



WAPOR CODE OF PROFESSIONAL
ETHICS AND PRACTICES / KANUNI
ZA MAADILI NA DESTURI ZA
KITAALUMA ZA SHIRIKA LA DUNIA
LA UTAFITI WA MAONI YA UMMA
(WAPOR)

Adopted September 17, 2021/Ilipitishwa Septemba 17, 2021



I. PREFACE / DIBAJI

- A.** WAPOR last updated its Code of Professional Ethics and Practices (hereafter the Code) in 2011 and the world of research, particularly public opinion research, has seen huge changes in the technology of data collection, public participation in research, growing concerns about the privacy of personal data, the operating environment for political polling in many countries, the rise of new tools such as on-line panels, and the utilization of survey results by a wide variety of media and other outlets. / WAPOR ilisasisha kwa mara ya mwisho Kanuni zake za Maadili na Desturi za Kitaalamu (kuanzia hapa na kuendelea tutaiita Kanuni) mwaka wa 2011 na ulimwengu wa utafiti, hasa utafiti wa maoni ya umma, umekuwa na mabadiliko mengi katika teknolojia ya ukusanyaji wa data, kushirikishwa kwa umma kwenye utafiti, tetezi zinazoongezeka kuhusu faragha ya data ya kibinafsi, mazingira ya uendeshaji wa chaguzi za kisiasa katika nchi nyingi, kuongezeka kwa zana mpya kama vile paneli za mitandaoni na matumizi ya matokeo ya utafiti kwa vyombo vya habari na vinginevyo.
- B.** WAPOR has updated the Code to keep pace with these changes and provide standards to our members. We have reviewed the recently updated Code of Ethics of AAPOR (American Association of Public Opinion Research, 2021) and the International Code of ICC/ESOMAR (2016). We believe that the 2021 WAPOR Code is consistent with the professional standards of our sister organizations while taking into account the concerns of WAPOR members, many of whom conduct research of a scholarly nature. /WAPOR imesasisha Kanuni zake ili zilingane na mabadiliko haya na kutoa viwango bora kwa wanachama wake. Tumekagua Kanuni za Maadili zilizosasishwa hivi karibuni za AAPOR (Shirika la Marekani la Utafiti wa Maoni ya Umma, 2021) na kanuni za kimataifa za ICC/ESOMAR (2016).Tunaamini kuwa kanuni

za 2021 za WAPOR zinalingana na viwango vya kitaaluma vya mashirika yetu huku tukizingatia mahitaji ya wanachama wa WAPOR, ambao wengi wao wanafanya utafiti wa kitaalam.

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II. INTRODUCTION / UTANGULIZI

A. The World Association for Public Opinion Research (WAPOR), and its affiliated regional chapters, in fulfilling its main objective to advance the use of science in the field of public opinion research and in recognition of its obligations to the public, hereby prescribes principles of ethical practices for the guidance of its members, and a framework of professional and ethical standards that should be acceptable to sponsors of scientific research and to the public at large. / Shirika la Dunia la utafiti wa maoni ya umma (WAPOR) na wahusika wake wa kikanda, katika kutimiza lengo lake kuu la kuendeleza matumizi ya sayansi katika utafiti wa maoni ya umma na katika kutambua wajibu wake kwa umma, hapa inaeleza kanuni za maadili, desturi za kuwaongoza wanachama wake, na mfumo wa kitaaluma na wa viwango vya maadili vinavyopaswa kukubalika kwa wafadhili wa utafiti wa kisayansi na kwa umma kwa ujumla.

B. The WAPOR Ethics Code applies to all types of subject-based research, including but not limited to active and

passive (observational) data collection, quantitative and qualitative methods; data mining and a blend of data types including, but not limited to, CAPI, CATI and CAWI. The ethics standards apply regardless of what devices or tools are used for data collection. / Kanuni za maadili za WAPOR zinatumiwa katika aina zote za tafiti zinazozingatia mada mahususi, ikiwa ni pamoja na, lakini si tu, ukusanyaji wa data kwa kuwahoji watu na kupitia uchunguzi (pasipo kuwahoji watu), matumizi ya mbinu zinazozingatia idadi na ubora katika utafiti; utafutaji wa data na mchanganyiko wa aina za data ikiwa ni pamoja na, lakini si tu, CAPI, CATI na CAWI. Viwango vya maadili vinatumika bila kujali vifaa au zana zitakazo tumika kukusanya data.

C. In an increasingly complex world, social and economic planning is increasingly dependent upon public opinion reliably studied. The general public is the source of much of this information.

