

*Identity and
Approach in
Applied
Business
Research*

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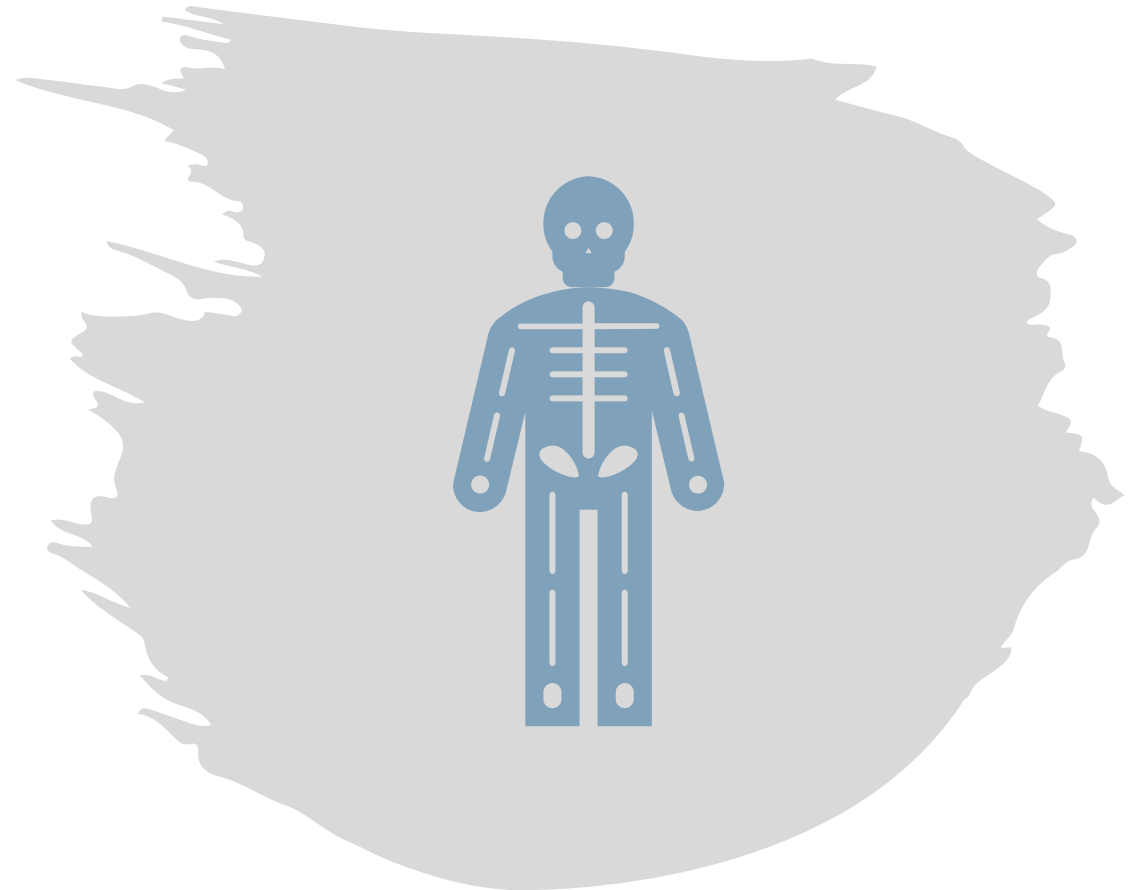
***You need to ensure that
no harm occurs***

“You will need to ensure that no harm occurs”

- There is sometimes the possibility that interactions with participants may inadvertently harm them in some unintended way.

This could include:

- Psychological harm.
- Financial harm
- Social harm.



FOR EXAMPLE:

- Psychological harm—researching the use of nudity in advertising may show participants images that offend them.
- Financial harm—researching unethical behavior within a given firm may provide management with information on individual employees that results in an individual getting fired, or undertaking industry-based research inadvertently shares sensitive information with a firm's competitors, resulting in financial harm to the organization.
- Social harm—researching how lifestyle affects consumption may unintentionally disclose a person's sexual orientation when that person wanted to keep this confidential.

Research Approval

Most universities will have a review process to ensure that student (and staff) research is undertaken in an appropriate fashion.

This is designed to:

- 1) Protect research participants from harm.
- 2) Protect researchers from undertaking risking activities.
- 3) Provide oversight that usually results in legal protections to researchers.

