What’s in a Name? FRAMING: Martin-Bradshaw DYSfunctionality = Siegel “Buzzwordism, Bandwagonism, Sloganeering” For: Fun, Profit, Survival, Ego: From SOC to FLT Proof to High-Tc to Spintronics to Giant-Magnetoresistance: Ethics?? SHMETHICS!!! Rampant Sociolog

