

Contents

Preface ix

Prelude: Sources xiii

- 1 The Norms of Science, and Its Structure 1
- 2 Popper and Kuhn, and Their Conceptions of What Science Is 15
- 3 *Laboratory Life*: Bruno Latour and Rhetoric in Science 27
- 4 Is the Scientific Paper a Fraud? The Place of Hypotheses and Their Falsification 33
- 5 The Birth of Neuroendocrinology and the “Stuff of Legend”: A Case Study of Paradigm Change 41
- 6 The Language of Crisis and Controversy, and the Levers of Paradigm Change 55
- 7 Logical Positivism: The Trouble with Verification 63
- 8 Ambiguity of Scientific Terms 71

- 9 **The Totality of Evidence: Weighing Different Types of Evidence** 87
- 10 **Exaggerated Claims, Semantic Flexibility, and Nonsense** 99
- 11 **Complexity and Its Problems for Causal Narratives** 115
- 12 **Publication and Citation: A Complex System** 123
- 13 **A Case Study of a Field in Evolution: Oxytocin, from Birth to Behavior** 139
- 14 **Where Are the Facts?** 159
- 15 **Organized Skepticism in Science** 173
- 16 **Webs of Belief: Citation Networks** 187
- 17 **Unintended Consequences: Publication and Citation Bias** 199
- 18 **High-Impact Papers: Citation Rates, Citation Distortions, and Mis-citation** 209
- 19 **Are Most Published Research Findings False? Weaknesses in the Design of Experiments and the Analysis of Their Outcomes** 217
- 20 **Societal and Economic Impact of Basic Research** 227
- 21 **Lost in Citation** 247
- 22 **Conviction, Expectations, and Uncertainty in Science** 251
- 23 **Journals, Impact Factors, and Their Corrupting Influence on Science** 265

**24 The Narrative Fallacy: How a Good Story Beats Rigor
and Balance 285**

25 Scholarship 295

Notes 313

Index 351