



Research communication at Danish universities

Seven principles for responsible research communication

1. You must be correct

When communicating research, the contents must be correct and provide the target group with an accurate understanding of the relevant factual conditions pertaining to both the findings themselves and the research that produced them.

2. You must be relevant

Research communication should include all the conditions that can be assumed to be relevant to the recipient's understanding of the research findings.

3. You must mention any uncertainties

There is always a degree of uncertainty attached associated with scientific findings. You must make sure to mention this in your presentation.

4. You must mention the scientific status of the research

Do the findings enjoy broad backing in the scientific community, or do they deviate from the general consensus in the field? Are they provisional findings? Have they been published in scientific channels – and what is the status of these channels?

5. You must state the source of the research

Who is the source of the knowledge that is being communicated?
Is it you/a researcher at your institute, or other researchers elsewhere? There must be no doubt about this.

6. You must clarify the perspective

You must make clear whether the researcher is speaking as an absolute expert in the field or on the basis of general knowledge, or is expressing an opinion regarding a broad field that may not necessarily fall within his/her own area of research.

7. You must take conflicts of interest into account

There may be conflicts of interest linked to aspects such as the financing of the research, patent applications, royalties, working relationships with companies and other grounds for disqualification. These must be included in the description.