The manipulation of statistics for generating varying outcomes is a matter of grave concern, as evident in Abi's case. While Abi is not directly altering data, the selective use of specific statistical tests to produce a favorable result can be deemed manipulative and dishonest. This partial presentation of information is ethically questionable (Wanbil & Wolfgang, 2016).

Legal Consequences: Abi's actions could potentially lead to legal ramifications for both herself and the manufacturing company if the promotion of Whizzz, based on her report, leads to adverse health impacts on consumers. This is in violation of consumer protection laws in many regions.

Societal Consequences: Misinformation in the nutrition information could erode public trust in research, manufacturers, and products, causing significant societal and public health repercussions.

Professional Consequences: Abi's professional reputation is at risk if she is perceived as biased or untrustworthy, which could affect her future employment and collaborative opportunities.

Social Impacts: Misinformation in any industry, including the food industry, can have severe effects on public health and trust.

Professional Implications: The potential bias in Abi's reports puts her professional standing in jeopardy, with possible negative implications for her career.

Recommendations: Abi should adhere to the ethical guidelines set forth by professional organizations such as the American Statistical Association, which underscore the importance of maintaining trust in statistical practices and ensuring that results are not misleading (American Statistical Association, 2018).

Conclusion: It is crucial for Abi to prioritize ethical considerations over the manufacturer's interests, upholding individual integrity and societal trust (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 Oct 25 2023}

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