



Ethical standards and guidelines for public relations research and measurement

Discussion document

Version 1.0

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Preface

This statement of ethical standards and guidelines for public relations research was developed by a team of the Institute for Public Relations Measurement Commission headed by Shannon Bowen, Ph.D, John Gilfeather and Brad Rawlins, Ph.D. This statement was approved by the IPR Measurement Commission on March 7, 2012. This is a discussion document that will be further developed in the near future as proposed interim standards for ethics in research and measurement.

Ethics Statement

The duty of professionals engaged in research, measurement, and evaluation for public relations is to advance the highest ethical standards and ideals for research. All research should abide by the principles of intellectual honesty, fairness, dignity, disclosure, and respect for all stakeholders involved, namely clients (both external and internal), colleagues, research participants, the public relations profession, and the researchers themselves.

This statement is based on and promotes the following Core Values:

- Autonomy
- Respondent rights
- Dignity
- Fairness
- Balance
- Duty
- Lack of bias
- Honesty
- Not using misleading information or "cherry picking" data
- Full disclosure
- Discretion
- Judgment
- Protection of proprietary data
- Public responsibility
- Intellectual integrity
- Good intention
- Valuing the truth behind the numbers
- Reflexivity (put self in other's place)
- Moral courage and objectivity