Research Ethics

Ty Lawrence
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As Beef Cattle Become Behemoths, Who Are Animal Scientists Serving?
Beef Cattle Become Behemoths, Who Are Animal Scientists Serving chronicle.com/article/As-Beef-Cattle-Become/131480/ Apr 15, 2012 – Cameras rolled one day last fall as Ty E. Lawrence led journalists into a ... A sales brochure touts Zilmax to children raising show cattle.

Ty E. Lawrence an associate professor at... - Principles NOT Parties www.facebook.com/Principles.NOT.Party/posts/411593415525470 Ty E. Lawrence an associate professor at West Texas A&M University pointed to the carcass of a Holstein that had been fed a new drug called Zilmax. He...

Cattle drug Zilmax could help you cut down on red meat www.themedifastplan.com/.../cattle-drug-zilmax-could-help-you-cut-do... Feb 17, 2013 – According to Ty E. Lawrence, a Texas A&M animal scientist supported by Merck, Zilmax is a "beta agonist" that causes bovine muscle fibers to...

Honesty

• “No data is better than bad data”
Objectivity

• “Report the data as they occurred without bias”
• “Tell it like it is”

4 R’s of Research

Randomize
Replicate
Repeat
Request Help
Mentoring graduate students

• Provide guidance
  – Be there for your students

• Lead from the front, side, back
  – Adjust as necessary

• Make the most of teachable moments
  – Clearly delineate appropriate from inappropriate decisions
For More Information

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