



**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**

**Communication and Dissemination Strategy for Community Management**  
A compiled snapshot (31 October 2017) of living documents

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Mapping  
Ethics  
and  
Integrity  
of  
Research

## D7.1 Communication and Dissemination Plan

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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 on the long term.

The main purpose for communication, as outlined in this compilation, is to guide the EnTIRE consortium and community to follow principles and provide guidance for creative collaboration to emerge. These principles will be hosted on the platform and are living documents that will be revised over time by the EnTIRE consortium, the Community Task Force and the community itself.

For the EnTIRE consortium, the objective and the overall strategy for achieving dissemination is formulated in *A Distinct and Use(r) Oriented Platform for Research Ethics and Integrity*. The EnTIRE consortium is supported by a design and branding agency, Momkai, for designing the user experience on the platform that will be evaluated by the Stakeholder approach (WP2). The most important goal is to *Engage the User with Unique Content and the Right Incentive*. The primary incentive is to enable users to gain credit and esteem from work performed on the platform. ORCID, an organization who has developed an open identification system for scientists will be collaborated with to do so, by enabling scientists to automatically build up an online resume of their work using Digital Object Identifiers (DOIs). Currently, 4 million scientists already have an ORCID account. *The foundation of the Community* is based on background and principles to guide both the EnTIRE consortium, as community members to interact and communicate with each other on the platform. As future users on the platform can have many different backgrounds, a transparent and easily citable common ground is important for harmonious collaboration on an European scale.

Guidelines to focus users to collaborate on creating content of consistent quality is outlined in *On the content of the platform*. As the community itself is developing and content is being generated, *Community member training in content curation* is important to guide (new) community members. On the short term this allows to intervene in the development of the community in a transparent way by The Community Taskforce. On the long term, the EnTIRE consortium is too small to manage a large community by itself and this enables scalability by relying on self-organization. This is crucial to prevent a collapse of the community, resulting in outdated content and with time, eventually abandonment of the platform.

Finally, it is important to *Motivate Established and New Organizations to Join* the platform to achieve financial independence and self-sustainability. Future collaborations will be sought with organization to which scientists already pay attention, such as Retraction Watch ([www.retractionwatch.org](http://www.retractionwatch.org)).

# A Distinct and Use(r) Oriented Platform for Research Ethics and Integrity

## Aim

We, the EnTIRE consortium, aim to create a user friendly and use oriented platform that will be recognized as a reliable source of information, knowledge and know-how in support of the theory and practice of research integrity and research ethics and good science in general.

## Strategy

The platform is the primary mode of communication and dissemination. We focus on encouraging simple rules and principles from which a dynamic platform with quality content should emerge. This document provides those principles.

Our primary goal for the platform is to be discovered and, ultimately, recognized because of the quality of its content. The user ends up exploring the platform if they have heard about it or not, if they planned to visit it or not and if they care about it or not. We serve a purpose by fulfilling a need. The platform in and of itself does not justify its existence.

We are not selling a product. The communication and dissemination strategy aims to inform our users about what they can achieve with the platform. We do this with an elaborate Identity and Branding phase and tailor the interface of the platform in response to users' needs. We actively engage the community to kick-start this process.

What users can learn on the platform is something they need to invent themselves. What we aim to do is highly elusive and can only emerge if we collaborate with the commons to do the creation. We aim to be recognized and promoted by others. Until we reach that phase – there is nothing to promote other than what we are about and what we are trying to achieve.

The platform is not exclusive to research ethics and integrity or constrictive to a form. We allow our users to make the content they would like to read, view or listen to, as long as it relates to the end goal of achieving good science. That said, EnTIRE is responsible for mapping the most relevant research ethics and integrity content that is available today.

We are open to engaging with organizations with similar aims.

## Identity and Branding of the Platform

The identity of the platform should inspire users to work with it. A brand is important so that the platform builds a reputation in order for it to function as a reliable entity. The brand needs to be apparent and consistent in all on- and offline communication. We are working with Momkai (Momkai B.V., Amsterdam, The Netherlands) in order to establish the platform's identity and brand. They have won international awards and recognition for doing so.

## Evaluation and Iterative Development of the User Interface

We will design the user interface of the platform together with Momkai. We will work with experienced designers to ensure that the user is able to intuitively interact with the platform). In collaboration with the Stakeholder Approach (WP2 – dr. N. Evans), we will evaluate the user interface and iteratively develop it to ensure that it both satisfies technical specification and fulfils our aim.

## Being Discovered and Recognized in Science

We need to be the product of the creative commons, which first requires that we are discovered by the commons. The main strategy is for the platform to appear high up in common search engines by serving the right content to the user. Following FAIR principles for the content will ensure that the data is easily indexable and persistent. Conferences in research ethics and integrity will be used to present posters and presentations. A specific PR campaign will be designed for social media such as Twitter and for recruiting the initial community (*The Invite-Only Pyramid*).

