Discussion Topic - Case Study: Accuracy of information in Statistical Reporting.

Data accuracy and integrity are critical principal of data collection and analytics for any research reporting and this forms part of ethical issues which is important when dealing with project research and reporting (Miller et al, 2012).

From the case study, it will be unethical for Abi to change the data value in the study. As a professional statistician, he is required to analysis the statistical data correctively by stating all the findings and consequences. According to the American Statistical Association’s (ASA) ethical guideline (2022) on principle of data and methodology integrity, the statistician is required not to be biased in data or report of method used and he is expected to communicate all potential impacts from a statistics data interpretation. Also, the Certifies Analytics Professionals (CAP) code of ethics states that all professionals have the societal obligations to perform their work in a professional, competent, and ethical manner. Therefore, Abi is expected to include in his report all the analytical capacities and limitation addressing the issue of the nutritional value in Whizzz cereal.

Professional code of conducts and Ethics are essential guidelines in research methodology and reporting. According to the Association of Computing Machinery’s (ACM) Code of Ethics and Professional Conduct (5), it highlighted the fundamental ethical considerations on professional responsibilities, and leadership imperatives. This entreated the responsible of member’s contribution to society and human well-being to avoid harm to others. Based on this principle, Abi has the responsibility to disclose all statistical analyses having the insight that the Whizzz cereal might be harmful to human being.

Abi has the responsibility to ensure that he has the technical competence to analyze and interpret the statistical data provided by Whizzz. According to ASA Principe C on responsibility to stakeholders, it is the duty of the statistician to uphold all ethical standard while considering interest of various stakeholders.

Also, the Whizzz cereal manufacturer has the organizational ethical responsibility to the public and other stakeholders to be transparent and accountable about their statistical methodologies used including open-source software. This is inline with international statistical institute ethical principles of transparency and accountability from organizational point of view.

Conclusion

Ethical concerns are crucial in both qualitative and quantitative methodology research data collection, analyze and reporting. According to Bailey et al (2013), the researcher and the organizations both have the professional responsibility to ensure accountability, Transparency, reliability, and validity of data collections, interpretation, and applications as this builds up trust in the public and comply with law & regulations.

Reference

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