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by [Oi Lam Siu](#) - Sunday, 16 March 2025, 10:41 AM

Striking a balance between ethical obligations and commercial interests in the Whizzz cereal review presents a complex challenge. In this scenario, Abi must decide how to communicate his statistical findings to the manufacturer whilst maintaining integrity and professionalism. On one hand, commercial concerns might tempt him to emphasise findings that appear more “positive.” On the other hand, sound ethical practice mandates openness and candour in reporting any potential health risks identified. In practical terms, every coin truly has two sides: spotlighting only certain data could mislead stakeholders, whereas exposing all relevant results might jeopardise the manufacturer’s business objectives. There is no absolute right or wrong, but a reasonable approach would be to offer a balanced, impartial analysis of both the favourable and the adverse findings (Duquenoy, n.d.).

Critically, Abi’s responsibilities must be considered in light of professional codes of conduct, as well as data protection regulations such as the General Data Protection Regulation (GDPR) (EU, 2016). Another issue is whether Abi should be held accountable for how the manufacturer subsequently markets these results. Although Section 1-Public Interest of the BCS Code of Conduct underlines that professionals ought to “have due regard for public health, privacy, security and wellbeing of others and the environment” (BCS, 2022), there is no definitive legal requirement that compels Abi to fully control the final use of his research. Nonetheless, he has an ethical responsibility to disclose significant results and, where feasible, incorporate disclaimers or independent review to reduce the risk of misuse.

All things considered, Abi’s most prudent course of action is to report findings transparently and keep detailed records of ethical reasoning. By presenting data objectively and clarifying the methodology, he can help prevent misrepresentation. Ultimately, while both business and ethical factors deserve attention, upholding professional standards and providing well-rounded perspectives remain vital.

## Reference

BCS (2022). BCS Code of Conduct. Available from: <https://www.bcs.org/membership-and-registrations/become-a-member/bcs-code-of-conduct> [Accessed 16 March 2025].

Duquenoy, P. (n.d.) Data Science-Professional Responsibility and Ethics. Available from: <https://www.bcs.org/media/5147/data-science-professional-responsibility-and-ethics.pdf> [Accessed 16 March 2025]

European Union (EU) (2016) *Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation)*. *Official Journal of the European Union*, L119, 4 May, pp. 1–88.

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