Innocence lost in research - where to from now?

Dr. Charlotte Wien
Professor of Scholarly Communication, SDU
Head of Department, SDUB
Chair of LIBER WG on Innovative Metrics
Twitter: @CharlotteWien
E-mail: chw@bib.sdu.dk
Agenda

- The sad, but true story of the ‘Value Mug’
- New Public Management
- The Para-Academic Industry
- Disonesty and Inflation
- ‘Qvo vadimus’?
The Value Mug

• 2008 @SDU
  • A ‘Value process’ was initiated
  • Bottom-up process
  • “Trustworthy, Innovative and Holistic”

• A present full of chocolates
  • Ridiculed
  • Returned – but without the chocolates!

• A palpable piece of evidence of NPM
NPM (New public Management)

- Christopher Hood in 1991
  - The public sector is ineffective
- NPM
  - Reforms and management tools
  - Intended to increase the effectivity
- Point of departure
  - Managerialism and Neoliberalism
  - Competition/cost effectiveness rule
- Resource allocation by Mathew principle
  - away from equity and social justice
NPM (New public Management)

- Increasing effectivity
- Production must be
  - Monitored
  - Measured
- Establishment of PMS
  - Performance measurement systems
  - E.g. H-index (2005)
- Collection of data
  - ISI/WoS (expanded in the 00s)
  - Scopus (2004)
The Para-Academic Industry
The Para-Academic Industry

• Customers are
  • Endlessly rich (tax-financed)
  • Naïve

• Scientific publishers
  • Almost no costs – only income
  • Controls
    • The raw materials
    • Supply
    • Pricing (almost monopoly)

• Ranking bureaus
  • Consultancy fee 30,000 EURO
Dishonesty and Inflation

• Researchers must optimize
  • “Finding an alternative with the most cost effective or highest achievable performance under the given constraints, by maximizing desired factors and minimizing undesired ones.”

• ... Resembles scientific dishonesty...
Dishonesty and Inflation

- Dishonesty
  - Only 40 percent are honest
  - 60 percent will cheat if
    - Changes of getting caught are modest
    - External locus of control
    - Sense of unfair measures
  - Maintaining self-esteem
    - Normalizer: The others do it too!
Dishonesty and Inflation

- Fanelli (2009)
  - 1 percent admitted FFP
  - 34 percent admitted QRP
  - 14 percent colleagues guilty of FFP,
  - 72 percent colleagues guilty of QRP.
  - ‘the others do it too…’
Dishonesty and Inflation

- The currency of research
  - Publications
  - Citations

- Optimizing authorships
  - Gift authorships
  - Utilizing asymmetric power relations
  - Slicing

- Optimizing citations
  - Citation Cartels
  - Marketing plans for publications
  - SoMe echo chambers to game altmetrics
Qvo Vadis?
Or rather pluralis ‘Qvo vadimus?’
Qvo Vadimus?

- To Ghent in Belgium!
  - Stop measuring quantity
  - Focus on quality
- Towards Open Science
  - Away from the Para-Academic Industry
- Towards Responsible Conduct of Research
  - Away from Optimizing
- Towards (re-)establishment of trust
  - Away from Performance Measuring Systems
• Thank you!

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