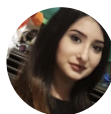


Research Methods and Professional Practice January 2022

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« Collaborative Learning Discussion 2



[Anum Rashid](#)

Initial Post

6 days ago

2 replies



Last now

It would be unethical for Abi to deliberately change the data values to support the claim that Whizz is nutritious. Of course the organisation would want the end conclusion to be that the cereal should be claimed as nutritious and expect that Abi also ensures that the conclusions point to this direction. However, Abi should be obligated to present both the positive and negative analyses and then it is up to the manufacturer what they would like to publish, and Abi should not be responsible for whatever they choose to publish.

Alternatively if Abi decides it is important for the public to be informed of the negative and positive analysis he has the option of publishing his results in news articles, or in research papers.

On the other hand the issue arises, if the manufacturer, by their own will, decide not to publish the negative analysis of the nutrition values but Abi does decide to publish the result elsewhere, this could be seen as breaking the code of conduct "1b) *The Data Scientist has a duty to act so as to protect the privacy and confidentiality of data, respecting the ownership of proprietary data, and in not exposing data that might cause any harm to individuals or legal entities*" (Code of Conduct, 2022). This is because by publishing the results elsewhere Abi is deliberately not protecting the organisations data, which in turn will ruin the reputation of the organisation.

Reference

Code of Conduct. (2022). *Code of conduct - Oxford Munich Code of Conduct*. [online]
Available at: [Accessed 15 March 2022].



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2 replies

1

Post by [Samuel Tselapedi](#)[3 days ago](#)

Peer Response

The validity of the answers the researcher put forward may be ethically questionable. The research needs to be designed so that the design must establish answers to the specific research question. Conclusion: there is a need to correlate the study's conclusion with the research question and the results. Enago Academy (2020) states that research ethics demands that the methods used must relate specifically to the research questions. The research question was for the researcher to review the nutritional value of the new cereal, to which the researcher found that there is no value. Unless the correlations that the researcher could perform addresses the research question, it is unethical to perform and report on them.

Horton (2002) states that the principle of beneficence (do not harm) includes the professional mandate to do effective and significant research so as to serve better and promote the welfare of our constituents. Beneficence could be challenging to predict when forming a hypothesis; the hypothesis in the case of the product under the review study was that it is nutritious. The research findings proved that it is not healthy and has the potential harm, and reporting otherwise can raise immense ethical considerations.

References :

Academy, E. (2020) *What are the Ethical Considerations in Research Design? - Enago Academy*, enago academy. Available at: <https://www.enago.com/academy/what-are-the-ethical-considerations-in-research-design/> (Accessed: 22 March 2022).

Horton, J. (2002) 'Principles of biomedical ethics', *Transactions of the Royal Society of Tropical Medicine and Hygiene*, 96(1), p. 107. doi: 10.1016/s0035-9203(02)90265-8.

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2

Post by [Jan Kűfner](#)[now](#)

Peer response

It is a good way for Abi to publish the complete results, if Whizz is deliberately taking out relevant sections to hide the fact, that their product is harmful. Abi might however be bound to confidentiality, where she could not easily publish any of her results. There is however also another option for her, that might in



some instances be the better option. Abi could sue the Whizz, since the company is in violation of many articles of the legal framework for European statisticians. (Eurostat 2022)

References:

Eurostat (2010) Legal framework for European statistics – The Statistical Law
Available from <https://ec.europa.eu/eurostat/web/products-statistical-books/-/ks-31-09-254> [Accessed 12.03.2022]

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