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

Report of platform endorsements, usage statistics and an analysis
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Mapping
Ethics
and
Integrity
of
Research

D7.3 Report of platform endorsements, usage statistics and an analysis

Project details

Project:	Mapping Normative Frameworks of EThics and Integrity of REsearch
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Introduction and summary

Goal

This report summarizes the outreach, usage and recognition of the Embassy of Good Science (hereafter: The Embassy) since its launch in June 2019 (1-year evaluation). The Embassy is a platform for research integrity and research ethics, and supports everyone interested in doing and promoting good science. The number of new contributions (thematic pages and resources) to the platform, the size of the audience reached by it and the uptake on different channels on which The Embassy is present will be evaluated in this report.

Background - Objective of WP7

As written in the grant agreement, the overall objective for WP7 is to *"foster further development of the RE+RI community, that will support the platform and be supported by it, will keep the information up-to-date, disseminate the project's findings and develop innovative strategies for maintaining the platform and building relationships to relevant organisations for further dissemination, including sustainable funding (WP 7) "*.

Relevant upcoming milestones

"New consortium composed to sustain the EnTIRE platform beyond the end of this grant (M17)"

Summary of achievements during the first year

In general, the first year of the launch established an initial community of around 300 individuals who directly subscribed on the platform. Around 600 people and organizations follow The Embassy on Twitter. A small number of contributions by the community were incorporated on the platform.

Strengths

- Steady and continuing increase of the community on the platform
- Steady and continuing increase of Twitter followers
- A high number of organizations with different background (publishers, institutions, networks, other RE+RI project) follow The Embassy on Twitter
- The Embassy's brand and design achieves good ratings

Summary of points to improve upon

- Increase the findability on search engines
- Evaluate the content and the platform (includes the amount of pageviews for certain topics)
- Increase the number of individuals (e.g. researchers) that follow The Embassy on Twitter
- Increase the ability to participate in platform development by the open source community
- Develop new forms of attractive content for the community

Platform endorsements, collaborations and outreach

Collaborations with other initiatives in Research Ethics and Integrity

Since its launch three other consortia have intensively worked with EnTIRE to provide new content and functionalities on The Embassy of Good Science. In 2018, the VIRT2UE collaboration started. In 2019 and 2020 collaborations with INSPIRE and SOPS$_4$RI were initiated.

The VIRT^{2}UE collaboration

The VIRT^{2}UE consortium (<u>V</u>irtue-based ethics and <u>I</u>ntegrity of <u>R</u>esearch: <u>T</u>rain-the-<u>T</u>rainer program for <u>U</u>pholding the principles and practices of the <u>E</u>uropean Code of Conduct for Research Integrity) is directly co-responsible for building The Embassy. Drawing on the European Code of Conduct for Research Integrity, VIRT^{2}UE focusses on creating innovative training materials to train research integrity trainers (Figure 1). More particularly, VIRT^{2}UE develops a blended learning train-the-trainer programme, consisting of face-to-face and online elements, to support contextualized research integrity teaching across Europe. Both the online materials and the face-to-face sessions are designed to foster researchers' moral virtues, and all training materials will be hosted in open access mode on The Embassy.

Figure 1. The development of The Embassy, in relation to VIRT^{2}UE.

The INSPIRE collaboration

INSPIRE (<u>I</u>nventory in the <u>N</u>etherlands of <u>S</u>takeholders' <u>P</u>ractices and <u>I</u>nitiatives on <u>R</u>esearch integrity to set an <u>E</u>xample) aims to collect, classify and share initiatives to foster research integrity, with a view to inspire and to enable others to implement similar initiatives. In order to assess and classify the initiatives, a checklist will be constructed together with actors in the field. The assessed initiatives will be shared in an online toolbox. The collected initiatives will be hosted on the latest version of The Embassy platform. It is expected that these will be available in July 2020.

