingly select research tools and methods of analysis that yield misleading conclusions.

14 3. We will not knowingly make interpretations of research results that are inconsistent with the data available, nor will we tacitly  
15 permit such interpretations. We will ensure that any findings we report, either privately or for public release, are a balanced and  
16 accurate portrayal of research results.

17 4. We will not knowingly imply that interpretations ~~are accorded claim~~ greater confidence ~~in our findings~~ than the data ~~and~~  
18 ~~methodology~~ warrant. When we generalize from samples to make statements about populations, we will only make claims of  
19 precision and applicability to broader populations that are warranted by the sampling frames and other methods ~~employed~~.

Commented [KJ14]: Post member edits added to strengthen the language.

20 5. We will not engage in data fabrication or falsification.

21 6. We will accurately describe and attribute research from other sources that we cite in our work, including ~~its~~ methodology, content,  
22 comparability, and source.

23

1 B. We will describe our methods and findings accurately and in appropriate detail in all research reports, adhering to the standards  
2 for disclosure specified in Section III of the Code.

3  
4

5 III. Standards for Disclosure

6 Broadly defined, research on public opinion can be conducted using a variety of quantitative and qualitative methodologies,  
7 depending on the research questions to be addressed and available resources. Accordingly, good professional practice imposes the  
8 obligation upon all public opinion and survey researchers to disclose sufficient information about how the research was conducted to  
9 allow for independent review and verification of research claims, regardless of the methodology used in the research. Full and  
10 complete disclosure for items listed in Section A will be made at the time results are released, either publicly or to a research client,  
11 as the case may be. As detailed below, the items listed in Section B, if not immediately available, will be released within 30 days of  
12 any request for such materials. If the results reported are based on multiple samples or multiple modes, the preceding items (as  
13 applicable) will be disclosed for each.

14  
15

~~A. Items for Immediate Disclosure~~

16 ~~A. Items for Immediate Disclosure: Disclose all information below, including listing items that were not present (e.g., if compensation~~  
17 ~~was not offered to respondents, state that explicitly). Researchers will make reasonable effort to ensure information is readily~~  
18 ~~accessible without requiring the reader to navigate multiple sources or links.~~

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

21

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

24

**Commented [KJ15]:** Post member feedback edit - deleted proposed language to address unwieldy disclosure requirements.

**Commented [KJ16]:** Language added to require researchers to identify both actions taken and actions not taken. This ensures transparency and prevents ambiguity by allowing readers to determine whether an activity was intentionally not performed or simply not addressed in the documentation. The last sentence was added to remind researchers to make methodological disclosure easily found/accessed by readers.

**Commented [KJ17]:** Language added to include AI.

**Commented [KJ18]:** Trivial edit

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

**Commented [KJ19]:** Language added to educate/remind members to include AI tools/instruments.

9  
10 4. Population Under Study. Survey and public opinion research can be conducted with many different populations including, but not  
11 limited to, the general public, voters, people working in particular sectors, blog postings, news broadcasts, an elected official's social  
12 media feed. Researchers will be specific about the decision rules used to define the population when describing the study population,  
13 including location, age, other social or demographic characteristics (e.g., persons who access the internet), time (e.g., immigrants  
14 entering the US between 2015 and 2019). Content analyses will also include the unit of analysis (e.g., news article, ~~social media~~  
15 ~~post~~ ~~and~~), the source of the data (e.g., Twitter, Lexis-Nexis ~~), and whether artificial intelligence was used to assist with the~~  
16 selection, coding, and/or analysis of content.

**Commented [KJ20]:** Language added to remind/educate members that AI use needs to be disclosed.

17  
18  
19 5. Method Used to Generate and Recruit the Sample. The description of the methods of sampling includes the sample design ~~and~~  
20 methods used to contact or recruit research participants or collect units of analysis, including the use of AI-generated responses.  
21 Disclose all the following, include noting if information is missing because the data collection organization did not provide the  
22 information.