Consequently, members of WAPOR acknowledge their obligations to protect the public from misrepresentation and exploitation in the name of research. At the same time, WAPOR affirms the interdependence of free expression of opinion and the researcher's freedom to conduct public opinion research for both scholarly and commercial purposes. /

C. Katika dunia inayozidi kuwa changamani , mipango ya kijamii na kiuchumi inaendelea kutegemea maoni ya umma yanayokusanywa vyema. Umma kwa ujumla ni chanzo cha kiasi kikubwa cha taarifa hizi . Kwa hivyo wanachama wa WAPOR wanatambua kuwa wana wajibu wa kulinda umma kutokana na upotoshaji na unyanyasaji kwa jina la utafiti. Wakati huo huo , WAPOR inathibitisha uhusiano wa kutegemeana kati ya uhuru wa mtu kueleza maoni yake na uhuru wa mtafitikufanya utafiti wa maoni ya umma kwa madhumuni yote mawili ya kitaaluma na kibiashara.

D. Members of WAPOR recognize their obligations both to the profession they practice and to those who provide support for this practice to adhere to these basic standards of scientific investigation and reporting. / Wanachama wa WAPOR wanatambua wajibu wao kwa taaluma waliyo nayo na kwa wale wanaowapa msaada kutekeleza taaluma hiyo ili wazingatie

viwango vya msingi vya uchunguzi wa kisayansi na kutoa taarifa.

E. The Code defines professional ethics and practices in the field of public opinion research. Adherence to this Code is deemed necessary to maintain confidence that researchers in this field are bound by a set of sound and basic principles based on experience gained over many years and across many countries. / Kanuni hizi zinafafanua maadili na desturi za kitaalamu katika nyanja yautafiti wa maoni ya umma. Kuzingatia kanuni hizi kunachukuliwa kuwa swala muhimu ili kudumisha imani ya kuwa watafiti katika nyanja hii wanaongozwa na kanuni bora na za msingi ambazo zimekuzwa kwa msingi wa uzoefu uliopatikana kwa miaka mingi katika mataifa mengi.

F. While WAPOR membership does not guarantee adherence to the Code or a certain level of research quality, all WAPOR members have committed to following the Code in all aspects of conducting research and publishing results. / Ingawa uanachama katika WAPOR hauhakikishi uzingatiaji wa Kanuni hizi au kiwango fulani cha ubora wa utafiti, wanachama wote wa WAPOR wamejitolea kufuata Kanuni hizi katika nyanja zote za kufanya utafiti na kuchapisha matokeo.

G. As part of its commitment to

professionalism and ethical behavior in all aspects of research, WAPOR will continue to conduct workshops on these issues (via webinars and sessions at the annual/regional meetings), will continue to reach out to the press and social media in countries with members to inform the press and social media about changes in research, evolving standards of reporting and protecting the privacy of respondents, and will continue to provide other guidelines on survey reporting. / [Kama sehemu ya kujitolea kwake kwa uweledi na maadili katika nyanja zote za utafiti, WAPOR itaendelea kufanya warsha juu ya masuala haya \(kupitia mtandao na vikao kwenye mikutano ya mwaka/kikanda\), itaendelea kufikia vyombo vya habari na mitandao ya kijamii katika nchi zenye wanachama ili kuarifu vyombo vya habari na mitandao ya kijamii kuhusu mabadiliko katika utafiti, viwango vinavyoendelea kukuzwa vya utoaji taarifa na kulinda faragha ya wahojiwa, na itaendelea kutoa miongozo mingine ya kuripoti utafiti.](#)

III. DEFINITIONS / FAFANUZI

A. Researchers are defined as the individuals, companies and organizations who have operational responsibility for study design, data collection, data processing, analysis, and distribution. / **Watafiti** wanafafanuliwa kama watu binafsi, makampuni na mashirika yenye jukumu la kiutendaji la kuunda utaratibu wa tafiti,, ukusanyaji wa data na uchakataji, ,uchambuzi, na usambazaji wa data

B. Research Subjects are the sources of research data. They are also referred to as respondents, participants, research data subjects and with other terms. Research subjects generally participate on a voluntary basis although for many projects they do receive compensation. The payment of compensation does not change the responsibilities of the researcher to the research subject. / **Watu Wanaofanyiwa Utafiti** ni chanzo cha data ya utafiti. Pia wanajulikana kama wahojiwa, washiriki, watafitiwa , na majina mengine. Watafitiwa kwa kawaida hushiriki kwa hiari ingawa katika miradi mingine huwa wanapewa fidia. Fidia

haibadilishi majukumu ya mtafiti kwa wahojiwa.

