

Research Methods and Professional Practice August 2023 B

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Collaborative Learning Discussion 2

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Summary post

by [Ashok Kumar Shanmugam](#) - Monday, 9 October 2023, 6:00 PM



The BCS (2022) and ACM (2018) Codes of Ethics emphasise honesty and integrity, prohibiting deceit and data manipulation. Abi must not misrepresent Whizz's nutritional content or use statistical methods to promote the product despite its poor value as an IT expert. Ethical research requires objective, accurate analysis, and consumers may contribute.

Real-world examples include misleading advertising figures. A graph for KFC's crispy chicken twister wrap claims 70 less calories than competitors, although it seems to have half. IT personnel must be trustworthy and accountable to prevent client influence.

Abi must be trustworthy and accountable for his initiative's results in today's professional environment and job market. His programme should be improved to avoid misuse and guarantee job honesty.

Etkin remarks on ethics, saying Abi should only promote honesty in analysis. The case study cannot be examined outside of job connections since Abi may encounter trouble without legal protection. Misuse of numbers, such as Benjamin Disraeli's "There are three kinds of lies: Lies, damned lies and statistics," undermines public trust in statistics. Misuse may harm statistics' trustworthiness, which is vital to reliable information.

Kwok notes that the BCS Code of Conduct (2022) and ACM Code of Ethics (2018) are significant ethical principles for IT workers, although they may not address all ethical difficulties. Data manipulation may mislead, but good presentation can assist. When legislation or client expectations collide, ethical obligation and professional pragmatism may be difficult.

Abi may find it hard to follow ethical ideals in today's professional setting, thus ongoing discussions are required to adapt industrial practices and ethical frameworks to real-world realities. Effective ethical decision-making requires understanding the IT profession's complexity and implementing ethical norms.

Reference:

Association of Computing Machinery (ACM). (2018). *ACM Code of Ethics and Professional Conduct*. Available at: <https://www.acm.org/code-of-ethics> [Accessed 7 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 7 October 2023].

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