

Peer Response by [Marwa Alkuwari](#)

Thank you Koulthoum for your thoughtful analysis. You've effectively captured the ethical nuance of Abi's dilemma, especially your point that ethical practice goes beyond data collection—it extends to how results are framed and communicated.

I especially appreciated your reference to Babbie's (2020) assertion that the misrepresentation of findings, even unintentionally, violates the core responsibility researchers owe to stakeholders. Indeed, this aligns with the BCS Code of Conduct, which obliges members to act with integrity, avoid deceptive practices, and ensure that their work supports the public interest (BCS, 2022).

Your warning about the potential misuse of correct data through practices like cherry-picking or p-hacking is well placed. These tactics are subtle yet dangerous and can lead to outcomes just as harmful as outright fabrication. The Menlo Report (Finn and Shilton, 2023) supports your view, emphasizing the principle of "respect for persons" and the need to build systems that promote transparency and resist manipulation.

Moreover, in an age when public trust in research is fragile, Abi's decisions could have social ramifications far beyond professional conduct. As Corrêa et al. (2023) note in their global review of AI and data ethics, practitioners must actively prevent harm and foster accountability—especially in fields impacting human health and safety.

I agree with your suggestion that Abi consider publishing the full report independently or engaging an ethics board. These actions would not only protect his professional integrity but also serve the public good.

References

1. Babbie, E.R. (2020) *The Practice of Social Research*. 15th edn. Boston: Cengage Learning.
2. BCS (2022) *Code of Conduct for BCS Members*. Swindon: BCS, The Chartered Institute for IT. Available at: <https://www.bcs.org/media/5356/bcs-code-of-conduct.pdf> [Accessed 13 June 2025].
3. Corrêa, N.K., Rodovalho, L.R., de Almeida, L.G. and da Silva, F.M. (2023) 'Worldwide AI ethics: A review of 200 guidelines and recommendations for AI governance', *Patterns*, 4(2), p. 100857. Available at: <https://doi.org/10.1016/j.patter.2022.100857>.
4. Finn, M. and Shilton, K. (2023) 'Ethics governance development: The case of the Menlo Report', *Social Studies of Science*, 53(3), pp. 315–340.
5. UK Government (2008) *Consumer Protection from Unfair Trading Regulations 2008*. Available at: <https://www.legislation.gov.uk/uksi/2008/1277/contents/made> [Accessed 13 June 2025].

Peer Response by [Craig Norris](#)

A good read, thank you Koulthoum. Your post clearly lays out the basic principles of integrity, transparency, and professional accountability in data analysis. To further support the legal implications, consider how the consumer protection laws such as the UK's Consumer Protection from Unfair Trading Regulations 2008 or similar international legislation like the European Union's Unfair Commercial Practices Directive (European Commission, 2005) look to protect consumers from such scenarios.

References:

UK Government (2008). Consumer Protection from Unfair Trading Regulations 2008. Available at <https://www.legislation.gov.uk/uksi/2008/1277/contents/made> (Accessed 30 June 2025)

European Commission (2005). Directive 2005/29/EC of the European Parliament and of the Council concerning unfair business-to-consumer commercial practices. Available at <https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A32005L0029> (Accessed 30 June 2025)