

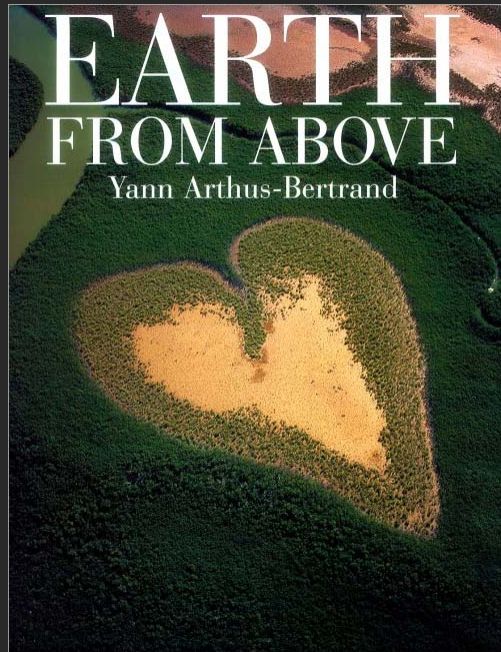
# Science from Above

**Dr. Katy Börner**

Information Visualization Laboratory, Director  
Cyberinfrastructure for Network Science Center, Director

School of Library and Information Science  
Indiana University, Bloomington, IN

*AMSE, January 3<sup>rd</sup>, 2008*



## The Problem: Being Lost in Space

15<sup>th</sup> Century: One person can make major contributions to many areas of science

Mankind's Knowledge



Amount of knowledge  
on brain can mänge

*use*



Human Brain



*contribute*



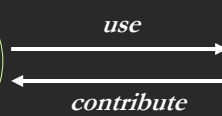
Leonardo Da Vinci  
(1452-1519)

20<sup>th</sup> Century: One person can make major contributions to a few areas of science

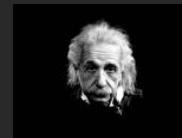
**Mankind's Knowledge**



Amount of knowledge  
on brain can manage



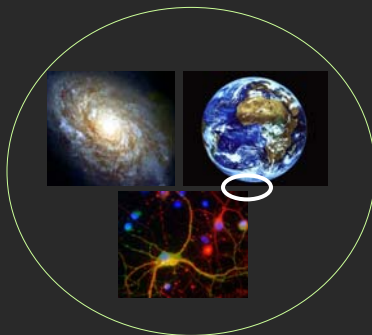
**Human Brain**



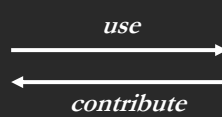
Albert Einstein  
(1879-1955)

21<sup>st</sup> Century: One person can make major contributions to a specific area of science

**Mankind's Knowledge**



Amount of knowledge  
on brain can manage

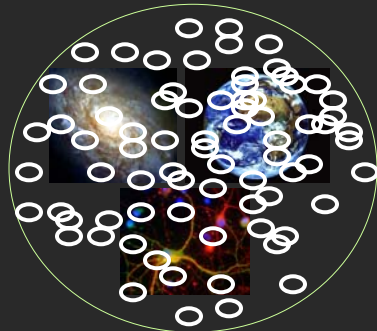


**Human Brain**

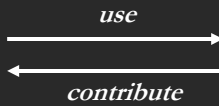


21<sup>th</sup> Century: One person can make major contributions to a specific area of science

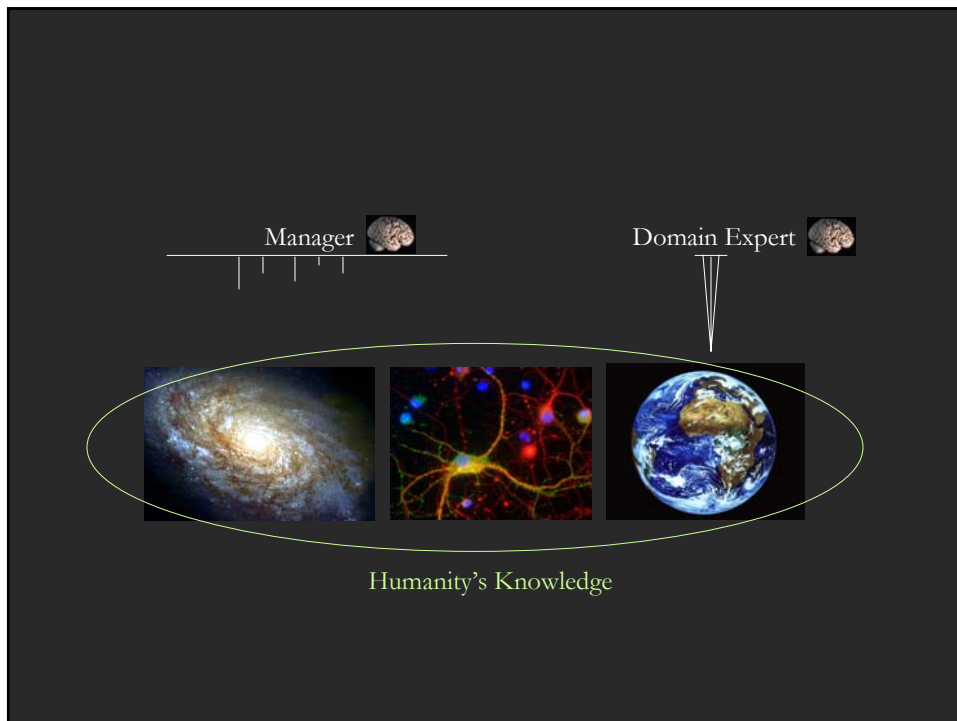
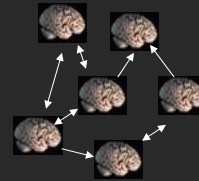
Mankind's Knowledge