C. Personally Identifiable Information (PII) includes but is not necessarily limited to information about the Research Subject: name, physical addresses (home, work, postal), telephone numbers (landline and mobile), email address(es), social media accounts, data from messaging apps (such as WhatsApp), GPS data which can identify an individual or a household, photos, audio and video recordings and government- issued identification numbers. / **Maelezo Tambulizi ya Kibinafsi (PI)** ni pamoja na, lakini si tu maelezo kuhusu Mhojiwa: jina, mahali anapoishi (nyumbani, kazini kwake, anwani ya posta), nambari za simu (ya mezani na rununu), barua pepe, akaunti za mitandao ya kijamii, data kutoka kwa programu za kutuma ujumbe (kama vile Whatsapp), data ya GPS inayoweza kutambua mtu binafsi au boma yake, picha, sauti na rekodi za video, na namba za kitambulisho zilizotolewa na serikali.

D. Sponsors/Clients may include individuals, for-profit companies, foundations, governments, and international organizations, including but not limited to NGOs. These individuals and organizations shall follow the WAPOR Ethics Code if they are commissioning research with WAPOR

members. / **Wafadhili/Wateja** wanaweza kujumuisha watu binafsi, makampuni ya faida, mashirika ya hisani, serikali, na mashirika ya kimataifa ikiwa ni pamoja na, lakini si tu mashirika yasiyo ya kiserikali (NGOs). Hawa wote wanafaa wazingatie Kanuni za Maadili za WAPOR ikiwa wanaidhinisha utafiti kwa ushirikiano na wanachama wa WAPOR.

E. The Press includes individuals and organizations who may present public opinion data in print media (paper or electronic versions) and in various broadcast media. WAPOR's Ethics Code applies to the use and publication by the Press of data collected by WAPOR members. / **Vyombo vya Habari** vinajumuisha watu binafsi na mashirika ambayo yanaweza kuwasilisha data ya maoni ya umma katika vyombo vya kuchapisha habari (kwa njia ya karatasi au ya kieletroniki) na katika vyombo mbalimbali vya utangazaji. Kanuni za Maadili za WAPOR zinatumiwa pale ambapo data iliyokusanywa na wanachama wa WAPOR inachapishwa na Vyombo vya Habari.

F. Social media are platforms that support users in mutual communication and interactive exchange of information and media content between individuals and

groups via digital channels, in particular blogs, forums, communities and social networks. Social media or areas of it are classified as 'open' or 'closed'. / **Mitandao ya Kijamii** ni majukwaa yanayosaidia watumiaji katika mawasiliano namwingiliano wa kubadilishana habari na maudhui ya vyombo vya habari kati ya watu binafsi na vikundi kupitia njia za kidijitali, kimahususi blogu maalum, vikao vya mtandaoni, jamii za mtandaoni na vituo vya mawasiliano . Mitandao ya kijamii au vituo vyake vinaainishwa kama vilivyo 'wazi' au vilivyo 'fungwa.'

IV. ETHICAL STANDARDS IN RELATIONS BETWEEN RESEARCHERS AND SPONSORS/CLIENTS / VIWANGO VYA MAADILI KATIKA MAHUSIANO KATI YA WATAFITI NA WAFADHILI AU WATEJA

A. RESPONSIBILITIES OF RESEARCHERS / MAJUKUMU YA WATAFITI

1. The objective study of facts and data, conducted as accurately as permitted by the available resources and techniques, is a guiding principle of all research. / Utafiti huru unaolenga ukweli na data, uliotekelezwa kwa usahihi kama inavyoruhusiwa na rasilimali na mbinu zilizopo, ni kanuni inayoongoza tafiti zote.
2. The researcher shall be accurate in providing prospective sponsors with information about his/her experience, capacities, and organization. / Mtafiti atatoa taarifa sahihi kwa wafadhili wanaotarjiwa kuhusu uzoefu wake, uwezo wake, na shirika lake.
3. The researcher shall make every reasonable effort to adhere to specifications proposed to and accepted

by the sponsor/client. Should the researcher find it necessary to deviate from these specifications, s/he shall obtain the sponsor's/client's prior documented approval.

/ Mtafiti atafanya kila juhudi katika kuzingatia masharti yaliyopendekezwa na kukubaliwa na mfadhili/mteja. Iwapo mtafiti ataona anahitaji kwenda kinyume cha masharti hayo, atahitaji kupata idhini ya awali ya mfadhili/mteja kabla ya kufanya hivyo.

4. The researcher shall not select tools of data collection or analysis because of the likelihood that they will support a desired conclusion. Every tool shall be selected based on its scientific suitability, recognizing possible constraints of time and budgets in commercial, public sector or scholarly research. / Mtafiti hatachagua zana za ukusanyaji au uchambuzi wa data kwa sababu ya uwezekano kwamba zitaunga mkono hitimisho analotaka. Kila chombo kitachaguliwa kulingana na kufaa kwake kisayansi, ikizingatiwa kuwa huenda

kukawa na vikwazo vya muda na bajeti katika tafiti za kibishara , za sekta ya umma, au za kitaalam.