The goal will be to connect with current organizations in research ethics and integrity and science in general once we have sufficient content on the platform. Specifically, collaborations will be sought with organization to which scientists already pay attention (*Pay attention to where people are paying attention*), such as Retraction Watch ([www.retractionwatch.org](http://www.retractionwatch.org)). It will be investigated to establish a digital connection with Google Scholar, one of the leading passive scientific community platforms (*There already is a lot of talk, but not a lot of action*), by employing Digital Object Identifiers (DOIs) in order to have content on the platform be discoverable and citable.

# Engage the User with Unique Content and the Right Incentive

## Aim

The main purpose of communication and dissemination is to, firstly, attract a small community that, subsequently, grows by itself while developing content which is engaging to a larger community, to reach the end goal of achieving a critical mass of users for long-term sustainability.

## Strategy

The main strategy is to engage the individual user and community with unique content. However, this implies that there needs to be content available to do so. Initially, that content will be provided by the EnTIRE consortium. It might be that the content is not sufficiently large to draw and engage an initial active community. Therefore, the strategy can be extended with a plan to actively recruit the initial community and by having that community grow by having members select other members.

The risk of having a community select itself is that, due to uncontrolled selection processes, preexisting idiosyncrasies might be amplified, thereby resulting in a dichotomy (e.g. only research ethics or only research integrity), instead of nurturing heterogeneity.

Therefore, we identified incentives and principles used in internet communities to which all community members should abide in order to create unique content. As outlined in this document, the principles will also be made available on the initial version of the platform.

We will evaluate this strategy by assessing the growth of community members during the first year of the first release of the platform and by analyzing Research conflicts that might arise. The community task force will be used to discuss these items, revise them and evaluate them against the development of the community.

Recruiting the initial community  
The [www.entireconsortium.eu](http://www.entireconsortium.eu) website and events in the research ethics and integrity community (e.g. conferences) will be used to recruit the initial community for the platform (Figure 1).

We will explore the creation of individualized invitations for people who have signed up and for people in the current research ethics and integrity communities.

For example, it will be investigated if this can be achieved by having a low-cost physical badge customized



Figure 1. A flyer in use for the recruitment of the initial community and the webpage for recruiting participants online on [www.entireconsortium.eu](http://www.entireconsortium.eu).

to reflect the platform's identity. The badge could hold the login credentials and can be wirelessly connected to a phone. By using Radio-frequency identification (RFID), which is placed within the badge, invitees can then automatically setup their account and select their topic of interest. This employs a *Word-of-mouth marketing strategy* (Kozinets 2010) together with the *Unboxing marketing strategy* (Wiki Unboxing). Both have been shown to be highly successful in promoting (physical) products. This approach also aims to provide a tangible experience of a virtual product. The aim is to increase the turn-over rate of invited individuals to active members. This will be evaluated in collaboration with WP2 (The Stakeholder Approach – N. Evans).

#### The Invite-Only Pyramid

We will start recruiting the initial community using an *'invite-only'* pyramid structure. This is intended to create Buzz. The exclusivity should encourage people to discuss the platform and value the invitation. By working with a small group of people in a Beta Testing setting, we will adapt the platform based on feedback received from the initial community. It also allows the Community Taskforce to moderate the quality of content and influence the quality of the network (Steimle 2013).

This has been a successful strategy for many online communities such as Facebook, Google Gmail and Spotify. In general, it means that in a later stage, invitees can also invite others to join the platform. Invitation emails in general have a low level of turn-over for a new platform or product. Nowadays, scientists are becoming accustomed to invitations from fake organizations or predatory open access journals. In order to prevent this classification, invitees could be given a few additional badges to invite colleagues who they believe should be members of the platform. As they will be given a limited number of badges, they need to be careful about who they invite. The initial community could be distinguished on the platform with an identifier (a badge or description) to increase the incentive of taking part and investing in a new venture. Once the initial community has grown and is sufficiently active in terms of content generation, moderation and community training, the invite-only structure can be abandoned.