The SOPS₄RI collaboration

SOPs4RI (Standard Operating Procedures for Research Integrity) is a four-year (2019-2022), multi-partner project funded by the European Commission. SOPs4RI aims to stimulate transformational processes across European research performing organizations and research funding organizations (RPOs &RFOs). Specifically, SOPs4RI will establish an inventory of relevant standard operating procedures (SOPs) and guidelines that RPOs &RFOs can draw on when developing governance arrangements aimed at promoting strong research integrity cultures. Currently, the integration on The Embassy of the primary output of SOPs4RI is being explored.

Online channels

Twitter

Since its launch in 2019, 566 people and organizations have started to follow the updates of The Embassy (Figure 2). Regular tweets have been posted which primarily covered recent news in academia. Also, content specifically for Twitter has been developed (Figure 2). In comparison to similar projects, this is a total number of followers that is similar to comparable EU H2020 funded projects – such as ENERI (Figure 4, 194 followers). An analysis of the followers shows that there is a relative abundance of organizations that follow The Embassy. Indeed, it includes, for example, network organizations of PhD Students (e.g. PhD net) and institutions (e.g. ALLEA). Other H2020 projects focused on research ethics and research integrity also follow The Embassy (e.g. SIENNA, ENERI, RRI Tools). Publishers that focus on academia (e.g. Hindawi, EASE) and publishers that focus on offline channels (printed journals) in Europe are also among them (e.g. Are We Europe).

Figure 2. The Embassy's Twitter account. As of 30 April 2020, 566 people and organizations follow The Embassy's Twitter account. Retrieved on 30 April 2020.

Figure 3. An example tweet which shows the 'weekly dilemma' format which has been developed for Twitter.

YouTube

The outreach on YouTube has been modest so far. The Embassy was covered by the Dutch funding agency ZonMW on their YouTube channel (Figure 4).

Figure 4. The Embassy being featured in a video from Dutch funding agency ZonMW on their YouTube channel. Retrieved on 30 April 2020.

Vimeo

The animation on The Embassy's main website is hosted on Vimeo. Since the launch of the platform in 2019, the animation has been viewed 8,371 times and it has received 44 likes (Figure 5). This is also an indicator of how many people have visited the platform in the first year.

Figure 5. The Embassy's animation on Vimeo. Retrieved on 30 April 2020.

Github

The source code of The Embassy is shared on Github. This allows developers in the open source community to contribute to building the platform, for example by suggesting new features or solving bugs. At the moment two developers are associated with its code base (Figure 6), both of whom are affiliated to the design agency Momkai. No community members have participated in the further development of the platform so far.

Figure 6. The Embassy's Github can be found at https://github.com/the-embassy-of-good-science. Retrieved on 30 April 2020.

Behance

Behance is a social media platform owned by Adobe which aims to showcase and discover creative work. Design agency Momkai has showcased the design of The Embassy on this platform (Figure 7). Since the launch, it has been viewed 38,154 times and received over 2,500 likes.

Figure 7. The Embassy's Github can be found at https://github.com/the-embassy-of-good-science. Retrieved on 30 April 2020.

TRUSTproject
@TRUST_Project

Follow

The EU-funded TRUST Project (2015-2018) developed tools to fight "ethics dumping". This account continues to promote equitable partnerships in research.

487 Following   **549** Followers

Not followed by anyone you're following

CitieS-Health project
@CitieSHealthEU

Follow

Official account of #SwafS #HorizonEU #CitieSHealth project led by @ISGlobalorg on #CitizenScience #CitSci on Urban Environment and Health Impacts

1,046 Following   **870** Followers

Not followed by anyone you're following

Charité PhDnet
@CharitePhdnet

Follow

Official Twitter account of the Charité PhD Network

287 Following   **223** Followers

Not followed by anyone you're following

Hindawi
@Hindawi

Follow

One of the world's largest publishers of peer-reviewed, fully #OpenAccess journals. Because science works best when research is open.

