

THE SCHOLAR'S MORALITY

There is an unwritten moral code for scholars, the first rule of which is to abide by intellectual honesty: not to lie, not to make up data, not to report as proven conjectures that have not even been put to the test, etc. Another moral rule is not to mystify: not to turn problems into mysteries, and not to write or talk in an obscure manner when clarity is possible. Regrettably many who attempt to abide by the first rule fail to observe the second. This is particularly the case of/existentialist and Hegelian philosophers, who believe (or make believe) that obscurity is an indicator of profundity. This vice has unfortunately spread throughout the intellectual community, even among business and administration professors. Armstrong (1980), a professor

of marketing, asked thirty two colleagues to evaluate four scholarly papers, every one of /which he circulated in two versions: one in plain English, the other in adminis-
trese. The professors preferred the obscure to the clear texts: they found the former more learned.

Armstrong, J. S. (1980) Bafflegab pays. Psychology Today

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