

## Summary Post:

This discussion series evaluated the ethical and legal implication and potential ramifications Abi faces in determining how to present his assessment of Whizzz cereal's nutrition. While the manufacturer of Whizzz claims the cereal is nutritional, Abi's findings, however, point to the contrary. Abi is faced with an ethical quandary; should he present his statistical analysis in a way that falsely corroborates the Whizzz manufacturer's claims?

Analysis by myself on this post and echoed by peers in response is that Abi should present the data as transparently and neutrally as possible. Not only is he ethically bound by this, since false nutritional claims can impact the health and wellbeing of the public, he's also afforded more legal protection under regulations such as the US', *Title 45 of the US Code of Federal Regulations Part 46* that offer protections for those involved with scientific research and study (Gelfond et al., 2011).

Freya mentions similar regulations in the UK that also prohibit false nutritional claims and include stringent nutritional assessment before products enter the market (Department of Health & Social Care, 2021). Policies such as these incentivize careful use of statistics as intentionally skewing results can make Abi as culpable as the manufacturers of Whizzz, if they were to come under fire for false nutritional claims.

Ultimately it was concluded that there is little incentive for Abi to falsify his results to better support the manufacturer's claims as it conflicts with the ethics of statistical reporting, as well as any potential legal fallout he may be beholden to if the nutritional claims are challenged.

Furthermore, the reputation of Abi as a statistician and his organization as an independent party could suffer a blow if brought to the public.

Department of Health & Social Care (2021) Nutrition and health claims: guidance to compliance with Regulation (EC) 1924/2006. Available from:

<https://www.gov.uk/government/publications/nutrition-and-health-claims-guidance-to-compliance-with-regulation-ec-1924-2006-on-nutrition-and-health-claims-made-on-foods/nutrition-and-health-claims-guidance-to-compliance-with-regulation-ec-19242006> [Accessed 17 March 2022].

Gelfond, J.A.L., Heitman, E., Pollock, B.H. and Klugman, C.M. (2011). Principles for the ethical analysis of clinical and translational research. *Statistics in Medicine*, 30(23), pp.2785–2792.

Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4465206/> [Accessed 9 Mar. 2022].