COLLABORATIVE DISCUSSION:
CASE STUDY: ACCURACY OF INFORMATION
INITIAL POST

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It is unethical to conceal relevant findings that do not substantiate a selected position (Berenson et al., 2019). By considering favourable correlations instead of ones that indicate product harm, Abi is behaving unethically. Abi must present both positive and negative statistical results (Berenson et al., 2019). Intentional manipulation could be fraud (Holmes et al., 2017).

The Association for Computing Machinery (ACM) Code of Ethics and Professional Conduct includes relevant guidance on human well-being (1.1), avoiding harm (1.2), and honesty (1.3) (ACM, 2018). Abi has a professional responsibility to provide the truth, not cause harm, and consider the well-being of humanity. If Abi does not report responsibly, he is liable, as seen in the Andrew Wakefield case. Found guilty of medical, scientific, and ethical misconduct for relating autism to the measles, mumps, and rubella (MMR) vaccine, Dr Wakefield's unethical report continues to elicit vaccination reduction and increased disease (Hasnain, 2013).

Abi should ensure his report clearly indicates sample sizes, confidence level, interval limits, sampling error, and interpretation (Berenson et al., 2019). If he has been honest and clear, then misrepresentation by the manufacturer is unlikely to be due to misunderstanding. Misrepresentation constitutes 'food fraud', a known global issue with incomplete oversight and reinforcement (Giannakas & Yiannaka, 2023). However, depending on the country, Abi can report unethical food manufacturer behaviour to food standards regulators or government serious fraud. In the UK this would be the Food Standards Agency (FSA) and Serious Fraud Office (SFO) (Food Standards Agency, N.D.; Serious Fraud Office, N.D.).

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