

## RMPP Unit 8 Discussion Forum 2

### Summary Post

Thank you to all the peers who have contributed their views. The case study provides insight into the ethical issues faced by Abi, a researcher and statistical programmer who is required to collect data analysis for Whizzz cereal. The issue stems from the product's manufacturer's lack of clarity and direction. The limited transparency has meant that Abi is questioning his role in providing accurate, valid and reliable information whilst adhering to professional association's codes of conduct.

The professional practice is brought into disrepute by Abi, who considers compromising the usual ethical practice and methodologies used. Manipulating the data received could potentially cause public harm to consumers (Callaghan, 2023), contravening items in the BCS Code (British Computing Society, 2022). Khan (2023) further emphasises this point by indicating that all statistical programmers are obliged to consider public consumers and work that affects society's best interests (Bott, 2014). Further guidelines of other professional associations could also be violated (Khan, 2023).

The risk of damaged credibility, career consequences and loss of membership in professional associations are not the only concern for Abi. Further civil or criminal proceedings could be considered if the manufacturer aims to sell the product. If Abi deliberately manipulated data so the manufacturer could profit, this could be

considered fraudulent and deceptive, violating the ASA code (Advertising Standards Authority, 2023).

Tracing back to Abi would be simple as he is obligated to make his research accessible for peer review and endorse transparency of his findings (Wang, 2023). This was an important issue raised by Wang (2023), as published work will be in the public domain and be held accountable.

Furthermore, misleading claims could breach the Consumer Protection Act, which would incur significant consequences for the manufacturer (UK Government, 2008).

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