

The validity of the answers the researcher put forward may be ethically questionable. The research needs to be designed so that the design must establish answers to the specific research question. Conclusion: there is a need to correlate the study's conclusion with the research question and the results. Enago Academy (2020) states that research ethics demands that the methods used must relate specifically to the research questions. The research question was for the researcher to review the nutritional value of the new cereal, to which the researcher found that there is no value. Unless the correlations that the researcher could perform addresses the research question, it is unethical to perform and report on them.

Horton (2002) states that the principle of beneficence (do not harm) includes the professional mandate to do effective and significant research so as to serve better and promote the welfare of our constituents. Beneficence could be challenging to predict when forming a hypothesis; the hypothesis in the case of the product under the review study was that it is nutritious. The research findings proved that it is not healthy and has the potential harm, and reporting otherwise can raise immense ethical considerations.

#### 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.