just remember...
Considine / confidentiality
Consent / Consent
Deception / deception
Withdrawal
Protection
Debrief / debrief.

**Code of Ethics in Research**

- **Respect** - psychologists should respect individuals and avoid unfairness and prejudice. Information about people should be kept confidential.
- **Informed Consent** must be sought, meaning that participants should know what they are consenting to. Parental consent must be obtained if under 18. **Privacy** should be respected in observations. **Deception** should be avoided wherever possible. If participants must be deceived, then they should be informed as soon as possible. Participants should have a right to withdraw either themselves or their data from research at any time.

- **Competence** - only qualified psychologists should give advice.
- **Responsibility** - participants must be protected from harm. Psychologists must debrief research participants after the investigation, telling them details of the research and its purpose.