



DELIVERABLE REPORT

D1.4

“Ethics Manual”

MASELTOV

Mobile Assistance for Social Inclusion and Empowerment of Immigrants with Persuasive Learning Technologies and Social Network Services

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1. EXECUTIVE SUMMARY

The present Ethics Manual is a practical tool which provides guidance for the MASELTOV partners with regard to ethical standards. It outlines potential risks that may be encountered throughout the project and strategies for how to deal with such risks from a practical point of view. The manual specifies common ethical guidelines for all relevant tasks (including issues relating to consent documentation; data protection; freedom of information; dealing with complaints), main ethical issues for each work package, and possible ways of risk assessment. Moreover, it also serves as basis for an evaluation of the project at a later stage or upon its conclusion.

2. INTRODUCTION

As stated in the Seventh Framework Programme (Decision No 1982/2006/EC), Article 6: “All the research activities carried out under the Seventh Framework Programme shall be carried out in compliance with fundamental ethical principles”. These principles will apply to the MASELTOV project.

The MASELTOV project will follow the recommendations of the European group on ethics in science and new technologies to the European Commission. All national legal and ethical requirements of the Member States in which the research is performed will be fulfilled. The members of the consortium also confirm that they will observe any national and international regulations that are related to research in the project.

The MASELTOV project aims to facilitate and improve the integration of immigrants from outside Europe into the local society by providing information services, persuasive learning services and community building service through a mobile device. In order to achieve its goal MASELTOV will carry out requirement analyses with end-users, including semi-structured interviews, focus groups, participatory design sessions and various lab and field trials with immigrants. As immigrants of the specified target group for MASELTOV can be considered to be a group that is vulnerable and suffers from social exclusion, specific attention will be paid to involving these end-users in a way that maintains security, privacy and confidentiality of participants.

Although MASELTOV is not per se a high-ethics-risks-project, careful consideration of ethical issues is standard practice for such projects. In addition, having an ethical strategy in MASELTOV will be beneficial for our work and the project (e.g. improve communication in the project, transparency, adequacy of tools, etc.).

Hence, the project deals with a number of aspects that ought to respect several main ethical principles in the humanities and social and behavioural sciences:

- The autonomy of research subjects
- Avoid (individual or social) harm
- Privacy and data protection
- Research quality throughout the project
- Dissemination and exploitation of research results.

As detailed below, these issues will be addressed by a well specified and shared ethical strategy. The risk of accidental incidents will be minimised through the outstanding expertise of all partners in their field and their thorough acceptance of high ethical standards. The existence of such a common strategy is of particular relevance given that the project is implemented by a multi- professional group including business partners, technical partners and academics, some of whom have previously had no formal education in ethics.

All MASELTOV partners agree upon common ethical guidelines for the user studies including issues relating to informed consent, documentation, data protection, freedom of information and dealing with complaints. We will also embed an on-going discussion about ethical issues into our structure of meetings throughout the project, facilitating reporting of ethical matters.

Ethical issues will be investigated as well as preconditions to develop the enabling and key technologies for the final achievement of the project's objectives. All these issues are presented in detail in this Ethics Manual.

2.1 AIM AND PURPOSE OF THE MANUAL

This manual is a practical tool which provides guidance for the MASELTOV partners with regard to ethical standards. It outlines potential risks that may be encountered throughout the project and strategies for how to deal with such risks from a practical point of view. The manual specifies common ethical guidelines for all relevant tasks (including issues relating to consent documentation, data protection, freedom of information, dealing with complaints), main ethical issues for each work package and possible ways of risk assessment. Moreover, it also serves as a basis for an evaluation of the project at a later stage or upon its conclusion.

The present Ethical Manual is used in this project as an ethical background to all contacts with end-users. The ethics manual specifies:

- common ethical guidelines for all relevant tasks including issues related to consent documentation, data protection, freedom of information, dealing with complaints.
- instructions on how to handle the data sets and anonymisation procedures etc. in order to facilitate the overall data analysis.

