



B-SCI Science Communication Credibility, Standards, and Guidelines:

Updated 12/05/2023

Purpose and Goals

The mission of the Black Science Coalition and Institute (abbreviated and pronounced “B-SCI”) is to foster scientific interest, research, knowledge, and innovation in Black and historically underrepresented communities. In advancing our mission, B-SCI engages in science communication and education through traditional and electronic media. The purpose of this document is to: i) ensure that research relating to our content meets peer-review standards, ii) establish fact-checking standards, iii) establish transparency, iv) establish procedures for correcting content if needed, v) establish a general guideline for citing sources based on the media format, vi) prevent conflict of interest or bias, and vii) maintain a level of consistency across all content produced by B-SCI.

These guidelines generally apply to all members of B-SCI engaged in the creation of content and media. This includes activities related to reporting, editing, filming, audio, photography, researching, public speaking, etc. This is not an exhaustive list and B-SCI retains the right to modify and update this document as situations arise. Even if not explicitly stated in this document, situations that may conflict with the purpose of this document are not excluded. Interpreting the meaning and application of B-SCI’s Science Communication Credibility, Standards, and Guidelines lies with the Board Members of B-SCI as defined by B-SCI’s Bylaws and designated project leaders.

We encourage any feedback or comments regarding this document and how B-SCI can improve our science communication activities and standards. Please email contactus@thebsci.org or jordanchapman@thebsci.org to address any concerns.

Official Statements

Official Statements that are produced by B-SCI shall be indicated as such to ensure authenticity. Such statements will include official logos, the internal authority that authorizes the statement, and/or other identifiers.

Fact-Checking

To ensure that sources are properly vetted, B-SCI will follow fact-checking practices based on several sources to be listed at the end of this section. B-SCI will always attempt to make multiple efforts to ensure content meet these standards. This includes:

- Checking content for structure



- Limiting claims without evidence that:
 - Generalize
 - Mislead
 - Accuse
 - Go against generally accepted facts or theories
 - Direct quotations
 - Descriptions
- Gather information from primary sources
- Double checking the following (not exhaustive):
 - Spelling, names, and pronunciations of people and places
 - Grammar
 - Titles (people, books, etc.)
 - Institutional and organizational affiliations
 - Ages
 - Gender and pronouns
 - Dates
 - Numbers, statistics, and metrics
 - URLs
- Based on practices referenced in the following:
 - Blum, D., Hatch, J., and Jackson, N. *KSJ Science Editing Handbook*. MIT. <http://ksjhandbook.org/wp-content/uploads/sites/5/2022/07/ksj-handbook-v2.1.pdf>
 - CUNY, Newmark J-School Research Center. *Fact-checking & Verification for Reporting*. <https://researchguides.journalism.cuny.edu/factchecking-verification/fact-check-your-work#s-lq-box-20134571>
 - Carpenter, S. (2020). *The Craft of Science Writing: Selections from The Open Notebook*.
 - Silverman, C. (2011). *Regret The Error's Accuracy Checklist*. <https://www.scribd.com/doc/53186586/Regret-the-Error-s-Accuracy-Checklist>

In-Media Citations

As part of our commitment to transparency and accountability, B-SCI will publish a source document (also referred to as works cited, reference list, etc) with associated content. While not an exhaustive list, URLs can be published as a: hyperlink in the document, with the work cited list, hyperlinked on platforms like YouTube, or referenced by a sound during audio recordings. URLs will link to B-SCI.org with a list of sources in either alphabetical order or chronological order based on the desire of the author. This is to ensure that citations do not interrupt editorial creativity, but that B-SCI shows an effort to maintain consistency, scientific standards, and encourage audiences to engage with our content as they desire.



Source Documents

Source documents will largely be based on the American Psychological Association (APA) style.

- Last Name, First Name Initial. Middle Initial. Year. “Title of Work”. *Publication Source*, Vol # (Issue #): Page Numbers. Retrieved from <https://www.website.com/url>
 - Article: Scientist, Y.A. 2019. “Your Article”. *Your Journal*, 2(1): 19-20. Retrieved from <https://www.website.com>
 - EX: The Black Science Coalition and Institute. 2023. “B-SCI: Science Communication Credibility, Standards, and Guidelines”. Retrieved from <https://www.TheBSCI.org>.

Video and Film Sources

During video and film production, we will encourage editors to use “in-video” citations. However, as to not interfere with the visual elements of a project, editors may choose the appropriate position for in-video citations. The full citation as it generally appears in the source document can be used, however an abbreviated citation may also be used if it interferes with visual elements. In the case of the abbreviated citation, it should appear as:

- Organization (if created on the behalf of an organization or institution). Last Name, First Name, Middle Initial. (Year). “Title” or *Title* (for books and similar works).

This is acceptable as long as the full citation is added to the master source document associated with the project. If any “in-video” citation may interrupt the artistic nature of eternity of the project, the editors reserve the right to exclude in-video citations. However, an explanation must be provided to the project leaders or the Board Members before the release of the project.

Audio and Podcast Sources

During audio productions, we will encourage the editors of the project to use a sound to be known as the “in-podcast” or “in-audio” citation. This will be referenced in the source document in alphabetical order or time-stamped by order of appearance.

Text Sources

For text and written articles, B-SCI will follow the Associated Press (AP) Style Guide. Hyperlinks can be used in the place of website addresses. Work cited lists will be added to the end of pieces. However, if there is a length constraint these can be omitted if there is clear indication that links back to the master source document.

Social Media Sources

Social media citations are limited by the number of characters and the format of the platform. In general, B-SCI will attempt to tag or @username in original posts and if



sharing a post, we will attempt to provide a link back to the original source. If we are unable to provide a line, a general citation will be provided.

- Facebook and Instagram example: Source: @username or name of contributing author | Photo Source: @username or name of photographer
- Twitter: Source: @username or name of contributing author | Photo Source: @username or name of photographer

Acknowledgements

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