

N Y Chapter - AAPOR  
152 Madison Ave – Ste. 801  
New York, NY 10016  
212-684-0542

**2010 MEMBERSHIP APPLICATION FORM**

<b>Name:</b>	
<b>Title:</b>	
<b>Company name:</b>	
<b>Business address:</b>	
<b>Business telephone:</b>	
<b>Business fax:</b>	
<b>Mailing address: (if different from business address)</b>	
<b>Email address:</b>	

**MEMBERSHIP FEES**

Dues below provide membership through December 2010.  
Please make check payable to NYAAPOR and send to:  
152 Madison Avenue, Ste. 801, New York, NY 10016

- \_\_\_ \$75      **Annual Membership Dues**
- \_\_\_ \$50      **Annual membership if your annual income is under \$50,000**
- \_\_\_ \$0      ***Full-Time Student AND is a FIRST-TIME Member***  
***First year membership - Free***  
***Copy of VALID and CURRENT Student ID Card required with this form***
- \_\_\_ \$20      **Full-Time Student, renewing or continuing Membership**
- \_\_\_ \$10      **Meeting notices only but no membership privileges**
- \_\_\_ \$0      **Honorary Life Members *(as designated by National AAPOR)***
- \_\_\_ \$0      **Platinum-level Sponsored NEW Member**  
***Please be sure to include name of your company***
- \_\_\_ \$      ***Contribution to the Warren Mitofsky Endowment Fund***

**IT IS IMPORTANT THAT YOU READ THE CODE OF ETHICS ON THE REVERSE AS ALL AAPOR AND NYAAPOR MEMBERS ARE EXPECTED TO ADHERE TO IT. YOUR SIGNATURE IS REQUIRED BELOW TO INDICATE YOU HAVE READ AND ACCEPTED THE CODE OF ETHICS.**

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

Occasionally we share our mailing list with select outside organizations that offer programs or services that may be of interest to our members. Would you prefer your name not be included?  Yes

NYAAPOR now conducts most of its member correspondence via email only. Would you prefer to still receive conventional mailings on paper?  Yes

## *CODE OF PROFESSIONAL ETHICS AND PRACTICES*

We, the members of the New York Chapter of the American Association for Public Opinion Research (NYAAPOR), subscribe to the principles expressed in the following code. Our goals are to support sound and ethical practice in the conduct of public opinion research and in the use of such research for policy and decision-making in the public and private sectors, as well as to improve public understanding of opinion research methods and the proper use of opinion research results.

We pledge ourselves to maintain high standards of scientific competence and integrity in conducting, analyzing, and reporting our work in our relations with survey respondents, with our clients, with those who eventually use the research for decision-making purposes, and with the general public. We further pledge ourselves to reject all tasks or assignments that would require activities inconsistent with the principles of this code.

### **THE CODE**

#### 1. Principles of Professional Practice in the Conduct of Our Work

- A. We shall exercise due care in developing research designs and survey instruments, and in collecting, processing, and analyzing data, taking all reasonable steps to assure the reliability and validity of results.
  - i. We shall recommend and employ only those tools and methods of analysis which, in our professional judgment, are well suited to the research problem at hand.
  - ii. We shall not select research tools and methods of analysis because of their capacity to yield misleading conclusions
  - iii. We shall not knowingly make interpretations of research results, nor shall we tacitly permit interpretations that are inconsistent with the data available.
  - iv. We shall not knowingly imply that interpretations should be accorded greater confidence than the data actually warrant.
- B. We shall describe our methods and findings accurately and in appropriate detail in all research reports, adhering to the standards for minimal disclosure specified in Section III.
- C. If any of our work becomes the subject of a formal investigation of an alleged violation of this Code, undertaken with the approval of the NYAAPOR Executive Council, we shall provide additional information on the survey in such detail that a fellow survey practitioner would be able to conduct a professional evaluation of the survey.

#### 2. Principles of Professional Responsibility in Our Dealings With People

- A. The Public:
  - i. If we become aware of the appearance in public of serious distortions of our research, we shall publicly disclose what is required to correct these distortions, including, as appropriate, a statement to the public media, legislative body, regulatory agency, or other appropriate group, in or before which the distorted findings were presented.
- B. Clients or Sponsors:
  - i. If we become aware of the appearance in public of serious distortions of our research, we shall publicly disclose what is required to correct these distortions, including, as appropriate, a statement to the public media, legislative body, regulatory agency, or other appropriate group, in or before which the distorted findings were presented.
  - ii. We shall be mindful of the limitations of our techniques and capabilities and shall accept only those research assignments which we can reasonably expect to accomplish within these limitations.
- C. The Profession:
  - i. We recognize our responsibility to contribute to the science of public opinion research and to disseminate as freely as possible the ideas and findings which emerge from our research.
  - ii. We shall not cite our membership in the Association as evidence of professional competence, since the Association does not so certify any persons or organizations.
- D. The Respondent:
  - i. We shall strive to avoid the use of practices or methods that may harm, humiliate, or seriously mislead survey respondents.
  - ii. Unless the respondent waives confidentiality for specified uses, we shall hold as privileged and confidential all information that might identify a respondent with his or her responses. We shall also not disclose or use the names of respondents for non-research purposes unless the respondents grant us permission to do so.

#### 3. Standard for Minimal Disclosure

Good professional practice imposes the obligation upon all public opinion researchers to include, in any report of research results, or to make available when that report is released, certain essential information about how the research was conducted. At a minimum, the following items should be disclosed:

- A. Who sponsored the survey, and who conducted it.
- B. The exact wording of questions asked, including the text of any preceding instruction or explanation to the interviewer or respondents that might reasonably be expected to affect the response.
- C. A definition of the population under study, and a description of the sampling frame used to identify this population.
- D. A description of the sample selection procedure, giving a clear indication of the method by which the respondents were selected by the researcher, or whether the respondents were entirely self-selected.
- E. Size of sample and, if applicable, completion rates and information on eligibility criteria and screening procedures.
- F. A discussion of the precision of the findings, including, if appropriate, estimates of sampling error, and a description of any weighting or estimating procedures used.
- G. Which results are based on parts of the sample, rather than on the total sample.
- H. Method, location, and dates of data collection.

*As revised in 2005.*