919 Following   **16K** Followers

Not followed by anyone you're following

FIT4RRI
@FIT4RRIEU

Follow

FIT4RRI is a #H2020 project. It aims at fostering training tools for #RRI and bridging the gap between the role that #RRI and #openscience can have on #RFPO

364 Following   **748** Followers

Not followed by anyone you're following

SUPER_MoRRI
@MorriSuper

Follow

Scientific Understanding and Provision of Enhanced Monitoring for Responsible Research and Innovation (#RRI) - the #H2020 succesor of the MoRRI project

606 Following   **469** Followers

Not followed by anyone you're following

CIRCLET Project
@CIRCLET_EU

Follow

News on community based learning/research through higher ed curricula of Erasmus+ project CIRCLET.

1,407 Following   **1,388** Followers

Not followed by anyone you're following

ESE
@Eur_Sci_Ed

Follow

Official journal of the European Association of Science Editors (EASE), publishes articles covering all aspects of scientific editing and publishing.

312 Following   **679** Followers

Predatory Journals
@fake_journals

Follow

Our goal is to rid scientific publishing of #fake and #predatory #journals. #OpenAccess #Science #Publishing

2,584 Following   **2,751** Followers

Not followed by anyone you're following

Scholastica
@scholasticahq

Follow

Peer review and publishing solutions for journal programs of any size. Free journal resources: bit.ly/2G5bYoX For law review resources follow @scholasticaLR

1,104 Following   **3,220** Followers

Not followed by anyone you're following

Research Integrity ✔
@HHS_ORI

Follow

U.S. Office of Research Integrity, US Dept. of Health & Human Services, promotes responsible research and oversees investigations of research misconduct.

201 Following   **5,001** Followers

Not followed by anyone you're following

Foster Open Science
@fosterscience

Follow

Visit our website to learn about #openscience. This project receives funding from @EU_H2020 Research&Innovation Pgrm; tweets reflect only views of project owner

5,191 Following   **6,347** Followers

Not followed by anyone you're following

EASE
@EASEeditors

Tweeting the activities of EASE and our members, plus news and commentary on scientific publishing. Follow our journal at @Eur_Sci_Ed. Tweets by @dnjournals

840 Following   **1,666** Followers

Not followed by anyone you're following

AcademicTransfer
@AcademicTrnsfr

AcademicTransfer, the online job board for Science, Technology and Innovation, Vacancies in Dutch & English. Other (re)tweets often by @alexdenhaan

11.7K Following   **11.5K** Followers

Not followed by anyone you're following

ALLEA
@ALLEA_academies

ALLEA is the European Federation of Academies of Sciences and Humanities, representing more than 50 academies from over 40 countries. RTs are not endorsements.

1,065 Following   **2,272** Followers

SIENNA Ethics H2020
@SiennaEthics

SIENNA will provide frameworks for research ethics protocols, professional codes and better legislation for genomics, enhancement, AI & robotics. H2020 No741716

744 Following   **617** Followers

Not followed by anyone you're following

ENERI project
@EneriProject

Our goal is to achieve a sustainable, mutual learning among existing Research Ethics & Research Integrity networks and related stakeholders. H2020 710184

207 Following   **194** Followers

Not followed by anyone you're following

RRI Tools
@RRITools

The European project RRI Tools has built a Responsible Research & Innovation (#RRI) Toolkit. Browse our 1.145+ resources & join the #RRI community!

2,145 Following   **4,995** Followers

Not followed by anyone you're following

Are We Europe
@AreWeEurope

What it means to be European in an increasingly chaotic world.

Magazine #6—Losing Our Religion—out now #AreWeEurope

2,031 Following   **2,163** Followers

Not followed by anyone you're following

Figure 8. Notable organizations and initiatives that follow The Embassy on Twitter. Followers include network organizations of PhD Students and institutions, other H2020 projects focused on research ethics and research integrity and publishers.

Platform usage

Introduction

Currently, due to limitations in the technical setup of the current version of the platform, we are not collecting the number of unique visitors or the amount of page views. Therefore, alternative indicators for the size of the community are considered.

