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Cheating and Loss Aversion: Do People Cheat More to Avoid a Loss?

Aim: This comment addresses conflicts of interest in the publication of research results. **Subject and Methods:** Based on the concept of values in science, the problem of scientific misconduct related to publishing research results is treated hermeneutically. Franz Porzsolt's approach to assessing studies and the implications for solving conflicts of interest are evaluated. **Results:** It is argued that conflicts of interest reflect the difficulty of balancing values in science and that science would become arbitrary and worthless for sponsors of research if it lacked its traditional values. **Conclusion:** Keeping scientific values and coping with conflicts of interest are essential for the future credibility and accountability of scientific endeavors. The communitarian approach to Twin Assessment of Clinical Studies might answer both demands.