## The foundation of the Community

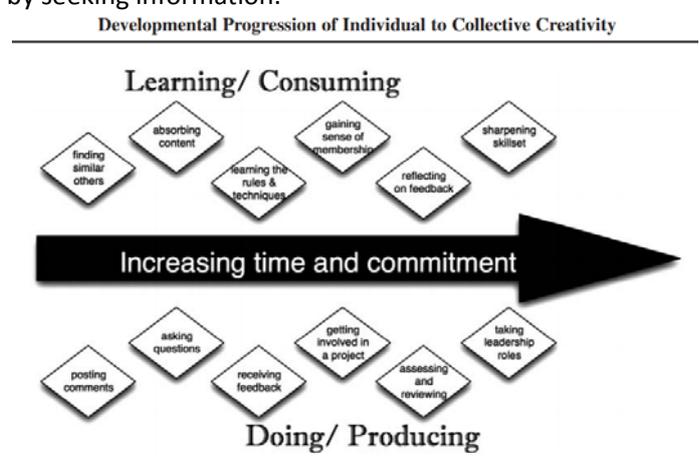
Creative Collaboration is emergent and has changed the world before

The cornerstone of the community is creative collaboration (Kozinets 2008). Creative collaboration will not emerge because we want it to or because people recognize its power and relevance.

Creative Collaboration emerges from simple rules, curiosity and drive. We can actualize creativity from community members consistently following simple guidelines, principles and incentives.

Creative Collaboration is elusive. To enable it, we need to show others who are unfamiliar with creative collaboration that and how this is possible. It is a process which is dependent on many smaller steps (Figure 2) taken by individuals who often start out by seeking information.

Most interactions we have with technology today are made possible because of open source software. All major technology projects with online components (e.g. Apple iPhones™, Apple Inc., Cupertino, US) are partially or almost entirely based on open source software (e.g. phones from multiple manufacturers employing Android™ (trademark of Google Inc. )). Most of the knowledge we have freely available is made available to us and everybody else because of the wiki-movement, available to us at Wikipedia.org (Wikimedia Foundation).



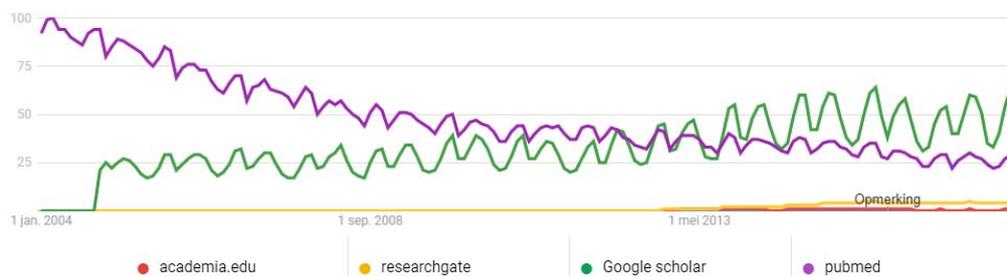
**Figure 2.** How actions and motivations of individuals slowly over time build up a community. Modified from Kozinets 2008.

There already is a lot of talk, but not a lot of action

As Jamali acknowledges, there is very little published on online research communities. There is widespread acceptance of the idea of creating online communities. However, in day-to-day practice, except talk, not much is actually going on (Jamali 2014). It is the generic public platforms such as Facebook, Twitter and the more classic e-mail lists that are being employed to build online communities rather than subject-specific, scholarly tools such as Mendeley.

An analysis of the frequency of search terms on Google (Figure 3) shows that traditional scientific platforms such as PubMed are in decline in favor of new community-driven initiatives based on Web 2.0 technologies (e.g. ResearchGate and academia.edu). As is clear from the time scale, no dominant player has arrived yet, with Google Scholar being the most prominent one at this point in time.

The combination of widespread acceptance of community driven initiatives within the research community and the relative lack of current community-driven initiatives with similar aims as EnTIRE is useful for our research project. It allows EnTIRE to fulfil a need in a field that is developing and expanding. A connection with Google Scholar using DOIs will be evaluated as outlined in *There are different incentives for different types of community members.*



**Figure 3.** Traditional scientific platforms are losing ground to web 2.0 initiatives. There is no clear market dominance and new initiatives are gradually growing in predation of classical scientific platforms. Normalized search data retrieved from Google Trends at 12-10-2017.

Many different backgrounds, profiles and roles make a community

The characteristics of a successful community are made up of paradoxical qualities: passion and objectivity, tradition and rebelliousness, play and serious work (Kozinets 2008). This emphasizes the need for a heterogeneous community. The community should be sufficiently large and consist of a diverse set of actors that act independently from each other (Surowiecki 2004).

Actions by individuals in a community include help seeking, help giving, reflective reframing and reinforcing behavior (Reinhard and Hemertsberger 2007). This can result in more complex behaviors such as membership formation, enculturation, the creation of shared values and ideologies, hierarchies and collective political actions (Kozinets 2008).

The community should incorporate individuals who have a synthetic ability for generating ideas and drawing connections, an analytic ability for critical thinking and appraisal and a practical ability for putting theory into practice (Sternberg 1988). In addition, for the purpose of this platform, an understanding of the ethical implications of research is relevant.