2.2 ETHICS STRATEGY FOR MASELTOV

2.2.1 ROLE OF PARTNERS

1. Ethics team:

Coordinator: UOC. On-going watch, direct point of contact for issues that deal with ethics. UOC is responsible for the coordination of the Ethics Manual and will be part of the Project Board to ensure that for all decisions the ethical obligations to which the project has agreed to are taken into account.

Members: JR, CURE, OU, COV

2. Privacy framework: AIT. Creation of a privacy policy framework within this ethically highly sensitive context that the services have to respect and which outlines the potential privacy and data security problems as well as the legal issues involved. The privacy framework provides a guide for developing secure mobile services for MASELTOV and takes into account privacy concerns from end users in the design of the project.

3. Regional representatives. Each country with direct contact to the end-users counts with the support of a MASELTOV partner for any ethical issue doubt or conflict: UOC (responsible for activities in Spain), OU and COV (responsible for MASELTOV activities in the UK) and the University of Graz in Austria - its Institute of Social Ethics, in cooperation with JR.

These institutions are also responsible to be aware of relevant rules about international circulation of ethic research and contacting the corresponding national/local authorities, if needed.

2.2.2 MAIN TOOLS FOR ETHICAL REVIEW

In addition to this manual, there are different mechanisms chosen to deal successfully with ethics in the development of MASELTOV.

- Interview guidelines external review

The ethical experts from ICMPD will review the guidelines and instructions for all user involving activities like interviews, focus groups and usability tests.

- Informed consent:

The MASELTOV consortium guarantees that no research with human participants will be conducted without assuring and obtaining an informed consent. In order to assure that no misinformation and manipulation can occur, only qualified personnel will conduct the studies. To guide the process of informed consent, a number of forms comprising an information sheet, authorization statements and release forms will be prepared and will be employed in the studies. All the informed consent forms will be translated to the language of the countries in which the studies are carried out (Austrian, English, Spanish and the native languages of the immigrants). The research team will read with the participant and their legal representative the informed consent and the team has to be sure that the participant understood this requirement before the participant signs it.

- Procedural method

The methodologies involve several well-defined steps, such as, selection of target persons, workshops including target persons and evaluations. Fundamental safety issues of good laboratory practices are respected and potential safety implications of MASELTOV will be clearly indicated. This means in detail that:

- All participants of studies will have the ability to give informed written consent to participate.
- All participants will be strictly volunteers and are able to withdraw from the studies at any time without any restraints.

- All personal data collected during the pilot studies on the participants' preferences and habits will be strictly confidential.

In addition, all test volunteers, will receive detailed oral information in their own language:

- A commonly understandable written description of the project
- The project objectives
- The planned project progress
- The related testing and examination procedures
- Advice on unrestricted disclaimer rights on their agreement
- Access to a complaints procedure

The written information as well as the sought informed consent corresponds to the revised Declaration of Helsinki¹, which sets the foundation of human research ethics. Participants with legal guardian aides as well as participants who cannot rationalize the expected end-user activities and goal based on any impairment of their cognitive abilities will be excluded from any project study.

2.2.3 ROLE OF ICMPD IN THE ETHICAL CLEARANCE FOR MASELTOV

The ethical clearance for MASELTOV is performed in the form of a peer review by an external body, the International Centre for Migration Policy Development (ICMPD) in Vienna/Austria. The goal of ICMPD is to promote innovative, comprehensive and sustainable migration policies and to function as a service exchange mechanism for governments and organisations. For this reason ICMPD was identified as having sufficient and appropriate expertise to conduct the independent ethical review for all users involved in tasks in MASELTOV.

The concrete tasks of the ethical approval for ICMPD include providing in-depth comments to the main working documents and, if requested, additional input on selected issues, with a particular focus on ethical issues regarding research design and methodology. Documents submitted to ICMPD under review include the work plan and the guidelines for the interviews, focus groups, usability tests and field tests. However, as ethical standards provide guidelines rather than a clear set of rules applicable in all situations (Ess and AoIR), also an ethical clearance cannot provide a 100% absolution for the project's compliance with ethical standards (see Finnish National Advisory Board on Research Ethics 2009). Rather, an ethical clearance can support the process and efforts by the project participants to be aware of their ethical obligations and find adequate responses to it.

