



## Community building

**An Engaging Platform for Research Ethics and Integrity  
with a Distinct and Recognizable Identity**

**Providing the Right Information, Principles and the Incentive  
to Creatively Collaborate**

**Platform community management plan**

A compiled snapshot (30 April 2018) of living documents

By Marc van Hoof

WP7 Leader- EnTIRE Consortium | VUmc  
Amsterdam, The Netherlands

Design work by design studio **Momkai**  
Amsterdam, The Netherlands

Edited by Natalie Evans (WP2, VUmc)





## D7.2 Platform community management plan

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<b>Authors and editors:</b>	Marc van Hoof Natalie Evans

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## Introduction and Summary

The overall objective of the EnTIRE consortium is to create a dynamic mapping of rules, regulations, casuistry, educational materials, and guidelines in research ethics and integrity and make this available on an online platform.

The community is instrumental for this purpose, to generate the large amount of up-to-date content that is both sensitive to the right context and whose financial maintenance costs is realistic in relation to its utility in the long term.

In the Platform community management plan (D7.2) the focus lies on how the narrative and visual identity of the community driven platform can support creative collaboration between users.

This approach considers the platform's identity, content, and community to be closely interlinked. The management plan considers the identity of groups of users, their interaction, the design elements, and the user's abilities on the platform in relation to the purpose. The purpose is made explicit in the declaration that is linked to the platform's identity. This plan builds upon the previous Communication and Dissemination Plan (D7.1) which introduced specific communication guidelines for the community.

In the current plan, the platform's identity is specified and differentiated from a standard Wiki-approach. Key insights from stakeholders, consulted by Work Package 2 (WP2), are used for this purpose. A selection of quotations from stakeholders are integrated in this report, where relevant.

As an extension of the identity of the platform, users in the community are categorized according to a similar theme. The future community features a relatively flat moderation model with minimal hierarchy. The hierarchy is selectively created to verify content and moderate user interaction where necessary. In extension of the D7.1 plan, new contextualized elements are introduced to support the community in their interaction.

Special considerations are given to whistleblowers, violators of good science, and the relevance of anonymity in discussing topics, also on an individual level. Potential collaborations and relationships to other organization are further specified in relation to the identity of the platform.

As the platform and hence, the community is not online yet, iterative development of the community in relation to day-to-day practices is essential. An initial plan has been created to continuously involve stakeholders and community members in the future to support adaptations and improvements once live.

As this document reflects many living documents to be used on the online platform and which holds a relationship to the previous D7.1 plan, a specific annotation style is used to link together different content.

### **Annotation styles**

*A reference to another part of this document*

[A reference to D7.1 Communication and Dissemination Strategy for Community Management](#)

[A hyperlink to a website \(www.somewhe.re\)](http://www.somewhe.re)

## Our mission and declaration - Guarding the state of research

### Purpose

We aim for Good Science. With our name we want to make this aim our claim. We support this claim without declaration of good science that is made by and for the research community. We expect that by explicitly stating what we are about, the research community is able to recognize our aim and encourage them to play their part.

### Making a name for ourselves

To create a suitable name for our new online platform we started with defining a few conditions. Understanding the process on how our name came to be will help understand- and use our name in a way that does it justice.

**Authority** – We want to claim a leading role

**Authenticity** – Especially in the scientific world, we see a lot of constructed names. We strive to be authentic.

**Creativity** – Without being too complex, we want a name that aspires to a certain abstraction.

**Meaning** – With a role to create clarity within our sector, we want to avoid a fantasy name.

**Abbreviation** – There are a lot of acronyms around, and none of them are self-explanatory.

**A good ring** – As a brand-asset that does not necessarily needs a visual, it has to sound good.

**Distinctive** – We were after a name that is not in use yet, and is uncommon in its own sector.

### Derived from a promise

We empower this claim by, in the future, creating a platform that functions like a permanent diplomatic mission. In other words: that's typically known as an embassy. And the head of the mission is known as an ambassador.