**Commented [KJ21]:** Language added to ensure researchers disclose any available information about sample sources and data collection methods—including the use of AI—and, when details are not available because a data collection vendor did not release proprietary information, researchers must state that the information was not provided by the data collection center. This requirement applies to all sample-related information, not just AI use.

23 a. Explicitly state whether the sample comes from a frame selected using a probability-based methodology (meaning  
24 selecting potential participants with a known non-zero probability from a known frame ~~or~~), if the sample was selected using  
25 non-probability methods (potential participants from opt-in, volunteer, or other sources ~~), if the sample was AI-generated, or if~~  
26 the sample was combined from multiple of these type of frames. If the sample combined AI-generated data and human  
27 participants, the description must clearly identify to the reader that not all participants were human.

**Commented [KJ22]:** Post member feedback edit to address concerns that the Code was not prescriptive enough about making it clear that not all respondents were human.

1 ~~Probability-based sample~~. ~~Sample~~ specification should include a description of the sampling frame(s), list(s), or method(s).  
2 For example, list samples, address-based samples, telephone samples, social media, river sampling, snowball sampling,  
3 respondent-driven sampling, online panels and consolidators. A description of the lists, websites, social media, or other sources for  
4 the non-probability sample should be provided. It is permissible to provide a link to the description provided by a vendor or third-  
5 party sourcing.

6 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  
7 the list (e.g., ABS, registered voters in the state of Texas in 2018, pre-recruited panel or pool).

8 c. Probability based sample specification should include additional information in the description of the sampling frame(s),  
9 list(s), or method(s).

10 If a frame, list, or panel is used, the description should include the coverage of the population, including describing any  
11 segment of the target population that is not covered by the design.

12  
13 d. For surveys, focus groups, or other forms of interviews, provide a clear indication of the method(s) by which participants  
14 were contacted, selected, recruited, intercepted, or otherwise contacted or encountered, along with any eligibility  
15 requirements and/or oversampling.

16 e. Describe any use of quotas.

17 f. Include the geographic location of data collection activities for any in-person research.

18 g. For content analysis, detail the criteria or decision rules used to include or exclude elements of content and any  
19 approaches used to sample content. If a census of the target population of content was used, that will be explicitly stated.

20 h. For AI-generated responses (e.g., silicon responses, digital twins, synthetic responses), describe how the responses were  
21 generated.

22 i. Explicitly state whether compensation/incentives were or were not provided to participants. Provide details of any strategies  
23 used to help gain cooperation (e.g., advance contact, letters and scripts, compensation or incentives, refusal conversion

**Commented [KJ23]:** Language was added to reflect the many ways sample frames, lists, and recruitment methods may be used in modern research. This ensures that disclosure requirements apply consistently across different sampling approaches and that researchers provide clear information regardless of how the sample was obtained.

**Commented [KJ24]:** Post member feedback edit to address concerns that members may not have access to this information and would need to rely on what is provided by a vendor.

**Commented [KJ25]:** Trivial edit

**Commented [KJ26]:** Language was added to address the growing use of AI-generated samples—such as silicon samples, digital twins, and synthetic samples—and to ensure transparency about how these samples are created. Because these samples are produced through novel rather than traditional sampling frames, additional information is needed so that readers can understand how the sample was generated and evaluate the research appropriately.

**Commented [KJ27]:** Language was added to address concerns that when compensation or incentives are not mentioned, readers may interpret the omission in different ways. Because compensation can have important effects on participation—both positive and negative—explicitly stating whether incentives were or were not provided helps avoid ambiguity and ensures greater transparency in how the data were collected.

1 contacts) whether for participation in a survey, group, panel, or for participation in a particular research project. Describe any  
2 compensation/incentives provided to research subjects and the method of delivery (debit card, gift card, cash).

3  
4 **6. Method(s) and Mode(s) of Data Collection.** Include a description of all mode(s) used to contact participants or collect data or  
5 information (e.g., CATI, CAPI, ACASI, IVR, mail, Web for survey; paper and pencil, audio or video recording for qualitative research,  
6 ~~chatbot, AI voice assistant, etc.)~~ and the language(s) offered or included. For qualitative research such as in-depth interviews and  
7 focus groups, also include length of interviews or the focus group session.