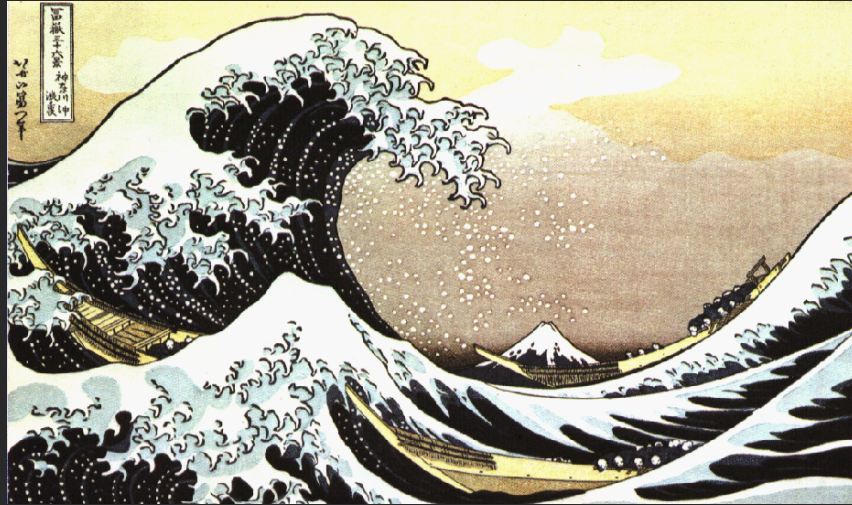


Amount of knowledge  
on brain can mänge




Human Brains





*The Great Wave Off Kanagawa (Katsushika Hokusai, 1760-1849)*

## A Solution: Science Maps



**places & spaces**

**Cartography of the Physical and the Abstract**

An exhibition created for the conference "Mapping Humanity's Knowledge and Expertise in the Digital Domain" at the 2005 Meeting of the American Association of Geographers that is updated regularly with new maps and explanations.

Home
Browse Maps
Compare & Contrast Maps
Connect

Home


**Exhibit Purpose and Goals**


**The Places & Spaces** exhibit has been created to demonstrate the power of maps.

An initial theme of this exhibit is to compare and contrast first maps of our entire planet with the first maps of all of science as we know it.

Come see with your own eyes the extent to which maps can be employed to help make sense of the flood of information we are confronted with and how domain maps can be used to locate complex and beautiful information.

This online part of the exhibit provides links to a selected series of maps and their makers along with detailed explanations of why these maps work. The physical counterpart supports the close inspection of high quality reproductions for display at conferences and education centers. It is meant to inspire cross-disciplinary discussion on how to best track and communicate human activity and scientific progress on a global scale.







**Places & Spaces: Mapping Science**

a science exhibit that introduces people to maps of sciences, their makers and users.