# The Embassy of Good Science

**Figure 1.** Our name - A platform that functions like a permanent diplomatic mission.

## The declaration

Our declaration describes the Embassy's principles in strong, affirmative language. It forms a clear reference for all involved, including you, while still easy to understand for the general public. It functions as a calling for those who want to be involved.

The declaration follows a clear structure, going from 'why' via 'how' to 'what'.

In it, we aim to be inclusive, inviting and inspirational, applying a tone that's open and optimistic, smart and fair, aiming for understanding and engagement.

We believe the declaration's message is useful when creating anything, no matter if it is text, visuals, video or code, and we would love it if you would use it as a benchmark while doing so.

So, go ahead, and take a close look.

It ends with an invitation for the community.



# declaration



## taking better care of good science

Public trust in science is crucial. As researchers, we see questionable scientific practices and external pressures. Safeguarding ethics and integrity in scientific research is more important than ever. Yet in Europe there is no central resource containing detailed information on how to perform science responsibly and with integrity. Therefore, we are strongly committed to building a new online platform for the research community.



## inspiring researchers to foster trust

We aim to improve understanding and awareness around good science. Not by naming and shaming but by taking a positive approach that will set a standard for all of us. We are convinced that integrity in research will benefit from a transparent and up-to-date platform. This will inspire current and future generations of researchers. If we as a community don't act to foster good science, who will?



## enabling our community to take control

The new platform will offer help to anyone seeking support in handling day-to-day research practices and dilemmas. It will provide relevant rules and best-practice guidelines, cases and tools for learning and education. The ultimate goal is for the research community itself to actively participate in the platform – and take control of it. Together, we will share experiences and insights, deepening understanding and continuously contributing to the development of good science.



## and that's where you come in

## Building a community

### The Core Strategy

Key in building the community driven The Embassy of Good Science is to create [A Distinct and Use\(r\) Oriented Platform for Research Ethics and Integrity](#) in order to [Engage the User with Unique Content and the Right Incentive](#).

Overall approach – the platform’s identity, content and community are interlinked. In general, the strategy for [The foundation of the Community](#) is based on Creative Collaboration. We recognized that [There already is a lot of talk, but not a lot of action](#).

The software (Semantic mediawiki) which is in use for community management supports Creative Collaboration and has been successfully used before for another purpose. Hence, [We stand on the shoulders of giants, but need to carry our own weight](#), as in comparison to Wikipedia, our goal is not to provide an online encyclopedia of research ethics and integrity.

The [Identity Design by Momkai – Shaping the Embassy of Good Science](#) aims to set this project apart from Wikipedia types of projects and other attempts to improve good science. It is of special importance that future users appreciate the difference between a standard online platform and the community driven platform we strive to develop.

The Stakeholder approach has shown that it is important to manage expectations [Q1](#). ENTIRE will create the first content following the same principles as are applicable to the community which are described in [On the content of the platform](#). The community should take it from there. The narrative and visual identity of the platform should therefore support such an understanding, as evident from [The Declaration](#) (“*and that’s where you come in*”).

Community driven platforms are often interest driven. The Embassy aims to support the community’s interests by making insights related to rules, regulations and best practices necessary for good science available online. [Involving stakeholders](#) in this process was important in specifying the initial conditions and requirements for creating the foundation for a community [Q2](#). During the future continuous [Community evaluation](#), community related parameters on the platform can easily be evaluated and, in response, adapted.

**“ Most important is that this platform for sure should not create a false expectation for researchers.**

*- researcher from Spain Q1*

**What would be the reason for visiting the website?**

**“ One is to learn something, the second one is to find some materials which can be easily used and which can save my time and the third one is to have opportunity to discuss certain topics with colleagues.**

*- researcher from Croatia Q2*

*We stand on the shoulders of giants, but need to carry our own weight*

One of the key elements of The Embassy of Good Science is the ability to collaborate on content with a community. The software which is in place to do this has been successfully applied by the Wikimedia foundation, i.e. Wikipedia to create an online freely available encyclopedia. Wikipedia has in many ways changed the way people across the globe find and retrieve information on the internet. This also means that the software is heavily oriented towards gathering information which is readily available for people. Although the orientation on contextualized knowledge is similar between The Embassy and Wikipedia, there are also a few relevant differences.

