



**POTENTIAL PITFALLS:** Too much trust in previously published research with poor methods or weak evidence.

**POTENTIAL PITFALLS:** Lack of positive and negative controls, sample sizes that are too small or not representative, collaborations that are difficult to manage.

**POTENTIAL PITFALLS:** Poor understanding of statistics; leaving out data that don't support a conclusion; straining to turn a small result into a major conclusion.

**POTENTIAL PITFALLS:** Journals that favor exciting results over incremental discoveries; papers published without the technical details or primary data needed to reproduce the work.