**Collaborative Learning Discussion 2 – Summary Post**

The participants in the discussion are all in agreement that Abi has a professional responsibility to share the full and objective findings of his research with the manufacturer. Several angles were explored regarding the factors that informed this decision.

Presenting objective findings reduces the risk of reputational damage to Abi both in the short and long term (Wilson, 2022). However, if his findings are then used in a biased manner by Whizzz, Abi has several options available for recourse. For example, he could report the misrepresentation to the Food and Drug Administration in the US or the national equivalent authority in the country of operation (FDA, 2021).

Miller (2022) explores the types of data misrepresentation and techniques for manipulating results to create a favorable outcome. This lays bare the plethora of, often subtle, ways data can be misrepresented. The employment of these manipulations could be purposeful or even accidental where unconscious bias is present (Rowe et al., 2009). Therefore, guidelines should be agreed in the research community and possibly enforced to reduce instances of misrepresentation in nutrition research.

Rashid (2022) continues the tobacco industry analogy and points out that, in spite of the new requirements to share the harms of tobacco with consumers, the industry continues to thrive financially. This shows that the public do continue to buy products that they know are bad for them so consumer awareness of the harms of Whizzz may have a limited impact on purchasing decisions. Therefore, the manufacturer’s responsibility to be transparent about the potential harms of this cereal product may not have a significant negative impact on sales.

This multifaceted discussion shows the wide range of considerations that must be explored in the pursuit of ethical research. Instruments, such as guidelines and regulations, can support the adoption of ethical practices in research.

References

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