



# SEED AND CULTIVATE ETHICS RESEARCH FOR ACTION

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*She recently published in [Humanitarian Alternatives](#) an article highlighting the challenges and dilemmas of ethical principles applied to humanitarian field interventions.*

Link NCA studies are designed to develop and implement more effective programs and improve populations' livelihoods. Communities are deeply involved with constant participation in the process. At the end of the study, feedback from collected results is given to the communities.

Link NCAs take place in a variety of contexts where cultural sensitivities vary greatly from one community to another. With the support of the technical unit, analysts work to develop and promote an ethical approach, respectful of the people from whom the studies are conducted.

We address people who are often in a vulnerable situation. We therefore provide them with all the elements of understanding and language that are necessary to decide whether to participate in the study. We then guarantee protection of their personal data (from voice and image recordings to conditions of archiving and destruction).

When collecting data, special care is taken not to offend the sensitivity of the respondents. In addition, we pay great attention not to over-solicit them and, when necessary, we implement compensation mechanisms.



Focus Group Discussion during a Link NCA in Kenya, West Pokot County, 2015 (c) Nahashon Kipruto for Action Against Hunger