2.3 OVERVIEW OF RELEVANT ETHICAL STANDARDS AND GUIDELINES

2.3.1 ETHICAL STANDARDS AND GUIDELINES IN SOCIAL SCIENCE RESEARCH

'An ethical review examines the plan for collecting data, how the study will be carried out, the information that will be given to subjects and the plan for processing and storing data from the perspective of avoiding risks and harm', says the Finnish National Advisory Board on Research Ethics (2009). In other words, an ethical review tries to identify critical ethical aspects throughout the research process, starting from the

¹ The World Medical Association Ethics Unit. Declaration of Helsinki [adopted in 1964, last revised October 2008]. <http://www.wma.net/en/30publications/10policies/b3/index.html>.

project concept, the work and time plan, its actual implementation and the dissemination and distribution of data (see also Van Liempt and Bilger 2009) in order to detect and avoid possible risks and harms to society, the scientific community and standards, and research participants. Avoiding such risks and harms requires that the involved researchers and project partners are ready to take up responsibility and subsequent action, when needed.

These responsibilities or ‘obligations’ relate to four main areas, as international guidelines on ethical standards in the social sciences and humanities have defined (see IES 2004). As detailed below, these are obligations to society, to donors, to scientific standards and to research participants.

1. Obligations to society

These ethical principles refer to the obligations that researchers have to society, including their responsibilities to respect differences within society, including avoiding discrimination and marginalisation of different groups. This includes principles such as

- Benefiting society and minimising social harm
- Treat with respect and equality differences in social groups with regard to gender, race, ethnicity, religion, culture
- Avoid any effect on marginalisation and stigmatisation of individuals and groups
- Understand technology as a tool for a more inclusive society
- Balance the three main areas of technological inclusion throughout the project: access, adoption and design
- Balance the different concerns and interests of all relevant stakeholders and user groups
- Show respect for national and international laws in place.

2. Obligations to donors

Refers to obligations such as to

- Respect the obligations agreed in the contract with the European Commission
- Ensure that the MASELTOV findings are independent of client interests and respond only to professional integrity.

3. Obligations to scientific standards

Refers to ethical dilemmas related to research methodologies and substantive knowledge, which derive from the responsibilities of researchers to their profession and as professionals. The main ethical principles include:

- Select appropriate research methods based on an informed approach, conscious deliberation and adequate justification
- Ensure professional expertise and balanced composition of the research team
- Ensure transparency and openness regarding the methodology employed

- Reflect on the potential consequences that the research process may have for the participants
- Ensure factual accuracy (avoid falsification, fabrication, suppression or misinterpretation of data)
- Include references to previous relevant research or projects
- Ensure responsible dissemination of research results and final products

4. Obligations to research participants

This refers to ethical principles in relation to the treatment of the research subjects throughout the research process. Main themes include:

- Ensure that participation in MASELTOV is voluntary and informed
- Ensure the protection of participants from undue intrusion, distress, indignity or any other physical or psychic harm
- Guarantee total confidentiality and anonymity of participants throughout the research process, including in the collection, processing and dissemination of data

These obligations define ethical issues in a very broad way. In practice, a project activity or module mostly involves several of these obligations at once. Due to this overlap, it makes more sense to structure an ethical review along the main challenges identified in each study along the research process or along main issues relevant to a specific project, as will be done in section 3 of the manual.

3. MAIN ETHICAL ISSUES AND RISK ASSESSMENT IN MASELTOV

3.1 MANAGEMENT ISSUES (WP1)

Organization	
<p>A. Are the roles and responsibilities of all partners transparent and sufficiently clearly defined?</p>	<p>a.1. If necessary, add more detailed descriptions including methodology, scope of deliverables and involved partners to the description of the tasks in the work plan.</p>
<p>B. Are there communication strategies in place that allow for timely and transparent communication within the consortium?</p>	<p>b.1. Keep regular contact with the partners in order to identify and solve problems/conflicts as they appear .</p>
	<p>b.2. Ensure that all partners are equally involved in project meetings and can voice their concerns/needs.</p>
<p>C. Does the project timeline and work plan allow for a logical implementation of all project activities?</p>	<p>c.1. Identify possible risks of delays and thematic overlaps between the WPs.</p>

