

Table 1. The canons of orthodox versus unorthodox methods in medical research

	Orthodox methods	Unorthodox methods
Tradition within	Oxford & Cambridge Universities	Other Redbrick* Universities
Data collection	First author by oneself	Research nurses, technicians, junior staff
Co-authors	Few	Many
Variation of data	Limited to one person	Variable (esp. Cooperative studies)
The example in USA	Lawrence L. Graven, MD+	Anyone not following orthodox methods
Productivity	Single digit publications/lifetime⊕	Several hundred publications/lifetime++
Sensitivity & specificity within one's own products for a major breakthrough	Extremely high⊕	Extremely low
Trace of mistaken or forged data§	Easy	Difficult (esp. Meta-analysis studies)
Penalty for fraudulent data	Licence to practice medicine revoked	Licence not revoked ¶
Purpose targeted such as the traditional motorcar industry	Rolls-Royce®, Bentley® & Morgan® Class	Ford®, Honda® & Cadillac® Class
Purpose targeted such as the violin products	Guarneri®, Stradivari® class	Kennedy®, Yamaha® class

* English expression of Universities besides the Oxford and Cambridge.

+ First and single-handedly studied 8,000 patients using Aspirin for prevention coronary thrombosis since 1948. (Miss Valley Med J 1956;78:213-215)

⊕ Dr. Graven as an example.

++Prof. Lawrence Peter used "pseudo-achievement syndrome" to describe this in *The Peter Principle*, William Morrow & Co. 1969.

§ Lock S, Wells F. *Fraud and misconduct in medical research*. BMJ publication, 1993

|| By the General Medical Council, United Kingdom

¶ In the United States

(Modified and summarized from Carson W: Emergency Vectorcardiography, 1998, with permission.)