

Chapter 02
Ethics in Business Research

Multiple Choice Questions

1. Which term below refers to norms or standards of behavior that guide moral choices about research behavior?
 - A. Politics
 - B. Ethics
 - C. Standards
 - D. Philosophy
 - E. Integrity

2. The goal of ethics in research is to _____.
 - A. to ensure that no one is harmed
 - B. to protect researchers from legal liability
 - C. to identify what behavior is appropriate
 - D. to ensure research sponsors fulfill their legal obligations
 - E. none of the above

3. All of the following are unethical activities except _____.
 - A. violating nondisclosure agreements
 - B. revealing the names of research participants
 - C. stating that a survey will take 10 minutes to complete when the actual time is 15 minutes
 - D. invoicing for time that was not spent on the project
 - E. providing incentives for respondents

4. Research should be designed such that participants do not experience ____.
- A. physical harm
 - B. discomfort
 - C. embarrassment
 - D. loss of privacy
 - E. all of the above
5. To ensure the ethical treatment of participants, researchers should do all of the following except ____.
- A. explain the benefits of the study
 - B. provide incentives to participants
 - C. explain the participants rights
 - D. explain what steps have been taken to protect participants
 - E. obtain informed consent
6. Inducements offered to participants as encouragement to participate in research that are disproportionate to the task are considered ____.
- A. persuasive
 - B. informative
 - C. appropriate
 - D. coercive
 - E. illegal

7. ____ occurs when the participants are told only part of the truth or when the truth is fully compromised.
- A. Coercion
 - B. Deception
 - C. Informed consent
 - D. Debriefing
 - E. Manipulation
8. Which of the following is an appropriate use of deception in research?
- A. To collect data to compile lists for selling something
 - B. To develop competitive intelligence
 - C. To collect personal information for fraudulent purposes
 - D. To prevent biasing the respondents
 - E. All of the above
9. Deception is considered inappropriate unless ____.
- A. the study's value justifies the use of deception
 - B. no alternatives to justification are feasible
 - C. it is necessary to protect a third party
 - D. the respondents would be biased
 - E. all of the above
10. Which of the following situations does not require signed consent forms from participants?
- A. A study of cereal preferences among children ages 9-12
 - B. A study of the effectiveness of prescription arthritis medications
 - C. A study of travel preferences among frequent fliers
 - D. A study that requires information about the medical history of participants
 - E. All of the examples require signed consent

11. Anne is introducing a group of research participants to the study at hand. To ensure adequate oral consent, she should include all of the following components in her introduction except ____.
- A. research organization
 - B. promise of anonymity and confidentiality
 - C. sponsoring organization
 - D. purpose of the research
 - E. estimate of when the research study will be published
12. Organizations receiving federal support are required to have a(n) ____ review all research proposals.
- A. advisory board
 - B. institutional review board
 - C. health and human service board
 - D. scientific methods board
 - E. lawyer
13. Institutional Review Boards concentrate on two key areas. One is the guarantee of obtaining complete, informed consent from participants. The other is ____.
- A. risk/benefit analysis
 - B. value assessment
 - C. scientific importance
 - D. assessment of the fit between the research question and proposed research design
 - E. evaluation of the proposed budget

14. The guarantee of informed consent can be traced to the first ten points in the ____.
- A. Consumer Bill of Rights
 - B. Nuremberg Code
 - C. Constitution
 - D. 5th Amendment
 - E. Kyoto Treaty
15. All of the following are characteristics of complete informed consent except ____.
- A. the participant must be competent to give consent
 - B. consent must be voluntary
 - C. participants must be adequately informed to make a decision
 - D. participants must be able to consult legal counsel if they wish
 - E. participants should know the possible risks associated with the research
16. IRBs exist in order to ____.
- A. guarantee complete, informed consent is obtained from participants
 - B. apply knowledge gained from research
 - C. evaluate the research design chosen
 - D. evaluate the allocation of expenses in the project
 - E. protect the researchers from legal liability
17. When participants are intentionally or accidentally deceived, they should be ____ once the research is complete.
- A. paid
 - B. debriefed
 - C. thanked
 - D. all of the above
 - E. none of the above

