

Research Ethics

COMM 4940
Kennedy Hall 213



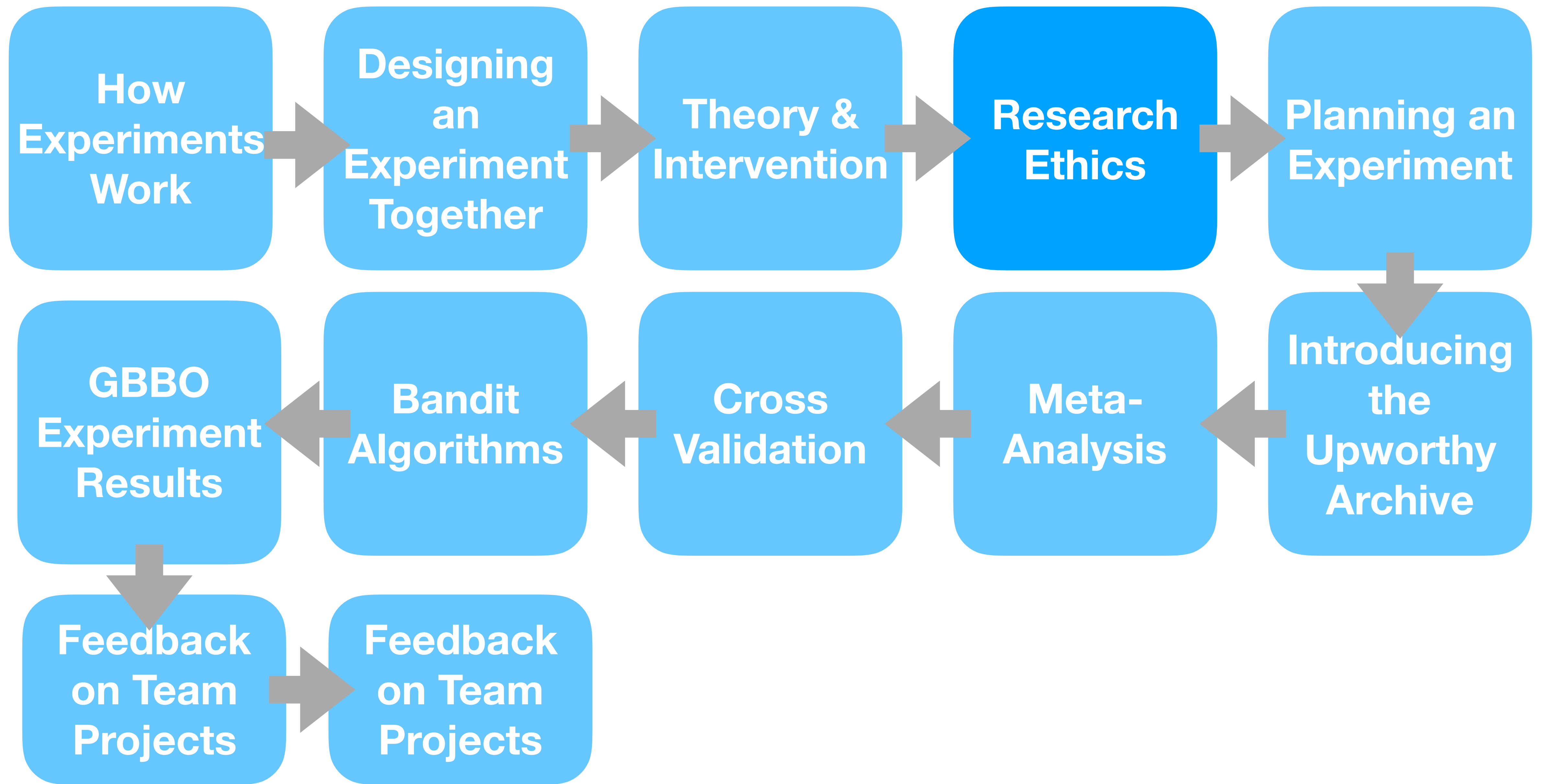
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Autonomy

**Greater
Good**

Beneficence

**Respect for
Persons**

Justice

**Informed
Consent**

Manipulation

**How would you know if it's ethical to
conduct an experiment that could
affect**

Voter Behavior?

Election Outcomes?

How would you know if it is ethical to conduct an experiment where:

- individuals do not know that they are research subjects
- their environment is being manipulated?

What Makes Tech Companies Different from University Researchers?

**Should Companies Be Allowed to
Experiment on Public Behavior?**

**If so, how could we govern corporate
experimentation?**

Next Steps with the GBBC: Testing For Impact & Testing Theory