

Ethics Statement

IPRO 305 - Impact of Emerging Internet Trends on the Media Space

Overarching Standard: "Conduct a plausible and honest study while maintaining integrity with all groups at all times."

Law

Canon: The team use only lawful methods to complete a study.

Pressure: To conduct a study to produce a plausible hypothesis by a specified deadline.

Risk: Completing the study by fraudulently producing documentation that gives a knowingly inaccurate hypothesis.

Risk: Completing the study by plagiarizing similar studies conducted by other organizations.

Measure: Members of the team must cite references of studies of other organizations.

Contracts

Canon: The team will complete a study to the best of each of its members' ability that benefits the sponsor.

Pressure: To conduct a study by a specified deadline.

Risk: Members of the team may use unreliable sources of information.

Risk: Members of the team may ignore evidence that disproves the hypothesis that they are soon to present to the sponsor.

Measure: Members of the team must only use reliable sources of information which they will reference and must contact the sponsor regularly to ensure that the research being conducted benefits the sponsor and satisfies the agreed contract with them.

Professional codes

Canon: The team will conduct surveys with honesty.

Pressure: The team members need to complete as many surveys with different individuals and organizations as possible within a certain timeframe.

Risk: To gain the cooperation of organizations to complete surveys team members may not reveal the sponsor of the study for which the surveys are being conducted.

Risk: Team members may fabricate the results of surveys.

Measure: The team must reveal the name of the project sponsor to organizations approached to complete a survey.

Measure: The team must reveal to the sponsor the names of individuals and/or organizations that have completed a survey so that they can be contacted to verify that they completed the survey.

Industry Standard:

Canon: Maintain strict standards and use only scientifically accepted methods for developing a hypothesis.

Pressure: To use statistical analysis to develop a hypothesis.

Risk: Members of the team are not sufficiently experienced in statistical analysis.

Risk: Members of the team may choose to omit data that disproves a particular hypothesis.

Measure: Members of the team who are delegated the task of data interpretation are sufficiently trained in statistical methods.

Community:

Canon: Members of the team will respect the privacy of survey respondents and will not disclose their individual information or identity to outside parties.

Pressure: Complete the project quickly or within a preset deadline.

Pressure: Acquire survey data from a particular demographic group.

Risk: Keeping the identity of respondents confidential makes it possible to fabricate survey results.

Risk: Breaking confidentiality could result in respondents distrusting surveys for IPRO's and make them less likely to complete them in the future.

Measure: Members of the team will ensure the confidentiality of all survey respondents.

Personal Relationships:

Canon: All members of the team will maintain honest and respectful communications with each other and with all potential stakeholders in the project.

Pressure: Make your own work on the project look good and complete.

Risk: Make a mistake on a task assignment and hide it from the rest of the team.

Risk: Unfairly criticize the work of another team member to make your own work on the project look better.

Measure: Each member of the group will complete a peer evaluation in which they rate the contribution of their colleagues.

Moral Values

Canon: Members of the group must reveal to potential survey respondents the exact purpose of the study for which the survey is being conducted.

Pressure: To acquire survey information from a particular demographic group.

Pressure: To get enough surveys completed for the study to be finished on time.

Risk: To get a potential respondent to complete the survey, members of the team may deceive them by not telling them the true purpose of the research study for which the survey is being conducted.

Measure: Members of the team must inform a potential survey respondent the true purpose of the study for which the survey is being conducted.