There have been many interesting posts in the collaborative discussion about Abi’s research case during these three weeks. The overall opinion has been that Abi should follow the professional ethical code of conduct and do not withhold information from his analysis of the Whizz nutritional data (Grindrod & Moreno, 2018). Zavarce Caldera (2022) agreed that Abi should be transparent and publish the results and conclusions of his work, whether they are positive or negative, presenting the rationale of his research process. The personal consequences of not acting ethically in this case could be severe as he could be stripped of his professional titles and face legal charges (Boeckstyns et. al, 2020).

Another point that has been discussed is the legal frameworks in different countries that regulate the marketing and labeling of food products. Debiccary mentioned the Code of Regulations Title 21 in the United States which specifies the requirements for labelling a food as healthy (Debiccary, 2022). Abi’s responsibility is to provide clear results to the manufacturer so that they can make an informed decision about how to advertise the nutritional information. While publishing unfavorable results may negatively impact the product image, withholding or publishing misleading information could be unlawful and bring legal charges, as well as prompting customer backslash (Wu et al., 2022). Essentially, the consequences of not being transparent outweigh the potential impact on the product image.

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