

The Behavioral Scientist's Ethics Goals

Principle	Goal	Risk if ignored
#1: Aligned Interests	<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.
#2: Transparent Processes	<i>Participants understand the plan and purpose of the research.</i>	Loss of trust in the research process. Increased oversight on the company.
#3: Rigorous Evaluation	<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.
#4: Data Privacy and Security	<i>Robust data privacy and security protocols to protect participants' information.</i>	Participant's sensitive data is breached. Company faces legal problems.
#5: Ease of Opt Out	<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.
#6: Cost-Benefit Analysis	<i>Potential benefits to the participants outweigh potential harms.</i>	Participants are harmed by the company and researcher.