Dear Rocio,  
  
Your contribution to the discussion is very insightful, and indeed Abi faced a significant ethical dilemma both as a researcher and statistical programmer in the case. His responsibilities which include ensuring that the data collected for the project on the nutritional value of Whizzz cereal is accurately presented and his duty to comply with the core principles of research ethics—honesty, transparency, and integrity are well captured in your paper. In addition to your contribution, Abi as a professional statistical programmer is expected to comply with the International statistical Institute guideline that states that truthfulness and integrity must reflect on the statistical analyze as the stakeholder’s rely on the statistician independence, objectivity and transparency (Iceland,2010).  
  
Also, the point that Abi is ethically obligated to present both the positive and negative findings and that “there may be a temptation to try different statistical analyses and select the one that best fits the hypothesized results “ is correct .However in hypothesis testing, it is usually preferred to estimate the result by comparing the relevant underlying values in two or more different population (Lecture-cast unit 7) meaning that Abi analyze should be based on testing different samples of the data to get result and according to the American Statistical Association (2022)on principle of integrity and accountability , the statistician should be truthful in how they portray their skills and activities and ensure the techniques support a proper decision making . This is so critical considering that there is possibility of the Whizzz cereal nutrition harming human-being and the Association for Computing Machinery (ACM) code of ethic 1.2 obligated the researcher to disclose such information (ACM,2018.  
  
In conclusion, it is ethical for all relevant data and analysis to be presented so that the various stakeholders may fairly evaluate the quality of the analysis or information provided (Gelfond et al 2013).  
  
Regards,  
Njide  
  
Reference:  
  
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