

Researchers involved in private or commercial research activities should also think and plan very seriously about the ethical implications of their e-research. It is therefore worthwhile to begin the discussion here on the ethical methods of electronic research.

As electronic researchers and competent human beings, we must define and practice ethical behaviors. This requires personal integrity and self-regulation, which includes openness and honesty about all aspects of the study, as well as reflection on our actions before, during and after a research project.

There are some hard and fast rules that definitively define ethical research, yet there are some agreed upon principles. These principles include: (1) voluntary informed consent; (2) privacy, confidentiality and anonymity; And (3) identify the elements of research risk.