



BHBIA Ethics  
& Compliance

## Glossary of Terms for use when reviewing Market Research Materials

For a more extensive glossary see **BHBIA Legal and Ethical Guidelines for Healthcare Market Research** at [www.bhbia.org.uk/guidelines/legalandethicalguidelines.aspx](http://www.bhbia.org.uk/guidelines/legalandethicalguidelines.aspx)

Term	Description
Adverse event (AE)	An AE is defined as: “Any untoward medical occurrence in a patient or clinical-trial subject administered a medicinal product and which does not necessarily have to have a causal relationship with this treatment. An adverse event can therefore be any unfavourable and unintended sign (e.g. an abnormal laboratory finding), symptom, or disease temporally associated with the use of a medicinal product, whether or not considered related to the medicinal product”.
Discussion guide	A set of questions shaped to ensure that the research objectives are fulfilled and minimise straying from the point. The guide will also refer to stimulus materials as required and may contain explanations of language and phrases
Ethnography	A methodology by which a respondent is able to provide ongoing insight over a prolonged period of time, usually via a remote tool or video recording.
Market research	Market research attempts to generate an understanding of, and knowledge about a market place and the consumer opinions, attitudes and behaviours within it, by systematically collecting information from specific samples of individuals. There is no primary endpoint and market research is carried out objectively and with an open mind.
MROC (Market Research Online Community)	A common term for an online community created specifically for market, social and opinion research. Others include DORC (Dedicated Online Research Community).
Personal data	Any information relating to an identified or identifiable living person, who can be identified directly or indirectly by that data on its own or together with other data.

Primary market research	Generates original data directly from respondents to solve the problem in hand. Primary data is derived from new and original research designed to address a specific purpose.
Product complaint (PC)	A PC is a complaint specific to the product itself, or packaging, as opposed to its effect on the patient. Examples include damaged or missing tablets; wrong strength or colour of tablets; damaged packaging; a label that cannot be read; a liquid that should be clear but is cloudy or contains unexpected particles; a bent needle; a broken syringe; a missing patient information leaflet or the identification of a potentially counterfeit medicine.
Qualitative research	Designed to gain insight into the where, why, how, attitudes, approaches and other 'softer' aspects of a subject. Is usually carried out with a smaller number of respondents than quantitative research and will involve direct interaction between interviewer and respondent to shape the flow. Open questioning and potentially use of hypothetical scenarios to generate discussion points. May happen via any of a number of routes - digital, telephone, in person.
Quantitative research	Designed to quantify actual behaviours or attitudes. Usually carried out on a larger sample to enable statistical analysis of the results. No direct interaction with the respondent to shape the progress. Predominantly closed questions with few open questions.
Questionnaire	Sometimes an alternative name for a discussion guide but usually the questions to be asked in a quantitative study, in a document prior to programming or for use in interviews.
Respondent	Any individual or organisation from which a market researcher seeks any information - most commonly respondents are healthcare professionals or patients.
Sample	A selection of respondents from a pool of people with the requisite characteristics or experience to participate in the research. Sample can be recruited at random from the total pool (free found) or can be recruited from a list provided to the agency.
Screenener	A set of questions asked at recruitment in order to ensure that the respondent is able to participate fully and at the required level.
Secondary market research	Data already collected for one purpose is then re-analysed for another.
Sensitive or special category personal data	Personal information which identifies a living individual and includes reference to: the racial or ethnic origin of the data subject; his/her political opinions; his/her religious beliefs or beliefs of a similar nature; whether he/ she is a member of a trade union; his/her physical or mental health or condition; his/her sexual life; the commission or alleged commission by him/her of an offence; or any proceedings for any offence committed or alleged to have been committed by his/her and the outcome.
Social media data	Information (photos, comments etc.) that users generate or share while engaged in or with social media. It often includes personally identifiable data. Social media research generally involves 'listening' or 'scraping' social media sites (i.e. extracting data from social media for analysis, either automatically or manually)

Special reporting situation (SRS)	These are specific situations that need to be forwarded (using the Adverse Event reporting procedures) whether or not there is an associated AE. They include situations such as use of a medicinal product during pregnancy or breastfeeding, reports of overdose, abuse, misuse, lack of therapeutic efficacy including suspected use of counterfeit/falsified medicines/tampering – see ABPI/BHBIA guidance notes for the full list.
Stimulus materials	Any material that is to be handed to or displayed to the respondent during the course of the research. During research, it may be beneficial to vary the respondent activity to maintain motivation - this may be done by using imagery, role play, or introduction of a different viewpoint. In order to base the discussion on an even level for all respondents, materials may be introduced which aid their understanding. Stimulus materials may also be used to introduce a hypothetical product, situation, story or to test concepts, adverts or sales materials.

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