

RMPP Unit 8 Discussion Forum 2

Peer Response 3

Thank you, Wang, for the detailed and informative post identifying the importance of validity and reliability in research whilst highlighting the ethical concerns. It is helpful to view the potential strategies available for Abi to mitigate the challenging circumstances, such as reporting to superior staff members, publicising the incident or legal consultation (Wang, 2023).

Severe consequences could result if Abi did not act ethically. Firstly breaching the BCS Code of Conduct could mean his expulsion from the professional association (British Computing Society, 2022). Not only would this damage his reputation and career, but any certifications could also be revoked.

In the U.K., Abi would need to consider the Data Protection Act 2018 (UK Data Service, N.D.). The regulation manages how data should be used, collected and shared; however, if Abi misrepresents or mishandles the data, he could face fines or civil and criminal proceedings against him. Any misrepresentation of data intentionally could be considered deception and breach the Fraud Act 2006 (UK Government, 2006) if the intention caused a gain for the cereal manufacturer.

Furthermore, misrepresenting data may cause the manufacturer to make false claims to sell their product. Regulations such as the Consumer Protection from Unfair Trading 2008 (UK Government, 2008) aim to support consumers and prohibit misleading claims. The Advertising Standards Authority also enforces the CAP code (Advertising

Standards Authority, 2023) to provide evidence to support valid advertising claims. A breach could inflict heavy penalties on the manufacturer and potentially criminal charges.

Advertising Standards Authority. (2023). Relevant Code rule. Available from: https://www.asa.org.uk/type/capcode/code_rule/15.6.html?_vhid=BDA3D624DFB8865BE0CC38B979EC118B [Accessed 15 March 2023].

British Computing Society. (2022). Code of Conduct For BCS Members. Available from: <https://www.bcs.org/media/2211/bcs-code-of-conduct.pdf> [Accessed 28 January 2023].

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Uk Government. (2006). Fraud Act 2006. Available from: <https://www.legislation.gov.uk/ukpga/2006/35/contents> [Accessed 20 March 2023].

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Wang, W. (2023). Collaborative Learning Discussion 2 Initial Post. Available from: <https://www.my-course.co.uk/mod/forum/discuss.php?d=146466&parent=214346> [Accessed 20 March 2023].