**Collaboration Dissection 2**

**Initial Post**

31 days ago

3 replies

Last 24 days ago

At first glance, studying the impact of a Whizzz cereal might seem a new topic for scientific world. But these days, researchers are focusing more and more on solving real-world problems – understanding what works and what does not, and what benefits more. Yes Abi obligated to present both the positive and the negative analyses to manufacturer (Moren K, 2019).

Before any study initiated, the researcher sets up a hypothesis in mind. Many a times, the researcher knows what he/she wants and therefore, this will influence the study results. Hence, it is prudent to confirm the effect of any intervention by repeating it in different laboratories/conditions by various researchers. Based on the research outcome it is ethical for him to suggest analyzing correct data in a way that supports two or more different conclusions with revision of methodology and possible scientific justification; When done so, the subsequent studies may either contradict or may show reduced or stronger effect size than the earlier ones (Grindrod, P. & Moreno, J,2018).

Manufacturer may publicize only the positive on even if unethical but Abi should use different mechanisms to communicate his research output with different stakeholders using presentation, publication and so on additionally he have to recommend and invite researcher for further study on Whizzz cereal.

References

Grindrod, P. & Moreno, J., 2018. Code of conduct. Available at: [**http://www.code-of-ethics.org/code-of-conduct**](http://www.code-of-ethics.org/code-of-conduct/) [Accessed on March 2022].

Kate Moren, 2019. Interpreting Contradictory UX Research Findings. Available at: [**https://www.nngroup.com/articles/interpreting-research-findings**](https://www.nngroup.com/articles/interpreting-research-findings)  [Accessed on 12 March 2022]

The truth wears off is there something wrong with the scientific method, 2011. Available at: [**http://www.neurofly.com/NeuroSeminar\_files.pdf**](http://www.neurofly.com/NeuroSeminar_files.pdf) [Accessed on March 2022].

###### **Post by**[Jan Küfner](https://www.my-course.co.uk/user/view.php?id=14259&course=7803)

[**30 days ago**](https://www.my-course.co.uk/mod/hsuforum/discuss.php?d=300429#p1043944)

*Peer response*

Publishing the complete result herself, when Whizz is only publishing favorable results is a very good route to follow. There is however a more powerful alternative:

As per Legal framework for European statistics Article 2 statistical principles (1c) the statistics must also be distributed in an impartial way. This requires the company to provide the study in an unbiased way. By removing the unfavorable conclusion, the company would be in violation of European law and could therefore be sued by Abi. This legal way would give Abi or others in knowledge of the misdoing of the company, a very strong possibility to ensure, that the correct and complete results are published. (Eurostat 2010)

References:

Eurostat (2010) Legal framework for European statistics – The Statistical Law Available from https://ec.europa.eu/eurostat/web/products-statistical-books/-/ks-31-09-254 [Accessed 12.03.2022]

[**Reply**](https://www.my-course.co.uk/mod/hsuforum/post.php?reply=1043944)

###### **Post by**[Freya Basey](https://www.my-course.co.uk/user/view.php?id=14382&course=7803)

[**29 days ago**](https://www.my-course.co.uk/mod/hsuforum/discuss.php?d=300429#p1044355)

*Peer Response*

Whilst I agree with both Yibeltal and Jan on a moral level regarding Abi circumventing Whizzz to publish full results, due consideration should be given to the recourse that Abi may face. For example, a confidentiality agreement is likely to form part of Abi’s contract with Whizzz (Bott, 2014). The onus would be on Abi to follow lengthy and possibly expensive legal processes to prove that Whizzz’s false advertising causes sufficient harms to society to justify breaking that agreement, otherwise he would not be legally protected from consequences. With mixed results arising from Abi’s study, it is unlikely that he would have sufficient evidence to protect himself and taking this course of action could result in more harm than good.

References

Bott, F. (2014) *Professional Issues in Information Technology*. 2nd ed. London: BCS.

[**Reply**](https://www.my-course.co.uk/mod/hsuforum/post.php?reply=1044355)

###### **Post by**[Samuel Tselapedi](https://www.my-course.co.uk/user/view.php?id=14555&course=7803)

[**24 days ago**](https://www.my-course.co.uk/mod/hsuforum/discuss.php?d=300429#p1048062)

*Peer Response*

Misrepresentation of the results in a research report, manipulation of data analyses, and falsification of data represent research misconduct. The researcher’s realisation that some other correlation could be performed on the results would cast the researched product more favourable. When committed intentionally, these actions can have serious consequences. Misconducts in research have severe ethical implications since they can potentially undermine the scientific integrity and credibility of the study. The integrity and credibility of the research findings may be questionable since the decision to explore other correlation methods was taken after realising that the researched product has no nutritional value as hypothesised.

