

Summary Post

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Summary Post

by [Oi Lam Siu](#) - Saturday, 22 March 2025, 11:41 AM

Throughout this discussion, several key themes have emerged concerning how to balance ethical obligations with commercial pressures when evaluating Whizzz cereal. My initial post focused on Abi's challenge: revealing possible health risks could undermine the manufacturer's interests, whereas highlighting only positive findings might mislead consumers (BCS, 2022; Duquenoy, n.d.).

The feedback received strongly emphasises the importance of transparency and integrity. Peers stressed not only the need for Abi to report negative findings but also to advocate for the ethical use of his research (Smith and Johnson, 2021; Anderson and White, 2022). They underlined the necessity of ethical clarity, linking Abi's duties to data protection regulations and consumer law (Floridi, 2018; BCS, 2022). They further pointed out that these responsibilities align with standards set by bodies such as the European Data Protection Board (EDPB, 2021), highlighting accountability requirements in research.

We also built on these ideas by highlighting independent auditing as a strategy to detect mistakes and ensure fairness (PwC, 2017). In addition, we examined the role of consulting domain experts to guarantee robust data analysis (Bhandari, 2024), while reminding everyone of our shared obligation to uphold the "Public Interest" (BCS, 2022; Duquenoy, n.d.).

In essence, active cooperation among researchers, independent reviewers, and relevant authorities remains pivotal. Through procedures such as reliable auditing, expert consultation, and strict adherence to professional guidelines, Abi can manage the interplay between ethics and commercial considerations, maintaining the trust of both consumers and stakeholders.

Reference

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