

Accuracy of information

Abi's situation raises a few real ethical issues. He has collected valid data, but the results do not support the manufacturer's claims about Whizzz. Choosing to focus only on results that look good for the company might seem harmless, but it would still mislead others. The British Computer Society (BCS) Code of Conduct expects honesty and integrity from professionals (BCS, 2021). Ignoring or hiding the negative findings would go against that.

Abi should show both sides of the data. The ACM Code of Ethics also says that computing professionals must be truthful and work for the public good (ACM, 2018). Sharing all the findings lets others see the full picture and make their own judgement.

If the manufacturer only wants to publish the positive results, Abi still has some responsibility. The Consumer Protection from Unfair Trading Regulations 2008 make it illegal to give false or misleading information about products. Abi could include a note in his report to explain that some results point to possible harm. If he feels the data might be used in a dishonest way, he could raise it with his organisation's ethics committee.

Leaving out data that shows risk could affect public health and trust. It could also hurt Abi's reputation and his institute's credibility. The most ethical approach is to stay honest, report all results clearly and make sure the findings cannot be twisted for marketing purposes.

References

Association for Computing Machinery (2018) *ACM Code of Ethics and Professional Conduct*. Available at: <https://www.acm.org/code-of-ethics> (Accessed: 23 September 2025).

British Computer Society (2021) *Code of Conduct*. Available at: <https://www.bcs.org/membership/become-a-member/bcs-code-of-conduct/> (Accessed: 23 September 2025).

UK Government (2008) *Consumer Protection from Unfair Trading Regulations 2008*. Available at: <https://www.legislation.gov.uk/uksi/2008/1277/contents/made> (Accessed: 23 September 2025).