**Exhibit Curators:**  
 Dr. Katy Börner &  
 Deborah MacPherson

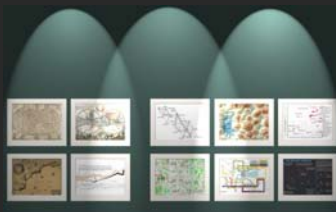






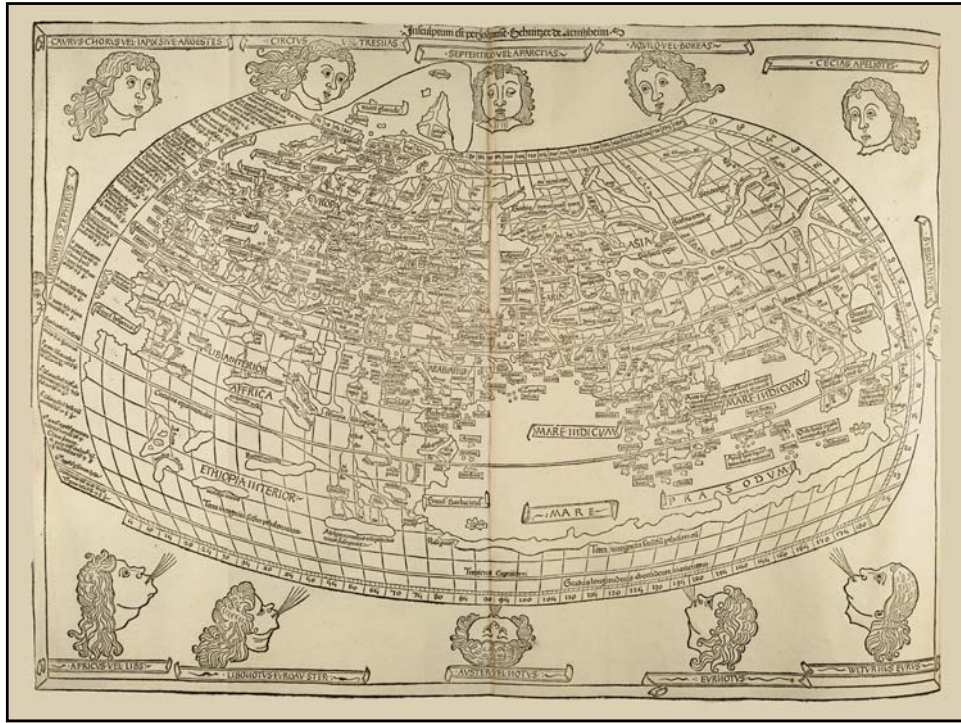
# The Power of Maps

## Four Early Maps of Our World VERSUS Six Early Maps of Science



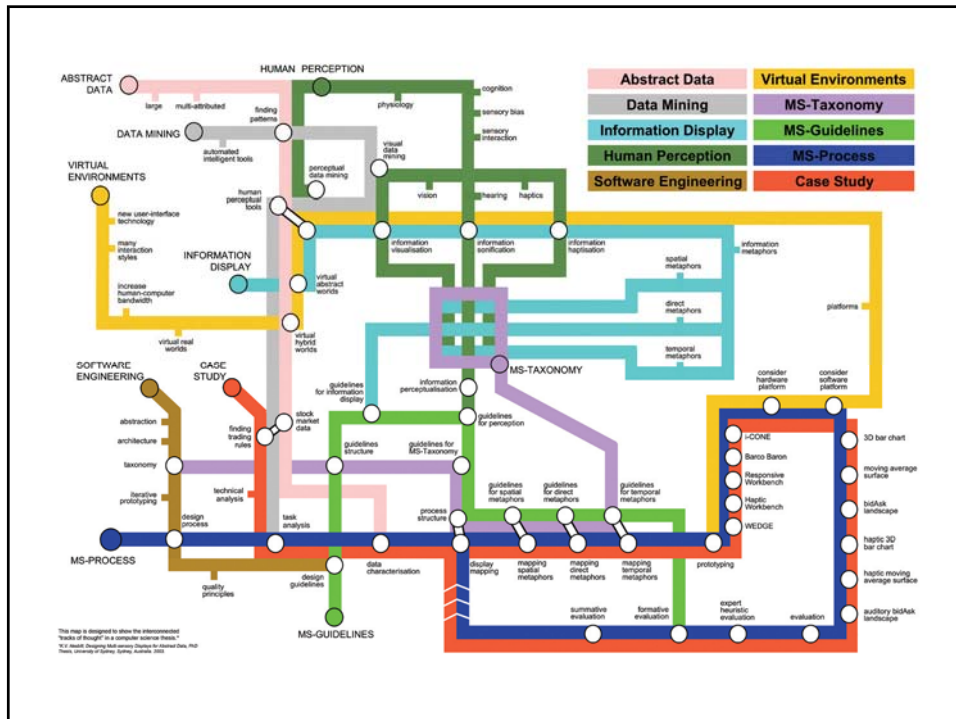
*(1st Iteration of Places & Spaces Exhibit - 2005)*





How would a map of science look?

What metaphors would work best?

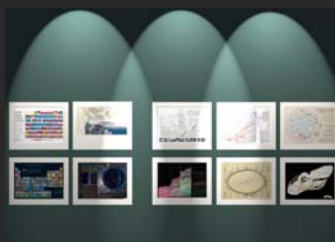






# The Power of Reference Systems

## Four Existing Reference Systems VERSUS Six Potential Reference Systems of Science



*(2<sup>nd</sup> Iteration of Places & Spaces Exhibit - 2006)*

### The Visual Elements Periodic Table

This chart shows the 118 currently known and officially named elements that comprise the Periodic Table (IUPAC 2016). Each element is represented visually by an image produced for the Visual Elements project.

The Periodic Table is an arrangement of all known elements in order of increasing atomic number. The Periodic Table lists all the elements, with their widely diverse physical and chemical properties, into 18 regular patterns. These are displayed vertical columns in the same which display the elements into groups. Elements within a group have clearly related physical properties. Horizontal rows list the elements in order of their increasing mass and are called series or periods. Properties of elements change in a systematic way through a period.

Visual Elements is an arts and science collaborative project supported by the Royal Society of Chemistry which aims to engage people with the diversity of elements that comprise the periodic table and molecular world in general. All the images are available together with associated scientific data and chemical data for each element can be viewed on the Visual Elements web site, hosted by the RSC.

Visit the periodic table on the web at: [www.rsc.org/visual-elements](http://www.rsc.org/visual-elements)

© Murray Robertson/Royal Society of Chemistry 1999-2008

# Evening Stars

The Big Dipper floats high in the northeast these early spring evenings, while Orion sinks low in the southwest. These are just a few of the celestial sights you can find on any clear evening in April using a sky map like the one shown here.



## How to Use a Sky Map

1. **Check the dates and times at right.** Take your map out under the night sky around the right time, and bring along a flashlight to read it by. It helps to attach a piece of red paper over the front or to use a flashlight with red LEDs; the dim red light won't spoil your night vision.
2. **Outside, you need to know which direction you're facing.** If you're unsure, just note where the Sun sets, that's west. Whenever you're facing, make sure the corresponding yellow label along the curved edge of the map is at the bottom, right-side up. This curved edge represents the horizon. The stars above it on the map match the stars in front of you. The further up from the map's edge they appear, the higher they'll be in the sky. The center of the map is the zenith (straight overhead). Go a star halfway from the edge of the map to the center will appear halfway from straight ahead to straight up. None of the parts of the map above horizons you're not facing.
3. **Let's give it a try!** Pretend you're facing the southwest horizon (labeled "Facing SW"). Just a little way up (that is, a little way in from the edge of the map) is Sirius, the brightest star in the night sky, in the constellation Canis Major. Further up, nearly halfway overhead, is the star Proxima Centauri. Still further up is the largest planet Saturn. Go out at the right time, face southwest, and look up into the sky — there they are!

## Tips

**A couple of tips:** Look for the brightest stars and constellations first. Light pollution or moonlight may wash out the fainter ones. And remember that star patterns in the sky will look a lot bigger than they do here on paper. With a map like this, you can identify celestial sights all over the sky. Go out the next clear night and make some stargazing friends!

You can customize a night sky map for any time and place at [StarrySoftware.com](http://StarrySoftware.com).

