

Joint ISMPP University/CSE Webinar

Restoring Trust in Science:
Storytelling, AI, and Integrity in
Scholarly Publishing

Thursday, March 26, 2026; 10:00 am EDT



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Upcoming meetings



2026 April 20-22
Washington, DC
**Annual Meeting
of ISMPP**

Registration closes April 3!

Scan QR code to learn more



Council of Science Editors
2026 ANNUAL MEETING
May 3-5, 2026

Registration is open!

Scan QR code to learn more

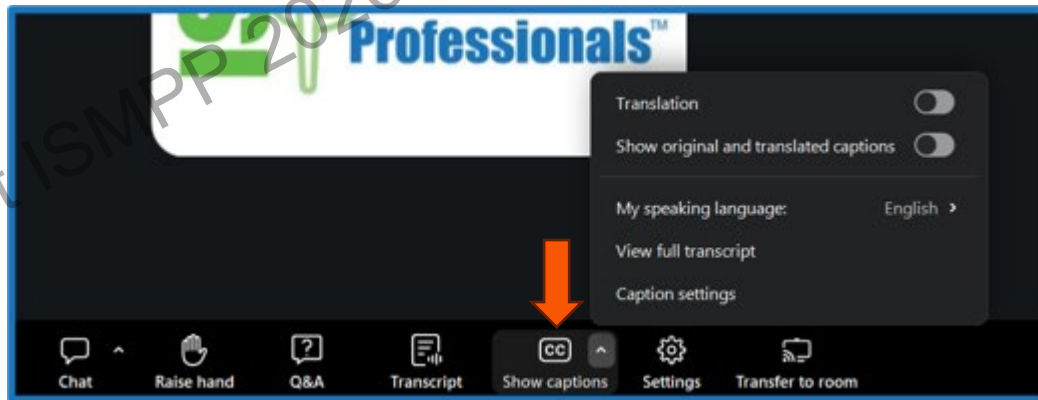


2026 September 17
Hong Kong
**Asia Pacific Meeting
of ISMPP**

Save the date!

How to activate captions

- In the meeting controls toolbar, click the "Show Captions" icon (usually looks like a "CC")
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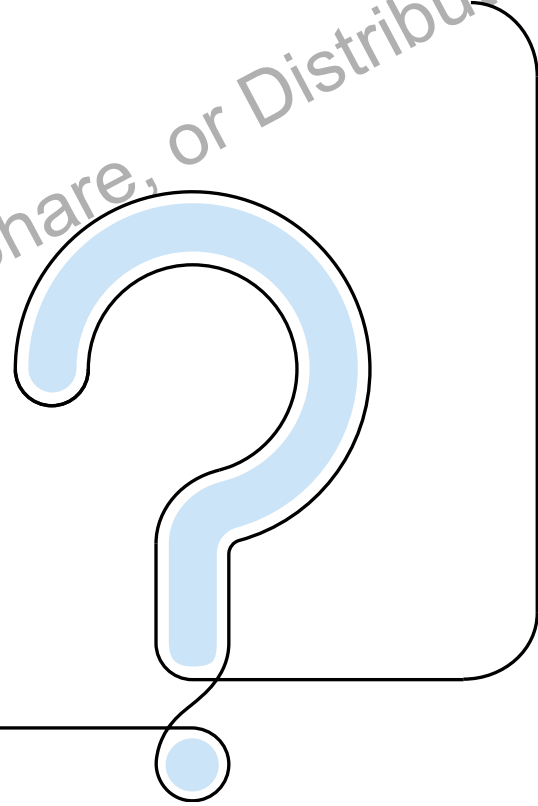
How to ask questions

Feel free to ask a question at any time; however, all questions will be held until the end of the presentation

To ask a question, open the Q&A window and type your question into the Q&A box. Click "Send"

Note: Check "Send Anonymously" if you do not want your name attached to your question in the Q&A

We will make every effort to respond to all questions live (out loud)



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ISMPP and CSE: A shared commitment to ethics and integrity in scientific publishing



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Vision: To become the leading global authority on the ethical and effective communication of medical research to inform treatment decisions.

Mission: Advance the medical publication and communication professions globally through:

- enhanced integrity and transparency in medical publications and wider communications,
- improved standards and best practices,
- education, advocacy, and professional collaborations.

Vision: To be indispensable in the communication of science.

Mission: To serve editorial professionals in the sciences by providing a network for career development, education, and resources for best practices.



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Today's speakers and moderators



Holden Thorp, PhD
Editor-in-Chief, *Science*



Ivan Oransky, MD
Co-founder of Retraction Watch and
Executive Director, The Center for
Scientific Integrity



Megan Ranney, MD, MPH
Dean, Yale School of Public Health



Michele Springer, BA, CMPP™
Deputy Director of Medical Editing,
Omnicom Health Medical Communications



Steve Smith, DPhil
Independent Consultant,
STEM Knowledge Partners



Three critical challenges

Storytelling and public engagement

How can scientists and communicators build credibility with audiences who have learned to distrust expertise?

Malfesance and integrity

What do paper mills, predatory publishers, and research fraud tell us about systemic vulnerabilities, and what can be done?

AI in research communication

Where does AI genuinely help, and where does it threaten the integrity mechanisms we depend on?

Storytelling & engagement

- What are your recommendations for agency-side employees to pitch a hesitant client on including more storytelling features in medical publications? (ie, what modality, when, and from whom? Does the pitch look different for existing versus new client-agency relationships?)

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AI in peer review & integrity in scholarly publications

- I've heard of various solutions for restoring faith in the ability of the peer review system to filter out sloppy or even manipulated science: some from the institutional side, like fixing the broken incentives structures or totally revolutionizing peer review (for example, public comments tied to ORCIDs); some from third parties, like Retraction Watch, forums for post-publication comments (eg, PubPeer), or groups of volunteer science sleuths. What are your thoughts on the strengths and limitations of these various solutions? How do you see them interacting with each other (ie, are these efforts siloed and if so, would it be helpful to combine them somehow?)
- How can AI be used by journals and publishers in peer review without transfer of copyright from the authors, considering that AI will train on its inputs?

Threats to research integrity

- To each of the panelists: if you had to focus all your efforts on just one threat to research integrity, which would you choose and why? Which threat is most dire, or which one has the most tractable solutions?
- Given that the use of AI in research is highly controversial, are there any tasks or steps in the research process that are overwhelmingly considered acceptable or forbidden? COPE offers some guidance (discussions, cases) re: AI use in peer review, literature evaluation, etc. Are there any efforts by any authoritative organization to develop official, broad-reaching guidelines regarding the use of AI in scholarly publishing and research?

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Additional questions

- Many LLMs are relying on content scraped from manuscript abstracts to respond to medical queries. Abstract word count limitations increase the risk for omission of valuable data and/or context. For LLMs that have partnered with certain journals there is also the potential for bias towards content from these partners, which could result in the omission of valuable data from the tools' response. How does the publishing community plan to address misinformation risks such as these at a time when many HCPs and patients are turning to AI for medical information?

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▶ Attendee Q&A



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Upcoming ISMPP U Webinars

May 2026 – ISMPP U: Optimizing Development and Communication of RWE: Strategies for Success

June 24, 2026 – #MedComms Day! Stay tuned for details!

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