Subscribers to updates

Visitors of the platform who actively indicate their interest in receiving updates from The Embassy, by registering their e-mail address, are measured. As of 30 April 2020, the list of subscribers is 324 (Figure 9). 100 people joined The Embassy during its launch at the World Conference on Research Integrity in Hong Kong in June 2019, followed by a steady increase thereafter. A relatively high number of new followers subscribed in February 2020 during and immediately after the REWARD/EQUATOR Conference in Berlin, where the Embassy was prominently represented. Until now, no state of saturation has been reached, and The Embassy continues to grow.
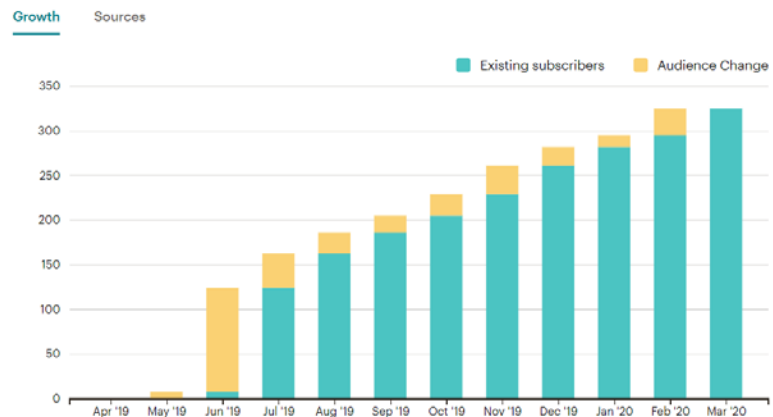

Figure 9. The development of the community of The Embassy. During the first year, 324 people subscribed to updates from The Embassy. Retrieved on 30 April 2020.

Findability on search engines

The Embassy has been indexed by Google. Unfortunately, The Embassy does not yet generate a high number of visitors via search engines. The Embassy is not yet recognized as an entity (Figure 10). Worldwide searches for The Embassy peaked during its launch and in the fall of 2019.

Figure 10. An estimate of the number of searches of The Embassy. As can be seen, around the launch (June 2019) and during the fall there were high enough search volumes to be measurable in Google Trends. However, over the year, people do not reach the platform via search engines.

Content of the platform

Since its launch, over 300 resources have been made freely available on the Embassy (Figure 11). However, less than 50 were added by the community. Most of the content was provided by the EnTIRE consortium.
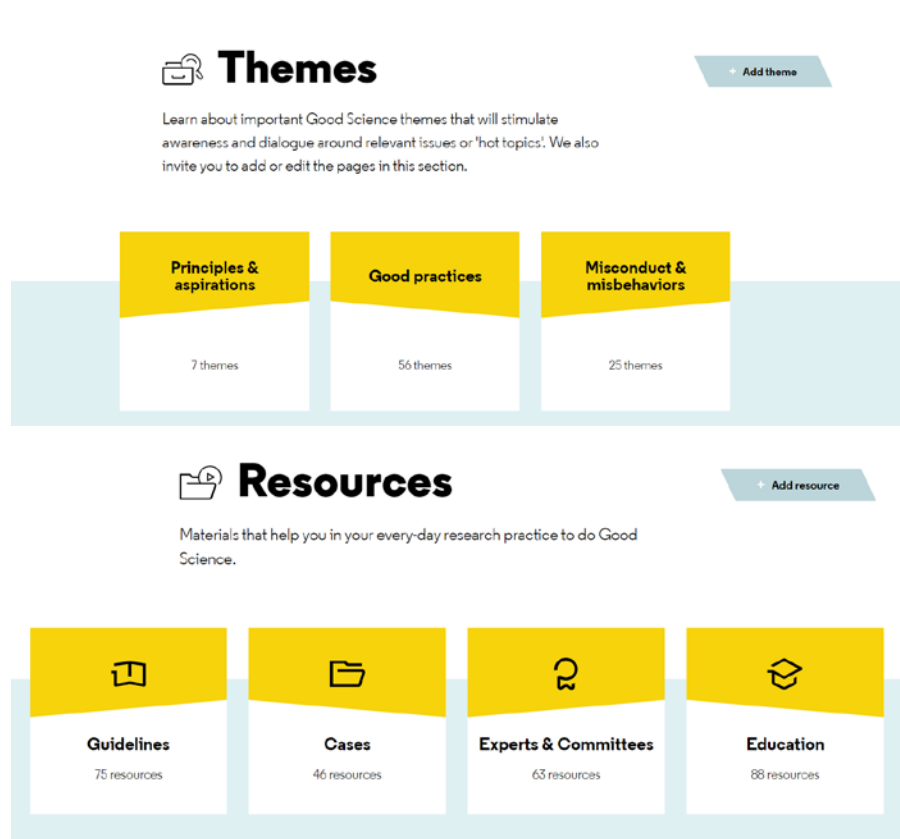
Figure 11. The current amount of resources available on The Embassy.