Despite the fact that heterogeneity is important for a community to function, the lion's share of content, in case of Wikipedia for example, is generated by only 10,000 highly active contributors, who make more than 100 edits per month. Their profile tends to be summarized as a 30-year old, tech-savvy, highly educated male (Kozinets 2008). Key motivations for participation include altruism, which is relatively rare (Leider 2009), concern for the welfare of others, obligation to reciprocate for information received, a desire for self-presentation (Schau et Gilly 2003), pleasure for discussing topics with knowledgeable people in the field, enhancing a personal brand or erasing negative information about themselves or organizations they are attached to in the case of Wikipedia.

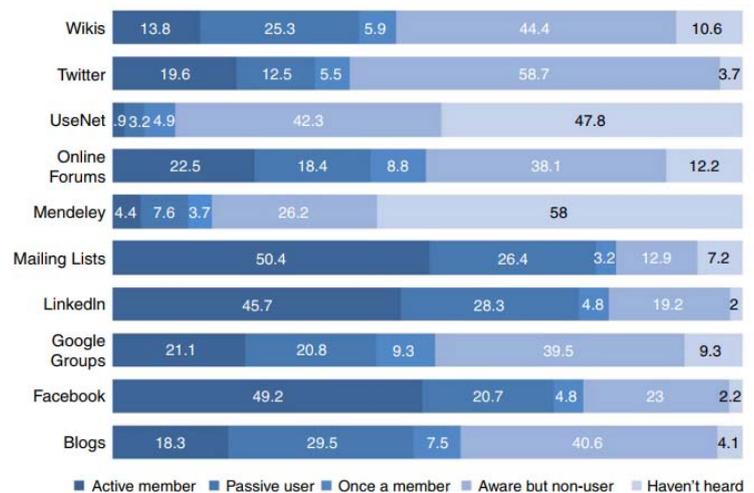
Research into the membership of online research communities (Figure 4) shows that half of the respondents have been previous members of an online research community (Jamali 2014). There is no statistically significant difference in terms of membership in communities according to age or subject. Scholars who work in research fields that are difficult to overview (fields with a large number of journals, rules and regulations) have a special incentive to subscribe to internet discussion groups (Matzat 2009).

Moreover, this study (Jamali 2014) further suggests that the most prolific authors in conventional scientific journals are perhaps not the most suitable candidates as a target for the initial community for this platform, as these authors are less likely to engage in community platforms.

The biggest benefit of joining an online community is the availability of information specific to one's needs (Figure 5). The second and third biggest benefits are networking and seeking information in related/peripheral specialisms. This corresponds with the goal of EnTIRE to provide initial unique content for users.

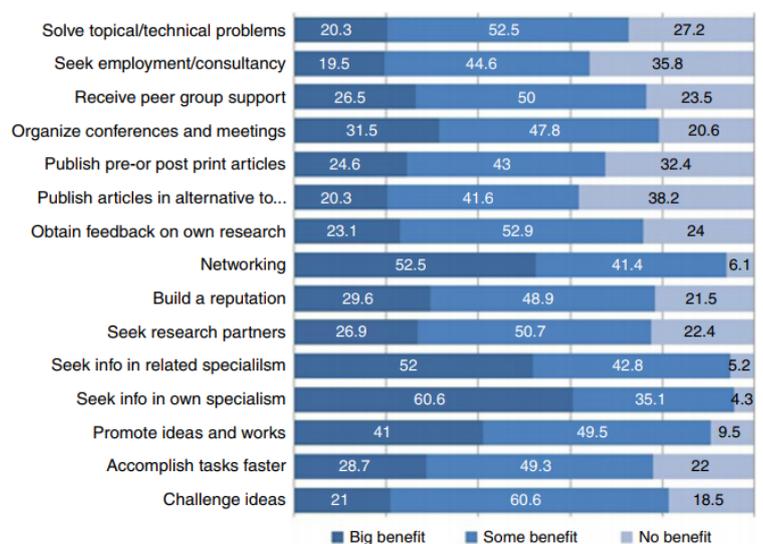
The least popular benefit in this study is the "opportunity to publish as an alternative to dissemination via traditional journals" and the "opportunity to publish pre- or post-print articles as a complement to dissemination via traditional journals". These results suggest that online communities are not seen as alternatives to publishing via traditional sources. The reason for this could be that the incentive that is associated with traditional scientific publications is not yet present within these online communities.

An overview of the common characteristics of possible end-users for the online platform is outlined in Table 1. Members can have several profiles and roles at the same time or over time.



**Figure 4.** Membership of online communities.

A sample (n=692) of researchers indicated their affiliation with current online communities. Modified from Jamali and Russell 2014.



