



ORCOM 199

Organizational Communication Research

Study Guide for Unit 2 RESEARCH ETHICS

A. Introduction

Working with human participants in your research often involves ethical issues and concerns. There are also many ethical considerations to think about in dealing with them before, during, and after your research. Likewise, even if human subjects are not directly involved in your study, there is still the question of honesty in the way you collect, analyze, and interpret your data. It is therefore important that you familiarize yourself with the procedures and guidelines set by the University's Research Ethics Board and consult with your adviser for guidance.

This module will cover the ethical challenges, principles, and responsibilities of the researcher in conducting his/her study.

Objectives

After covering this section, you should be able to:

1. discuss the different ethical principles
2. understand your ethical responsibilities as a researcher
3. identify possible ethical issues and concerns when a conducting research

B. Research Ethics

Let's Begin

During the semester, you were required to attend the workshop on *Responsible Conduct of Research with Basic Research Ethics*. You have probably learned a lot about your ethical responsibilities in conducting your study. Take this opportunity to ask your adviser any unanswered questions you might have in mind about research ethics.



Read

- Chapter 3 “Research Ethics” (pp. 38-61) of Keyton, J. (2015). *Communication Research: Asking Questions Finding Answers* (4th ed.). McGraw-Hill Education, available in the course site
- Chapter 3 “Research Ethics” (pp. 64-83) of Wimmer, R. & Dominick, J. (2011). *Mass Media Research: An Introduction* (9th ed.). Wadsworth, Cengage Learning, available in the course site

Think

1. What are some ethical concerns involved in using technology in the conduct of research?
2. Why is it important to conduct a debriefing activity with your participants?
3. Do research participants have any ethical responsibilities too?