The academic research to real-world practice process......

1. Idea
2. Informal feedback
3. Formal peer review
4. Refereed publishing
5. Workplace testing
6. Revise & rebuild
The idea.....

- From Macnamara’s pyramid (2002)
The adaptation for ethics

Stage 1. Research & Planning

Stage 2. Communicating

Stage 3. Evaluating

Ethical Intent

Ethical Means

Ethical Ends
How?

<table>
<thead>
<tr>
<th>Intent</th>
<th>Means</th>
<th>Ends</th>
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<tbody>
<tr>
<td>1.1 Research stakeholder ethics</td>
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<tr>
<td>1.2 Choose ethical principles for virtues, rules, and outcomes</td>
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<td>1.3 Create measurable objectives</td>
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<td>2.1 Assess tactical objectives</td>
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<td>2.2 Adjust tactics to meet ethical objectives</td>
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<td>3.1 Assess strategic ethics objectives</td>
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<td>3.2 Report all ethics outcomes</td>
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For example...

- 1.1 Ethics benchmark questions in survey & focus group research, ethics brainstorm (team & client)
- 1.2 Agree principles: Virtues: publicity test, Rules: corporate conduct code and PR ethics code, Outcomes: Reversibility
- 1.3 Create measurable objectives
- 2.1 Pre-test tactical objectives
- 2.2 Adjust tactics to meet ethical objectives
- 3.1 Assess strategic ethics objectives
- 3.2 Report all ethics outcomes
Why is this helpful?

- Cuts through welter of conflicting ethics tools
- Enables cultural and personal customisation
- Three sequential steps
- Integrates with campaign process
- Encourages ethics measurement and reporting as a value-added proposition
References etc...


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Please contact me if your workplace would like to be involved in testing the ethics pyramid:

E.Tilley@massey.ac.nz or phone 04 801 5799 ext. 6598