5. The researcher shall in every report and other presentation(s) of the findings distinguish her/his actual data-based conclusions from observations or judgments that may be based on other evidence or personal beliefs and values. / Mtafiti katika kila ripoti na mawasilisho mengine ya matokeo atatofautisha kati ya mahitimisho aliyopata kwa msingi wa data na kile alichooa au kuhitimisha ambacho huenda kilitokana na ushahidi mwingine au imani na maadili ya kibinafsi.
6. Whenever data from a single survey or study are provided for more than one sponsor/client or when data are provided to several sponsors/clients, the researcher shall inform each sponsor/ client of this fact. / Wakati wowote ambapo data kutoka kwenye utafiti mmoja inatolewa kwa zaidi ya mfadhili/mteja mmoja au wakati ambapo data inatolewa kwa wafadhili au wateja kadhaa, mtafiti atajulisha kila mfadhili/ mteja kuhusu jambo hilo. huu.
7. Respondents shall be informed of the sponsor/client of a survey, upon their request, unless the researcher and the sponsor/client believe this would bias

responses. In such an instance, and upon a respondent's request, respondents shall be told who the sponsor/client is after the data are gathered. / Wahojiwa watajulishwa kuhusu mfadhili au mteja wa utafiti kwa ombi lao, isipokuwa mtafiti na mfadhili au mteja wawe wanaamini kuwa hiyo inaweza kusababisha majibu yanayoegemea upande fulani. Katika hali kama hiyo na baada ya mhojiwa kuwasilisha ombi lake, wahojiwa wataambiwa mfadhili au mteja ni nani baada ya data kukusanywa.

8. All information and material supplied by the sponsor/client for the research shall remain confidential. It shall only be used in this context and will not be made available to third parties without the sponsor's/client's prior authorization. / Taarifa zote na nyenzo zinazotolewa na mfadhili au mteja wa utafiti zitabaki kuwa siri. Zitatumika tu katika muktadha huu na hazitapeanwa kwa wahusika wengine bila idhini ya awali ya mfadhili au mteja.
9. Without prior authorization of the sponsor/client, no findings from commissioned research shall be disclosed by the researcher except as provided for in Section IV.B.5. / Bila idhini ya awali ya mfadhili au mteja, hakuna matokeo kutoka katika utafiti uliodhihinishwa yatafichuliwa na mtafiti isipokuwa kama ilivyotajwa katika sehemu ya IV.B.5.
10. Except by mutual consent, data shall not be sold or transferred by either the sponsor or the researcher to parties not

involved in the original contract work. If data are transferred by mutual consent, this shall be done in such a manner that respondents remain unidentified. / Isipokuwa kwa msingi wa idhini ya wahusika wote , data haitauzwa au kuhamishwa na mfadhili au mtafiti kwa yeyote ambaye hakushiriki katika kutia saina mkataba hapo awali. Kama data itahamishwa kwa msingi wa idhini ya wahusika wote, hiyo itatekelezwa kwa namna itakayohakikisha watafitiwa hawatatambuliwa.

11. Unless there is agreement between researcher and the sponsor/client to the contrary, the research techniques and methods, such as sampling designs, interviewer instructions, test designs, questionnaire wording, analytical tools etc., used for the study shall remain the researcher's property if s/he has developed them. / Isipokuwa kama kuna makubaliano kati ya mtafiti na mfadhili/mteja, mbinu za utafiti kama vile miundo ya sampuli, maagizo ya mhoji, miundo ya uthibitishaji, maneno ya dodoso, zana za uchambuzi n.k., vilivyotumika

katika utafiti, vitabaki kama mali ya mtafiti ikiwa yeye ndiye aliyezibuni.

12. Unless there is agreement between the researcher and the client/sponsor to the contrary, all data, research documents (such as protocols and questionnaires) or any other material used in the study shall be the property of the researcher. The researcher is, however, required to provide for storage of this material for whatever period is legally mandated or customary in a particular country. This obligation shall be considered fulfilled by storage in a recognized data archive, if necessary, with restricted access. / Isipokua kama kuna makubaliano baina ya mtafiti na mteja/mfadhili kinyume cha sharti hilo, data zote, nyaraka za utafiti (kama vile itifaki na dodoso) au nyenzo nyingine yoyote iliyotumika katika utafiti itakuwa mali ya mtafiti. Mtafiti hata hivyo anatakiwa kuhifadhi nyenzo hizo kwa muda wowote uliowekwa kisheria au unaotumika kwa kawaida katika nchi husika . Sharti hili litachukuliwa kuwa limetimizwa ikiwa nyenzo husika zitahifadhiwa katika hifadhidata inayotambuliwa, ikihitajika, iweze kufikiwa tu na watu waliodhinishwa.

