The case of Abi, the researcher and statistical programmer, presents several ethical concerns related to the manipulation of data and presentation of results

**Concerns**

**Manipulating data presentation:** While altering data values is unethical, selectively presenting or analysing data to support a particular conclusion may also constitute manipulation. (Simmons, Nelson, & Simonsohn, 2011) Abi should endeavour for objectivity and openness in his analysis in order to preserve the validity of the research procedure. (American Statistical Association, 2018).

**Legal implications:**Presenting deceptive or misleading information about the nutritional value of a product may have legal repercussions, including potential consumer injury liability. (THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION, 2014).

**Professional impacts:** If he is associated with unscrupulous practises, Abi's reputation as a researcher and statistical programmer could be damaged. Maintaining the research community's credibility requires the observance of professional standards and ethics. (American Statistical Association, 2018).

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