Peer Response

Citation bias was first described by Pannucci, C. J., and Wilkins, E. G. (2010); they noted that researchers are hesitant to report negative findings since doing so would highlight weaknesses in the product. Abi, in her role as a researcher, is tasked with testing a novel cereal product and should provide a wide range of findings. If this information is missing, the report will be inaccurate. Furthermore, in order to conduct a reliable scientific study, the researcher must set aside any personal biases. Skewed research should be dismissed as much as one that contains errors (ResearchArticles.com 2019).

Impartial research yields misleading findings that may increase Whizzz's prices and, more crucially, endanger the lives of real individuals, who may otherwise have used the service (imundi, 2013). Since Abi's study involves food, I think she needs the backing of more established research institutions rather than trying to tackle it on her own.

References

According to the research of Christopher J. Pannucci and Elizabeth G. Wilkins (2010).

Recognizing and avoiding erroneous conclusions in studies. Surgery, 126(2), 619-625, devoted to plastic and reconstructive. https://doi.org/10.1097/PRS.0b013e3181de24bc

Bias in research imundi, A. M. (2013) Biochemia Medica 23(1): 12-15.

ResearchArticles.com (2019). (2019). In the context of academic study, what exactly does "accuracy" mean? [online] Supporting Scholarly Writing for Academics and Professionals in the Field. Accessible at http://researcharticles.com/index.php/accuracy-research/.