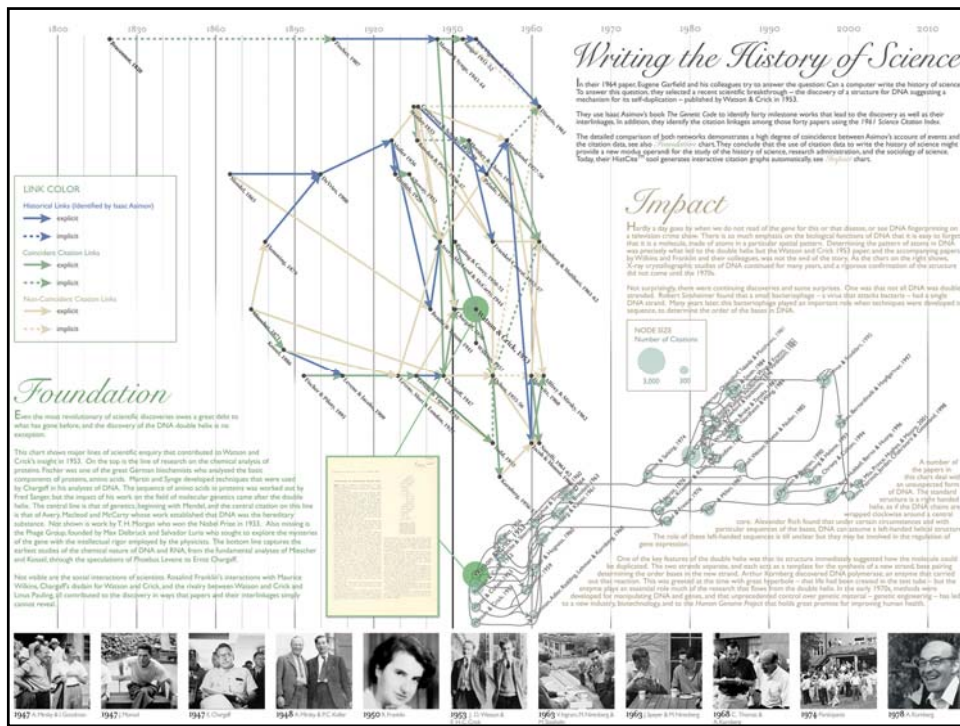
**When to Use This Map**  
Early April: 10 pm (daylight saving time)  
Late April: Dusk



How would a reference system for all of science look?

What dimensions would it have?





Evolution - Wikipedia

[History](#)  
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[Printable version](#) | [Current revision](#)

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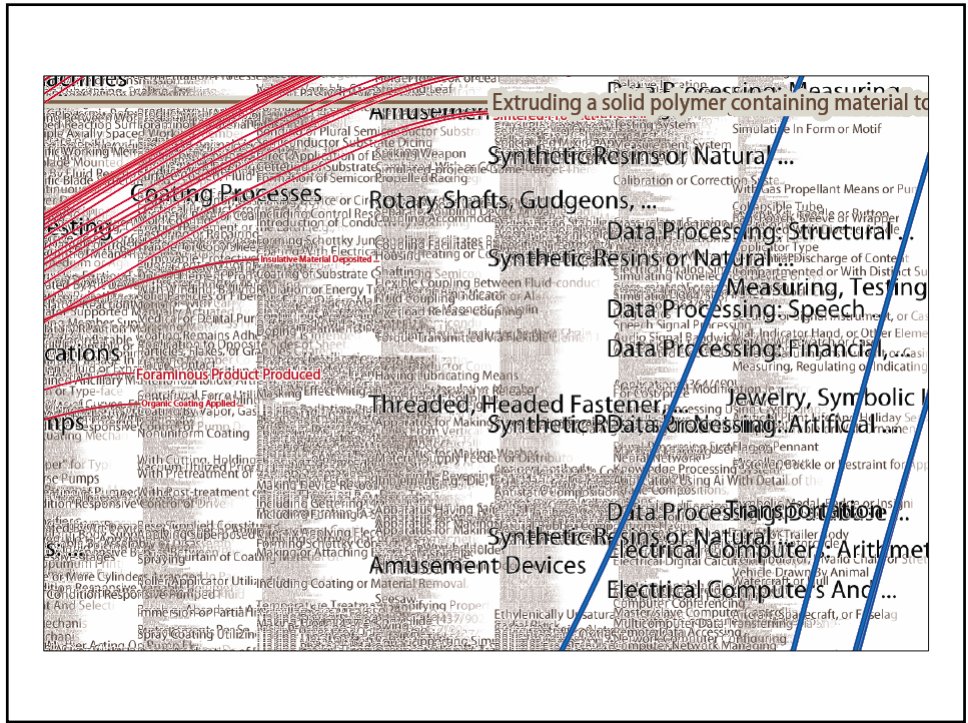
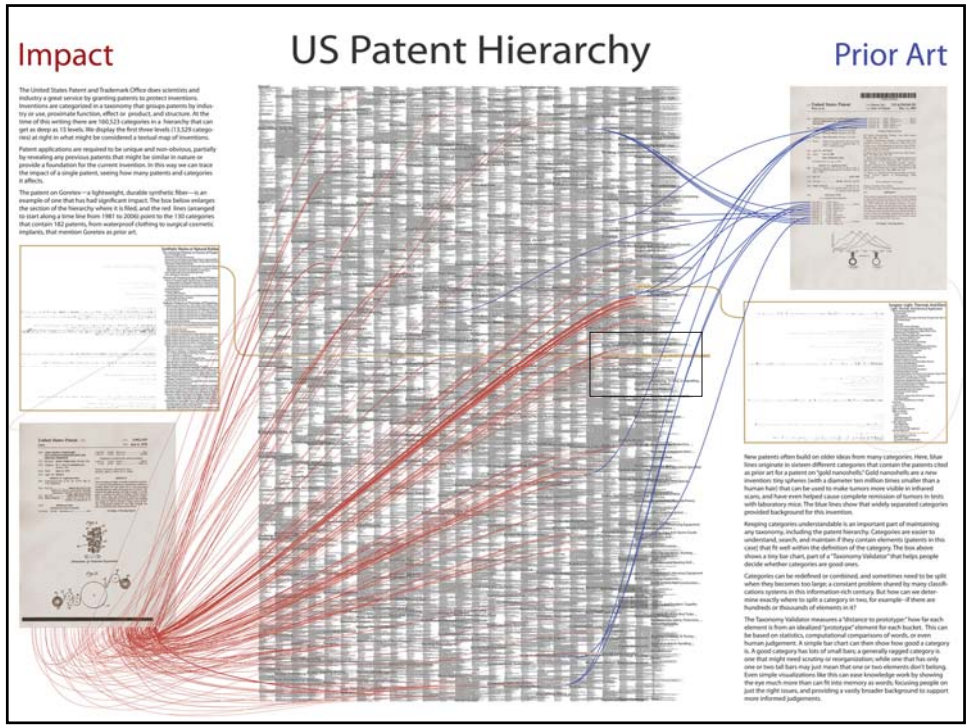
Other languages: [Deutsch](#) | [Español#241;ol](#) | [Esperanto](#) | [Nederlands](#) | [Fran#231;ais](#) | [Polski](#)  
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(Revision as of 07:17, 16 Jul 2003)