Wikipedia only condones articles whose core information and insights are sourced from somewhere else (Wikipedia “No original research”). As such, it has a rather passive role in pushing forward the current state of knowledge. The goal of The Embassy of Good Science is to make information available (mapping) and *useful*. The Embassy promotes finding a meaning within knowledge, independent if the latter is written or available in the experience and practice of a fellow scientist. We believe that the subjective experiences, such as the ability to express and share everyday dilemmas, are essential in supporting the community **Q3**. Instead of focusing only on how good science is achieved, we believe the ‘*why*’ to be just as important.

Indeed, current day internet technology has made most information on good science, including research ethics and integrity, available online. Why then, are scientists across the globe not using this information and are best practices not widespread?

We believe that in order for this information to be useful and have a meaning, it needs to be easily findable and contextualized for the individual user. [On the content of the platform](#) provides guidelines in processing knowledge to allow humans and machines to work with knowledge. The Embassy of Good Science will also allow users to pose and answer questions (Q&A) and discuss content on the platform online. This functionality intends to add a human perspective and meaning to the knowledge it gathers.

**“ I would find it really interesting and informative to read other people's like, difficult situation and dilemmas and then afterwards how they dealt with it. I think that would be really educational.**

**- multi-country workshop Q3**

As the type of collaboration is different from purely information collection, community guidelines are necessary to support such functionality. [The foundation of the community](#), [Community member development in content curation](#) and [Support the community in their interaction](#) contain the initial guidelines for the community. This mainly distinguishes The Embassy of Good Science from wiki-movements.

*Identity Design by Momkai – Shaping the Embassy of Good Science*

The field we're in, is ever-changing. This is the case for the rules and principles that set our boundaries, but also for our field of work. We are also an institute with a lighthouse function, a guiding instrument in the scientific world. We're not here to control scientist's everyday lives, we're a safe haven. Open and approachable to everyone in- or connected to the scientific world that seek guidance.

To be an Embassy means that you're essentially a marked out area that could be placed everywhere. Wherever it is placed, that's our institute. So in order to be a recognizable, approachable and adaptable institute that can serve anyone in the scientific world, we do not need a fixed stately crest to represent ourselves.

**About our logo**

Instead, we need a system. A system with fixed ingredients to create visual consistency, and with the freedom for those ingredients to move and scale to be dynamic and adaptive. This way it's less about the shape itself, and more about its borders and it's agility.

On top of our shape we put our brand name. In lowercase, on a fixed position. This way we're a consistent institute, but in a humble, approachable way.

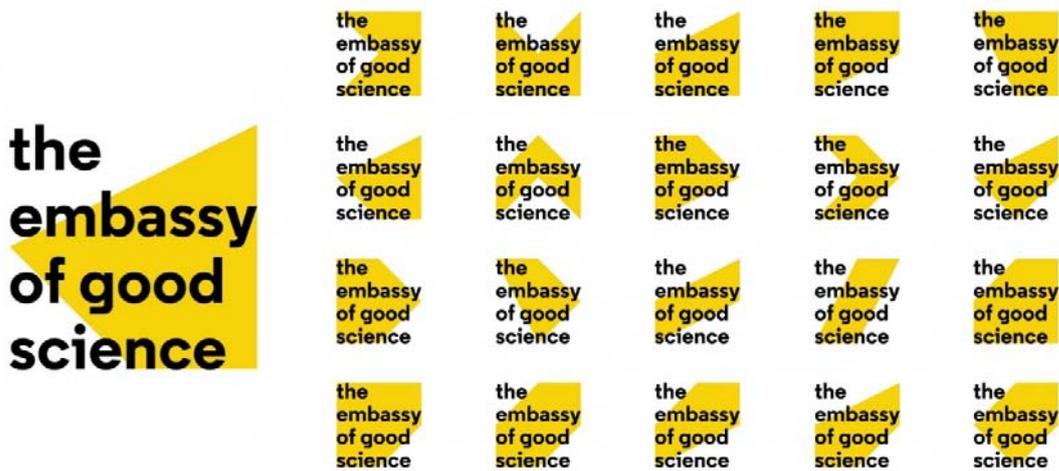


Figure 2. Our logo and its approved variations.

