

Collaborate Learning Discussion 2 - Case Study: Accuracy of Information

Peer Response 1

Hi Jonathan

A very thought provoking post, thank you for sharing.

I completely agree with your view, Abi faces an ethical predicament that highlights the importance of upholding ethical standards in research and statistical analysis. As you have mentioned the BCS Code of Conduct (BCS, 2022) is applicable, in addition the ACM Code of Ethics (ACM, 2018) and the ASA guidelines (ASA, 2022) can also be applied.

I also agree with your point that Abi's report should be impartial, transparent, and follow a clear methodology to produce valid and reliable results. Abi should not manipulate data or misrepresent information to support a favourable report for the manufacturer as this would violate the BCS Code of Conduct (BCS, 2022) as well as the ASA guidelines (ASA, 2022). In addition, Bott (2014) emphasizes that professionals in information technology, including statistical programmers, have a responsibility to consider the potential impact of their work on society and to act in the best interest of the public.

Furthermore, the Consumer Protection Act (GOV.UK, 2022) can also be applied in this scenario if the manufacturer claims that the cereal (Whizzz) is nutritious, but found to be untrue by the research performed by Abi. According to GOV.UK (2022) this would be categorised as advertising "false or deceptive messages" and as a result the manufacturer could be in violation of the Consumer Protection Act.

References

ACM (2018) Association for Computing Machinery. ACM Code of Ethics and Professional Conduct. Available from: <https://www.acm.org/code-of-ethics> [Accessed 12 March 2023].

ASA (2022) American Statistical Association. Ethical Guidelines for Statistical Practice. Available from: <https://www.amstat.org/your-career/ethical-guidelines-for-statistical-practice> [Accessed 12 March 2023].

BCS (2022) Code of Conduct for BCS Members. Available from: <https://www.bcs.org/media/2211/bcs-code-of-conduct.pdf> [Accessed 14 March 2023].

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

GOV.UK (2022) Marketing and advertising: the law. Available from: <https://www.gov.uk/marketing-advertising-law/regulations-that-affect-advertising> [Accessed 14 March 2023].