

As Abi already stated, statistical analysis can be applied to support or refute a range of claims depending on how the data is analyzed and presented. As a 3rd party researcher his role should be to largely to remain impartial by providing a report that showcases the results of his study, regardless of outcome or claims made by the client (Whizzz). In the US there are federal regulations in place that encourage unbiased reporting from research, especially where potential harm may befall study participants or the public at large; an example of such a policy being, *Title 45 of the US Code of Federal Regulations Part 46* that offers protections to both researchers and human subjects (Gelfond et al., 2011).

Abi is not culpable if Whizzz Cereal decides to use his results in a manner that could be construed as misleading as it is out of the scope of his duties. If anything there are greater protections afforded if the data is presented in a way that is showcased accurately. For example, if the Whizzz product comes under scrutiny based on false nutrition claims and investigation leads to Abi's impartial study, the hammer still falls on Whizzz for misreporting the study. If Abi doctors the results to confirm Whizzz's bias, then he too can be subject of criticism potentially suffering a loss of reputation or be held accountable for his part in reinforcing incorrect claims (Gelfond et al., 2014)

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].

Gelfond, J.A.L., Klugman, C.M., Welty, L.J., Heitman, E., Loudon, C. and Pollock, B.H. (2014). How to Tell the Truth with Statistics: The Case for Accountable Data Analyses in Team-based Science. *Journal of translational medicine & epidemiology*, [online] 2(2), p.1025. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4539260/> [Accessed 10 Mar. 2022].