## Color palette

Inspiration for our color palette is derived from The Embassy's function. We are a guiding institute for everyone that needs it. One field that does exactly that is way finding.

Following some conventions from way finding helped us a great deal in finding a distinguishable language uncommon to the field the Embassy is in. Vibrant yellow is a striking color that helps The Embassy stand out in its scientific context and emphasizes its lighthouse function.

Of course, we cannot make do with just a single color to shape our brand. A secondary color is needed to create a more unique color palette. By using an Icy blue, we found a friendly supporting color that does not compete for attention with the Vibrant Yellow. It's the contrast- and combination of these colors that make the set distinguishable and unique for The Embassy of Good Science.



Figure 3. Colors associated with wayfinding and the resulting color palette

## Font



Figure 4. Our main font

### **Our place on the internet (URL)**

We feel that the URL [embassy.science](https://embassy.science) is the shortest, but most descriptive URL that we can use. And therefore, it is our preferred place for our platform.



**Figure 5.** Our URL, short and easy to remember.

## *Involving stakeholders*

The EnTIRE consortium holds a work package, the Stakeholder consultation, which exclusively aims to make use of insights and interests of stakeholders. For community building and engagement, their input was gathered. Specifically, the following topics were relevant and are considered here: Community interest, Website – scope, declaration, tone, navigation, trust, representation, contributions, Community engagement and Whistleblowers. Throughout this report, relevant input from the Stakeholders are integrated by listing a subset of quotes (*Q[n]*).

In general, creating the platform with the intended functionalities was mentioned to be challenging. Quite a few stakeholders were optimistic about what the platform could mean for them individually, however, at the same time many doubted the feasibility for activating the community to produce valid and trustworthy content. Some stakeholders expressed a concern that their input would not be used for creating the platform *Q4*.

**“ Comments in line with what has been decided will be included in a report with overly optimistic outlook, and remainder ignored. If you told me you were doing a website, I would have joined. I thought you were doing something real.**

**- Online participant Q4**

The Stakeholder consultation proved to be important in further specifying, adapting and/or confirming the initial conditions, expectations and requirements for the community. An example of a major modification was to include the ability to let the community ask and answer questions and enable (limited) anonymous discussions (*When you need to conceal your identity to do or support good science*).

Also, as the online stakeholders approach was conducted in collaboration with WP7, the online behavior of part of the future online community could be studied. In short, an online platform was created to host a multilateral discussion during 2 weeks between anonymous participants and the Stakeholder consultation moderators. Key insights included that with every administrative action which was required from users participating online, the number of active users declined. The majority of the userbase only read the discussion, despite being specifically invited to contribute. Surprisingly, despite being anonymous, the tone of voice of participants and the style of communication was formal. The communication style resembled normal day-to-day academic discourse by other modes of communication such as e-mail. The last two behavioral aspects will be further studied in the near future using qualitative semi-structured interviews to investigate what withheld participants in sharing their opinion and how the communication style affected the liveliness of the discussion.

For a detailed overview of results from the Stakeholder consultation, see the Report of results from the stakeholder consultation (D2.3).

During the future continuous Community evaluation, community related parameters on the platform can easily be evaluated and in response, adapted.

## Community group profiles and identities

In line with the identity, The Embassy of Good Science will call its members Ambassadors. In today's society, an ambassador is already seen as a representative of a country or more in general, an initiative. Ambassadors feel comfortable protecting interests of or promoting their affiliation.

However, an important difference is the inclusive nature of The Embassy.

*We are all Ambassadors*

One of the striking features, besides its effectiveness, of Wikipedia is the relative flatness of the hierarchy of the community (Arazy 2014). In essence, most pages can be edited without any form of authorization. Especially during the start-up phase of Wikipedia, this led to significant trust issues for the general public. However, the advantage is that the target audience of contributors is large.