<p>D. Is there a strategy foreseen how to react on potential delays in WP2/9?</p>	<p>d.1. Identify overlaps between WP2/9 and this WP and harmonize the timelines of the relevant activities and tasks.</p>
	<p>d.2. Establish regular communication structures with WP2/9 partners.</p>
<p>Project Quality Plan</p>	
<p>A. Are ethical considerations taken into account in the Project Quality Plan?</p>	<p>a.1. Collect feedback from the partners about what content they would find useful.</p>
<p>B. Are all partners involved in the elaboration of the Quality Plan (to make it a shared document)?</p>	<p>b.1. Provide the opportunity to provide comments on the draft project quality plan.</p>
<p>Ethical Management</p>	
<p>A. Does the project time line and work plan allow taking into account ethical principles into the development of relevant tasks?</p>	<p>a.1. Collect feedback by all partners about what content they would find useful.</p>
	<p>a.2. Provide the opportunity to provide comments on the draft ethics manual.</p>
<p>B. Which strategies are applied in order to ensure that all partners apply ethical principles throughout the project (including subcontractors)?</p>	<p>b.1. In any meeting where decisions will be taken, a member of the MASELTOV coordination team will look after ethnical impacts. Overall, the Ethics Advisor (UOC) as part of the MASELTOV Project Management Board will take a decisive part of any important decision.</p>

3.2 RESEARCH STANDARDS (WP2, WP9)

<p>Scientific standards</p>	
<p>A. How will quality and transparency be ensured in the data collection process?</p>	<p>a.1. Use scientifically acknowledged methods and specify the methodological approach used and make sure that scientific and ethical standards are met.</p>
	<p>a.2. Avoid falsification and misinterpretation of the data.</p>
<p>B. How will the factual accuracy and representativity of the data be ensured in the data collection process and during analysis?</p>	<p>b.1. Reflect upon what can be said and what can't be said with a specific kind/extent of data.</p>
	<p>b.2. Reexamine the selection of the target group on the basis of theoretical and scientific criteria.</p>

<p>C. How do the activities take already existing knowledge into account</p>	<p>c.1. By drawing on the wide-ranging expertise of the partners to bring relevant knowledge and literature to the project's attention.</p>
	<p>c.2. The project members will keep up to date through networking and attending relevant conferences and reexamine the adequacy of the methodology applied.</p>
<p>D. What is the empirical evidence basis for the definition of the project's target group?</p>	<p>d.1. Reflect on the relevancy of the selection criteria chosen.</p>
	<p>d.2. Avoid a culture bias! Reexamine the relevance of the indicator "cultural difference" as compared to other criteria.</p>
	<p>d.3. Be aware of the risk to use and reproduce stereotypes or clichés in the planning, implementation and analysis of the research.</p>
<p>E. What is the empirical evidence basis for the selection of the main areas in which the mobile device shall provide support?</p>	<p>e.1. Reflect on the relevance of the selection criteria chosen.</p>
<p>F. Do the designs of the workshops respect ethical standards?</p>	<p>f.1. Aim for a balanced composition of the workshop participants in terms of areas of knowledge and in terms of gender, migration experience and age.</p>
<p>Involvement of research participants</p>	
<p>A. How will the voluntary nature of participation in the research by users be ensured?</p>	<p>a.1. Apply the principles of informed consent.</p>
	<p>a.2. Involve the participants in these discussions whenever possible.</p>
	<p>a.3. Make sure that all persons carrying out the research (e.g. interviewers, interpreters) are aware of the main ethical principles in research (e.g. offer training, provide check-lists).</p>
<p>B. What are the (potential) benefits and harms for research participants?</p>	<p>b.1. Assess the benefits/ harms for research participants and inform them about possible benefits/harms.</p>
<p>C. How will the findings from the research on users' needs and characteristics be reflected in the development and design of the mobile device?</p>	<p>c.1. Reexamine the interview guidelines and analysis framework.</p>
	<p>c.2. The user research is the basis for the developments taking place in MASELTOV. This means that the service specifications are shaped according to these findings. Furthermore, the developed prototypes will be tested by users later on.</p>

