

Misrepresentation of the results in a research report, manipulation of data analyses, and falsification of data represent research misconduct. The researcher's realisation that some other correlation could be performed on the results would cast the researched product more favourable. When committed intentionally, these actions can have serious consequences. Misconducts in research have severe ethical implications since they can potentially undermine the scientific integrity and credibility of the study. The integrity and credibility of the research findings may be questionable since the decision to explore other correlation methods was taken after realising that the researched product has no nutritional value as hypothesised.

References :

- Academy, E. (2020) *What are the Ethical Considerations in Research Design?* - *Enago Academy, enago academy*. Available at: <https://www.enago.com/academy/what-are-the-ethical-considerations-in-research-design/> (Accessed: 22 March 2022).
- Horton, J. (2002) 'Principles of biomedical ethics', *Transactions of the Royal Society of Tropical Medicine and Hygiene*, 96(1), p. 107. doi: 10.1016/s0035-9203(02)90265-8.