18. ____ involves explaining any deception, describing the purpose of the study, sharing the results after the study, and providing any medical or psychological attention.
- A. Informed consent
 - B. IRB review
 - C. Debriefing
 - D. Interviewing
 - E. Nondisclosure
19. Debriefing differs from informed consent in that ____.
- A. debriefing occurs after the study while informed consent occurs before
 - B. debriefing discloses any deception while informed consent does not
 - C. informed consent discloses the purpose of the study while a debriefing does not
 - D. individuals who are not competent to give consent and simply be debriefed
 - E. debriefing guidelines are based on the Nuremberg Code while informed consent guidelines are based on the American Psychological Association's code of ethics
20. In a restaurant complaint study, Dr. Jackson used deception to avoid biasing the participants. In this situation, what should Dr. Jackson do once the research is complete?
- A. Apologize
 - B. Pay the participants
 - C. Debrief the participants
 - D. Seek psychological attention for the participants
 - E. All of the above

21. How does debriefing interact with the effects of deception?
- A. Debriefing is associated with more positive feelings about the value of research
 - B. Debriefing is associated with resentment among those who have been deceived
 - C. Debriefing has no effect
 - D. Debriefing is associated with dissatisfaction among those who have been deceived
 - E. Debriefing negates any effects of deception
22. Which law was the first to guarantee Americans the right to privacy?
- A. The Bill of Rights
 - B. Privacy Protection Act
 - C. Children's Online Privacy Protection Act
 - D. Privacy Act
 - E. Civil Rights Act
23. Which law, along with the Privacy Act of 1974, is the basis for protecting the privacy and confidentiality of participants and data in research?
- A. Civil Rights Act
 - B. Privacy in Research Amendment
 - C. Privacy Protection Act
 - D. Bill of Rights
 - E. Children's Online Privacy Protection Act

24. The ____ affords individuals special privacy measures for freedom from disclosure of financial information.
- A. Civil Rights Act
 - B. Privacy Protection Act
 - C. Consumer Bill of Rights
 - D. Gramm-Leach-Bliley Financial Modernization Act
 - E. Kyoto Treaty
25. What legislation requires posting of privacy policies on child-oriented Web sites, requires verifiable parental consent before collecting information from children, and gives parents access to and deletion authority over the information provided by their children younger than 13 years of age?
- A. Civil Rights Act
 - B. Privacy Protection Act
 - C. Consumer Bill of Rights
 - D. Children's Seal
 - E. Children's Online Privacy Protection Act
26. A privacy guarantee not only protects participants but also protects ____.
- A. research from legal liability
 - B. the sponsoring organization
 - C. the validity of the study
 - D. the value of the research
 - E. against fraud

27. All of the following are ways to protect participant confidentiality except ____.
- A. obtain signed nondisclosure documents from those who wish access to the data
 - B. restrict access to participant identification
 - C. offer access to study results to participants
 - D. reveal participant information only with written consent
 - E. restrict access to data where the participant is identified
28. What types of information can threaten participant confidentiality?
- A. Ethnicity
 - B. Telephone numbers
 - C. Household income
 - D. Educational level
 - E. Gender
29. Under the guidelines established by the Privacy Act of 1974 and the Privacy Protection Act of 1980, individuals have the right to ____.
- A. refuse to be interviewed
 - B. refuse to answer any question in an interview
 - C. refuse to answer the telephone
 - D. be free from observation in private places
 - E. all of the above

30. Which of the following is an inappropriate place for researchers to observe behavior when participants are not asked for prior permission?
- A. Movie theaters
 - B. Lawyers' offices
 - C. Grocery stores
 - D. Shopping malls
 - E. Zoos
31. Where can researchers observe consumer behavior without infringing upon individual rights to privacy?
- A. Homes
 - B. Hotel rooms
 - C. Doctors' offices
 - D. Shopping malls
 - E. Lawyer offices
32. Companies that comply with the ____ are granted immunity from legal action under the EU's data protection directive.
- A. Privacy Protection Act
 - B. Safe Harbor Agreement
 - C. Data Mining Protection Agreement
 - D. Consumer Online Privacy Act
 - E. Gramm-Leach-Bliley Agreement

