

Summary Post

Throughout all the posts on this forum there has been a general agreement about the ethical responsibilities that Abi has regarding the fair, honest and complete reporting of his results. In my initial post I raised the issue of reporting inconclusive data. As the conclusions seemed to vary depending on the statistical test used, I feel that Abi is obligated to report this. Although Abi is not responsible for how his findings are used once they have been released, he should ensure that he speaks to his manager to determine the correct procedures for reporting inconclusive results so the client has a clear understanding of the work carried out. This is particularly important as this is a food product. In the UK there is strict legislation around food labelling, and it is illegal to make nutritional claims about food without evidence (Food Standards Agency, 2024). If Abi has conveyed his findings clearly and accurately then he has protected both himself and his place of work should the cereal company make unfounded claims regarding the nutritional benefit of Whizzz.

Food Standards Agency (2023) Packaging and Labelling. Available from <https://www.food.gov.uk/business-guidance/packaging-and-labelling#:~:text=1169%2F2011%2C%20the%20Food%20Information,%2C%20milk%2C%20fish%20and%20meat>. [Accessed 28 Jan 2024]