Diesner, J. (chair), Gadeib, A., Lüttschwager, F., Sassinot-Uny, L. (2009). Roundtable: Data Collection online: Can do, must (not) do, Should do. General Online Research (GOR) Conference, Vienna, Austria, April 09.

Data Collection online: Can do, must (not) do, Should do
Data collection from online sources is available at low cost and large scale. This applies to surveys, interviews, and observational as well as behavioral data such as blogs and wikis. However, not all data from online sources may be used for all scientific and commercial purposes. In general, technical feasibility does not necessarily translate into legality or ethical conduct. Sizeable samples and mass interviewing, for example, may imply the risk of violating the subjects' privacy. Certain restrictions apply, which are defined by laws, norms, and ethical codes. While standardization and internationalization apply to certain aspects of the internet, respective regulations for data collection, storage, exchange, mining, and fusion are typically defined on a national or even organizational scale, which can hinder cooperation and innovation. In this roundtable, which Frank Lüttschwager moderates, we will discuss these issues:

Andera Gadeib provides insights into current changes and disputes in the traditional market research industry. Based on current conflicts in the field, she will reflect on challenges and needs on the companies side. She will address issues regarding the maintenance of online access panels with regards to privacy and data quality as well as clients' needs.

Jana Diesner gives a brief overview on legal restrictions on data privacy, data security, and intellectual property, including copyright, licenses, patents, trademarks, and trade secrets. She will talk about due diligence processes in the industry and ethical codes for academic research, and addresses some key differences between Europe and the USA.

Laetitia Sassinot-Uny will share her knowledge about current developments and discussions regarding the privacy of clients from an international perspective. She draws from her experience as an active participant of ESOMAR's (World Association of Opinion and Marketing Research Professionals) activities in the field of online research and panel measures.

We invite interested people from the industry, academia, and (non-)governmental institutions to discuss current conflicts, changes, and emerging regulations with us. As legal regulations on various aspects of online research are in development, we would like to build a community of practitioners who collectively engage in this debate. Furthermore, we would like to pro-actively start a community-based discussion on the development of a normative codex for online-research that protects the subjects of surveys and other forms of online data collection.