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Summary and outlook

Summary of the first year of The Embassy after Launch

In general, the first year of the launch established an initial community of around 300 individuals who directly subscribed to the platform. During the first year, no wiki capabilities were enabled. Around 600 people and organizations follow The Embassy on Twitter. A small number of contributions by the community were added to the platform. During the second year, an evaluation will be performed on the content and usability of the platform. As most content was contributed by the EnTIRE platform, specific attention will be given to increase the likelihood that users will add content.

Summary of strengths

- Steady and continued increase of the community on the platform
- Steady and continued increase of Twitter followers
- A high number of organizations with different background (publishers, institutions, networks, other RE+RI project) followed The Embassy on Twitter
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Summary of points to improve upon

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Measures to improve

New version of the platform

The platform is not yet wiki-enabled. The latest version of the platform, which features wiki-functionalities, is expected to be demoed internally in the first week of June 2020. Its public release is scheduled for July 2020. New features that shall facilitate adding and expanding content will include on-the-fly editing and the option to add content directly. Moreover, a new login system will allow every user with an ORCID ID to add content directly (Figure 12). Due to the technological capabilities of the new version, content will also be more easily indexed by search engines, increasing the likelihood that people will find The Embassy via common search engines, such as Google. With the new platform in place, it will also become possible to analyze how many users visit different parts of the platform. This will enable the consortium to evaluate which content works well and which contents need further improvement. The source code of the new platform will be updated to support the collaboration with the open source community.

New content

New types of content will be developed in 2020. It is expected that pages containing information in an instructional form will appear in the fourth quarter of 2020 (so called 'training pages'). This content format will also be considered for adding SOPs. In relationship to milestone 17: "New consortium composed to sustain the EnTIRE platform beyond the end of this grant (M17)", new forms of content have been thought of. Currently, an application has been designed and written to share personal stories on The Embassy. In line with Milestone 17, a new consortium has been created (Table 1, Figure 13) called PASSPORT (Platform for Actionable Stories about Science and a memberful POdium to Restore Trust). PASSPORT aims to extend The Embassy with personal stories of scientists to increase its audience and spread. This will support long term-sustainability.

Figure 12. The new version of the platform allows users with an Orcid ID to login directly and contribute.

