**Unit 8 – Peer responses in the second collaborative discussion**

**Peer response no. 1**

Hi <STUDENT\_NAME>,

Thank you for your informative post.

Whilst I agree that the research could be presented in a non-marketing manner, unless the findings are somewhat contrasting (both positive and negative when considering different aspects), in practice, it is not straightforward to ensure neutrality from a scientific standpoint (Chartres et al., 2019; Cullerton et al., 2019). This is due to the data from the research findings tending typically to support either positive or negative outcomes mainly. Do you agree with this dichotomy and how would you recommend ensuring neutrality in practice, especially when considering the scale of the food industry?

Best wishes,

Marianne

**References**

Chartres, N., Fabbri, A., McDonald, S., Turton, J., Allman-Farinelli, M., McKenzie, J., & Bero, L. (2019) Association of industry ties with outcomes of studies examining the effect of wholegrain foods on cardiovascular disease and mortality: systematic review and meta-analysis. BMJ open 9(5): e022912.

Cullerton, K., Adams, J., Forouhi, N., Francis, O., & White, M. (2019) What principles should guide interactions between population health researchers and the food industry? Systematic scoping review of peer‐reviewed and grey literature. Obesity Reviews 20(8): 1073-1084.

**Peer response no. 2**

Hi <STUDENT\_NAME>,

Thank you for your informative post.

Whilst I agree that a reliable statistical analysis is key to ensure the validity of the data presented, interpreting the results to weigh positive outcomes more than required may introduce bias (Chartres et al., 2019; Cullerton et al., 2019). Do you agree with this concealed bias and how would you recommend ensuring neutrality in practice, especially when considering the scale of the food industry?

Best wishes,

Marianne

**References**

Chartres, N., Fabbri, A., McDonald, S., Turton, J., Allman-Farinelli, M., McKenzie, J., & Bero, L. (2019) Association of industry ties with outcomes of studies examining the effect of wholegrain foods on cardiovascular disease and mortality: systematic review and meta-analysis. BMJ open 9(5): e022912.

Cullerton, K., Adams, J., Forouhi, N., Francis, O., & White, M. (2019) What principles should guide interactions between population health researchers and the food industry? Systematic scoping review of peer‐reviewed and grey literature. Obesity Reviews 20(8): 1073-1084.

**Peer response no. 3**

Hi <STUDENT\_NAME>,

Thank you for your informative and well-referenced post.

I agree that stating the assumptions and discussing the limitations of the study may help in mitigating the study design bias (Chartres et al., 2019; Cullerton et al., 2019). I also agree that transparency in reporting, including declaring conflicts of interest, is crucial to ensure an ethical publication and analysis of the research findings.

Well done!

Best wishes,

Marianne

**References**

Chartres, N., Fabbri, A., McDonald, S., Turton, J., Allman-Farinelli, M., McKenzie, J., & Bero, L. (2019) Association of industry ties with outcomes of studies examining the effect of wholegrain foods on cardiovascular disease and mortality: systematic review and meta-analysis. BMJ open 9(5): e022912.

Cullerton, K., Adams, J., Forouhi, N., Francis, O., & White, M. (2019) What principles should guide interactions between population health researchers and the food industry? Systematic scoping review of peer‐reviewed and grey literature. Obesity Reviews 20(8): 1073-1084.