33. The principle of the U.S. Safe Harbor Agreement that requires companies to inform consumers about what information is being collected, how that information will be used, and who that information will be shared with is called the principle of ____.
- A. choice
 - B. access
 - C. notice
 - D. onward transfer
 - E. data integrity
34. When organizations protect personal information from loss, misuse, unauthorized access, disclosure, and destruction, they are following the safe-harbor principle of ____.
- A. security
 - B. access
 - C. notice
 - D. onward transfer
 - E. data integrity
35. Which form of nondisclosure protects a sponsor from revealing its plans to competitors?
- A. Purpose nondisclosure
 - B. Findings nondisclosure
 - C. Identity nondisclosure
 - D. Sponsor nondisclosure
 - E. Facts nondisclosure

36. Which form of nondisclosure involves protecting the purpose of the study or its details?
- A. Purpose nondisclosure
 - B. Findings nondisclosure
 - C. Identity nondisclosure
 - D. Sponsor nondisclosure
 - E. Facts nondisclosure
37. Ford Motor Company investigated the durability of Firestone tires on Explorers at various speeds and conditions but likely utilized _____ to protect itself from legal activity.
- A. purpose nondisclosure
 - B. findings nondisclosure
 - C. identity nondisclosure
 - D. sponsor nondisclosure
 - E. facts nondisclosure
38. Merck conducted tests on the effectiveness and safety of Vioxx. Merck did not seek to hide its identity as a sponsor of the research or the study's purpose. However, it did seek to protect research data suggesting that Vioxx is no more effective than aspirin. In this situation, Merck sought _____.
- A. purpose nondisclosure
 - B. findings nondisclosure
 - C. identity nondisclosure
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39. Which of the following is an example of sponsor nondisclosure?

- A. Dean and Deluca doesn't want Whole Foods to know about it is conducting research on organic wines
- B. Whole Foods is studying a potential new location near a large condo complex
- C. Bayer seeks to disclose that Vioxx is no more effective than aspirin
- D. Vioxx seeks to hide results suggesting that it is equivalent to aspirin in reducing the pain of arthritis
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40. Which of the following is an example of findings nondisclosure?

- A. Dean and Deluca doesn't want Whole Foods to know about it is conducting research on organic wines
- B. Whole Foods is studying a potential new location near a large condo complex
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41. The sponsor's right to an appropriate, value-laden research design and data handling and reporting techniques is referred to as the sponsor's ____.

- A. right to quality
- B. right to privacy
- C. right to safety
- D. right to value
- E. right to research

42. Which right of sponsors is suggested by the quote, "There are three kinds of lies: lies, damn lies, and statistics."?
- A. Right to privacy
 - B. Right to sponsor nondisclosure
 - C. Right to quality
 - D. Right to safety
 - E. Right to findings nondisclosure
43. The right of interviewers, surveyors, experimenters, observers, and participants to be protected from threat of physical or psychological harm is the right to ____.
- A. quality
 - B. security
 - C. freedom
 - D. safety
 - E. happiness
44. What term refers to an organization's codified set of norms or standards of behavior that guide moral choices about research behavior?
- A. Morals
 - B. Code of ethics
 - C. Laws
 - D. Regulations
 - E. Policies

45. Which of the following is necessary for a code of ethics to be effective?
- A. Regulative nature
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 - C. Enforceable
 - D. Behavior-specific
 - E. Protective of the interests of the profession
46. The National Association of Realtors has a code of ethics that all Realtor members agree to support. An important component of the code is that members who violate the code may be sanctioned or even suspended. The NAR code of ethics has the characteristic of being ____.
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47. Research has concluded that merely codifying ethical values of a profession is of limited value without ____.
- A. training members on the code
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Essay Questions

48. What activities are involved in debriefing participants? When should participants be debriefed?

49. Explain how researchers can address individuals' right to privacy.

50. What are the seven basic principles of the U.S. Safe Harbor Agreement? List each principle and explain what it means for companies seeking to adhere to the agreement.

