Research Ethics

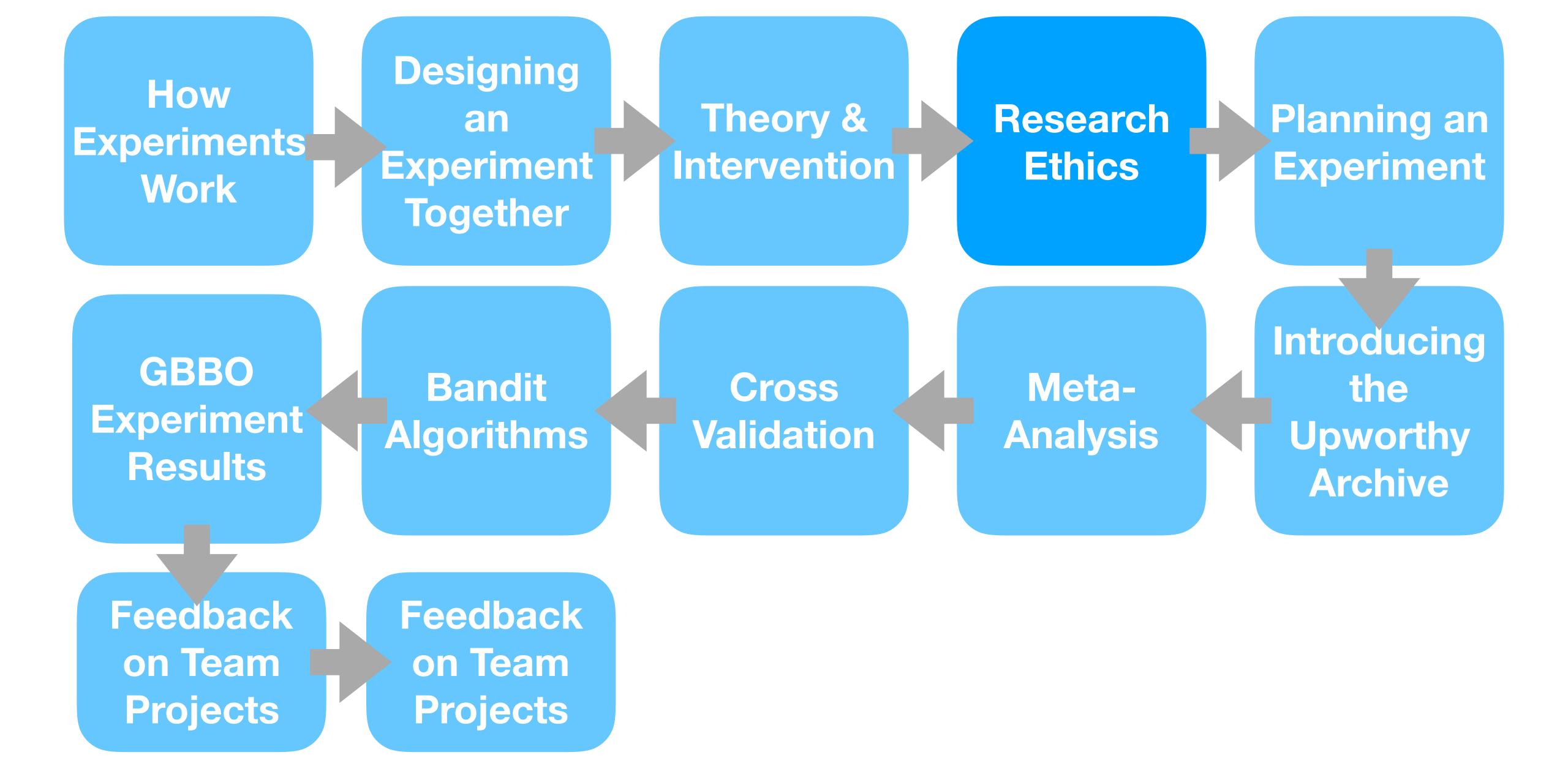
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Causal Knowledge Studying
Online
Behavior at
Scale

Audits & Accountability

Listening
Manipulation
Or Both?

Will it Work
More Than
Once?

Interpreting,
Using,
Misusing
Results

Experiments in Democracy

Do Firms
Learn from
A/B Tests?

Scientists do Field
Research

Clickbait & Viral Content

Debriefing,
Harm &
Consent

Answering
Scientific
Questions



COMM 4940: Research Ethics



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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