The Embassy of Good Science made a concession. The capability to create and edit content is available for whomever holds an Embassy passport ([Your passport to The Embassy of Good Science](#)). The Embassy passport is linked to a present and open identification system for scientists (ORCID) which includes over 4 million users today (Q5).

Every Ambassador has the ability to moderate an online discussion. We expect that those who feel comfortable moderating, will do so.

*Ambassadors Extraordinary can stand up to verify insights and make others stand out*

We recognize that [Everybody's an expert \(about something\)](#). That also means that some Ambassadors hold an expertise which allows them to verify knowledge and contributions (Q6). Such verifications can support the trustworthiness of content on the platform. The community of Ambassadors can nominate top contributors in terms of quality, expertise or amount for an Ambassador Extraordinary status based on their ORCID identity verification.

**“ An important aim should probably to establish an engaged community and run the whole thing bottoms up rather than top down – driven by the community's needs rather than by some perceived agenda set up front...**

**- Online participant Q5**

**“ If you have a very technical question, 'how do I fix my computer', and it works, then yeah, it works. I don't care who wrote it. But there are also cases where I think you would want to check who is speaking.**

**- participant in the Netherlands Q6**

Another role for Ambassadors Extraordinary is to moderate the online discussion in so far regular Ambassadors can use the support. Moderators engage in the discussion where desirable and intervene where necessary. In the rare cases where it is deemed necessary, Ambassadors Extraordinary can overrule regular Ambassadors. We expect them, during regular practices in supporting Ambassadors, to strike the right cord. To give an example of using the right tone-of-voice, but to preserve the unique identity of every Ambassador.

### *There will be Whistleblowers among the Ambassadors*

A special kind of Ambassadors that we expect on the platform are whistleblowers. One of the aims of the platform is to support the community to achieve good science. Unfortunately, in some circumstances, that will necessitate individuals to expose poor research practices. The platform itself does not feature a whistleblowing function. Current initiatives such as Retraction Watch and PubPeer do. Guiding whistleblowers by providing them with relevant information and knowledge is, however, part of the Embassy of Good Science. We also expect that the Q&A function on the platform can provide support for whistleblowers. When you need to conceal your identity to do or support good science outlines how anonymity is supported.

### *When you need to conceal your identity to do or support good science*

The Embassy of Good Science will be a safe haven for scientists to discuss matters at hand. On the one hand, Ambassadors might want to conceal their identity to prevent harming their interests or the interests of people and organizations with whom they associate. For example, if they want to discuss if their actions would be considered a questionable research practice or misconduct.

On the other hand, community members might be able to give several forms of advice, as long as it cannot be used against them or harm them (Q7). Anonymity can therefore be important to community members who ask for advice or help and people who want to share their insights and experience. To illustrate the latter, although the general consensus might be that whistleblowing in certain cases is good from a societal perspective and might be promoted as such, it is often detrimental for the career of a person. Therefore, on an individual level there might be good reasons for more senior Ambassadors to advise against it, while outlining why.

#### **What would prevent me?**

**“ The fact that I have to write down my name. And I would write my name, 'this is my problem', and my supervisor sees, 'hey, this is funny, she's got a problem.'**

**“ but also, you're a chair of this committee on research integrity. When you make a statement, it could be used against you.**

**- participant in the Netherlands Q7**

From the perspective of The Embassy, those reflections of common-day practice would provide a valuable insight in how matters like this are handled in institutions across Europe. In response, the community might be inspired to exchange best practices, anonymously and compare outcomes in relation to steps taken in real-life.

To a certain extent, The Embassy therefore aims to offer online diplomatic asylum, where anonymous Ambassadors can ask for advice i.e. ‘Refugees’, and ‘Consuls’ can share it (Q8).

**“ The biggest barrier, for asking a question in the first place is being exposed by name and organization. So people need to choose their own username...**

**- participant in the Netherlands Q8**

*We leave room for organizations in good science to preserve and promote their identity*

The Embassy of Good Science is inclusive and is open for collaborations with other initiatives. The source code of the software will be shared online. Integration with other platforms, websites and apps are thus possible and supported. Key design elements which have been used on The Embassy for online and offline use can be made available for organization to ensure a consistent and seamless integration.

