

## **Case Study: Accuracy of information**

In the scenario described, it would not be more ethical for Abi to suggest analysing correct data in a way that supports multiple conclusions. Selective presentation of data to serve a particular interest or to support different conclusions is considered unethical and could harm the credibility of both the researcher and the institution (Taylor , 2019).

It is not Abi's responsibility to only present "positive" or "negative" analyses to support a specific agenda. The obligation is to present the findings in an objective and transparent manner, and to let the data speak for itself. If the analysis leads to conclusions that are unfavourable to the cereal manufacturer, it is his ethical duty to report these findings accurately (Austin, 2020).

Abi's responsibility for the use of his programme's results depends on various factors, including the context in which he operates, any agreements he has with clients or employers, and ethical considerations. If Abi is working for a client or employer, the terms of his contract or agreement may specify the acceptable and intended uses of the programme's results. He should follow these terms and any ethical guidelines set forth by his client or employer.

If the manufacturer's actions compromise the integrity of the research, Abi may consider publishing the findings independently or through a reputable scientific journal. This would ensure that the research is subject to peer review and disseminated in a responsible and transparent manner.

## **References**

Austin, J., (2020). Reporting Research Findings. *Management*, doi: 10.1093/obo/9780199846740-0032.

Taylor, J., (2019). Reporting research findings to participants is an ethical imperative. *BMJ*, Volume 367.