

Scholarship vs Branding: History of Science in an Age of Hype

Why do institutions devoted to the pursuit of truths so readily ignore historical scholarship about science? Uses of the past by scientists and their institutions to construct identity and provide prestige tend to ignore scholarly research. Sanitized, falsified, and distorted versions of science past is nothing new. In more recent times, has the need for aggrandizement and self-promotion in institutionalized science, resulted in heightened tendencies to accept alternative facts and marginalize the results of historical research? The recent Birkeland Jubileum in Norway will be examined as well as examples related to the Nobel science prizes. How can we better defend and advance scholarly history of science?

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