

## Peer Response 1

### Response to Zihaad:

Thank you, Zihaad, for the detailed post signifying the importance of integrity and accuracy in the research. The implications for Abi are well covered concerning association practices and ACM codes of conduct. A critical aspect highlighted is that Abi cannot manage the usage of his findings once published (Khan, 2023), which may have social or legal impacts.

Should the manufacturer only use the positive findings of the cereal product with the aim of selling, this could be considered deception in advertising. In the UK, the Advertising Standards Authority (ASA) apply advertising codes of practice produced by the Committees of Advertising Practice (CAP) to rule whether or not an advertisement breaches the code.

If the Whizzz cereal had harmful contents and was advertised, ASA may take action for a breach of CAP 15 (Advertising Standards Authority, 2023b) and submit a request to remove the advertisement as in the similar case with Tonic Nutrition Limited (Advertising Standards Authority, 2023a). Tonic nutrition stated or implied that the food product could prevent, treat or cure human disease.

Should the Whizzz manufacturer fail to comply, legal proceedings could be taken forward, or the case may be sent to the Competition and Markets Authority. The manufacturer could damage their reputation whilst losing valuable consumer trust,

effectively losing the cereal's potential sales. Abi would also be implicated in this, damaging his reputation (Khan, 2023) and placing his membership in professional associations at risk due to unethical behaviour.

Advertising Standards Authority. (2023a). ASA Ruling on Tonic Nutrition Ltd t/a Tonic Health. Available from: <https://www.asa.org.uk/rulings/tonic-nutrition-ltd-a22-1172445-tonic-nutrition-ltd.html> [Accessed 15 March 2023].

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

Khan, Z. (2023). Collaborative Learning Discussion 2 Initial Post. Available from: <https://www.my-course.co.uk/mod/forum/discuss.php?d=145290> [Accessed 15 March 2023].