**Figure 5.** Benefits of an online community.

An overview of benefits mentioned by researchers who indicated to have joined an online community as displayed in Figure 4. Modified from Jamali and Russell 2014.

**Table 1.** Relevant types of community profiles and roles

Newbie	Every new community member starts with their own background, unaware of the principles of the platform. Newbies should be welcomed in the community and pointed to the principles or FAQ where necessary.
Initiator	Starts a movement and has no trouble in trying something new, even in the absence of clear guidelines. This is an important profile to have in the start of the community.
Researcher	Are motivated to research data and/or the community on the platform itself.
Journalist	Writes about the platform, in what state it is in, what it is about, what happened on the platform. Can have an offline reach, which is picked up by other traditional offline media. They can use the platform for information about research when writing about good science related items.
Blogger	Is familiar with writing Internet content. Has an overlap with a Journalist, but often aims to form a personal opinion. A Blogger is often strongly tied to other Bloggers by social media (e.g. Twitter) and holds a personal audience.
Advocate	Actively encourages their personal off- and or online network to see the merit of a community and/or platform and engage with it.
Supporter	Looks to support good science by providing information or answers in the community.
Help seeker	Looks for information to answer a specific question.
Unaware user	Uses the information gathered on the platform without being aware of its existence. For example by reading excerpts on common search engines. The Unaware user will not care to actively consider the platform in the future.
Careerist	Mainly concerned with advancement in one's profession and in developing a specific expertise.
Newshound	Is interested in the latest scientific scandal or scoop (e.g. cases of misconduct) which is published on the platform. Actively communicates to other scientific communities.
Influencer	Is primarily interested in influencing the debate and dialogue. Can be a Key Opinion Leader.
Topic Expert	A recognized expert in the traditional sense, in a specific field. Includes (not exclusively) experts from the Research Ethics and Integrity field.
Scholar	Is actively searching to learn and be educated.
Tutor	Is actively engaged to educate others.
Policy maker	Is searching for information to make policies. Needs to be able to distinguish opinion, consensus and the legal status of information.
Citizen Scientist	Is interested in participating in science and the debate about science. This includes the in internet communities conventional hobbyist and maker profiles.
Connector	Is aware of where expertise in off- and online communities resides. Brings people into contact with each other.
Debater	Is actively seeking to debate topics and provoke a discussion.
Librarian	Is actively cataloguing knowledge and information and making it accessible by linking and offering recommendations.
Author	Is looking to write a text on the platform in the classical sense. The Author is not interested in revising and updating text, but in writing an initial entry.
Reviewer	Is looking to critically appraise text and offer suggestions for improvement.
Editor	Is looking to manage and curate a topic which is being written or revised.
Troll	Is looking to cause trouble on the platform by spreading false information or by disturbing community processes.
Member	Is looking for a meaningful membership of a society.
Opinion maker	Is actively using information available on the platform to form an opinion.
Devotee	The strongest community member. Will do most of the work.

Everybody's an expert (about something)

Godin, in describing different profiles and types of community members in their search for knowledge, information and ultimately meaning, suggests that *"Everybody's an expert (about something)"* (Godin 2007). For a community to collaborate, it is important to note that there is no single or absolute authority. All community members and users of the platform have a different perspective that can foster dialogue and help distill meaning from the information available online. The openness of the platform to individuals sharing their expertise is important, as individuals should feel comfortable sharing their point of view.

It has been shown that, for scientific communities, trust stems from people who seem to act from a professional position (28% of respondents), instead of a personal position or interest-group organization (Jamali 2014). This indicates that the grassroots approach might need to overcome the skepticism that Wikipedia was faced with at its inception.

Another important factor with regard to trustworthiness, in this regard, is that individuals seem to trust people who are in the same position as themselves. Jamali (2014) goes on to elaborate that, in focus groups, respondents claim that the traditional indicators of trust such as the name of the author and university associations are important. This indicates that content on the platform should be validated and person-/group-specific.

This is the reason EntIRE will be collaborating with **ORCID** (Open Researcher and Contributor ID). ORCID is a nonproprietary alphanumeric code to uniquely identify academic authors and contributors. It has almost 4 million users (wiki ORCID). It ensures that contributors can be identified as an individual online (Figure 6).

