



<Draft>

Usage guideline of the result of "The APRC Collaborative Study"

1. Usage for business

- 1) The APRC has unanimously agreed that all of the APRC member associations have the right to make use of the presentation and handout materials of the result of the APRC Collaborative Study, which were presented at the APRC conference, through their PR media such as respective web-sites, periodicals, newsletter, etc.
- 2) Under the permission of each respective APRC member association, membership companies/bodies belonging to the APRC member associations are allowed to make use of the presentation and handout materials of the result of the APRC Collaborative Study, which were presented at the APRC conference, for their internal purposes such as training programs and/or external purposes such as PR and client services, etc.
- 3) Those companies/bodies that wish to make use of the materials mentioned above shall obtain the permission in advance from the association to which they belong regarding the purposes of use, which materials to be used and how such materials are to be used.
- 4) When any parts of the result are quoted, the source shall be specified clearly as "Source: APRC (Asia Pacific Research Committee), the APRC Collaborative Study".
- 5) Without permissions of the APRC member associations, no parts of the result should be modified or reprocessed in any form or by any means, when they are used.
- 6) In case any parts of the result are reprocessed, original ones and processed ones shall be identified clearly.
- 7) No parts of the result of the APRC Collaborative Study should be used for commercial purposes or sold for monetary gain.

2. Important reminder in using the results

- 1) "The result of "The APRC Collaborative Study" shall only be used in scientifically objective manners by all means.
- 2) No arbitrary interpretations and/or remarks should be made on the result.

(Note: Even when a result of some country differs from that of other countries, it should be considered that there are various factors involved in the result by the differences of cultural and social backgrounds among the countries. Therefore, the following remarks, for example, cannot be accepted: "It is a statistical



outlier.", "It should be reinvestigated.", or "We will fully examine how the research agency that was assigned in specific areas operated the fieldworks", etc. In essence, all those who wish to use the result of the APRC Collaborative Study should pay at a maximum courtesy to all of the APRC member associations and pay serious attention to mutual trusts all the APRC member associations have successfully established.

3. On implementation of research study for the comparison/verification

- 1) When each respective APRC member association or its membership companies/bodies conduct supplemental studies for the purposes of comparison and/or verification in future, they should also refer to "The APRC Collaborative Study". The findings of such supplemental studies will be valuable assets to pursue the environments of the Internet survey in countries that are continuously changing, and contribute eventually to adding and deepening knowledge about the Internet survey as the research method in several countries.
- 2) When the study is implemented, the research design should be scientific so that the result can be comparable. For instance, it is critical to maintain the consistency in questionnaire and research outline, etc.
- 3) In order to make findings objectively comparable, the information of the study design should be disclosed accurately. This includes Research timing, Research period, Research area (city), and Number of quota samples by respondent segments, etc.
- 4) Each respective APRC member association or its membership companies/bodies that implement the supplemental studies for the comparison and/or verification are requested to submit the report and raw data to the associations/societies to which they belong as well as the APRC.
- 5) Each respective APRC member association should appropriately manage the report and data, etc., and promote them in order to enable them to be widely utilized.

4. On handling of the raw data and questionnaire

- 1) Each APRC member association or its membership companies/bodies can use the raw data and questionnaire of "The APRC Collaborative Study" on the condition that respective associations/societies should handle them responsibly.
- 2) Membership companies/bodies of each APRC member association that use the raw data and questionnaire and reanalyze them and/or implement research studies for the comparison/verification should notify in advance respective associations regarding the objectives, and submit the outcomes such as analytical results and reports, etc. to them.