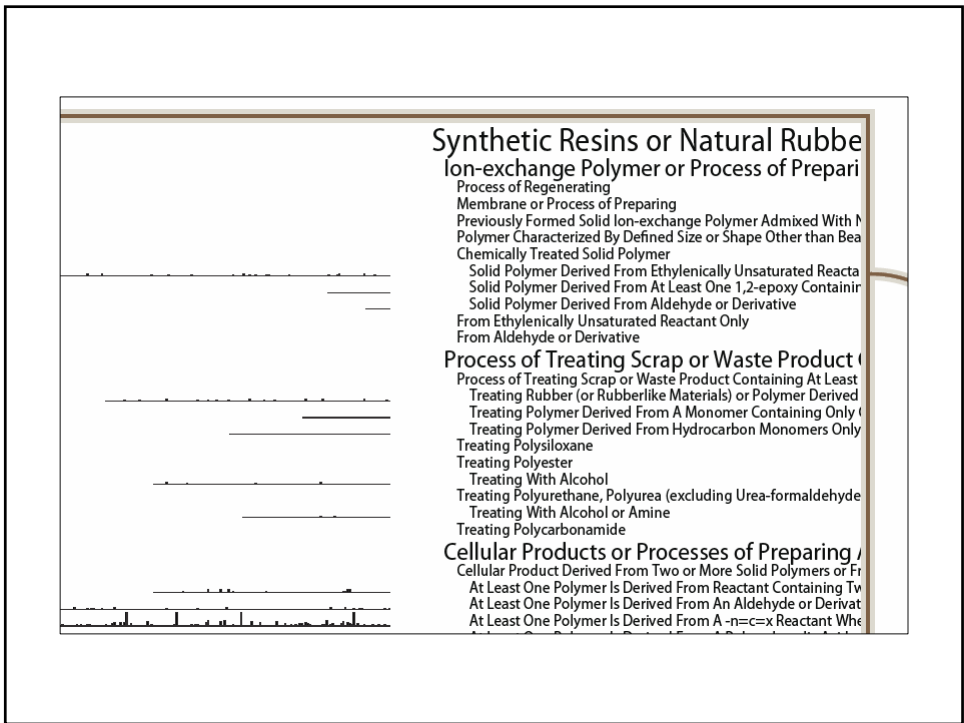
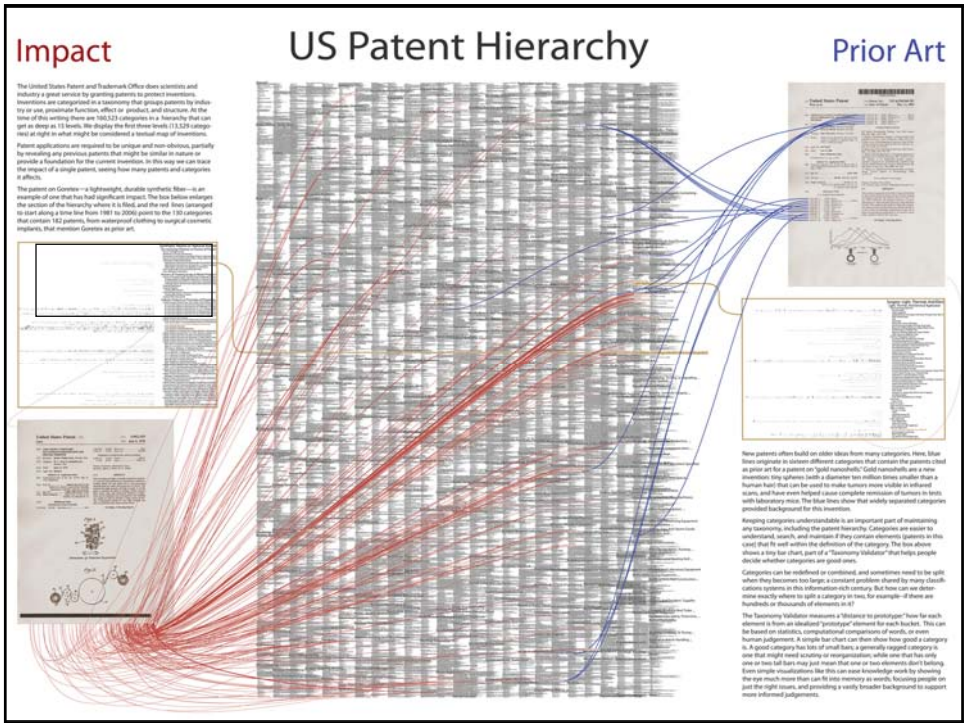
Evolution is any process of growth, change or development. The word stems from the Latin, *evoluere* meaning "unfolding" and prior to the late 1800s was confined to referring to pre-programmed processes such as embryological development. A pre-programmed task, as in a military maneuver, using this definition, may be termed an "evolution". One can also speak of stellar evolution, chemical evolution, cultural evolution or the evolution of an idea. Other kinds of evolution include evolutionary algorithms which attempt to mimic processes similar to biological evolution in a computer program, most frequently as an optimization technique and as an experimental framework for the computational modelling of evolution.