The screenshot displays the ORCID profile for Marc van Hoof. At the top, the ORCID logo is accompanied by the tagline 'Connecting Research and Researchers' and a navigation menu with links for 'EDIT YOUR RECORD', 'ABOUT ORCID', 'CONTACT US', and 'HELP'. A counter indicates '3,978,320 ORCID iDs and counting. See more...'. The profile header for Marc van Hoof includes his name, the ORCID ID '0000-0001-9246-6817', and a 'Print view' button. The 'Employment (2)' section lists two roles: 'VU medisch centrum: Amsterdam, Noord-Holland, Netherlands' (2016-08-01 to present) and 'Maastricht Universitair Medisch Centrum+: Maastricht, Limburg, Netherlands' (2012-08-01 to present). The 'Works (7)' section shows two publications: 'The Use of Cone Beam Computed Tomography in Assessing the Insertion of Bone Conduction Hearing Implants' (Frontiers in surgery, 2017) and 'The Vestibular Implant: Hearing Preservation during Intralabyrinthine Electrode Insertion-A Case Report' (Frontiers in neurology).

**Figure 6.** An example public profile of ORCID. ORCID provides the means for users to build up their own profile and automatically update it with their latest works across multiple providers (e.g. journals, books).

Gain recognition and trust by voicing your experience and insight

The goal of the community is to provide a voice to the many by allowing them to share their personal experiences and insights. Community members are encouraged to activate their public ORCID to demonstrate their experience and expertise, thereby bestowing authority on their contributions (Figure 6). The beginner's mind is also valuable. What it might lack in terms of experience, it may more than make up for in terms of the value of its insight.

Another way to provide evidence of experience and insight is to engage in 'Trouble shooting'. If questions and discussions on the platform give rise to actions, the actions should be incorporated on the platform. It will build visible experience and insight.

Respect your and each other's context

Different community members live and work in different contexts. Scientific fields can differ. What is commonly accepted in one field might not be obvious in another. There might be cultural differences in the priority given to different scientific virtues and differences in rules and legislations between countries. Discussions about context can trigger new interpretations and new discoveries that individuals could not have generated on their own (Hargadon and Bechky 2006). You should take note of those differences and incorporate them in the content you produce.

The main language on the platform is English (American English) as this is the most widely-used form of English in use today in academic publications and online. Not everybody's English is of the same level. Revise text where appropriate.

There are different incentives for different types of community members

As there are different community members (*Many different backgrounds, profiles and roles make a community*), community members can be expected to have different incentives in participating on the platform (Table 2). At the moment, publishing online is not seen as an alternative to the traditional scientific publishing process. One factor could be that, for most current online systems, the processes and resources for gaining recognition for doing work online are not available.

ORCID allows users to automatically build visible esteem when linked with a Digital Object Identifier (DOI) as shown in Figure 6 and described in *Everybody's an expert (about something)*. This ensures that community members can easily work on their digital resumés and profiles in one place. They can connect the same profile with multiple systems (such as Pubmed) to decrease the effort of upkeep and maximize the visibility of the work they have provided on the platform.

This system can be linked with one of the largest pre-existing scientific platforms, Google Scholar (Figure 3) by using DOIs. This would increase the dissemination of content on the platform and the visibility of a scholar in a bilateral way.

**Table 2.** Incentives for the different community types and roles on platform interaction

Initiator	The ability to initiate a topic, open a discussion and be recognized as the initiator with a visual indication of having initiated content.
Researcher	Availability of pre-gathered FAIR data.
Help seeker	Get help by having the right knowledge available when in need.
Careerist	The platform has no pre-existing hierarchy. This allows early-stage researchers to have the freedom to create the content and establish themselves as experts and harvest the benefits for career advancement offline.
Newshound	Following content on the platform might provide a scoop on research misconduct to have a new story.
Influencer	The ability to be recognized as influential on the platform.
Topic Expert	The ability to be recognized as influential on the platform.
Scholar	The availability of compiled and unique information and educational materials.
Tutor	Altruism and the avenue for practicing the skill of tutoring.
Policy maker	Gaining the necessary background knowledge needed for informed decision making.
Citizen Scientist	Ability to participate in science.
Connector	Community building and networking
Debater	The avenue for debate.
Librarian	The availability of information and educational materials on good practices in research.
Author	The ability to produce content, gain recognition and build esteem.
Reviewer	The ability to review content, gain recognition and build esteem.
Editor	The ability to edit content, gain recognition and build esteem.
Troll	Avenue to be disruptive.
Member	Ability to be a recognized member of a society and to find similar others.
Devotee	The opportunity to have a cause to commit to.

Be comfortable with that this work will never be done

Instead of focusing on finalizing a discussion or content, focus on finishing what is right in front of you and what you can do right now. Perhaps you will extend or revise the content tomorrow, perhaps someone else will. Your responsibility for the content you provide ends with signing out. People will fact check your sources. Every piece of content on the platform is work in progress and will remain to be work in progress.

Pay attention to where people are paying attention

This platform grants visibility to many initiatives in an effort to achieve good science. The directive “*Pay attention to where people are paying attention*” (coined by Howard Rheingold) is vital. It demands that you surprise users with content that will interest them and provide a lead for content creation.