Participant no.	Part. short name	Participant organization name	Type of organization	PI involved	Country
1	VUmc	Stichting VUmc	Research Organisation	Guy Widdershoven	The Netherlands
2	Momkai	Momkai bv.	SME	David van Zeggeren	The Netherlands
3	MFEST	SVEUCILISTE U SPLITU, MEDICINSKI FAKULTET	Research Organisation	Ana Marusic	Croatia
4	EuroDoc	European council of doctoral candidates and junior researchers	Non-Profit Organisation	Eva Hnatkova	Belgium
5	GI	Gesinn.it	SME	Alexander Gesinn	Germany
6	Jora Vision	Jora Vision	SME	Marco Ruzza	The Netherlands
7	Are We Europe	Are We Europe	Non-Profit Organisation	Mick ter Reehorst	Belgium

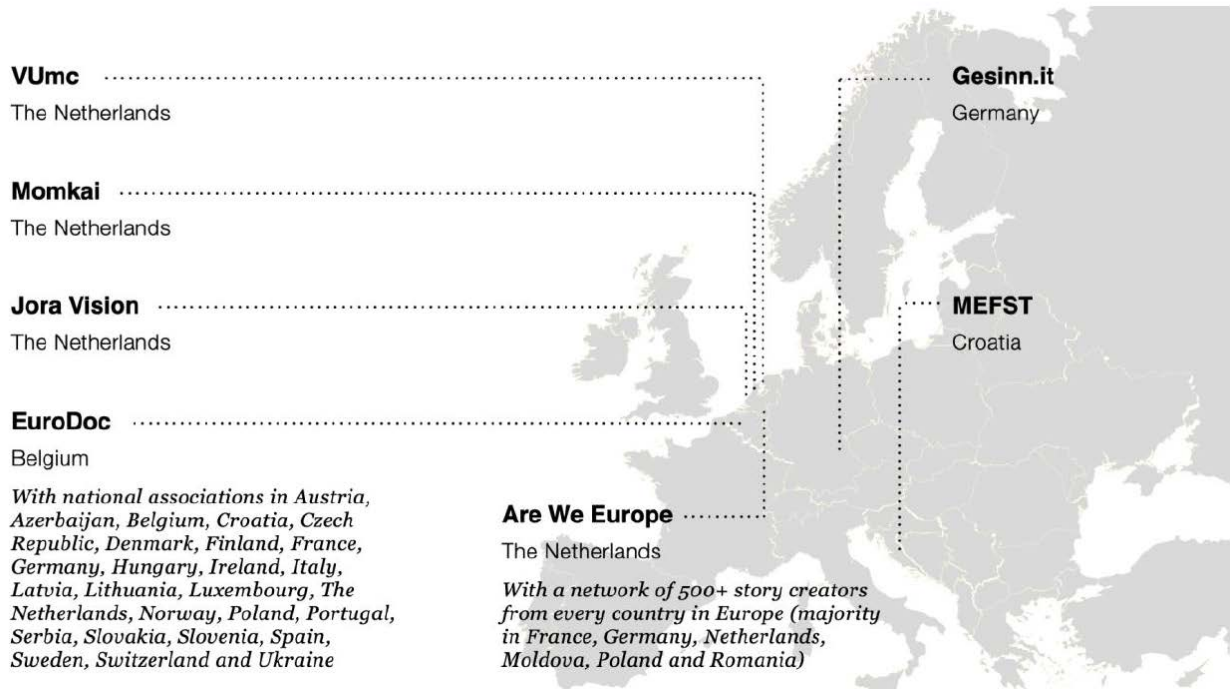| Table 1. The proposed consortium (PASSPORT) which aims to extend The Embassy with personal stories of scientists to increase its audience and spread. |
|---|

VUmc
The Netherlands

Momkai
The Netherlands

Jora Vision
The Netherlands

EuroDoc
Belgium

With national associations in Austria, Azerbaijan, Belgium, Croatia, Czech Republic, Denmark, Finland, France, Germany, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Norway, Poland, Portugal, Serbia, Slovakia, Slovenia, Spain, Sweden, Switzerland and Ukraine

Gesinn.it
Germany

MEFST
Croatia

Are We Europe
The Netherlands

With a network of 500+ story creators from every country in Europe (majority in France, Germany, Netherlands, Moldova, Poland and Romania)

Figure 13. The new PASSPORT consortium. In comparison to EnTIRE and VIRT^{2}UE, it adds Jora Vision, EuroDoc and Are We Europe as new partners.