

Research studies are motivated by the need to answer a specific question. The significance of the research finding should be substantial enough to justify asking people to accept a certain level of risk or go through an inconvenience (Alfonsi, 2012). Thus, the results or answers to the research question need to contribute to improving scientific knowledge and understanding of health or enhance ways of preventing harm. The researcher's activity of manipulating the research answer to show the results in a favourable outcome is unethical. The action tries to conceal the possible harm as the research answer has indicated. Moreover, the research question was established to find if there is any nutritional value in the product researched, and the answer of the research should not deviate from the research question.

It is essential to adhere to ethical principles in all branches of research to demonstrate the integrity of the research answers. Ethical concerns have a bearing on human rights, including informed consent. Concealing the potential harm of the researched product from consumers may violate their rights to make an informed decision when consuming the product (Rucker and Rucker, 2016). Thus, the researcher needs to put forward the answer to the research question as a research finding to the manufacturer.

## **References:**

- Alfonsi (2012) 'Guidance Note – Ethics and Food-Related Research', *Ethics Review and Food-Related Research*, pp. 4–6, 23–25. Available at: [http://ec.europa.eu/research/participants/data/ref/fp7/89847/research-food\\_en.pdf](http://ec.europa.eu/research/participants/data/ref/fp7/89847/research-food_en.pdf).
- Rucker, R. B. and Rucker, M. R. (2016) 'Nutrition: ethical issues and challenges', *Nutrition Research*, 36(11), pp. 1183–1192. doi: 10.1016/j.nutres.2016.10.006.