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## Research & Publishing Ethics Understanding the environment

#### List of misdemeanors



- Falsifying or "cooking" research data
- Non-disclosure of product and manufacture bias (not disclosing free samples or approaches by manufacturers)
- Relationships with students/guide (other than that of researcher and guide)
- Not disclosing that subjects or clients may have questionable antecedents
- Misusing someone else's ideas/works without permission or citation
- Unauthorized use of confidential information
- Not disclosing data that contradict one's (previous) research
- Overlooking the use of flawed data or questionable interpretation of data
- Changing the design, methodology or results of a study in response to pressure from a funding source.

#### Observation bias, intuition and publishing bias



- What is observation bias?
  - To interpret data in an inconsistent manner or observe it to be different from what it is
- What is intuition?
  - The gut feeling. In research this must be avoided. Focus only on hard data.
- What is publishing bias?
  - Believing your work is fit for only one sort of publication and or changing your focus to meet that of a journal (to make article more acceptable to publishing)

#### Authoring and co-authoring articles



- First author is recognized as the one who leads the article
  - Is the primary researcher
  - Does most of the 'grunt work'
  - Is responsible for the outcome
- Co-author plays an active support AND contributing role
  - Research guides are co-authors and can't become primary authors (unless they lead the research)
- Don't ignore small contributions made by co-researchers BUT don't automatically make them co-authors
- Publishing research doesn't end the journey the paper has to be equally defended by all authors

#### Protecting & clarifying data



- Generally, not a focus area for researchers
- Primary data, must be stored safely
  - Archive with encryption and strong passwords
  - Limit access to raw data to prevent 'contamination' or 'loss'
- Ensure research questions are direct and unbiased
- Write descriptions, notes, about every statistical methodology used this prevents observational bias

#### Committee on publication ethics (COPE)



- Deemed to have been founded in 1997 and registered in 2007 (notfor-profit charitable trust registered in UK)
- Members are primarily Editors but also include Publishers and Individuals
- To further the cause of ethical publishing by providing
  - Education
  - Resources
  - Support
- Publishers registered with COPE are expected to be ethical important when evaluating journals



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Have Questions?