13. Upon completion of a research study and after the researcher has submitted

the final report, the sponsor/client may request, according to previous, mutually agreed upon specifications, a duplicate set of the data, provided that the sponsor bears the reasonable cost of preparation of such duplicates, and that respondents remain unidentified. /

Baada ya kukamilika kwa utafiti na baada ya mtafiti kuwasilisha ripoti ya mwisho, mfadhili/mteja anaweza kutoa ombi, kulingana na makubaliano ya awali kati ya wahusika wote, nakala nyingine ya seti ya data, mradi mfadhili atagharamia maandalizi ya nakala kama hizo, na waliohojiwa kubaki bila kutambuliwa.

B. RESPONSIBILITIES OF SPONSORS/CLIENTS / MAJUKUMU YA WAFADHILI/ WATEJA

1. Potential sponsors/clients asking for research proposals and quotations recognize that, in the absence of a fee or other form of payment, such proposals and quotations remain the property of the researcher. WAPOR expects that prospective sponsors/clients shall (a) not use the proposals of one researcher competitively to negotiate a lowering of the price from other researchers, and (b) nor share the researcher's intellectual property, techniques, or recommendations without his/her consent. / Wafadhili au wateja watarajiwa wanaoomba mapendekezo ya tafiti na gharama za utekelezaji wanatambua ya kwamba, ikiwa hakuna ada au aina nyingine ya malipo, mapendekezo ya tafiti na gharama za utekelezaji zinabaki kuwa mali ya mtafiti. WAPOR inatarajia kuwa wafadhili au wateja watarajiwa; (a) hawatatumia mapendekezo ya mtafiti mmoja kujadili punguzo la gharama ya utekelezaji na watafiti wengine na (b) hawatashiriki mali bunifu, mbinu, au mapendekezo ya mtafiti bila idhini yake.
2. Reports provided by the researcher are normally for the use of the sponsor/client and his/her agents. The researcher and the sponsor/client shall agree regarding

the means of dissemination of the complete or partial results of a research study to other parties or to the public. / Ripoti zinazotolewa na mtafiti kwa kawaida ni za matumizi ya mfadhili/mteja na mawakala wake. Mtafiti na mfadhili au mteja watakubaliana kuhusu mbinu za usambazaji wa matokeo kamili au sehemu ya matokeo ya utafiti kwa wahusika wengine au kwa umma.

3. The sponsor/client and researcher shall conduct themselves in a way to try to ensure that any publication of study results will not be presented, or quoted out of context, or with the distortion of any facts or findings of the study. / Mteja au mfadhili na mtafiti watajiendesha kwa njia ya kujaribu kuhakikisha kwamba uchapishaji wowote wa matokeo ya utafiti hautawasilishwa, au kunukuliwa nje ya muktadha, au kwa namna inayopotosha ukweli au matokeo yoyote ya utafiti.
4. The researcher will be consulted with regard to the form of publication and is entitled to refuse to grant permission for his/her name to be quoted in connection with the study where s/he considers clause IV.B.3 to have been violated. / Mtafiti ataelezwa kuhusu namna ya uchapishaji utakaotumiwa na ni haki yake kukataa kutoa ruhusa kwa jina lake kunukuliwa kuhusiana na utafiti husika pale ambapo anaamini kuwa kifungu Cha IV.B.3

kimekiukwa.

5. If the researcher becomes aware of the appearance in public of serious distortions of the research, s/he shall publicly disclose what is required to correct these distortions, including, as appropriate, a statement to the media or other groups, in or before which the distorted findings were presented./ Ikiwa mtafiti atagundua kuwa utafiti husika umejitokeza hadharani ukiwa na upotoshaji mkubwa, atafichua hadharani kinachohitajika ili kurekebisha upotoshaji huo, ikijumuisha kama inavyofaa, taarifa kwa vyombo vya habari au vikundi vingine ambapo matokeo hayo potovu yaliwasilishwa.

