

Dear Aleksandr,

Your post is well-organised and incorporates relevant sources effectively. You clearly emphasized the ethical challenges Abi encountered in the case study and underscored the significance of upholding transparency and accountability in research. I agree with you regarding the necessity of presenting both positive and negative findings to maintain research integrity (Sim & Waterfield, 2019).

I agree with your observation that Abi is responsible for the integrity of their analysis even if they cannot control how the manufacturer uses the results. Your suggestion of publishing a full report with clear documentation aligns with ethical practices and helps to mitigate the risk of misuse (Miller & Mauthner, 2012).

I would suggest that Abi also considers consulting with an independent ethics review board or seeks advice from professional bodies. This could reinforce their credibility and ensure that their findings are used responsibly.

I noticed some major inconsistencies with your references and the universities guidelines as all your inline references were incorrect and your reference list was not in alphabetical order as such, I would suggest you take a look at the university's referencing guidelines. Additionally, I noticed you used a reference without a date which Dr Outram advised against. When I looked into your reference without a date, I discovered the version of the BCS Code of Conduct that you referenced was last reviewed and approved in June 2022 so the year in your reference should have been 2022.

Your points about the legal and social implications are well-made especially regarding how selective reporting could harm public trust and lead to legal repercussions for both Abi and the manufacturer.

Overall, your post provided a comprehensive and balanced view of the case study by, emphasizing the need for ethical rigor and professional responsibility.

Best Regards,

Sam

### **References**

BCS (2022) BCS Code of Conduct. Available from:  
<https://www.bcs.org/media/2211/bcs-code-of-conduct.pdf> [Accessed 10 January 2025].

Miller, T. and Mauthner, M.L. (2012) *Ethics in Qualitative Research*. Sage Publications.

Sim, J. and Waterfield, J. (2019) 'Focus Group Methodology: Some Ethical Challenges in Quality & Quantity', *Quality & Quantity*, November, 53(6), pp. 2279–2293.