51. What are the four characteristics of effective codes of ethics? Is anyone characteristic critical for the effectiveness of the code?
52. ESOMAR and CASRO recommend specific ethical practices with regard to participants in mobile surveys. What are these practices? Make an argument for which practice is most important.

Chapter 02 Ethics in Business Research Answer Key

Multiple Choice Questions

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Level: Easy

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Level: Moderate

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4. Research should be designed such that participants do not experience ____.
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5. To ensure the ethical treatment of participants, researchers should do all of the following except ____.
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Level: Moderate

6. Inducements offered to participants as encouragement to participate in research that are disproportionate to the task are considered ____.

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7. ____ occurs when the participants are told only part of the truth or when the truth is fully compromised.

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8. Which of the following is an appropriate use of deception in research?

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13. Institutional Review Boards concentrate on two key areas. One is the guarantee of obtaining complete, informed consent from participants. The other is ____.

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Level: Difficult

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17. When participants are intentionally or accidentally deceived, they should be ____ once the research is complete.

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- C. thanked
- D. all of the above
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Level: Easy

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- B. IRB review
- C. Debriefing
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Level: Difficult

22. Which law was the first to guarantee Americans the right to privacy?

- A. The Bill of Rights
- B. Privacy Protection Act
- C. Children's Online Privacy Protection Act
- D. Privacy Act
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Level: Moderate

23. Which law, along with the Privacy Act of 1974, is the basis for protecting the privacy and confidentiality of participants and data in research?

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Level: Moderate

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Level: Easy

26. A privacy guarantee not only protects participants but also protects ____.

- A. research from legal liability
- B. the sponsoring organization
- C. the validity of the study
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Level: Difficult

27. All of the following are ways to protect participant confidentiality except ____.

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- B. restrict access to participant identification
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Level: Moderate

28. What types of information can threaten participant confidentiality?

- A. Ethnicity
- B. Telephone numbers
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30. Which of the following is an inappropriate place for researchers to observe behavior when participants are not asked for prior permission?

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- B.** Lawyers' offices
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Level: Easy

31. Where can researchers observe consumer behavior without infringing upon individual rights to privacy?

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Level: Moderate

32. Companies that comply with the ____ are granted immunity from legal action under the EU's data protection directive.

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- E. Gramm-Leach-Bliley Agreement

Level: Moderate

33. The principle of the U.S. Safe Harbor Agreement that requires companies to inform consumers about what information is being collected, how that information will be used, and who that information will be shared with is called the principle of ____.

A. choice
B. access
C. notice
D. onward transfer
E. data integrity

Level: Moderate

34. When organizations protect personal information from loss, misuse, unauthorized access, disclosure, and destruction, they are following the safe-harbor principle of ____.

A. security
B. access
C. notice
D. onward transfer
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Level: Moderate

35. Which form of nondisclosure protects a sponsor from revealing its plans to competitors?

A. Purpose nondisclosure
B. Findings nondisclosure
C. Identity nondisclosure
D. Sponsor nondisclosure
E. Facts nondisclosure

Level: Easy

36. Which form of nondisclosure involves protecting the purpose of the study or its details?

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37. Ford Motor Company investigated the durability of Firestone tires on Explorers at various speeds and conditions but likely utilized ____ to protect itself from legal activity.

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Level: Moderate

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Level: Moderate

39. Which of the following is an example of sponsor nondisclosure?

- A. Dean and Deluca doesn't want Whole Foods to know about it is conducting research on organic wines
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Level: Difficult

41. The sponsor's right to an appropriate, value-laden research design and data handling and reporting techniques is referred to as the sponsor's ____.

- A. right to quality
- B. right to privacy
- C. right to safety
- D. right to value
- E. right to research

Level: Easy

42. Which right of sponsors is suggested by the quote, "There are three kinds of lies: lies, damn lies, and statistics."?