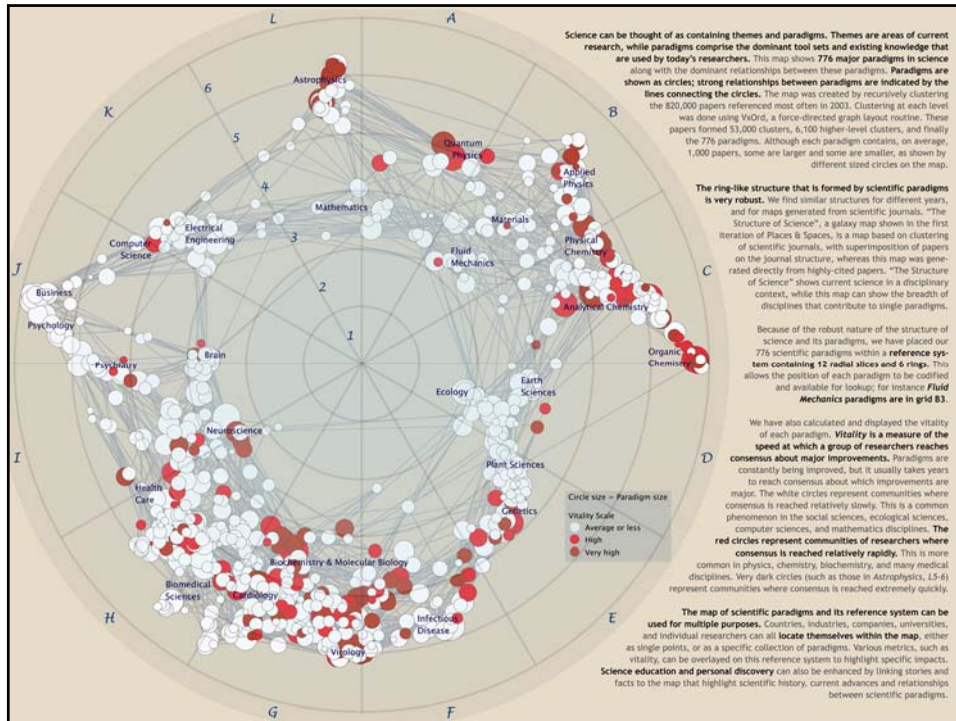
In the 19th century the word "evolution" was identified with improvement. It was clear to European thinkers at that time -- in the wake of the Enlightenment and the French Revolution -- that human societies evolved; many people have claimed the same about the evolution of biological species. In the 20th century, most social scientists came to reject the strict identification of social and cultural change with improvement (see also social evolution and [social Darwinism](#)); Most interpretations of Darwin's account of evolution similarly argue against identifying biological changes with improvement.

Since the 19th century, "evolution" is generally used in reference to biological evolution, changes in allele frequencies in a population from one generation to another. Often it is shorthand for the modern









TOPIC MAP: HOW SCIENTIFIC PARADIGMS RELATE

GEOGRAPHIC MAP: WHERE SCIENCE GETS DONE

You may run your finger over each of these maps to control the lighting on the other; touching a place on the world map will light up topics studied in that place; touching a paradigm on the topic map will light up the places that study that topic.

### Nanotechnology

This overlay shows the distribution of nanotechnology within the paradigms of science. The majority of current work in nanotechnology takes places in physics, chemistry, and materials science, at the upper right portion of the map. However, an increasing amount of nanotechnology is being applied in the biological and medical sciences, at the lower right.

<b>All Topics</b> <i>Sweep through all 776 scientific paradigms</i>	<b>Nanotechnology</b> <i>Science on the tiny scale of molecules</i>	<b>Francis H. C. CRICK</b> <i>Co-discovered DNA's double helix</i>	<b>Albert EINSTEIN</b> <i>Revitalized physics with Relativity theories</i>	<b>Michael E. FISHER</b> <i>Models critical phase transitions of matter</i>	<b>Susan T. FISKE</b> <i>Connects perception and stereotypes</i>
<b>Sustainability</b> <i>The science behind our long-term hopes</i>	<b>Biology &amp; Chemistry</b> <i>The interface between these two vital fields</i>	<b>Joshua LEDERBERG</b> <i>Pioneer in bacterial genetic mechanisms</i>	<b>Derek J. de Solla PRICE</b> <i>Known as the "Father of Scientometrics"</i>	<b>Richard N. ZARE</b> <i>Lives laser chemistry in molecular dynamics</i>	<b>About this display</b> <i>People &amp; organizations that helped create it</i>

We sweep slowly through adjoining related topics, lighting up the places in the world that study each topic. You may select a subset of the topics that deal with these three interesting subjects by touching it.

A single person's spreading influence is shown as a series of four snapshots. First, we light only topics and places relating to that person's papers - papers that are still highly cited today. The second lights everything that cites that original work. Note that this first generation impact extends to far more topics than did the original work. The third snapshot lights science that cites the second, and the fourth lights science that cites the third.