Who Approves the Research

There are a range of alternative names for review bodies:

- Instructional Review Boards (IRBs)
- Human Research Ethics Committees (HRECs)
- Ethics Committees (ECs)

The composition of the board and requirements will vary across institutions.

What Is Human Intervention?

Human intervention is defined to encompass a broad range of activities, including interviews, review of corporate records, focus groups, experiments, oral histories, or surveys, where you have information that is not in the public domain.

You are 'asking' potential participants to do you a favor and help you out by being involved in your research.

- Nuremberg Trial (US v Karl Brandt et al).
- Resulted in the Nuremberg Code (1947).
- Informed consent of volunteers must be obtained without coercion.
- Human experiments should be based on prior animal studies.
- Anticipated scientific results should justify the experiment.
- Only qualified scientists should conduct medical research.
- Physical and **mental suffering** and injury **should be avoided**.
- There should be no expectation of death or disabling injury from the experiment.



Importance of human participant protection

- **Participation voluntary and can be withdrawn at any time.**
- Established concepts of minimising risk, risk/benefit ratio, special groups.



Declaration of Helsinki



- 1. Beneficence - an obligation to first:
 - **To do no harm** - Hippocrates
 - **Maximize possible benefits** - Claude Bernard
 - **Minimize possible risks.**
- 2. **Respect for persons:**
 - Acknowledge and treat individuals as autonomous
 - Protect individuals with diminished capacity.

*Belmont report –
Link below
3 basic ethical
principles*

- 3. Justice:
- Fairness in the distribution and getting what is deserved
 - Who ought to receive the benefits
 - Who ought to bear the risks.
- Formulations to consider:
 - To each person an equal share
 - To each person according to need
 - To each person according to effort
 - To each person according to societal contribution
 - To each person according to merit.



Continued

- It is the responsibility of the researcher to provide the participants with information regarding the purpose, benefits, and risks of participating in both the interview and surveys.
- It is also the responsibility of the researcher to obtain the participants consent and explain concerns that the participants may have regarding their consent and participation.



Continued

continued

- The researcher is also responsible for ensuring the confidential nature of the information collected and making sure that the information collected is stored safely to maintain anonymity of the participant. Any potential conflict of interest should be identified and explained accordingly.
- In addition, the researcher should make sure that the participants are aware of the fact that they are free to terminate their participation and any given point.

About the survey

- This research aims to investigate the effectiveness of responsible gambling features in which your participation is requested. It is hoped that the results of this research will contribute to understanding the issues involved and that the results will assist the design and provision of appropriate interventions for individuals who develop problems.

This survey should take about 10-15 minutes of your time. Most questions ask you to place a tick in the box provided and/or may ask you to provide some additional information as well. Any comments you may wish to make will provide the researcher with a greater understanding of any issues involved.

The information recorded on this questionnaire will be kept completely confidential and all information you provide will be recorded on a completely anonymous basis. It will be passed on to the researcher from UWTSD, who will ensure that the information you provide is kept securely stored. You are not asked to provide your name at any point during the survey. If you find the research interesting you can find a copy of the results at <http://gamblingandconsumers.blogspot.com/>.

If you have any problems completing the survey or would like to speak to the researcher, then please contact caroline.jawad@uwtsd.ac.uk

Before you start to answer the main survey questions, please tick the following boxes to confirm that you are happy to take part in the survey and understand the terms on which you are providing information.

1. I agree that I have:

- ☐ Read the information provided on the first page
- ☐ Received satisfactory information regarding the research

2. I understand that:

- ☐ I am free to withdraw from the study at any time if I wish and if I choose to do this, there will be no further contact from the researchers
- ☐ Any personal information I provide will be treated as strictly confidential
- ☐ I can refuse to answer any question
- ☐ Confidentiality and anonymity will be maintained and it will not be possible to identify me from any publications

Codes of Ethical Conduct/Practice

The University and most professional organizations have approved codes of conduct in regards to research.

There are also laws dealing with privacy, which relates to research ethics.

