

Manipulating statistics to generate different outcomes is concerning. While Abi isn't altering data, choosing specific statistical tests or analyses to produce a favourable result can be seen as manipulative and dishonest. Failing to present a full picture is withholding information which can be deemed unethical (Wanbil & Wolfgang, 2016).

Legal Consequences: In the event that Abi's report prompts the manufacturer to promote Whizzz as a nutritious product, disregarding its detrimental effects, there could potentially be legal ramifications for both the company and Abi. This is particularly true if consumers experience adverse health impacts as a result. This aligns with the consumer protection legislation in numerous places.

The influencing of inaccurate information regarding nutrition can have significant societal consequences, particularly in the realm of public health. The erosion of social faith in research, manufacturers, and products would occur upon the revelation of false data presentation.

Professional Consequences: The professional standing of Abi is under jeopardy. If the individual is perceived as generating reports that exhibit bias (Wanbil & Wolfgang, 2016).

Social Impacts: misinformation Food industry or any other industry may have significant effects on the publics and their health. The erosion of social faith in research, manufacturers, and goods may occur upon the discovery of misleadingly presented facts.

Professional Implications: The professional standing of Abi is in jeopardy. If the individual is perceived as generating reports that exhibit prejudice, it has the potential to impact their future employment prospects and opportunities for collaboration.

Recommendations: It is recommended that Abi take into consideration the ethical rules outlined by professional organisations like as the American Statistical Association. These guidelines emphasise the significance of upholding faith in statistical practises and ensuring that findings are not deceptive (American Statistical Association, 2018).

Conclusion: it can be inferred that the information presented supports the notion that a definitive resolution. While it is difficult to provide a definitive response, it is advisable for Abi to prioritise ethical considerations before satisfying the manufacturer's interests. The importance of individual integrity and society trust cannot be overstated. (Cawthra, et al 2016)

American Statistical Association. (2022). *Ethical Guidelines for Statistical Practice*. Retrieved from ASA website. Available from: <https://www.amstat.org/your-career/ethical-guidelines-for-statistical-practice>[Accessed on Sep 26 2023]

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Wanbil W. L, Wolfgang Z., (2016) An Ethical Approach to Data Privacy Protection <https://www.isaca.org/resources/isaca-journal/issues/2016/volume-6/an-ethical-approach-to-data-privacy-protection> [Accessed on Sep 26 2023]