Research Methods and Professional Practice August 2023 B

❓   Search forums   🔍

Collaborative Learning Discussion 2

Initial post

⚙ Settings ▾

◀ Initial Post   Initial Post ▶

Display replies in nested form

Initial post

by Ashok Kumar Shanmugam - Thursday, 28 September 2023, 1:54 AM

The BCS code of Conduct (2022) states: "It is inappropriate to misrepresent or withhold information concerning the performance of products, systems, or services (unless legally obligated by a duty of confidentiality to refrain from disclosing such information), or to exploit the absence of pertinent knowledge or the inexperience of others." This case study should follow it The 2018 ACM Code of Ethics emphasises honesty and integrity. Deception and data manipulation are unlawful.

As an IT professional, Abi must follow ethical rules that benefit the public (BCS, 2022). Data modification is unethical since it might misrepresent Whizz's nutritional composition. Using statistical techniques to present the product favourably despite its low value would alter results, raising ethical problems. In the latter case, the public may misinterpret the product.

Ethics need objective, factual analysis, which may damage the product. The consumer may help the research, but Abi should stick to his guns. Abi's work is dangerous in today's professional setting and employment market. Last questions are only asked by true findings. Customers would choose winners and overlook losers. Abi must be trustworthy to avoid client influence.

Misleading or misused statistics are frequent in the real world, including created data like those used in an example of advertising statistics misuse will illustrate this. Below is a graph promoting KFC's crispy chicken twister wrap and comparing its calories to rival brands. The X axes start at 590 instead of zero. KFC's wrap has 70 less calories than Taco Bell, Burger King, or Wendy's, but it seems to have half. (Datapine, 2023)

According to ethics, IT professionals must take complete responsibility for their work. It's fair to hold Abi responsible for his initiative's outcomes. He should also enhance his programme to prevent abuse.

References:

British Computer Society (2022) Code of Conduct for BCS Members. Available from: **https://www.bcs.org/media/2211/bcs-code-of-conduct.pdf** [Accessed 23 September 2023].

Association of Computing Machinery (2018) ACM Code of Ethics and Professional Conduct. Available from: **https://www.acm.org/code-of-ethics** [Accessed 23 September 2023].

Misleading Statistics Examples – Discover The Potential For Misuse of Statistics & Data In The Digital Age (2023) Truncating an axis. Available from: **https://www.datapine.com/blog/misleading-statistics-and-data/** [Accessed 25 September 2023].

Re: Initial post

by Etkin Getir - Friday, 29 September 2023, 11:26 AM

Dear Ashok,

I completely agree with your points. In terms of ethics, Abi should not consider anything other than supporting the truthful results of the analysis. However, as I mentioned in my reply to Astrid's first post, this case study cannot be considered outside the context of employment relationships. Without the appropriate legal measures to protect professionals who behave ethically, he may find himself in a dilemma when trying to decide how to act in such situations.

On another note, the example of misuse of statistics that you mentioned in your post is reminiscent of the infamous quote "There are three kinds of lies: Lies, damned lies and statistics" attributed to Benjamin Disraeli. Such cases of misuse unfortunately damage the credibility of statistics in the eyes of the public, when in fact statistics can and do play a crucial role in providing accurate information to the public.

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Peer Response

by Kwok Wai Yau - Sunday, 1 October 2023, 9:51 PM

Ashok, Thank you for your analysis. The comment provides a well-structured analysis of the ethical considerations. I believe there are nuances that warrant further exploration.

Firstly, the emphasis on the BCS Code of Conduct (2022) and the ACM Code of Ethics (2018) is commendable. These codes indeed establish crucial ethical guidelines for IT professionals. However, it's essential to acknowledge that ethical dilemmas often entail complexities that may not be fully captured by codes of conduct alone.

While it is true that data manipulation can lead to misleading information, it's worth considering scenarios where presenting data in a nuanced manner may serve a legitimate purpose. For instance, highlighting the positive aspects of a product while acknowledging its limitations could be seen as a responsible and balanced approach rather than a deceptive one. Additionally, the commitment to objective analysis is crucial, but it's worth recognizing that there may be situations where conflicting interests, such as legal obligations or client expectations, come into play. Striking the right balance between ethical responsibility and professional pragmatism can be challenging.

Furthermore, acknowledging Abi's potential challenges in adhering to ethical standards in today's professional environment is pertinent. This highlights the need for ongoing dialogues about how industry practices and ethical frameworks can evolve to better align with real-world demands.

In summary, while I appreciate the ethical considerations highlighted in the comment, I believe it's valuable to approach these situations with a nuanced understanding of the multifaceted nature of ethical decision-making in the IT profession. This includes recognizing that ethical standards may need to be applied judiciously based on specific circumstances.

Reference

Association of Computing Machinery (ACM). (2018). *ACM Code of Ethics and Professional Conduct.* Available at: https://www.acm.org/code-of-ethics [Accessed 1 October 2023].

British Computer Society (BCS). (2022). *Code of Conduct for BCS Members.* Available at: https://www.bcs.org/media/2211/bcs-code-of-conduct.pdf [Accessed 1 October 2023].

Re: Peer Response

by Amit Pahuja - Saturday, 21 October 2023, 10:20 PM

Hello Ashok, Thanks for the great post!

Both the BCS (2022) and ACM (2018) Codes of Conduct emphasize the need for all members of the computing community to act with honesty, integrity, and responsibility.

Abi should always be truthful and open with others. It is immoral to knowingly misrepresent or omit data about the effectiveness of a product or system. Instead, he needs to give real information, even if it is unfavorable to the product, in order to be taken seriously. Consequences and loss of trust might result from intentionally misleading the public.

Abi needs to safeguard the authenticity of the information he handles. According to the ACM Code of Ethics, it is wrong to lie or manipulate data in any way. Therefore, it is crucial for Abi to protect the honesty of her data and prevent its modification in any way.

Abi needs to be cautious of being swayed or pressured by clients to alter data in a predetermined way. He must avoid being influenced by others in his field and fight off any attempts to manipulate his findings. It is essential that he works in accordance with the highest ethical standards.

In conclusion, Abi needs to put ethics first in his profession by being honest and open about the information he deals with and provides. If he takes this advice to heart, he will help increase public confidence in IT workers and the goods and services they provide.