TOPIC MAP: HOW SCIENTIFIC PARADIGMS RELATE

GEOGRAPHIC MAP: WHERE SCIENCE GETS DONE

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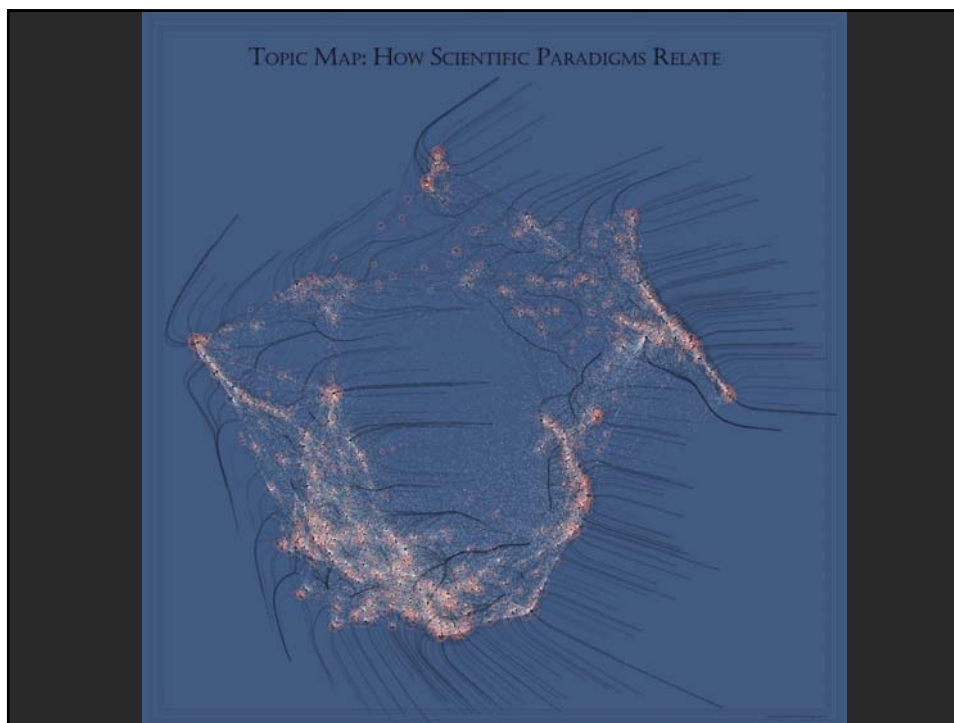
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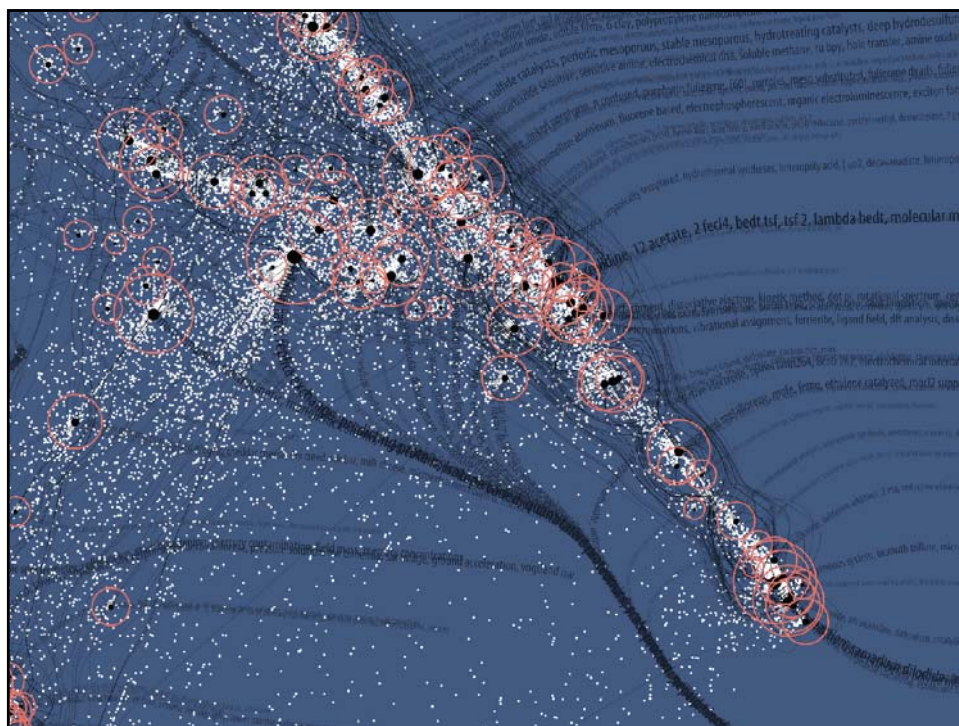
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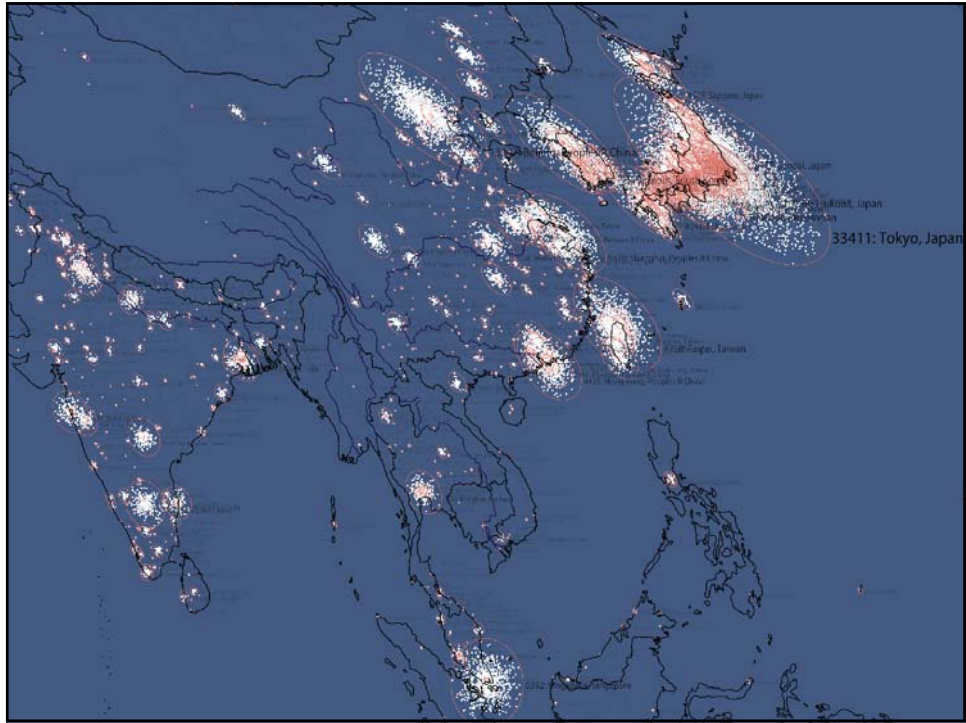