Specific cases of online tools and the linking of APIs between online platforms will be investigated in the near future. For example, it will be investigated if it is possible to retrieve common metadata associated with scientific articles by connecting The Embassy with the API of Mendeley.

*The protection of your identity and privacy*

Privacy related matters for online platforms which process personalized data is currently heavily debated. We expect that the target community of users of The Embassy is privacy conscientious (Q9). Especially if we allow users to use anonymized user accounts for specific circumstances (When you need to conceal your identity to do or support good science), the expectation will be that we have the ICT infrastructure to protect individuals. This will be given special consideration.

**“ I would never connect this to a Facebook account or something.**

**“ I think privacy is really important on this platform.**

**- participant in the Netherlands Q9**

## Support the community in their interaction

Previously, we established that [The foundation of the Community](#) was Creative Collaboration and recognized that [Many different backgrounds, profiles and roles make a community](#). Principles for the type of interaction have been created to setup a particular open, engaging and activating atmosphere online.

For example in creating a mutual understanding and respect for each other's context and expertise ([Everybody's an expert \(about something\)](#), [Respect your and each other's context](#)). These principles can be used by Ambassadors to guide and correct each other.

In order to bring the principles in line with the identity of The Embassy of Good Science, promote consistency and create a sense of belonging, we need to mind the following.

### *How we express ourselves influences how Ambassadors and The Embassy are perceived*

We support our ambassadors in striking the right cord. It is important to realize that the way you express yourself within your Ambassador role determines the uptake of your message and contribution.

We suggest to phrase your contribution in an optimistic way, where possible. You can acknowledge science isn't in a good place right now, be critical and be real about issues at hand. However, we refuse to be pessimistic. Surely, at the very least being able to recognize and discuss issues online together within the community is a step in the right direction? Even when things are bad: *'never waste a good crisis'*. There is often a silver lining to be found, which we believe can make all the difference.

Inspire by having an optimistic attitude, contagiously inspiring others to do the same. For example, we'd rather ask an open question how we as a community can make things better, than just stating that things are not as they should be.

### *Your passport to The Embassy of Good Science*

The Embassy of Good Science hands out a passport to every person that applies. There is no such thing as an illegal Ambassador. The passport is based on the Open Researcher and Contributor ID (ORCID).

### *Open messaging and no back channeling*

The Embassy of Good Science is an open platform. There is no closed off messaging system. Everything that is discussed is transparent for everybody. Communication in relation to content is visible and open for everybody online to inspect.

### *Freedom of speech*

The Embassy of Good science supports freedom of speech.

We recognize that in science today, despite having the legal capacity to be able to civilly express ourselves, we often don't end up doing so. Many issues at hand are not openly discussed (Q10).

It's a challenge for off- and online communities to maintain a civil, positive and pleasant discussion with all stakeholders, while acknowledging issues and coming up with constructive solutions.

Self-censorship is prevalent on online platforms today (Sleeper et al. 2013, Tufekci 2012). On the other hand, internet discussions which are less restricted by social convention often ended-up spiraling down negative connotations and cynicism, fulfilling Godwin's law of Nazi Analogies (Godwin 1994).

### *Community guidelines for a civil discourse*

Remember, How we express ourselves influences how Ambassadors and The Embassy are perceived. In all actions on the platform, Be open, fair, honest, objective and consistent.

The community guidelines are not absolute, but might support you in heated discussions (Q11). Discuss when there are conflicts. Be open to other perspectives and suggestions. Appreciate the Freedom of speech. It can be fine when Ambassadors agree, to disagree. Moderators engage in the discussion where desirable and intervene where necessary.



**“ I think it's not only the issue within academic institution, or academic society, but with the societies in general. So do not forget we evolved from society without freedom of speech, like nowadays we have the freedom of speech but nobody speaks out. So what's wrong?**

*- participant in Croatia Q10*



**“ There should be some clear rules.**

*- participant in the Netherlands Q11*

*Moderators engage in the discussion where desirable and intervene where necessary*

We are all Ambassadors. All Ambassadors are also moderators. Their standard way of working is to engage and participate in a discussion.