**Commented [KJ28]:** Language added to encompass AI.

8  
9 **7. Dates of Data Collection.** Disclose the dates of data collection (e.g., data collection from January 15 through March 10 of 2019). If  
10 this is a content analysis ~~or analysis conducted using AI,~~ include the dates of the content analyzed (e.g., social media posts between  
11 January 1 and 10, 2019).

**Commented [KJ29]:** Language was added to clarify disclosure requirements for content analyses and AI-assisted analyses, where the timing of the material analyzed—rather than fieldwork dates—is essential for transparency and proper interpretation of results.

12  
13 **8. Numbers of Completed Interviews and Sample Sizes** (by sampling frame if more than one frame was used) and (if applicable)  
14 Discussion of the Precision of the Results.

**Commented [KJ30]:** Edit to existing language to ensure transparency about the number of completed interviews underlying reported estimates, which is essential for evaluating data quality.

15 ~~a. Provide sample sizes for each mode the number of data collection (for surveys include sample sizes for human responses~~  
16 ~~from each frame, list, or panel used).~~

**Commented [KJ31]:** Edits were made to ensure a clear distinction between human respondents and AI generated data.

17 ~~b. For probability sample surveys, report estimates of sampling error (often described as “the margin of error”) and discuss~~  
18 ~~whether or not the reported sampling error or statistical analyses have been adjusted for the design effect due to weighting,~~  
19 ~~clustering, or other factors.~~

**Commented [KJ32]:** Trivial edit

20 ~~c. Reports of non-probability sample surveys will only provide measures of precision if they are defined and accompanied by~~  
21 ~~a detailed description of how the underlying model was specified, its assumptions validated, and the measure(s) calculated.~~  
22 ~~measure(s) calculated. Otherwise, include a statement that the sample was selected with a non-probability method and~~  
23 ~~measures of precision are not provided and what the resulting impact may be on inference.]~~

**Commented [KJ33]:** Language was added to ensure that readers understand both the non-probability nature of the sample and the resulting limitations for statistical inference.

1 d. If content was analyzed using human coders, report the number of coders, whether inter-coder reliability estimates were  
2 calculated for any variables, and the resulting estimates.

3  
4 9. How the Data Were Weighted. Describe how the weights were calculated, including a description of any steps to adjust weights for  
5 probability of selection into the sample; for eligibility; for nonresponse; and for post-stratification, raking, and/or calibration to  
6 population totals. For all steps, describe the variables used and the sources of the weighting parameters. If the data were not  
7 weighted, state that explicitly.

8  
9 a. If multiple data sources or frames were used to recruit the sample, describe how the weighting procedures accounted for  
10 combining data from multiple sources and what weighting methods were applied.

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

19  
20 11. A General Statement Acknowledging Limitations of the Design and Data Collection. All research has limitations and researchers  
21 will include a general statement acknowledging the unmeasured error associated with all forms of public opinion research, including  
22 the limitations of any AI tools used.

23 12. Disclosure of the use of Artificial Intelligence. Researchers will disclose the use of AI for data collection or data processing. If  
24 this information is unknown or not available, this should be disclosed. If AI was not used for data collection or data processing,  
25 include a statement saying so.

**Commented [KJ34]:** Language was added to ensure transparency about how estimates were adjusted at each stage of the process. Requiring researchers to describe the variables used and the sources of weighting parameters enables readers to evaluate the fit of the adjustments and their statistical implications.

**Commented [KJ35]:** Post member feedback edit: Rather than make everything eligible for the "disclose if you did or did not do something," we are identifying those elements that require disclosure either way. This one, compensation, and data cleaning are being flagged.

**Commented [KJ36]:** Language was added to require transparency about how multiple samples or data sources were combined through weighting, which is necessary for evaluating potential bias and the validity of resulting inferences.