C. RULES OF PRACTICE REGARDING REPORTS AND STUDY RESULTS / KANUNI ZA DESTURI KUHUSU RIPOTI NA MATOKEO YA UTAFITI

- 1.** Every report on a study shall contain a complete and accurate description of the following relevant points: / Kila ripoti ya utafiti itakuwa na maelezo kamili na sahihi ya mambo muhimu yafuatayo:
 - a.** The Clients/Sponsors for whom the study was conducted and sources of funding, if different. / Wateja/Wafadhili walioomba utafiti utekelezwe, na vyanzo vya fedha ikiwa ni tofauti.
 - b.** The Data Collector(s) which conducted the study, and the names of the Data Processor(s) and the Party or Parties supplying the sample(s), if applicable. / Wakusanyaji wa Data waliofanya utafiti, na majina ya Mchakataji/Wachakataji wa Data , na Mhusika au Wahusika wanaotoa sampuli, ikiwa inahitajika.
 - c.** The purpose of the study. / Madhumuni ya utafiti.
 - d.** The universe or population to which the results of the study are projected. / Kundi la watu wanaolengwa na matokeo ya utafiti.
 - e.** The method by which the sample was selected and/or recruited, including the type of sampling method (probability, quota, panels, river sampling, etc.), the specific procedures by which it was selected and the actual size of the sample, including descriptions of the recruitment and maintenance of panels. / Njia iliyotumiwa kuchagua sampuli , ikiwa ni pamoja na mbinu ya kuchagua sampuli (bahati nasibu, kuchagua kwa upendeleo,, kuchagua watu mahususi, kuchagua watu mtandaoni na kadhalika) taratibu maalum zilizotumiwa kuchagua sampuli, na ukubwa halisi wa sampuli, ikiwa ni pamoja na maelezo kuhusu kuchagua watu mahususi na kudumisha kushiriki kwao wao.
 - f.** The degree of success in building the sampling frame and carrying out the sample design, including the rate of non-response, how it was calculated, and a comparison of the size and characteristics of the actual and anticipated sample. / Kiwango cha mafanikio katika kutengeneza vigezo vya sampuli na utekelezaji wa muundo wa sampuli, pamoja na kiwango cha kutojibu, jinsi kilivyohesabiwa, na ulinganisho wa ukubwa na sifa za sampuli halisi na inayotarajiwa.
 - g.** A description of estimating procedures (if any) and/or weighting procedures used to adjust raw data. / Maelezo ya taratibu za ukadiraji (ikiwa zipo) na/au taratibu zilizotumiwa kurekebisha data ambayo haijachambuliwa.
 - h.** The dates, mode(s) and methods of data

collection. The total sample size and size of sub-groups if results are separately reported. / Tarehe na mbinu za ukusanyaji wa data. Ukubwa wa sampuli kwa ujumla na ukubwa wa vikundi vidogo kama matokeo yao yanaripotiwa kando kando .

- i. An e-copy of the full questionnaire in all languages used in field, including instructions to the field team. /Nakala ya kieletroniki ya dodoso kamili katika lugha zote zilizotumika kukusanya data, ikijumuisha maelekezo kwa wanaokusanya data.
- j. Which results are based on parts of the sample (for example by filtering), rather than the whole sample. Ni matokeo yapi yatatokana na sehemu za sampuli (kwa mfano kwa kuchuja), badala ya yale ya sampuli nzima.
- k. Researcher shall also report any limitations in survey coverage of the target population(s) resulting from a variety of causes including, but not limited to, geography, local conditions, force majeure events, weather, inaccessible buildings, political violence,public health issues, limitations of data collected from social media platforms (such as but not limited to scraping Twitter), and governmental restrictions on opinion surveys. / Mtafiti pia ataripoti mapungufu yoyote ya utafiti katika

husisho ya idadi ya watu waliolengwa kutokana na sababu mbalimbali zikiwemo, jiografia, hali za kimaeneo, hali zisizotarajiwa zinazolazimisha kutoendela na utafiti, hali ya hewa, majengo yasiyofikika, vurugu za kisiasa, masuala ya afya ya umma yasiyo bora, vikwazo vya data zilizokusanywa kutoka kwa mitandao ya kijamii (kama vile, lakini si tu kuondolewa kutoka kwenye Twitter) na vikwazo vya serikali dhidi ya tafiti za maoni.

- l. Measures of sampling precision shall be clearly defined and presented. / Hatua zilizochukuliwa ili kuhakikisha usahihi wa sampuli zitafafanuliwa kwa uwazi na kuwasilishwa.
- m. Researchers shall provide a description of the precision of the findings including, but not limited to, estimates of sampling error, design effects, calculation of weights, and the impact of (complex) weighting on survey findings. / Watafiti watatoa maelezo sahihi ya matokeo ya utafiti ikiwa ni pamoja na, lakini si tu , makadirio ya makosa ya sampuli, athari za muundo, hesabu ya matokeo halisi, na athari ya hesabu (ngumu) za kubaini matokeo halisi ya utafiti.
- n. After survey results have been reported, published, or otherwise released to the public, researchers should make the following materials available to requestors within 30 days of the

request, subject to any legal or contractual limitations. WAPOR also recognizes that some of these methods are proprietary to the researcher and/or the field partner(s) and disclosure may harm their business interests. Of course, all these materials shall be disclosed to the Client(s)/Sponsor(s) of the research. / Baada ya matokeo ya utafiti kuripotiwa, kuchapishwa, au kutolewa kwa umma, watafiti wanapaswa kupeana nyenzo zifuatazo zinazoweza kupatikana na waombaji ndani ya siku 30 baada ya kuwasilisha ombi, chini ya sheria au vikwazo vyovyote vya kimkataba . WAPOR pia inatambua kuwa baadhi ya njia hizi zinamilikiwa na mtafiti au washirika wa nyanjani na ufichuzi unaweza kudhuru maslahi yao ya kibiashara. Bila shaka, nyenzo hizi zote zitafichuliwa kwa Mteja/Mfadhili wa utafiti.

