



Collaborative Discussion 2 (Research Ethics)

Course: MSc Computer Science

Module: Research Methods and Professional Practice

Assignment: Collaborative Discussion 2 (Research Ethics) - Initial Post

Date: Saturday 28th May 2022

Student ID: 126853

Post:

From a research perspective, I believe Abi would be morally obligated to present his findings in a manner that may support more than one overall conclusion, regardless of the positive or negative connotations associated. If the negative findings were omitted from any research, any potential legal cases that may arise in the future might highlight that the manufacturer was 100% correct with their publications based upon the factually incorrect information provided by Abi's research.

Even though the provided research would contain both positive and negative data, it would be down to the cereal manufacturer, Whizzz to ensure that Abi's findings are presented in both, a legal and ethical manner. Within the UK, this would be regulated by the Advertising Standards Agency, who would enforce the Consumer Protection from Unfair Trading Regulations (2008) which ensures that advertising doesn't aim to mislead consumers by omitting material information (Advertising Standards Authority, n.d.).


If the manufacturer took a biased approach to Abi's data, the potential course of action would be dependent on the type of contract signed between the manufacturer and the research organisation, as most will prevent the unauthorised disclosure of confidential information through a Non-Disclosure Agreement (NDA) (University of Exeter, n.d.). Although Abi would reserve the right to whistleblow to the relevant authorities if the law has been broken by misleading consumers.

References:

Advertising Standards Authority. (n.d.) 03 Misleading advertising. Available from: https://www.asa.org.uk/type/non_broadcast/code_section/03.html [Accessed 1st May 2022].

University of Exeter. (n.d.) Non disclosure agreements. Available from: <https://www.exeter.ac.uk/departments/cgr/legalandcontracts/contracts/nondisclosureagreements/> [Accessed 1st May 2022].

Screenshot:


Kieron Holmes

Initial Post
27 days ago

2 replies
Last 15 days ago

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