**Commented [KJ37]:** Language added to include AI use in data quality checks.

**Commented [KJ38]:** Post member feedback edit: See previous comment about items flagged for disclosure either way.

**Commented [KJ39]:** Language was added to explicitly acknowledge that unmeasured error may also arise from the use of AI tools, ensuring transparency about their limitations and preventing overstatement of the certainty or validity of research findings.

**Commented [KJ40]:** Post member feedback edit - cleaned up language around AI to clarify what needs reporting.

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

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

7 -

8 B. Additional Items for Disclosure. After results are reported, we will make the following items available within 30 days of any request  
9 for such materials:

10 1. Procedures for managing the membership, participation, and attrition of the panel, if a pool, panel, or access panel was used- as  
11 specified below. This should be disclosed for both probability and non-probability surveys relying on recruited panels of participants.  
12 If the information is unknown, it must be explicitly stated.

- 13
- 14 a. Details about panel recruitment (e.g., sample frame, household sample coverage, AAPOR panel recruitment response rate,
- 15 recruitment efforts, total panel size)
- 16 b. Details about panel maintenance (e.g., active panel size, mean invitations a month, recruitment frequency, panel tenure)
- 17 c. Other information available about the experience of participation in the panel (e.g., panel book/methodology report available
- 18 on website)

19 2. Methods of interviewer or coder training and details of supervision and monitoring of interviewers or human coders. If machine  
20 coding was conducted, include description of the machine learning involved in the coding.

21

**Commented [KJ41]:** Section 12 was added to advance AAPOR's principle of transparency by requiring clear, affirmative disclosure of whether and how artificial intelligence was used in data collection or processing. By specifying the tasks performed by AI and the presence of human oversight, the language helps readers understand the role of AI in producing the results, assess potential implications for data quality and validity, and avoid misinterpretation or overstatement of findings.

The AAPOR Taskforce on Responsible AI Integration in Survey Research will release a report which provides helpful examples of AI activities and disclosure statements.

**Commented [KJ42]:** Additional requirements in III.B.1 were added to ensure transparency about how panels are recruited, maintained, and sustained over time, as each stage can affect coverage, data quality, and inference. Disclosing recruitment, maintenance, and life-cycle details enables users to evaluate the suitability of a panel for a given research purpose and to interpret results appropriately.

1 3. Details about screening procedures, including any screening for other surveys or data collection that would have made sample or  
2 selected members ineligible for the current data collection (e.g., survey, focus group, interview) will be disclosed (e.g., in the case of  
3 online surveys if a router was used).

4

5 4. Any relevant stimuli, such as visual or sensory exhibits or show cards. In the case of surveys conducted via self-administered  
6 computer-assisted interviewing, providing the relevant screen shot(s) is strongly encouraged, though not required.

7

8 5. Summaries of the disposition of study-specific sample records so that response rates for probability samples and participation  
9 rates for non-probability samples can be computed. If response or cooperation rates are reported, they will be computed according to  
10 AAPOR Standard Definitions. If dispositions cannot be provided, explain the reason(s) why they cannot be disclosed, and this will be  
11 mentioned as a limitation of the study.

12

13 6. The unweighted sample size(s) on which one or more reported subgroup estimates are based.

14

15 7. Specifications adequate for replication of indices or statistical modeling included in research reports.

16

17

1 C. Access to Datasets

2 Reflecting the fundamental goals of transparency and replicability, AAPOR members share the expectation that access to datasets  
3 and related documentation will be provided to allow for independent review and verification of research claims upon request. In order  
4 to protect the privacy of individual respondents, such datasets will be de-identified to remove variables that can reasonably be  
5 expected to identify a respondent. Datasets may be held without release for a period of up to one year after findings are publicly  
6 released to allow full opportunity for primary analysis. Those who commission publicly disseminated research have an obligation to  
7 disclose the rationale for why eventual public release or access to the datasets is not possible, if that is the case.

8

9 D. AAPOR Standards Complaint

10 If any of our work becomes the subject of a formal investigation of an alleged violation of this Code, undertaken with the approval of  
11 the AAPOR Executive Council, we will provide additional information on the research study in such detail that a fellow researcher  
12 would be able to conduct a professional evaluation of the study.

13

14