<p>D. Will the users be able to define their perspectives on empowerment and social inclusion?</p>	<p>d.1. Make sure that participants are given sufficient space they can express themselves with total freedom and openness.</p>
<p>E. Is it possible to take corrective actions in the following WPs if the user requirement analysis reveals different needs than envisaged?</p>	<p>e.1. Establish regular communication structures with the technical partners in order to allow for timely corrective action.</p>
<p>Collecting data</p>	
<p>A. How will the factual accuracy of data be ensured?</p>	<p>a.1. Do not interpret the data in a partial form.</p>
	<p>a.2. Specify the methodology for this task by taking into account scientific and ethical principles.</p>
	<p>a.3. Reexamine the selection of the target group on the basis of theoretical and scientific criteria.</p>
	<p>a.4. Data collected will be analyzed in order to discover relations among communities and define new services.</p>
	<p>a.5. The information analyzed in this work package should reflect as much as possible the same characteristics of the target group of MASELTOV. Results will be transferred to the other work packages to allow improvement and services offering.</p>
<p>Requirements on user interface design - Multisensory usability engineering</p>	
<p>A. How will the factual accuracy of data be ensured?</p>	<p>a.1. Avoid a culture and migration bias!</p>
	<p>a.2. Specify the methodology for this task by taking scientific and ethical principles into account.</p>
<p>Use cases and scenarios description</p>	
<p>A. In what way will this task reflect the data collected from users?</p>	<p>a.1. The methodology for the development of use cases and service scenarios should reflect results from research & user requirements identified.</p>
	<p>a.2. Avoid biases in the modeling of “personas” used for the scenarios.</p>
<p>User interface</p>	
<p>A. How are the selection criteria for the user involvement defined?</p>	<p>a.1. Respect the principles of informed consent and voluntary participation.</p>

	<p>a.2. Make a plan for the remuneration of users and clarify which benefits are involved for them (and inform the users).</p>
	<p>a.3. Reexamine the selection of the target group on the basis of theoretical and scientific criteria.</p>
<p>B. What are the benefits for the research participants?</p>	<p>b.1. Ensure that the profound involvement of the end users into the design procedure actually will support the development of a highly usable, accessible interface that will imply very high acceptance rates.</p>

3.3 USER INVOLVEMENT (WP 3-8, WP 9)

User involvement and user needs	
<p>A. Are the principles of informed consent and voluntary participation ensured?</p>	<p>a.1. Always respect the principles of informed consent and voluntary participation.</p>
<p>B. Does the project timeline and work plan allow taking into account the findings from research with users at all levels of the project?</p>	<p>b.1. Take into account the wishes and needs of the target group when designing the mobile device.</p>
	<p>b.2. Ensure that the user perspective will also be represented at the workshop.</p>
<p>C. How will the results of the user requirement analysis (WP2, WP9) be taken into account for developing the mobile services?</p>	<p>c.1. Based on the requirements analysis of the users the services will also be designed in WP2. To assure that these designs go along with the user needs we will conduct various test cycles to ask potential users for feedback (WP9). According to this feedback the design will be improved. After the implementation the services will be tested in the field.</p>
<p>D. How will the partners responsible for the user requirements (partner 2 NGOs working with immigrants) be involved in the specification of the mobile services?</p>	<p>d.1. CURE is responsible for the interaction design for the mobile services and works intensively together with the coordinating technical partners JR und FLU.</p>
<p>E. Are users informed about potential harms/benefits of their participation?</p>	<p>e.1. Clarify which benefits research participants have when participating</p>
<p>F. Is there a remuneration foreseen for the users to compensate for the time and efforts needed to participate in the trials?</p>	<p>f.1. Make a plan for the remuneration of users. Inform the users in a transparent manner.</p>
Accessibility of the mobile phones	
<p>A. Does the design of the mobile devices facilitate its usage to persons not familiar with digital devices/ old persons/ illiterate persons, etc.?</p>	<p>a.1. Make a risk plan regarding the usage of the mobile device.</p>

