

Innocence lost in research - where to from now?

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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



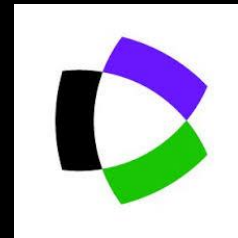
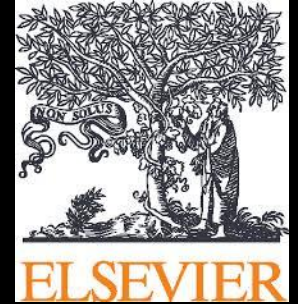
NPM

(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)

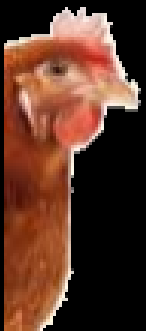


The Para-Academic Industry



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 selfesteem
 - 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...'



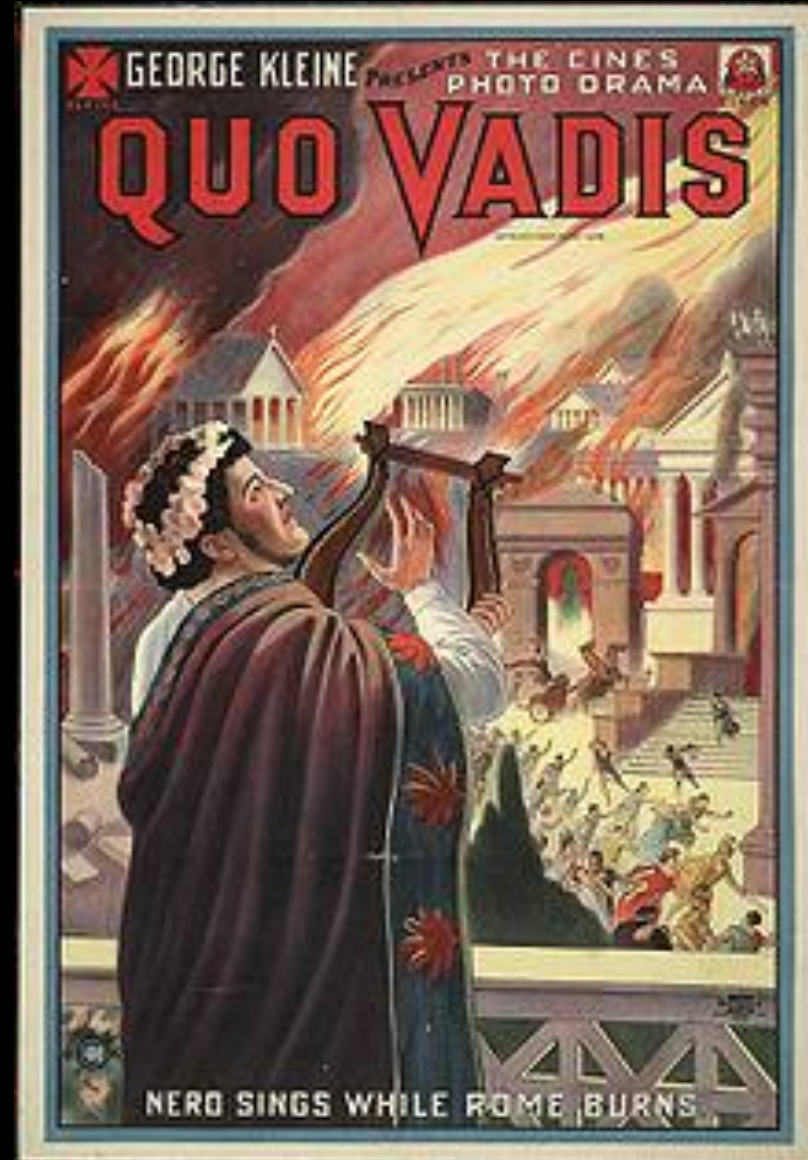
Dishonesty and Inflation

- 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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