

Conducting Ethical Research

One of the questions that all scientists must address concerns the ethics of their research. Physicists are concerned about the potentially harmful outcomes of their experiments with nuclear materials. Biologists worry about the potential outcomes of creating genetically engineered human babies. Medical researchers agonize over the ethics of withholding potentially beneficial drugs from control groups in clinical trials. Likewise, psychologists are continually considering the ethics of their research.

Research in psychology may cause some stress, harm, or inconvenience for the people who participate in that research. For instance, researchers may require introductory psychology students to participate in research projects and then deceive these students, at least temporarily, about the nature of the research. Psychologists may induce stress, anxiety, or negative moods in their participants, expose them to weak electrical shocks, or convince them to behave in ways that violate their moral standards. And researchers may sometimes use animals in their research, potentially harming them in the process.

Decisions about whether research is ethical are made using established ethical codes developed by scientific organizations, such as the American Psychological Association, and federal governments. In the United States, the Department of Health and Human Services provides the guidelines for ethical standards in research. Some research, such as the research conducted by the Nazis on prisoners during World War II, is perceived as immoral by almost everyone. Other procedures, such as the use of animals in research testing the effectiveness of drugs, are more controversial.

Scientific research has provided information that has improved the lives of many people. Therefore, it is

unreasonable to argue that because scientific research has costs, no research should be conducted. This argument fails to consider the fact that there are significant costs to *not* doing research and that these costs may be greater than the potential costs of conducting the research (Rosenthal, 1994). In each case, before beginning to conduct the research, scientists have attempted to determine the potential risks and benefits of the research and have come to the conclusion that the potential benefits of conducting the research outweigh the potential costs to the research participants.

Characteristics of an Ethical Research Project Using Human Participants

- Trust and positive rapport are created between the researcher and the participant.
 - The rights of both the experimenter and participant are considered, and the relationship between them is mutually beneficial.
 - The experimenter treats the participant with concern and respect and attempts to make the research experience a pleasant and informative one.
 - Before the research begins, the participant is given all information relevant to his or her decision to participate, including any possibilities of physical danger or psychological stress.
 - The participant is given a chance to have questions about the procedure answered, thus guaranteeing his or her free choice about participating.
 - After the experiment is over, any deception that has been used is made public, and the necessity for it is explained.
 - The experimenter carefully debriefs the participant, explaining the underlying research hypothesis and the purpose of the experimental procedure in detail and answering any questions.
 - The experimenter provides information about how he or she can be contacted and offers to provide information about the results of the research if the participant is interested in receiving it.
- (Stangor, 2011)

This list presents some of the most important factors that psychologists take into consideration when designing their research. The most direct ethical concern of the scientist is to *prevent harm* to the research participants. One example is the well-known research of Stanley Milgram (1974) investigating obedience to authority. In these studies, participants were induced by an experimenter to administer electric shocks to another person so that Milgram could study the extent to which they would obey the demands of an authority figure. Most participants evidenced high levels of stress resulting from the psychological conflict they experienced between engaging in aggressive and dangerous behavior and following the instructions of the experimenter. Studies such as those by Milgram are no longer conducted because the scientific community is now much more sensitized to the potential of such procedures to create emotional discomfort or harm.

Another goal of ethical research is to guarantee that participants have *free choice* regarding whether they wish to participate in research. Students in psychology classes may be allowed, or even required, to participate in research, but they are also always given an option to choose a different study to be in, or to perform other activities instead. And once an experiment begins, the research participant is always free to leave the experiment if he or she wishes to. Concerns with free choice also occur in institutional settings, such as in schools, hospitals, corporations, and prisons, when individuals are required by the institutions to take certain tests, or when employees are told or asked to participate in research.

Researchers must also protect the *privacy* of the research participants. In some cases data can be kept anonymous by not having the respondents put any identifying information on their questionnaires. In other cases the data cannot be anonymous because the researcher needs to keep track of which respondent contributed the data. In this case one technique is to have each participant use a unique code number to identify his or her data, such as the last four digits of the student ID number. In this way the researcher can keep track of which person completed which questionnaire, but no one will be able to connect the data with the individual who contributed them.