If Community guidelines for a civil discourse are not respected, Ambassadors can intervene by closing down a discussion or removing content. If necessary, Ambassadors Extraordinary can intervene if Ambassadors themselves did not follow the principles for moderation. To preserve openness while minding that What happens on the platform, does not stay within the platform these interventions will remain to be visible.

**“ So the moderator in the best case should be completely invisible. So the moderator will just intervene when it's something – not appropriate content, or some obvious spam, or some aggressive kind of behavior. Not different opinion but something clearly negative.**

*- participant in Croatia Q12*

*Immunity for violators of Good Science*

The Embassy of Good Science is inclusive for violators of good scientific practices. We support a positive approach, while acknowledging bad things happen. There is a balance between investigational journalism, naming and shaming and allowing violators to react or contribute to content on the platform. However, we want to prevent the situation where The Embassy of Good Science is used to spread biased or false information from individuals (Q13) or institutions. We see a role for Ambassadors Extraordinary in those cases, while learning from contra-productive initiatives to counteract ‘fake news’.

In order to understand why things went wrong, we also need to be able to have an open and fair conversation with those who have violated good scientific practices. In all honesty, bad research practices seem to be common for scientists during their careers (Martinson 2005), so there might be some understanding as well.

**“ There should be troll protection.**

*- participant in the Netherlands Q13*

*Invite and activate people to contribute*

*“That’s where you come in.”* This is how our declaration ends and it is a call-to-action we take seriously. Improving science is such a big goal, we need everyone, from freshmen students to renowned professors to join us and form a community that pushes for serious progress.

We believe you can only do this when we, as an organization, are willing to take an actual part of the action. Not sitting in an ivory tower. As an example, this could mean that we not only end a publication with a call-to-action, but that we're also keeping the discussion afterwards alive by contributing ourselves.

## What would prevent you from contributing your knowledge on the website?

“ Time

- participant in the Netherlands Q14

One of the biggest barriers that we identified for the community to contribute is a lack of time (Q14). Therefore, this is taken into account in the development of the platform. Reading and working with the content should be as effortless as possible.

### *Create a sense of belonging*

There is a common denominator for all Ambassadors on The Embassy of Good Science. We care about good science. Within the community, caring might have a different effect on people. Some might call to action (Q15) while others are inclined to protect public trust in science.

“ Research has serious implications so why not start treating it seriously?

- Online participant Q15

Whichever is the case, strive for a mutual understanding despite the differences which might divide some community members.

### *Practice what you preach*

Although this might sound self-evident, this is easier said than done. Everyone on The Embassy of Good Science should strive to practice what they preach (Q16). We might not always succeed. There are key learnings in why we fail to do the right thing as well. We support Ambassadors in sharing failures anonymously in those cases (When you need to conceal your identity to do or support good science).

It might be that you have been mistreated on The Embassy of Good Science. We regret if that happens, but in all fairness, being mistreated online is part of the internet. If it is serious, have a look through our policies for more information and reach out to us if there is anything we can do for you.

“ The platform itself needs to meet its own integrity standards.

- participant in the Netherlands Q16

## *Community Leadership*

The flatness of the community of Ambassadors (ranking) might stand in the way for ambitious community leaders and high quality contributors, who are known to be influenced by and influence the impact and output of community-driven approaches (Wei 2015). Although the opportunity for a promotion to Ambassador Extraordinary is possible, this distinction is mainly oriented towards a specific expertise and an ability to moderate a community.

To identify key contributors, Contribution scores will be gathered and linked to The Embassy Passport. This will allow The Embassy to identify and support devotees and Ambassadors who are influential and have a great online reach.

## Online and offline recruitment of community members

In the real world our focus lies on what you can do with the platform

The Embassy facilitates events and workshops on certain topics, in which we empower the science community to discuss, contact and contribute. Nowadays this will mostly be online and at events such as academic conferences, but it should even be possible through regular post (or phone) in the near future.

For conferences we have constructed three types of interactive sessions, in which participants collaboratively work online - to use some of the key functionalities of the platform.

