**Accuracy of Information**

As a researcher and statistical programmer, Abi faces a predicament upon completion of the task of reviewing the nutritional value of the new Whizzz Cereal.

From my observation, Abi should be as transparent as possible and present complete and transparent results. I believe it is ethical for Abi to present both analysis and different conclusions of the results so they can be further scrutinized. Transparency and honesty are an integral part of scientific research, the best outcome is therefore presenting both conflicting analyses as this will also help the company make informed decisions about the Whizzz Cereal.

Another important factor is that Abi does not know nor have control of how the Cereal Manufacturer will use and disseminate the results, it is therefore important for Abi to communicate accurate, comprehensive, and unbiased information. Abi should further communicate all assumptions, limitations, implications, and any other external factors relating to the findings that will assist in accurate interpretations of the results responsibly.

By not following ethical guidelines, laws, and regulations, upon conducting the analysis and presenting findings, Abi could face several ramifications which could have severe consequences. This includes legal consequences of presenting false information as there are agreements in place, professional bodies’ codes of conduct, and laws that govern research. Abi’s reputation could also be compromised, and the research profession damaged as he will lose the trust of different stakeholders, and reporting misleading information can have reputational damage on the manufacturer, consumer trust in the Cereal, and confidence in Abi.

In conclusion, it is imperative for Abi to follow guidelines of ethical principles in conducting research and to also present accurate, unbiased, and transparent information, in addition to this Abi, does not have control over how this information will be disseminated, in this case, Abi should also report any concerns internally and to his superiors, and also seek legal guidance that’s within the ambit of the law