- o.** Procedures for managing panels (sampling, recruiting, incentives, data retention, re-contacting, replacement due to attrition). / Taratibu za kudhibiti washiriki katika sampuli (kuchagua sampuli, mbinu za kuchagua washiriki katika sampuli, kutoa vichocheo, kuhifadhi data, kuwasilina upya na washiriki, kuandikisha washiriki wapya kutokana na wengine kujiondoa).

- p.** If applicable, description of how interviewers were trained, supervised, and monitored. / Ikiwa inahitajika, maelezo ya jinsi wahoji walivyopewa mafunzo, kusimamiwa, na kufuatiliwa.
- q.** Description of screening procedures if not already documented in the survey report. / Maelezo ya taratibu za ukaguzi wa wahojiwa ikiwa hazijaandikwa katika ripoti ya utafiti.
- r.** Visual or other stimuli (show cards, images, recordings). / Vielelezo vya kuona au vielelezo vingine (kadi za kuonyesha, picha, rekodi).
- s.** Techniques used to gain cooperation of the respondents, including but not limited to incentives, advance contacts and recontacts following an initial refusal. / Mbinu zilizotumika kupata ushirikiano wa wahojiwa, ikiwa ni pamoja na, lakini si tu , kuwapa vichocheo, mawasiliano ya mapema na ya kufuatilia baada ya kukataa kushiriki hapo awali.
- t.** Procedures implemented to ensure data quality, using survey software (CAPI, CATI, CAWI) or human interaction (on-site observation, back-checks). / Taratibu zilizotekelezwa ili kuhakikisha ubora wa data, kwa kutumia programu za utafiti (CAPI, CATI, CAWI) au mawasiliano na watu (kupitia uchunguzi katika mahali pa utafiti na ukaguzi wa baadaye)
- u.** Researchers shall use the standard AAPOR-WAPOR formulas as described on their websites for the calculation of

Contact, Cooperation, Response and Refusal rates. / Watafiti watumia fomula za ubora za AAPOR-WAPOR kama zilivyoielezwa kwenye tovuti zao ili kufanya hesabu ya viwango vya Mawasiliano, Ushirikiano, Majibu, na Kukataa..

- V. Unweighted sample sizes for sub-groups ~~where~~ results are reported. / Sampuli ambazo hazijafanyiwa hesabu za urekebishaji za vikundi vidogo ambavyo matokeo yake yameripotiwa.
 - W. Description of statistical modeling and indices in the research reports that shall be sufficient to support replication testing by independent researchers. / Maelezo ya uchambuzi wa kitakwimu wa data na fahirisi katika ripoti za utafiti ambayo yatatosha kusaidia katika utekelezaji wa tafiti zingine na watafiti huru.
2. Technical terms shall be employed in the report in accordance with their commonly ~~used~~ scientific usage. / Maneno ya kiufundi yatatumika katika ripoti kulingana na matumizi yao ya kawaida ya kisayansi.

V. ETHICAL STANDARDS IN RELATIONS BETWEEN RESEARCHERS AND RESEARCH SUBJECTS / VIWANGO VYA MAADILI KATIKA MAHUSIANO KATIKA YA WATAFITI NA WANAOTAFITIWA

A. To the greatest extent possible within the control of the researcher and the sponsor/client, no research subject, informant, respondents, or other research participants will be adversely affected by (a) his/her answers or (b) the research process itself (such as refusing to participate). The researcher will respect respondent's decisions about their participation in the research and use no methods or techniques by which the informant is put in the position that s/he cannot exercise his/her right to withdraw or refuse his/her answers at any stage of the research. / **Kwa kiwango kikubwa iwezekanavyo ndani ya udhibiti wa mtafiti na mfidhili au mteja, hakuna mtafitiwa, mtoa taarifa, wahojiwa au washirika wengine wa utafiti wataathiriwa vibaya kwa sababu ya (a) majibu yao, ama (b) mchakato wowote wa utafiti (kama vile kukataa kushiriki). Mtafiti ataheshimu maamuzi ya mhojiwa kuhusu kushirika kwake katika utafiti na hatatumia mbinu yeyote ya kumfanya mhojiwa ajipate katika hali ambapo hawezi kutekeleza haki yake ya kujiondoa ama kukataa kupeana majibu katika awamu**

yoyote ya utafiti.