Initiatives such as the blog Retraction Watch (<http://retractionwatch.com>) and **#overlyhonestmethods** on Twitter are popular and already reach a large audience (Figure 7). For example, Retraction Watch has over 96,000 subscribers.



## Retraction Watch

Tracking retractions as a window into the scientific process

### Florida researcher “cherry picked” data, university investigation finds

with 9 comments

A journal has retracted a 2014 paper after a university investigation found that the first author only reported certain data points that supported the paper's conclusion.



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**Figure 7.** Compilation of online initiatives in Research Ethics and Integrity

Upper left: courtesy of Sylvain (<https://twitter.com/DevilleSy>). Upper right: courtesy of Jesse McDonald (<https://twitter.com/McDoogled>). Bottom: Excerpt from Retraction Watch as retrieved on 25-10-2017 from <http://retractionwatch.com/2017/10/24/florida-researcher-cherry-picked-data-university-investigation-finds/>.

## *On the content of the platform*

### Start somewhere

We need a starting point (Godin 2007). Wikipedia managed to engage the community in 2001 with these first few lines “*Hello world. Humor me. Go there and add a little article. It will take all of five or ten minutes*” (Kaplan 2014).

### Every Page is Page One

The first guideline for writing on the platform is to compose content as if ‘*Every Page is Page One*’ (Baker 2013). The idea behind this confined topic-based writing style is that readers can enter anywhere in the text and can quickly catch up to their level of understanding. This is achieved by having a high similarity in how content is structured. The content is written in a way that it is self-contained and links to other relevant content for further reading are supplied.

The overall goal of this communication strategy is to deliver the right information to the right person at the right time in the right context, with proper formatting on the preferred device of the user. When working with content, authors should realize they are not writing a book, a scientific article or a blog. It should be a self-containing piece of content that allows for insight, development and contextualization.

### Recognize the work of others

All creation is based to some extent on the previous creations of others (Lessig 2002). Look for what others have previously created on the platform. Modify and extend it where possible, create new content where preferably. Incorporate work from other sources, provide a reference and give credit where due.

### Leave your copyright at the door

If you work on the platform, you automatically agree to work with the Creative Commons License 4.0. Your contribution is duly noted and will be incorporated in your ORCID profile if activated.

### Do not copy and paste but link or host

The platform gathers and serves original content. Place references and give credit where due. Respect copyright. Upload content not protected by copyright or link and refer to it when that does more justice to its origins.

### Serve content snackable for humans and bots

Information and knowledge should be easily discernible. As Jamali claims when related to internet communication, ‘*if it is not fast it is no good*’ (Jamali 2014). That is applicable for human readers and bots.

If data is presented in a way that common search engines can integrate, it is more likely that the content will be more readily searchable and discoverable.

Adhere to the FAIR principles when working with small and larger datasets (*Data should be FAIR*). Use semantics for annotating factual data and pre-existing templates for similar types of content (e.g. cases).

### Don't refrain from providing information in an actionable way

For those who do not directly contribute, the aim is for them to stop lingering on an issue at hand and take action after they have acquired the information they were searching for. Take this into account for creating the content.

Write about what you find interesting and surprising

One of the main drivers for creative collaboration is self- and collectively-sustained curiosity and drive (Kozinets 2008). When creating content, think about what surprised you and why. It shows when someone writes about what one finds interesting.

You don't have to agree with what is written here

Start a discussion, add or revise content in case of different opinions or contrasting facts. Do not focus on erasing wrong content, keep what is correct and revise what is not. There is not one right answer. Discuss disputes with others when in doubt and reflect that discussion in the content.

Aim for small improvements instead of a single big addition

Continuous improvement, however small and whatever the initial content may be, will eventually approach a local optimum. Large contributions are welcome, though we recognize that they are harder to achieve and can discourage content creation.

Link to other content on the platform

In general, it is unlikely that a complete overview of a subject can be captured in a single piece of content. There are different levels of expertise. The layman and the expert have different expectations. There are contextual sensitivities which can be important.

Formulate content in a way so that it links together multiple pieces of content. Create and format the content in a way that an expert is referred to more specialized content and the layman finds the information they were looking for. If there is not yet a specialized page, create one. It is better to leave a page empty, than to not create one at all.

A name for content can have multiple meanings in different circumstances. If this is the case, create an overview where links to the different contexts are provided.

The latest contribution is never the last

Do not conclude content. Leave room for others to improve, extend or fork the content further.

Consumption is a form of production

There is no such thing as a passive reader. Consumption of information on the platform is inseparable from information production. Clicking, annotating and scrolling behavior can be adaptively employed to guide the development of context (Kozinets 2008).