Each of the sessions has a specific focus: investigating a case online (1), online trouble shooting (2), online benchmarking (3).

### **Get to the bottom of misconduct – collaboratively investigate a case online**

A real and current case of misconduct will be explored in an example of online collaborative journalism. Following a predefined format, the audience can elucidate the case in an online discussion. Specifically, a case description page that can be edited in real-time by the audience will be used. At the end of the demonstration the case owner presenter will reveal their identity and come on stage to discuss their real-life experience with the audience.

### **Help out a peer and be an Ambassador – online troubleshooting in research ethics and integrity**

A set of real-life scenarios, dilemmas and questions by scientists will be made available on the platform. The audience of Ambassadors can offer their experience, insights, best practices and support in an online Q&A setting.

### **Benchmark yourself and your neighbors by addressing relevant cultural differences**

How are we doing across the world in terms of rules and regulations in research ethics and integrity? The audience is asked to analyze a set of nationally relevant documents hosted by the embassy of good online and discuss their current state in relation to relevant sources (such as the ALLEA code of conduct) and the problems science is facing. The discussion will be concluded by benchmarking a subset of countries.

*Give away your passport to help guard the state of research*

We want our online platform to matter in the real world. When discussing good science with peers, we want to have our Ambassadors to be able to hand over a tangible invitation. The Embassy Passport will be a physical booklet which captures our values and allows everybody to continue the conversation online.

The Declaration of The Embassy of Good Science will be printed in the booklet together with inspirational quotes from scientists alive today and in the past. That should Create a sense of belonging offline as well.



**Figure 6.** The Embassy Passport, a booklet which you can share within your own community.

### *Pop-up physical embassies during events and conferences*

For conferences, we will create a booth that is in line with identity elements from The Embassy. Our aim for a pop-up Embassy is to meet our community, receive feedback on the platform and contribute to the public perception that scientists are guarding the state of research.

The pop-up physical embassy will feature an interactive display of the platform. Visitors that are attending the conference will be able to sign-up immediately and will be given a real Embassy Passport, which they in turn can share within their own community.



**Figure 7.** Pop-up physical embassies feature The Embassy style elements.

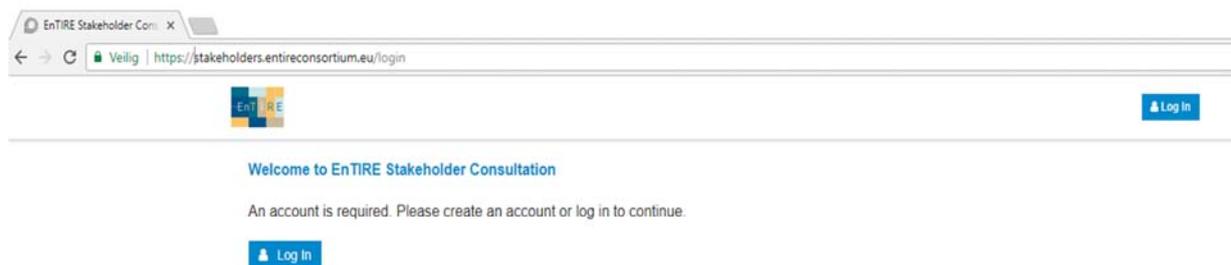
## Community evaluation

*Every online community is unique, evaluation in practice is essential*

These guidelines and principles have been created by studying best practices in pre-existing communities. However, it is the intention to create a new type of community, which is distinct from current initiatives. Therefore, we need to evaluate the perception of the final community guidelines prior to their release online.

Once implemented, we expect that regular updates are necessary in response to common problems such as trolling, whistleblowing, copyright infringements and online harassment.

These communities tend to form over time and feature their own opinion on who they are as a community. We understand that not taking such opinions into account might reduce the diversity of the community, the output in terms of content and the validity of the materials that are produced. To allow for iterative development of the community, we will initially invite our target audience to participate in a new consultation online (in response to our previous Stakeholder consultation, Figure 8).



**Figure 8.** An online tool for discussing community building and supporting iterative development of the platform in conjunction with stakeholders.

## References and Further Reading

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