COLLABORATIVE DISCUSSION:
CASE STUDY: ACCURACY OF INFORMATION
SUMMARY POST

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SUMMARY POST

Charmane (2024) requested more explicit answers from Ingold's (2024) initial post on the 'Accuracy of information' case study. This summary reframes those points and provides further insights on research governance for Botha (2024) and conflicts of interest for Suman (2024).

Professional and Ethics

Abi will breach the Association for Computing Machinery (ACM) Code of Ethics and Professional Conduct if he conceals findings, uses favourable correlations, or manipulates data (Holmes et al., 2017; ACM, 2018; Berenson et al., 2019). Misleading by supporting more than one conclusion and causing harm is unethical. Abi must present accurate analysis, not necessarily multiple.

Social and Conflicts of Interest

Abi can be held accountable. The Andrew Wakefield misconduct case shows how misleading information can have legal repercussions and cause societal harm (Hasnain, 2013). Wakefield's unethical behaviour decreased vaccine uptake, increased disease, and reintroduced mortality. Ironically, Godlee et al.'s (2011) paper on Wakefield's conflict of interest due to a lawsuit against the vaccine manufacturers, initially neglected to declare its own conflict of interest. The publisher, the British Medical Journal (BMJ), is owned by the BMJ Group which receives sponsorship and advertisement by vaccine manufacturers (BMJ, 2011). This reinforces the importance of Abi declaring conflicts of interest (Bradley et al., 2020).

Legal and Research Governance

Bradley et al. (2020) raise the need for better research culture, reporting bias mitigation, and practice improvements for methods and statistics. Both research governance and food fraud lack oversight and reinforcement (Giannakas & Yiannaka, 2023). Regardless, Abi should follow Berenson et al.'s (2019) guidelines for clear reporting and interpretation. If both sets of results are valid and the manufacturer only publishes the positive ones, legally Abi can report them to the Food Standards Agency (N.D.) and the Serious Fraud Office (N.D.) in the UK.

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