While awaiting peer feedback, this reflection critically evaluates my initial analysis of Abi’s ethical dilemma, identifying both strengths and areas for development.

**Strengths:**  
My work demonstrates a strong application of professional codes of ethics (ACM, 2018; BCS, 2022) and successfully connects them to the statistical malpractice of selective reporting identified by Simmons et al. (2011). The structured progression from ethical obligations through to legal implications and a recommended course of action follows a clear and logical flow. The integration of regulatory frameworks such as the *Consumer Protection Act 1987* and *Public Interest Disclosure Act 1998* strengthens the real-world applicability of the analysis, while the inclusion of professional accountability (Royal Statistical Society, 2019) adds depth to the argument.

**Areas for Improvement:**  
Reflecting on peer responses and my own critical reading, I recognise that my analysis remains primarily normative and could benefit from deeper engagement with the systemic and organisational pressures that influence ethical decision-making. While I identified what Abi *should* do, I gave limited attention to why professionals might feel compelled to act unethically (such as client pressure, economic incentives, or ambiguous accountability structures). Furthermore, my discussion focused heavily on compliance with existing codes, without critically evaluating whether these frameworks adequately address data ethics challenges in commercial contexts.

**Moving Forward:**

Future analyses would be strengthened by a balance between prescriptive guidance, with a more critical evaluation of systemic enablers of unethical behaviour. I’ll aim to incorporate more interdisciplinary sources to explore how ethical practises can be embedded within an organisational culture, rather than left to individual discretion.

References:  
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Simmons, J.P., Nelson, L.D. and Simonsohn, U. (2011) ‘False-positive psychology: undisclosed flexibility in data collection and analysis allows presenting anything as significant’, *Psychological Science*, 22(11), pp. 1359–1366.  
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