- B.** Researchers shall respect the legal rights of research subjects for privacy, confidentiality, and data protection. This applies to all types and forms of personally identifiable information that is collected as part of the research process and which may or may not be retained by the researcher for a declared and limited time. Such information is defined in Section III.¹ / **Watafiti wataheshimu haki za kisheria za watafitiwa katika utafiti kwa ajili ya faragha, usiri, na ulinzi wa data. Hii inatumika katika aina zote za taarifa tambulizi za kibinafsi zilizokusanywa kama sehemu ya mchakato wa utafiti na ambazo zinaweza kuhifadhiwa au kutohifadhiwa na mtafiti kwa kipindi kifupi kilichotangazwa. Taarifa hizo zinafafanuliwa katika sehemu ya III².**
- C.** No response in a survey or other research finding shall be linked in any way to an identifiable respondent. Respondents shall remain unidentified, except in rare cases, with the respondent's specific permission and provided that such identification is not ruled out by law. The researcher shall take measures to prevent deductive disclosure by the client/sponsor or other researchers who may acquire the data from archives available to the general public. / **Hakuna jibu katika utafiti au**

¹ <https://www.icpsr.umich.edu/icpsrweb/content/DDR/disclosure.html>

² <https://www.icpsr.umich.edu/icpsrweb/content/DDR/disclosure.html>

matokeo ya utafiti yatahusishwa kwa njia yoyote na mhojiwa anayeweza kutambulika. Watafitiwa watabaki bila kutambulika isipokuwa katika hali nadra ambapo mhojiwa mwenyewe atapeana ruhusa ya kutambuliwa na ambapo kutambulika huko kunaruhusiwa na sheria. Mtafiti atachukua hatua za kuzuia ufichuzi wa mteja/mfadhili au watafiti wengine ambao wanaweza kupata data kutoka kwenye hifadhidata zinazoweza kufikiwa na umma kwa ujumla.

- D.** The interview method or any other method employed by the researcher shall never be used as a disguise for other purposes including, but not limited to, marketing, sales solicitation, fundraising or political campaigning. / Njia ya mahojiano au njia nyingine yeyote itakayotumiwa na mtafiti haitatumika kamwe kama mbinu fiche ya kutimiza madhumuni mengine ikiwa ni pamoja na, lakini si tu , kutafuta soko ya bidhaa au huduma fulani, kutafuta mauzo, kutafuta fedha, au kampeni za kisiasa.

VI. ETHICAL STANDARDS FOR INTERVIEWERS EMPLOYED BY WAPOR RESEARCHERS / VIWANGO VYA MAADILI KWA WAHOJI WALIOAJIRIWA NA WANACHAMA WA WAPOR

- A.** Research assignments and materials received, as well as all information from research subjects, shall be held in confidence by the interviewer and revealed to no one outside of the research organization which is conducting the study. / **Kazi za utafiti na nyenzo zinazopokelewa, pamoja na taarifa zote kutoka kwa wahojiwa, zitawekwa siri na wahoji na hazitafichuliwa kwa yeyote aliye nje ya shirika linalofanya utafiti.**
- B.** No information gained through a research activity shall be used, directly or indirectly, for the personal gain or advantage of the interviewer. / **Hakuna taarifa iliyopatikana kupitia shughuli za utafiti itatumika moja kwa moja au kwa njia isiyo ya moja kwa moja kwa faida ya kibinafsi au faida ya mhoji.**
- C.** The research shall be conducted in strict accordance with study specifications for sampling, administering the questionnaire and interacting with data subjects. No interviewer shall carry out more than one assignment in contact with the same respondents unless this is authorized by the research organization and its clients. / **Utafiti utafanywa kwa kuzingatia kwa makini mwongozo wa utafiti kuhusiana na kuchagua sampuli ya utafiti, matumizi ya dodosa, na mawasiliano na mhojiwa. Hakuna mhoji atakayefanya zaidi ya utafiti mmoja akitumia wahojiwa wale wale isipokuwa hiyo iwe imeidhinishwa na shirika linaofanya utafiti na wateja wake.**
- D.** No outside pressure, political or commercial, shall be used by a research organization to justify violation of this Code. / **Hakuna shinikizo kutoka nje, liwe la kisiasa au la kibiashara, litatumiwa na shirika la utafiti ili kuhalalisha ukiukaji wa Kanuni hizi.**
- E.** Members shall not try to turn to account or put into evidence the fact of their membership in WAPOR as a token of professional competence or adherence to this or any other Code of Ethics. Membership implies no guarantee of qualifications or Code

compliance, but it does imply acceptance of the Code by the member. / Wanachama hawatajaribu kutumia uanachama wao katika WAPOR au uzingatiaji wao wa Kanuni hizi au Kanuni zingine zozote za Kimaadili kama ishara ya uwezo wao wa kitaaluma. Uanachama si hakikisho la utoshelezaji wa vigezo au uzingatiaji wa Kanuni hizi, lakini unamaanisha kwamba mwanachama husika amekubali Kanuni hizi.