Perhaps the most widespread ethical concern to the participants in behavioral research is the extent to which researchers employ deception. Deception *occurs whenever research participants are not completely and fully informed about the nature of the research project before participating in it*. Deception may occur in an active way, such as when the researcher tells the participants that he or she is studying learning when in fact the experiment really concerns obedience to authority. In other cases the deception is more passive, such as when participants are not told about the hypothesis being studied or the potential use of the data being collected.

Some researchers have argued that no deception should ever be used in any research (Baumrind, 1985). They argue that participants should always be told the complete truth about the nature of the research they are in, and that when participants are deceived there will be negative consequences, such as the possibility that participants may arrive at other studies already expecting to be deceived. Other psychologists defend the use of deception on the grounds that it is needed to get participants to act naturally and to enable the study of psychological phenomena that might not otherwise get investigated. They argue that it would be impossible to study topics such as altruism, aggression, obedience, and stereotyping without using deception because if participants were informed ahead of time what the study involved, this knowledge would certainly change their behavior. The codes of ethics of the American Psychological Association and other organizations allow researchers to use deception, but these codes also require them to explicitly consider how their research might be conducted without the use of deception.

Ensuring That Research Is Ethical

Making decisions about the ethics of research involves weighing the costs and benefits of conducting versus not conducting a given research project. The costs involve potential harm to the research participants and to the field, whereas the benefits include the potential for advancing knowledge about human behavior and offering various advantages, some educational, to the individual participants. Most generally, the ethics of a given research project are determined through a *cost-benefit analysis*, in which the costs are compared to the benefits. If the potential costs of the research appear to outweigh any potential benefits that might come from it, then the research should not proceed.

Arriving at a cost-benefit ratio is not simple. For one thing, there is no way to know ahead of time what the effects of a given procedure will be on every person or animal who participates or what benefit to society the research is likely to produce. In addition, what is ethical is defined by the current state of thinking within society, and thus perceived costs and benefits change over time. The U.S. Department of Health and Human Services regulations require that all universities receiving funds from the department set up an *Institutional Review Board (IRB)* to determine whether proposed research meets department regulations. The Institutional Review Board (IRB) is *a committee of at least five members whose goal it is to determine the cost-benefit ratio of research conducted within an institution*. The IRB approves the procedures of all the research conducted at the institution before the research can begin. The board may suggest modifications to the procedures, or (in rare cases) it may inform the scientist that the research violates Department of Health and Human Services guidelines and thus cannot be conducted at all.

One important tool for ensuring that research is ethical is the use of *informed consent*. A sample informed consent form is shown in Figure 2.2 “Sample Consent Form”. Informed consent, *conducted before a participant begins a research session, is designed to explain the research procedures and inform the participant of his or her rights*

during the investigation. The informed consent explains as much as possible about the true nature of the study, particularly everything that might be expected to influence willingness to participate, but it may in some cases withhold some information that allows the study to work.

Figure 2.2 Sample Consent Form

Consent Form: Interactions
<p>I state that I am 18 years of age or older and wish to participate in a program of research being conducted by Dr. Charles Stangor at the University of Maryland, College Park, Department of Psychology.</p> <p>The purpose of the research is to study how individuals get to know each other. In the remainder of the study I will be having a short conversation with another person. This interaction will be videotaped. At the end of the interaction, I will be asked to complete some questionnaires about how I felt during and what I remember about the interaction. The entire experiment will take about 45 minutes.</p> <p>I furthermore consent to allow the videotape that has been made of me and my partner to be used in the research. I understand that the videotape will be used for research purposes only, and no one else except the present experimenter and one other person who will help code the tape will ever view it.</p> <p>I understand that code numbers will be used to identify the videotapes and that all written material that I contribute will be kept separate from the videos. As a result, it will not be possible to connect my name to my videotape.</p> <p>I understand that both my partner and I have the right to withdraw the tape from the study at any point.</p> <p>I understand that the experiment is not designed to help me personally but that the researchers hope to learn more about interpersonal interactions.</p> <p>I understand that I am free to ask questions or to withdraw from participation at any time without penalty.</p> <p>Dr. Charles Stangor Department of Psychology Room 3123 555-5921</p> <p>Signature of participant</p> <p>_____</p> <p>Date</p> <p>_____</p>