Abi's dilemma highlights an ethical tension between professional pressure and scientific integrity. While he hasn't falsified data, selectively presenting analyses constitutes a form of "p-hacking" or cherry-picking, which Simmons et al. (2011) identify as a significant threat to research validity.

**Professional and Ethical Obligations**

The ACM Code of Ethics (2018) mandates that computing professionals "avoid harm" and "be honest and trustworthy" (ACM, 2018, §1.2, 1.3). Similarly, the BCS Code of Conduct requires members to act in the "public interest" and maintain professional competence and integrity (BCS, 2022). Presenting only favourable analyses, knowing negative findings exist, violates these principles and potentially misrepresents scientific truth (Wasserstein and Lazar, 2016).

**Legal and Social Implications**

Abi faces potential liability under consumer protection legislation. In the UK, the Consumer Protection Act 1987 and Consumer Protection from Unfair Trading Regulations 2008 prohibit misleading practices. If harm results from misrepresented nutritional claims, Abi could face professional negligence claims for failing to discharge his duty of care to end consumers.

**Recommended Course of Action**

Abi should present *all* substantive findings to the manufacturer, clearly documenting analytical methods and limitations (as recommended under Good Statistical Practice (Royal Statistical Society, 2019)). He should note that selective publication would be scientifically inappropriate. If the manufacturer proceeds to misrepresent findings, Abi should consider whistleblowing to regulatory authorities like the Food Standards Agency, protected under the Public Interest Disclosure Act 1998.

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