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## Unit 8: Data Analysis and Visualisation

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### Peer Response 2:

#### Collaborative Discussion 2: Case Study: Accuracy of information

In reply to Oi Lam Siu

#### Peer response

by Andrius Busilas - Thursday, 20 March 2025, 6:16 PM

Hi Helen,

Thank you for sharing your thoughts and reflections on a case study. Your post offers a perceptive examination of the ethical dilemmas that Abi encounters when reporting the nutritional data of the Whizzz cereal. Nonetheless, it would be beneficial to consider this situation from the perspective of ethical transparency and its effects on professional conduct. Ethical transparency necessitates that Abi not only accurately reports his findings, but also clearly conveys the methodology and limitations of his analysis to stakeholders (Floridi, 2018). This approach is consistent with the BCS Code of Conduct, which underscores the significance of honesty and integrity in professional practice (BCS 2022).

From a legal standpoint, Abi's responsibilities are influenced by both the data protection regulations and consumer protection laws. According to the General Data Protection Regulation (GDPR), Abi must ensure that his data processing is transparent and lawful (EU, 2016). Although the GDPR primarily addresses data privacy, its principles of fairness and accountability could be interpreted as requiring Abi to disclose all findings, not just those that benefit the manufacturer. Additionally, if Abi's analysis is used to promote Whizzz as nutritious despite contrary evidence, the manufacturer could face legal consequences under consumer protection laws, which forbid misleading advertising (CMA 2021). Abi's role in this accountability chain is crucial because his professional credibility could be at risk if his work is used to mislead consumers.

Socially, Abi's decisions have considerable consequences. Misrepresenting the nutritional value of Whizzz could negatively impact public health, especially if the

cereal is marketed to children. This situation raises questions about Abi's duty to the public good, a fundamental principle of the BCS Code of Conduct (BCS 2022). Although Abi cannot control how the manufacturer utilizes his findings, he has a professional obligation to ensure that his work does not contribute to harm. This might have involved including disclaimers or suggesting independent reviews of his analysis.

In summary, although Abi is under pressure to prioritize commercial interests, his ethical and legal responsibilities require transparency and accountability. By presenting both positive and negative findings, Abi upholds professional standards and reduces the potential harm to public health and consumer trust.

## **References**

BCS (2022). BCS Code of Conduct. Available from: <https://www.bcs.org/membership-and-registrations/become-a-member/bcs-code-of-conduct> [Accessed 19 March 2025].

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European Union (EU) (2016). Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 (General Data Protection Regulation). Official Journal of the European Union, L119, 4 May, pp. 1–88.

Floridi, L. (2018). Ethics of Information. Oxford University Press.