

Peer Response 1:

Firstly, I appreciate the thoughtful perspective you've shared regarding Abi's ethical responsibility in presenting data. The quote by Mark Twain encapsulates the nuanced nature of statistics and data interpretation.

I concur that any form of data manipulation or selective representation, especially in areas that directly impact public health, is not just unethical but also potentially harmful. The very essence of research is to present findings as they are, and any attempt to skew those results diminishes the trustworthiness of the entire process.

Your reference to Naderer's (Naderer, 2020) findings emphasizes the broader societal implications. It's not just about a single report or a cereal brand; it's about how misrepresented data can lead to long-term consequences, especially among vulnerable groups like children.

It is important for Abi to prioritise the preservation of the integrity of his results. The ethical responsibility is not just borne by the researcher, but rather extends manufacturers, and advertisers, who all have a need to exercise discernment and be accountable.(Bickford, 2004)

In conclusion, while I echo your sentiments about the pivotal role of ethical integrity in research, I believe it's a collective responsibility that extends beyond just the researcher.

Alison, B. (2004) Maintaining Integrity in Industry-Sponsored Research. Available from: <https://journalofethics.ama-assn.org/article/maintaining-integrity-industry-sponsored-research/2004-11> [Accessed 5 October 2023]

Naderer, Brigitte. (2020). Advertising Unhealthy Food to Children: on the Importance of Regulations, Parenting Styles, and Media Literacy. Available from: <https://link.springer.com/article/10.1007/s40429-020-00348-2> [Accessed 5 October 2023]

Peer Response 2:

I agree with your emphasis on Abi's ethical responsibilities. Your point about how the outcome of any data point can be manipulated based on the parameters set is particularly significant. This underlines the importance of approaching research without a predetermined agenda, something many often overlook.

The references you cited, especially Jain (2010) and Freuman (2012), provide a strong foundation for your arguments. The historical misrepresentation of sugar's role in the obesity crisis serves as a stark reminder of the consequences of data misrepresentation. It's disheartening to think about how many health issues could have been avoided if the truth about sugar had been made clear from the start.

However, I'm curious to know your thoughts on how professionals like Abi can safeguard their ethical integrity, especially when faced with commercial pressures. In a world where commercial interests often overshadow ethical considerations, how can researchers ensure they remain steadfast in their commitment to truth and integrity?

Freuman D.K. (2012). *When Nutrition Labels Lie*. US News and World Report Health and Wellness (21 Aug 2012). Available at <https://e9be5848-a-96878b9e-s-sites.googlegroups.com/a/d103.org/ms-buckley/homework/When%20Nutrition%20Labels%20Lie.pdf> [Accessed October 5 2023]

Jain A.K. (2010) *Ethical issues in scientific publication*. Indian J Orthop. 2010 Jul;44(3):235-7. Available at <https://link.springer.com/content/pdf/10.4103/0019-5413.65133.pdf>. [Accessed 27 Sep 2023]