

Class 5: Ethics & Recap

MA5953: Creating Your Own Data

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Outline of Today's Class

Ethics

Recap

Ethics

Ethical Blunders

3 Identical Strangers

- ▶ Study by Dr Peter Neubauer, NYU Psychiatric Institute, for a nature versus nurture twin study.



Ethical Blunders

Milgram's Obedience Study

- ▶ Study by Dr Stanley Milgram , Yale University, to test the impact of authority on behaviour.



Ethical Blunders

Data Fabrication: The Stapel Case

► NYTimes The Mind of a Con Man



The Mind of a Con Man

f y t p 443



Diederik Stapel, a Dutch social psychologist, perpetrated an audacious academic fraud by making up studies that told the world what it wanted to hear about human nature. Koos Breukel for The New York Times

By Yudhijit Bhattacharjee

April 26, 2013

Ethics Principles

- ▶ Check out UKRIO's [Code of Practice for Research](#)
- ▶ From: Groves et al (2009:373):

Table 11.1. Key Terminology in Research Misconduct

Term	Definition
Fabrication	Making up data or results and recording or reporting them.
Falsification	Manipulating research materials, equipment, or processes, or changing or omitting results such that the research is not accurately represented in the research record.
Plagiarism	Both the theft or misappropriation of intellectual property and the substantial unattributed copying of another's work. It includes the unauthorized use of a privileged communication, but it does not include authorship or credit disputes.

Key Standards

- ▶ Hold client/participant information confidential
- ▶ Obtain informed consent
- ▶ Be transparent: describe data collection method, survey codebook, survey questions, target population and sampling frames/non-response rates
- ▶ Avoid deception
- ▶ Consider and mitigate any potential harm to participants
 - ▶ Avoid practices that may harm, humiliate or seriously mislead participants.

Core Principles:

- ▶ **Beneficence:** minimise possible harm and maximise possible benefits for participants
- ▶ **Justice:** do not over-burden some groups in society with research requests
- ▶ **Respect:** do not use force, fraud, duress or any other form of coercion, ensure informed and free consent to participate.
 - ▶ Avoid to threaten voluntary consent in any way: incentives given to participants must not be coercive or leave them little choice.

Informed Consent

Essential Elements

1. Brief statement on purpose of research and its sponsors/PI
2. Describe duration and the basic procedures involved
3. Describe possible risks/dangers & whether compensation is foreseen (in case of major risks)
 - ▶ risks that personal data gets public also need to be considered!
Data protection rules.
4. Describe benefits/remuneration to participants
5. Statement on protection of confidentiality
6. Contact information
7. Statement highlighting that participation is entirely voluntary and can be discontinued at any time without penalty

Informed Consent

Some Findings

1. Do not include the study's hypotheses not to lead responders
2. Requiring a signature deters participation, so simply clicking a check box is sufficient

The Ethics Checklist & The Consent Form

- ▶ Course Page - Assessment Section

Recap

Let's Brainstorm

- ▶ Types of survey & survey modes
- ▶ Total survey error
- ▶ Sampling error: how to solve
- ▶ Non-response bias: how to mitigate
- ▶ Measurement error examples: how to mitigate
- ▶ The response process model
- ▶ Cognitive interviews
- ▶ Validity and Reliability
- ▶ Ethics and Consent

Assignment 1: The Survey Report

Steps

1. Complete the ethics checklist for the study
2. Design your own, original survey question
 - ▶ E.g. "To what extent do you support/oppose the European Union?"
[strongly support - strongly oppose]
3. Run a cognitive interview to gauge the 4 stages of the response process
 - ▶ What does the word "support" mean to you?
 - ▶ What was going through your mind when deciding how to answer?
What steps you took to answer this question?
 - ▶ Was the question hard or easy to answer? Why?
4. Modify the wording (if needed - on the basis of the results from the cognitive interview) & run final survey
 - ▶ Your final survey should contain
 - 4.1 your original item
 - 4.2 2/3 demographic items (e.g. age, gender, education)
 - 4.3 a theoretical correlate
5. Run the validity checks
6. Write up the report

- ▶ Any further questions?
- ▶ Next week: working on the RMarkdown of your first report (with fake data)