

Singapore Polytechnic
CC1S10 Sustainable Innovation Project

Code of Conduct

The Social Innovation Project (SIP) requires you to conduct observation studies of and interviews with your target users in order to understand their context and needs. You will then use the information gathered to design a concept that will meet your target users' needs.

Because you will come into close contact with your interviewees and they will be providing very personal information to you, it is important to be aware of the social rules, conduct and considerations that should govern the way you manage yourself, your team and your project.

The following guidelines will help you at every step of your project, from the time you approach your first interviewee to the final presentation of your project findings and design concept.

Personal conduct

- Be courteous and respectful
- Be considerate towards others
- Be law-abiding
- Be of service to others
- Behave with propriety at all times
- Dress appropriately as is fitting of a representative of SP; observe a smart casual dress code, i.e., t-shirt, jeans and covered shoes (avoid tank tops, shorts/short skirts and flip-flops)

Personal integrity

- Be truthful in your speech
- Be honest and transparent in your dealings
- Be trustworthy and reliable

Teamwork

- Relate to others with cultural sensitivity and mutual respect
- Understand the value of diversity, unity and teamwork
- Be open-minded and receptive to new ideas
- Respect differences

Project conduct

A. Approaching interviewees

- Conduct your interviews as a team (there should be at least three members at any one time, each playing a designated role). This is to safeguard each person's well-being.
- Approach your interviewees courteously and respectfully
- Ensure that their participation in your project is based on voluntary informed consent
- Provide all relevant information that will allow the interviewee to make an informed decision
- Secure interviewees' consent by asking them to sign the **SIP Informed Consent Form**
- Be transparent about and explain clearly the purpose of data collection

- Clearly explain the following details to potential interviewees:

- Names and roles of team members
- General subject of the interview
- Purpose of the interview
- Likely length of the interview
- Do not mislead anyone when asking them for their co-operation to participate
- Do not unduly pressurise anyone to participate in your project
- Graciously and courteously accept it when anyone declines to participate in your project □
Respect an interviewee's right to withdraw from your project at any time

B. Conducting interviews

- Conduct all your interviews in a public space; do not place yourself in a secluded and/or potentially dangerous setting. This is to safeguard the team's well-being.
- Do not divulge your personal information
- Do not divulge your lecturer's contact details except for the details stated in the Letter of Introduction.
- Terminate an interview immediately, firmly but politely, should you find yourself in a dangerous/difficult situation (for example, if you are harassed by an interviewee)
- Respect the views given by your interviewees
- Use clear and respectful language in all communication
- Avoid discrimination and prejudice; respect individual differences
- Respect the confidentiality of the information given by your interviewees
- Do not reveal interviewees' identities and responses to any other interviewee
- Seek consent for video/audio recording that is to be done before the interview begins
- Ensure that personal data collected is relevant and not excessive in the context of the project
- Allow interviewees to provide information in a way that reflects the view they want to express, including "I don't know" or "I prefer not to say"
- Do not ask leading questions or lead interviewees towards a particular point of view
- Delete responses given by an interviewee, if requested
- Conclude interviews courteously by thanking your interviewees
- Convey or direct queries, requests and complaints received from your interviewee to your lecturer

C. Data management

- Preserve the anonymity of your interviewees (that is, keep their real names confidential and use only nicknames for your project, including the persona)
- Do not disclose the identity of and information provided by your interviewees to anyone not involved in or for any other purpose than your Social Innovation Project. This applies even after you have completed your project.
- Seek the consent of your interviewee and advice of your lecturer, should there be a valid request, before releasing any information collected for your project. □ Do not make illegal use of the personal data collected.