

Thanks, Nicholas, for your post.

I appreciate the valuable insights you provided from the case study, and I agree with your statement that Abi should present both positive and negative results going forward, regardless of how the manufacturer presents them. It would be unethical for Abi to hide data to support a particular stance intentionally, and doing so could damage both his and his institute's reputation.

If Abi were only to share partial results, he would contribute to a loss in knowledge of the product (Sabatello et al., 2022). Although Abi believes that Whizzz would only publicise positive results, showing the negative results could help them better understand their product and improve, even if they are kept from the public.

Duhaime-Ross, 2015 also pointed out in an experiment that Scientists could draw very different meanings from the same data. However, in the case of Abi, it seems Abi wanted to explore the use of statistics to support either side of the issue when he realised other correlations could be performed that would cast Whizzz in a more favourable light even after the data collected seemed to refute the claim that Whizzz is nutritious.

References:

Duhaime-Ross, A. (2015). *Scientists can draw very different meanings from the same data*. Available from:

<https://www.theverge.com/2015/10/7/9469845/different-meanings-from-same-data-research-science>[Accessed: January 29th 2024].

Bandy, N. (2024). *Initial Post [online]* Available from
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