**Collaborative Learning Discussion 2 – Initial Post**

Abi has a professional responsibility to remain impartial and provide an objective analysis of the Whizzz nutritional data (Grindrod & Moreno, 2018). If this leads to both a positive and negative analyses, he may consider completing further experimentation to confirm his findings. He could also seek an independent review of his findings, through a research advisory board for example (Plottel et al., 2020). The final results, both positive and negative, should be presented to the manufacturer in full in order to allow them to make informed decisions. The decisions made by the manufacturer, including which results to advertise, is beyond the scope of Abi’s work and responsibility as long his research was objective and transparent.

If the manufacturer did not use the statistics honestly and Abi were to bypass them to publish the results elsewhere, the result could be litigation for false advertisement or defamation (Harford, 2021). The manufacturer could respond to the release of negative statistics in the same way the tobacco industry responded to studies that demonstrated the harms of smoking in the 1950s; by sewing doubt and confusion. Doubt regarding the accuracy of the negative studies and confusion by funding studies that come to contrary conclusions. In this way, they may harm Abi’s reputation in order to meet their objectives of doubt and confusion. However, in a similar way to the truth coming to light many years later regarding the harms of smoking, Abi could also suffer reputational damage if his study inaccurately shows Whizzz to be healthy and this is disproved in future. Therefore, the best course of action for Abi is to be fully transparent with the manufacturer and allow them to make informed decisions based on his findings.

References

Grindrod, P. & Moreno, J. (2018) Code of Conduct. Available from: <http://www.code-of-ethics.org/code-of-conduct/> [Accessed 9 March 2022].

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Plottel, G., Adler, R., Jenter, C. & Block, J. (2020) Managing Conflicts and Maximizing Transparency in Industry-Funded Research. *AJOB Empirical Bioethics* 11(4): 223-232.