	<p>a.2. Take into account main sociodemographic and socioeconomic characteristics of the target group when designing the mobile device.</p>
<p>B. What costs are involved in order to use the mobile devices?</p>	<p>b.1. Make sure that the usage of the mobile device is low-threshold.</p>
<p>Accessibility of the Mobile Text Lens</p>	
<p>A. How to ensure a certain quality of translations (especially with regard to official texts)?</p>	<p>a.1. Draw up a list of quality criteria for the translation service.</p>
<p>B. How can illiterate persons make use of the service?</p>	<p>b.1. Make an easy to understand user manual on the usage of the text lens, its limitations and possible risks.</p>
	<p>b.2. Consider the option of incorporating an audio information option of the user manual.</p>
<p>Technical scenarios and system architecture</p>	
<p>A. How will the results of WP2 be reflected in the design of the system architecture?</p>	<p>a.1. Ensure that the development of products includes the results of research & user requirement analysis.</p>
<p>System specifications</p>	
<p>A. How will the results of the user requirement analysis be reflected in the design of the system?</p>	<p>a.1. Ensure that the development of products includes the results of research & user requirement analysis.</p>
<p>B. How will data privacy be ensured?</p>	<p>b.1. Ensure the application of ethical standards in processing and storing data (data privacy).</p>

3.4 DATA PROTECTION ISSUES (WP 2, WP 3-8, WP 9)

<p>Data privacy</p>	
<p>A. How will data privacy be ensured?</p>	<p>a.1. Ensure the application of ethical standards in processing and storing data (data privacy).</p>
	<p>a.2. Make sure that the users are informed about the further usage of data or usage of data by third parties.</p>
<p>B. Are the respective national laws respected?</p>	<p>b.1. Find out the relevant national frameworks and rules.</p>

<p>C. How will data be processed ensuring factual accuracy and compliance with ethical obligations towards research participants?</p>	<p>c.1. Provide the opportunity to agree to/ decline any further usage of the data.</p>
<p>D. How to ensure that the results are available to and inform the other relevant WPs in due time?</p>	<p>d.1. Develop a clear data privacy & security policy.</p>
<p>E. Is it necessary to involve external expertise?</p>	<p>e.1. Consider getting relevant experts on board representing the respective national data protection commissions, or experts of other projects dealing with similar issues (e.g. UniteEurope).</p>

3.5 DISSEMINATION AND EXPLOITATION (WP 10)

General Issues	
<p>A. Does the dissemination respect ethical standards?</p>	<p>a.1. Check dissemination plan and planned publications by ethical advisor</p>
<p>B. Could/does the presentation of project results do any harm to the research participants or immigrants in general?</p>	<p>b.1. Consult with advisory board regarding potential harms that the dissemination of project results may bring to research participants or to the broader immigrant population, or to society at large.</p>
<p>C. Are the perspectives and interests of all parties involved in the research taken into account in the final products and publications (researchers, immigrants, migrant organizations etc.)?</p>	<p>c.1. Ensure that the end products and publications deriving from the project reflect a balanced inclusion of interests of all parties involved or potentially affected by it</p>
<p>D. Are there any activities foreseen to enhance the usage of the products by the target group (e.g. training)?</p>	<p>d.1. Plan and perform training activities to enhance the usage of the product prototypes by the target group (DOW Annex I, Task 10.1, Deliverables D10.1.2 and D10.1.3, Dissemination and Training Activities). d.2. Implement dissemination campaign and inform other organizations about MASELTOV.</p>

Dissemination and Training Activities	
<p>A. Are there also dissemination activities foreseen for the users involved in the MASELTOV research?</p>	<p>a.1. Prepare support for users, e.g. on the MASELTOV homepage so that news that are important to the users will get published there but also that they may be able to express their thoughts about the targeted services.</p>
<p>B. What strategies are foreseen to promote the MASELTOV tools among the target groups, local communities and stakeholders?</p>	<p>b.1. Involve target groups, local communities and stakeholders into local symposia in which they will be informed and MASELTOV services will be promoted.</p>