Incorporate pleasurable related initiatives

If you came across something on the internet that relates to good science and which made you laugh out loud, the chances are that other people might find it funny too. For example, parodies can be revealing and insightful to critically appraise current practices (*Pay attention to where people are paying attention*). This also establishes a positive association for the user with the platform.

Data should be FAIR

Convert the data you contribute in a FAIR manner (Wilkinson 2016). Use pre-existing metadata annotations where possible and follow the same FAIR principles when creating new ones. Where tagging is employed on the platform, folksonomy (Wiki Folksonomy) is the guiding principle for annotating text and data.

Focus on positive initiatives, don't name and shame

It is easy to get lost on what is wrong with science. Verbalize positive initiatives that deserve attention. In case of research misconduct, the primary focus should not be on that one scientist, institution or company who has committed fraud. Focus on the facts and the story at hand.

Foster a dialogue, don't try to reach a consensus

People like to talk about what's on their minds. It is not trivia if it means something to you (Godin 2007). The state of the content itself should reflect the consensus. Do not state it literally. Include to mention where insufficient information is available. Open endings provide leads and incentives for further developments

What happens on the platform, does not stay within the platform

If a person, institution or company is shamed, do not try to cover it up. Everything is logged. Nothing disappears. Provide the facts or have someone independent make it more objective.

### *Community member training in content curation*

Be open, fair, honest, objective and consistent

In all actions on the platform, be open, fair, honest, objective and consistent. These guidelines are not absolute. Discuss where there are conflicts. Be open to other perspectives and suggestions. Be honest in your deliberations and do not try to mislead people or spin information.

Try to take an objective standpoint when information or knowledge is emotionally charged or invite someone who is not directly involved to do so. Be consistent in your judgements towards yourself and others.

If you run into difficulties, try to verbalize conflicting principles and moral dilemmas. Incorporate your deliberations and insights in the content or in the discussion on the platform.

Point out a virtue (without pretension)

What is a clear virtue to you might not be for someone else. Point out your virtue and explain why and how important it is in the context of good science.

Use and extend the FAQ

Never explain twice (in the same way). Add the question to the Frequently-Asked-Questions and refer to it. If still unclear, there is a good motive to extent or elucidate the FAQ entry further.

You were a newbie once too

Every user counts. Less than 2% of visitors will get involved with this platform to create content (McConnell and Huba 2006). Point new users in the right direction.

Embrace the fact that new users can have different profiles and have their own unique perspective. In the worst-case scenario, they provide you with the opportunity to see things as a beginner would.

Let Me Google That For You

Discuss to understand a meaning, don't use a discussion to make others do work for you. Do your own fact checking and provide your sources.

The Worst Clickbait Headlines That You Just Won't Believe

Try to capture someone's imagination, not someone's click. Fulfill the user's expectation, don't add to their frustration. For even worse clickbait headlines head over to <https://www.ranker.com/list/clickbait/jacob-shelton>.

Identification of content creators and moderators

If people show an interest in participating in the (initial community) they should provide their motivation and describe what role primarily interests them on the platform.

Style suggestions for content

More explicit style suggestions will be created as these principles are put in practice. The ENTIRE Community Task Force will be the first to discuss and revise such documents.

Fair and open moderation guidelines

In cases of dispute on the platform, moderators can guide the discussion and have a decisive vote. Specific moderation guidelines will be in use to do this, which will also be available to everybody on the platform. These moderation guidelines will initially be created by the Community Task Force.

## Motivate Established and New Organizations to Join

### Aim

To encourage stakeholder organizations to be present on the platform and focus on synergies made possible by collaboration. Other organizations can prove to be crucial to achieve long term sustainability.

### Strategy

The main strategy is to be open to collaboration and provide an avenue for organizational accounts on the platform. This should prevent predatory competition and disruptive fragmentation of content across current and future platforms in Research Ethics and Integrity.

The principles for the community are also in effect for external organizations to abide to, as trust issues might arise from being flexible to a multitude of different stakeholders.

We intend to attract organizations because we have invested in the proper ICT infrastructure, which they can benefit from. This reduces the associated financial burden and reduces the complexity of project management for external organizations. This allows them to focus on their own primary goals in research ethics and integrity. We collaborate as a platform in new consortia to increase the bilateral chance of success and gain new funding for long term sustainability and further development.

If organizations wish to have customizations on their dedicated part of the platform, we leave this option open as it might provide for a financial investment.

Once the infrastructure is stable and without bugs and the identity for the platform is established, we will actively approach current organizations to join the platform with unique invitations.

Once there is a significant uptake and endorsement from organizations, the possibility for a community driven financing model will be investigated and plans drawn up for long term sustainability.

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