- A. Right to privacy
- B. Right to sponsor nondisclosure
- C. Right to quality
- D. Right to safety
- E. Right to findings nondisclosure

Level: Moderate

43. The right of interviewers, surveyors, experimenters, observers, and participants to be protected from threat of physical or psychological harm is the right to ____.

- A. quality
- B. security
- C. freedom
- D. safety
- E. happiness

Level: Easy

44. What term refers to an organization's codified set of norms or standards of behavior that guide moral choices about research behavior?

- A. Morals
- B. Code of ethics
- C. Laws
- D. Regulations
- E. Policies

Level: Easy

45. Which of the following is necessary for a code of ethics to be effective?

- A. Regulative nature
- B. Protective of public interest
- C. Enforceable
- D. Behavior-specific
- E. Protective of the interests of the profession

Level: Moderate

46. The National Association of Realtors has a code of ethics that all Realtor members agree to support. An important component of the code is that members who violate the code may be sanctioned or even suspended. The NAR code of ethics has the characteristic of being ____.

- A. regulative in nature
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- C. enforceable
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47. Research has concluded that merely codifying ethical values of a profession is of limited value without ____.

- A. training members on the code
- B. promoting the code of ethics
- C. asking leadership to behave in a manner consistent with the code
- D. a significant punishment structure
- E. asking for a personal commitment to the code

Level: Moderate

Essay Questions

48. What activities are involved in debriefing participants? When should participants be debriefed?

Participants should be debriefed in any situation where participants are intentionally or accidentally deceived. The debriefing occurs after the research is complete. Debriefing involves several activities including providing an explanation of the deception, describing the purpose of the study, sharing of the results, and following up with medical or psychological attention.

Level: Moderate

49. Explain how researchers can address individuals' right to privacy.

To address the right to privacy, there are several precautions a researcher can take. These include 1) inform participants of their right to refuse to answer any question or to participate in the study; 2) obtain prior permission to interview or observe participants; 3) restrict observation to public places; 4) limit the time required for participants and the amount of information collected to that which is deemed critical.

Level: Moderate

50. What are the seven basic principles of the U.S. Safe Harbor Agreement? List each principle and explain what it means for companies seeking to adhere to the agreement.

The seven basic principles are 1) notice, 2) choice, 3) access, 4) security, 5) onward transfer, 6) data integrity, and 7) enforcement. Companies must notify consumers about what information is being collected, how that information will be used, who that information will be shared with, and how individuals can contact the organization with any complaints. Consumers must be provided with an opt-out mechanism for any secondary uses of data and for disclosures to third parties. For sensitive information, participants must opt in before providing data that will be shared. Individuals must have access to personal information about themselves that an organization holds and be able to correct, amend, or delete that information where it is inaccurate. Organizations must take reasonable precautions to protect personal information from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. Companies disclosing personal data to a third party must, with certain exceptions, adhere to the notice and choice principles. A third party must subscribe to the safe-harbor principles. Reasonable steps must be taken to ensure that data collected are reliable, accurate, complete, and current. Companies must ensure that they are readily available and affordable independent mechanisms to investigate consumer complaints, obligations to remedy problems, procedures to verify compliance with safe-harbor principles, and sufficiently rigorous sanctions to ensure compliance.

Level: Difficult

51. What are the four characteristics of effective codes of ethics? Is anyone characteristic critical for the effectiveness of the code?

Effective codes are regulative in nature, protect the public interest and those of the profession, are behavior-specific, and are enforceable. Without enforcement, standards that are regulative, protect the public and professional interest, and behavior-specific will still fail to be effective.

Level: Easy

52. ESOMAR and CASRO recommend specific ethical practices with regard to participants in mobile surveys. What are these practices? Make an argument for which practice is most important.

These practices require following country-specific do-not-call guidelines, prior informed consent if text messaging is used, option to opt-out of research, and not use unsolicited emails to recruit participants. If researchers follow the first guideline (RE: honoring do-not-call requests) then the others follow; thus an argument could be made that this is most important. Other students will argue that recruiting can be made via email, not by phone, so following the no unsolicited emails guideline could also be 'most important' as it controls the others.

Level: Moderate