

## **Initial Post**

### **Discussion Topic - Case Study: Accuracy of information**

Abi is in a morally complex situation due to his research's results challenging the nutritional value of Whizz cereal. The ethical concerns and possible courses of action, along with the legal, social, and professional impacts of those choices are as follows:

Firstly, (CEPR, 2021) states that research should be done with integrity and transparency, therefore he should ensure integrity is achieved by presenting both the negative and positive results instead of changing data values so as to support his conclusions. Consequently, undermining ethical standards can tarnish Abi's professional reputation and the manufacturer's image (Turilli & Floridi, 2009).

Since Abi suspects that the manufacturer might misuse the results to mislead the public, Abi can consider: collaborating with colleagues to discuss and resolve issues so as to enhance ethical studies (Sanjari, et al., 2014). Abi can also suggest an independent third party to review and validate the analysis and ensure that they follow his ethical practices (User research community, 2018).

These actions could encourage product reformulation and healthier purchases (Grummon, et al., 2020).

However, Abi should also apply the concept of moral intensity, like considering magnitude of consequences, - before making any decisions concerning the matter (Craft, 2012). For instance, if he publishes the methodology and findings openly to allow the public and other experts to evaluate the results independently, potential risks and challenges like breach of privacy and confidentiality, unprofessionalism, legal

consequences, etc. - might follow (Turilli & Floridi, 2009) (ACM, 2018). Though this can be mitigated by anonymising, censoring or removing all sensitive data before publicizing it (User research community, 2018).

## References

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