**Initial Post: Case Study – Accuracy of Information**

The case of Abi raises fundamental ethical questions about integrity in data analysis and reporting. While altering data values would clearly constitute falsification, selectively performing analyses to present favourable outcomes also risks misleading stakeholders. According to the ACM Code of Ethics, computing professionals must “avoid harm” and ensure honesty in all professional work (Association for Computing Machinery, 2018). Similarly, the BCS Code of Conduct emphasises transparency and accountability, requiring members to provide accurate and unbiased information (British Computer Society, 2022).

From an ethical standpoint, presenting only positive correlations violates principles of honesty and informed decision-making. Legally, misrepresentation of research findings can amount to fraud or breach of contract, particularly if the manufacturer uses these results for marketing claims (Office of Research Integrity, 2017). Under frameworks such as GDPR and consumer protection laws, inaccurate reporting may expose both Abi and his organisation to liability.

Socially, such practices erode public trust in scientific research and can have health implications if harmful products are promoted as nutritious. Professionally, statistical programmers have a duty to uphold rigorous standards, resisting organisational pressure to manipulate outcomes (Duquenoy, 2019). Abi’s most ethical course of action is to report accurate findings, accompanied by clear documentation of methodology, and to disclose any limitations transparently. If the manufacturer chooses selective publication, Abi should consider escalation through institutional ethics committees or whistleblowing channels.

**References**

* Association for Computing Machinery (2018) *ACM Code of Ethics and Professional Conduct* [Online]. Available at: <https://www.acm.org/code-of-ethics> (Accessed: 19 October 2025).
* British Computer Society (2022) *BCS Code of Conduct* [Online]. Available at: <https://www.bcs.org/membership-and-registrations/become-a-member/bcs-code-of-conduct/> (Accessed: 19 October 2025).
* Office of Research Integrity (2017) *Research Misconduct: Fabrication, Falsification and Plagiarism* [Online]. Available at: https://ori.hhs.gov (Accessed: 19 October 2025).
* Duquenoy, P. (2019) *Data Science – Professional Responsibility and Ethics*. British Computer Society. Available at: [https://www.bcs.org](https://www.bcs.org/) (Accessed: 19 October 2025).

**Summary Post**

This discussion on Abi’s case has deepened my understanding of the ethical, legal, and professional responsibilities involved in data analysis and reporting. My initial post emphasised the importance of honesty and transparency, referencing the ACM and BCS codes, and highlighted the risks of selective reporting even when data is technically accurate. Through peer contributions and my responses, several key insights emerged.

**Strengths of My Initial Post:**  
I demonstrated awareness of ethical principles and legal frameworks, such as consumer protection laws and professional codes. My argument for full disclosure and documentation of methodology was well aligned with best practices in research ethics.

**Improvement Points:**  
While I addressed ethical and legal implications, I could have explored more deeply the systemic factors influencing Abi’s dilemma, such as organisational pressure and conflicts of interest. Peer posts highlighted these aspects effectively, reminding me that ethical decision-making often occurs within complex power dynamics. Additionally, I could have incorporated more discussion on proactive measures like whistleblowing and independent publication.

**Next Steps:**  
Future analyses will benefit from a broader perspective that includes structural barriers to ethical practice and practical strategies for accountability. I plan to integrate literature on research ethics and bias (e.g., Camper et al., 2017; Floridi, 2013) to strengthen my arguments. Emphasising the social impact of data misuse and proposing actionable frameworks for transparency will ensure my work reflects both technical and ethical competence.

**References**

* Camper, M., Newton, P., Anagnostakos, G., Schiaffino, K., Takooshian, H. and Goralnick, J. (2017) *Research Ethics*. Thousand Oaks: SAGE Publications.
* Floridi, L. (2013) *The Ethics of Information*. Oxford: Oxford University Press.