

# The Behavioral Scientist's Ethics Checklist

Principle	Goal	Risk if ignored
<b>#1: Aligned Interests</b>	<i>The company, researchers, and participants' interests are aligned.</i>	Participants may do things that run contrary to their interests. Loss of trust in the company.
<b>#2: Transparent Processes</b>	<i>Participants understand the plan and purpose of the research.</i>	Loss of trust in the research process. Increased oversight on the company.
<b>#3: Rigorous Evaluation</b>	<i>Rigorous research design and evaluation so participant time is not wasted and the company can learn and improve.</i>	Waste of participant and company's time, effort, and resources. Lack of improvement and support for future research.
<b>#4: Data Privacy and Security</b>	<i>Robust data privacy and security protocols to protect participants' information.</i>	Participant's sensitive data is breached. Company faces legal problems.
<b>#5: Ease of Opt Out</b>	<i>Participants understand how to opt out and can do so simply.</i>	Participants feel forced or coerced to participate. Loss of trust in the company.
<b>#6: Cost-Benefit Analysis</b>	<i>Potential benefits to the participants outweigh potential harms.</i>	Participants are harmed by the company and researcher.

Principle	Question	✓ or ✗	If X, what is needed to get to ✓?
<b>#1: Aligned Interests</b>	<i>Are the interests of our company, researchers, and participants aligned?</i>		
<b>#2: Transparent Processes</b>	<i>Is our research process transparent to the participants?</i>		
<b>#3: Rigorous Evaluation</b>	<i>Does our study design and analysis plan allow us to evaluate the effectiveness of the research?</i>		
<b>#4: Data Privacy and Security</b>	<i>Do we have a data management plan that protects the privacy and anonymity of our participants?</i>		
<b>#5: Ease of Opt Out</b>	<i>Can our participants easily opt out of the study?</i>		
<b>#6: Cost-Benefit Analysis</b>	<i>Do the potential benefits of our study outweigh the potential harms?</i>		