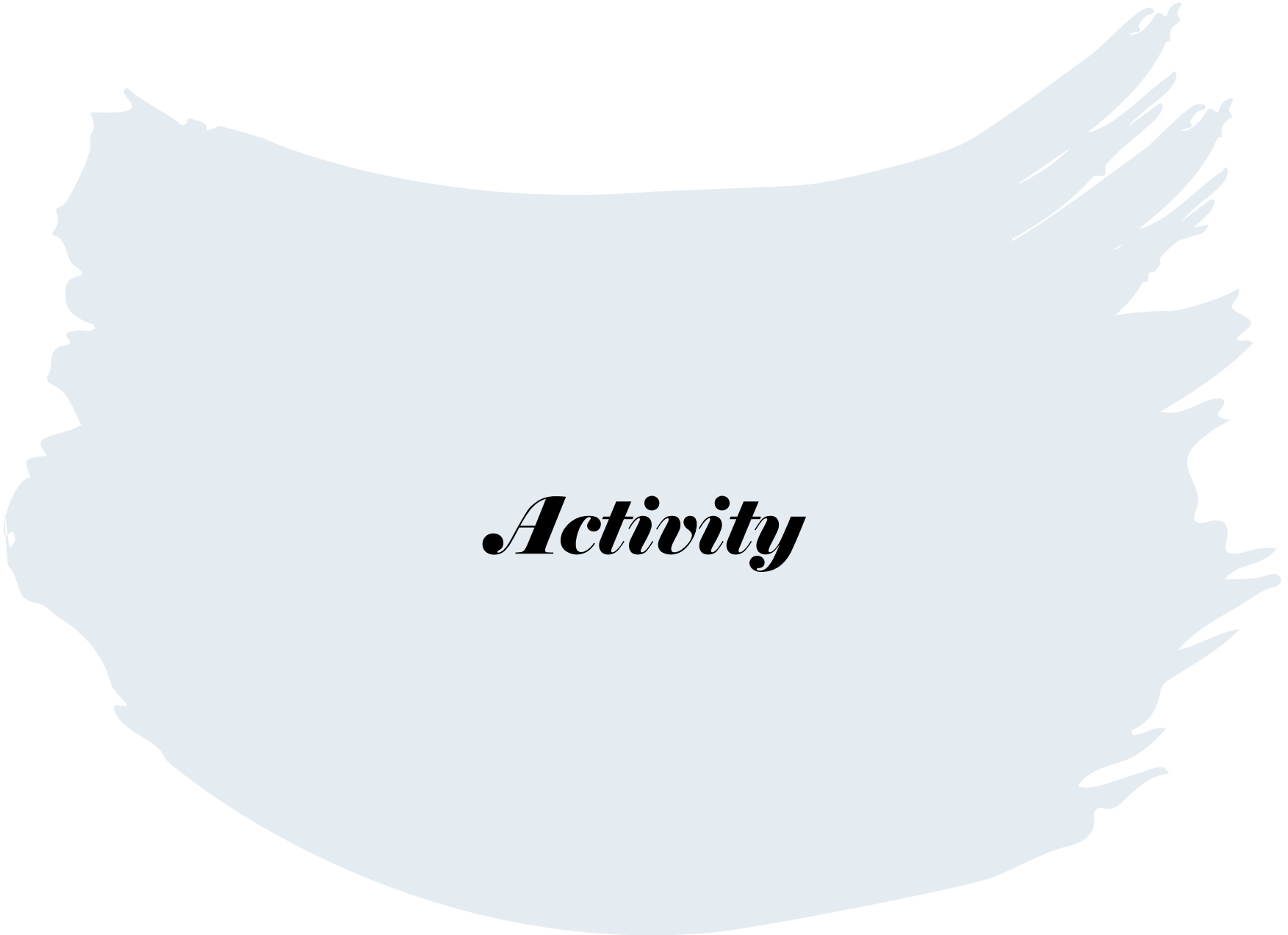
Ethical Philosophies

Deontological philosophies

emphasize “moral obligations that should be binding or necessary for proper conduct” (Skinner, Ferrell, and Dubinsky 1988, 213); or you should *not* harm participants in any way, no matter what the potential benefit.

Teleological philosophies

emphasize “the consequences that result from an action. In other words, they deal with the moral worth of the behavior as determined by the consequences of the behavior” (p. 213). Do the benefits outweigh the harm?



Activity

<i>Ethical Issue</i>	<i>Right Violated</i>	<i>Compensation Available</i>

***Table 1 Potential Ethical Problems
Relating to Researching Consumers***