References :

Academy, E. (2020) *What are the Ethical Considerations in Research Design? - Enago Academy*, *enago academy*. Available at: https://www.enago.com/academy/what-are-the-ethical-considerations-in-research-design/ (Accessed: 22 March 2022).

Horton, J. (2002) ‘Principles of biomedical ethics’, *Transactions of the Royal Society of Tropical Medicine and Hygiene*, 96(1), p. 107. doi: 10.1016/s0035-9203(02)90265-8.

**Peer responses**

###### **Post by**[Yibeltal Mengesha](https://www.my-course.co.uk/user/view.php?id=13631&course=7803)

[**26 days ago**](https://www.my-course.co.uk/mod/hsuforum/discuss.php?d=301001#p1046104)

*Peer response*

I agree most of the things raised by Charlotte Wilson and Annum Rashid about keeping confidentiality of the organization but as researcher Abi have responsibility to explore the reality by different techniques. In a report by the European Patent Office, an estimated USD$20 billion are spent every year to develop innovations and technologies that have already been developed elsewhere.

Negative results are results that do not support the aim of the research. Negative results as they are sometimes called, are also important and they contribute to our knowledge of the topic as much as positive results do. There are many examples of important negative studies. Years back cholesterol was fingered as a dietary villain, causing heart attacks, clogging arteries, etc so always research should update give unique outcome for the safety of the community. Researchers as well as organization are often disappointed by negative results and there is a general bias against publishing or communicating negative results. However, nowadays the scientific community is realizing the value of negative results.

Reference

1.    European Commission (2015). Exploitation of IP for Industrial Innovation FinalReport. [**https://ec.europa.eu/docsroom/documents/13441/attachments/1/translations/en/renditions/native**](https://ec.europa.eu/docsroom/documents/13441/attachments/1/translations/en/renditions/native).

2. Why Should Negative Results Be Published? Available at:https://www.enago.com/academy/why-should-negative-results-be-published/ [Accessed on March 2022]

###### **Post by**[Yibeltal Mengesha](https://www.my-course.co.uk/user/view.php?id=13631&course=7803)

[**26 days ago**](https://www.my-course.co.uk/mod/hsuforum/discuss.php?d=299486#p1046160)

*Peer Response*

Bias, perhaps best described as ‘any process at any stage of inference which tends to produce results or conclusions that differ systematically from the truth,’ can pollute the entire spectrum of research, including its design, analysis interpretation and reporting.

If we don’t make a conscious effort to keep our minds opens to new finding or information. Psychologists have shown over and over again that humans naturally tend to accept any information that supports what they already believe, even if the information isn’t very reliable. And humans also naturally tend to reject information that conflicts with those beliefs, even if the information is solid.

Reference

1. Sackett DL. (1997) Bias in Analytic Research. *The case-control study consensus and controversy*. Pergamon 51–63.
2. Degree Bias available at: https://ohiostate.pressbooks.pub/choosingsources/chapter/degree-of-bias/:[accessed March, 2022].

**Summary Post**

18 days ago

Ethical decisions are based on three main approaches: duty, rights and goal-based. The goal-based approach assumes that we should try to produce the greatest possible balance of value over disvalue. Discomfort to one individual or organization may be justified by the consequences for the society as a whole (Ron, 2020). According to the duty-based approach, your duty as a researcher is founded on your own moral principles. As a researcher, you will have a duty to yourself and to the individual who is participating in the research. So even if the outcome of the proposed research is for a good cause, if it involves the researcher lying or deceiving his subjects in some way, then this would be regarded as unethical. In the rights-based approach, the rights of the individual are assumed to be all-important (Rosnow and Rosenthal, 2011).

The ethical rules of research, like principles, are not absolute in that one may override another although clearly this must be justified. These rules are essential for the development of trust between researchers, organization and study participants. Fidelity means keeping our promises and avoiding negligence with information; For example, to send a summary of our true research findings to participants in a study we should do so (Ron.2020).

Reference

Ron Iphofen.(2020) Handbook of research Ethics and Sientific Integrity .Available at: ttps://link.springer.com/referencework/10.1007/978-3-030-16759-2 (Accessed march 25, 2022)

Rosnow, R. L. and Rosenthal, R. (2011) ‘Ethical principles in data analysis: An overview’, *Handbook of Ethics in Quantitative Methodology*, pp. 37–58. doi: 10.4324/9780203840023.ch3.