<p>C. Are there also training activities foreseen for immigrants (e.g. to strengthen digital literacy)?</p>	<p>c.1. Introduce immigrants to language learning activities and strengthen digital literacy through the use of MASELTOV services, such as the mobile text lens for text translation and support of literacy.</p>
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Standards in ICT Accessibility	
<p>A. How can accessibility to the device be ensured for different social groups (e.g. low income groups, older persons, illiterate person, etc.)?</p>	<p>a.1. Ensure that the targeted services (DOW; Annex I, Sec. B1.4.2.3, Concrete User Involvement) will be implemented so that the planned benefit for different social groups, such as elderly, illiterates and low income groups, will get realized in the MASELTOV prototype.</p>
	<p>a.2. Ensure that different social target groups will be sufficiently involved in the requirement analysis, the interface design and the evaluation of the service.</p>
	<p>a.3. Determine the relation of system specifications for immigrants to existing standards (see Task 10.3, “Standards in ICT Accessibility”) and its context to different social groups.</p>

Exploitation of results	
<p>A. How will the mobile device be used after the completion of MASELTOV?</p>	<p>a.1. Apply consequently the exploitation plan in MASELTOV which includes three independent business models: (i) development of an application of fully integrated services (TI), (ii) provide specific tools for immigrants in the world’s largest social network for language learning (BUS), (iii) develop a specifically outlined component for immigrants in a mobile service for navigation in public transportation (FLU).</p>
	<p>a.2. Ensure that the costs for using the MASELTOV application are sufficiently low so that it will be used by a majority of immigrants. The prices for the service will be also well available for low income immigrants.</p>
	<p>a.3. Include local NGOs and government into the distribution and promotion of the service. This could mean to include the service in a “welcome package” that is given to every new immigrant.</p>
<p>B. How can will sustainability of the project be ensured?</p>	<p>b.1. Ensure that the industrial partners TI, FLU, BUS remain motivated to participate in the development of the mobile service for the benefit of immigrants. Any commercially available solution would guarantee an important impact of the project.</p>
	<p>b.2. Involve the NGOs and associated immigrants profoundly into the project so that the ideas of the project will be well discussed</p>

	but also well distributed among an as large as possible audience that will be related to the end users.
	b.3. Perform dissemination on a high level, involving end users, audience from local citizen as well as scientists and political institutions so that the project ideas will be disseminated on a broad basis.
	b.4. Involve political stakeholders into the dissemination chain so that the mobile service and all ideas in the context of the MASELTOV service are well distributed with the opportunity of commercial but also political exploitation.

4. SUMMARY AND OUTLOOK

The Ethics Manual is intended as a practical tool to provide guidance for dealing with the potential ethical risks that the MASELTOV project may entail. It includes concrete strategies for approaching sensitive issues such as user involvement and data protection, based on common ethical guidelines that are shared by all project partners.

Overall, as highlighted throughout the document, the MASELTOV project is well set to be carried out in compliance with fundamental ethical principles. Moreover, the project is bound to respect all national legal requirements which apply in the countries where it will be implemented.

However, the manual only sets a framework for the concrete activities that are to be performed as part of the project. An ethical clearance cannot provide a 100% insurance of the project's compliance with ethical standards. Rather the success of it will depend on the implementation and monitoring of the work process by the internal ethics team.

Furthermore, additional sensitive issues may come up throughout the project, but now a set of tools is in place for how to deal with such problems, as they arise. The manual offers a basis for solving additional ethical issues that may emerge in the course of the project.

Also it must be kept into consideration that generally there are no pre-defined ethical strategies applicable in all cases, rather deciding upon what is appropriate or not is in itself a "work in progress". Each project must develop an adequate approach, taking into account the specificities of each, including main aims and target groups.

In the near future, the MASELTOV project will contribute to sharing experience and cooperating with other projects to further develop this area of research. For instance, the MASELTOV ethics strategy was presented at the workshop "Legal, Cultural and Ethical Aspects of Unite Europe" (FP7 Project on ICT and Migration) on 4 June 2012 in Vienna. Particularly, a need for enhancing knowledge exchange and cooperation between technical partners and social science partners has been identified.

5. REFERENCES

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