A video player window titled 'places-roughcut2.mov' showing a man in a dark suit presenting a map in a museum setting. The man is standing in front of a large illuminated display. The video player interface includes a menu bar (File, Edit, Movie, Favorites, Window, Help), a progress bar, and playback controls. Text overlaid on the video reads: 'W. Bradford Paley, Scientific Mapmaker, Digital Image Design Incorporated, Dept. of Computer Science, Columbia University'.

W. Bradford Paley  
Scientific Mapmaker  
Digital Image Design Incorporated  
Dept. of Computer Science, Columbia University

Illuminated Diagram Display  
<http://www.youtube.com/watch?v=bXABcOABG4E>

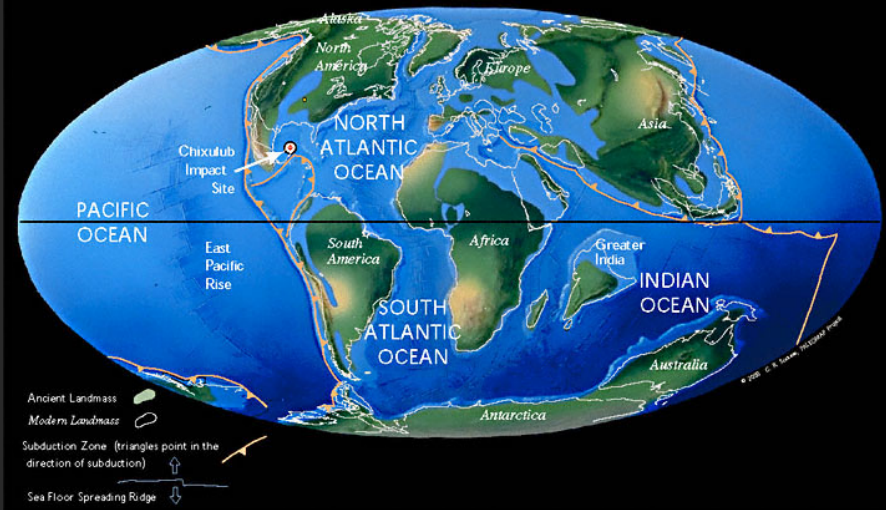
# The Power of Forecasts

## Four Existing Forecasts VERSUS Six Potential Science 'Weather' Forecasts

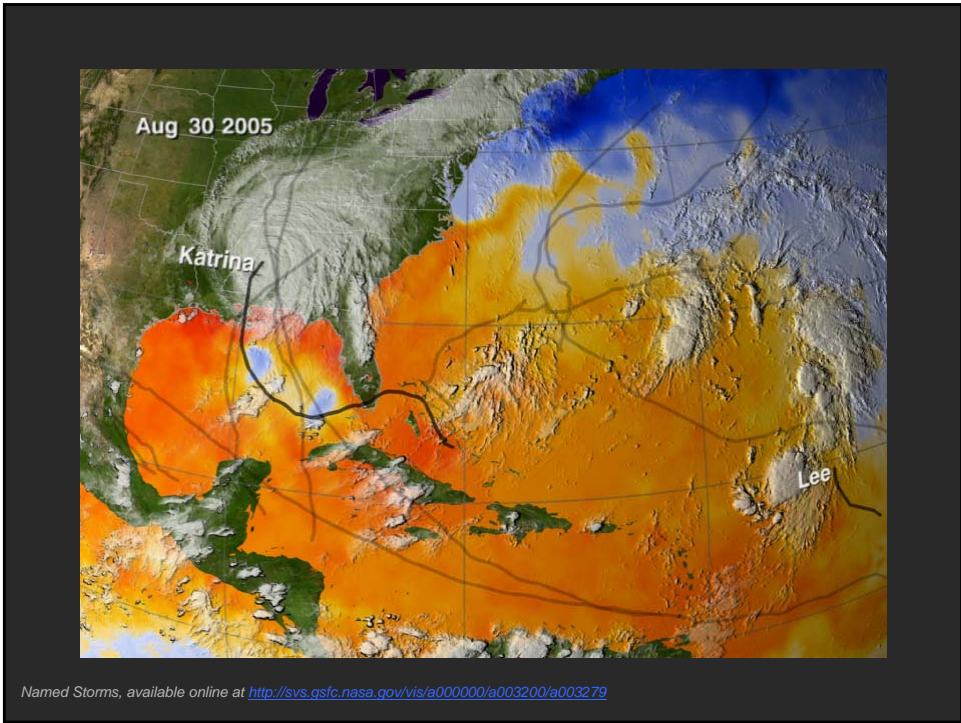
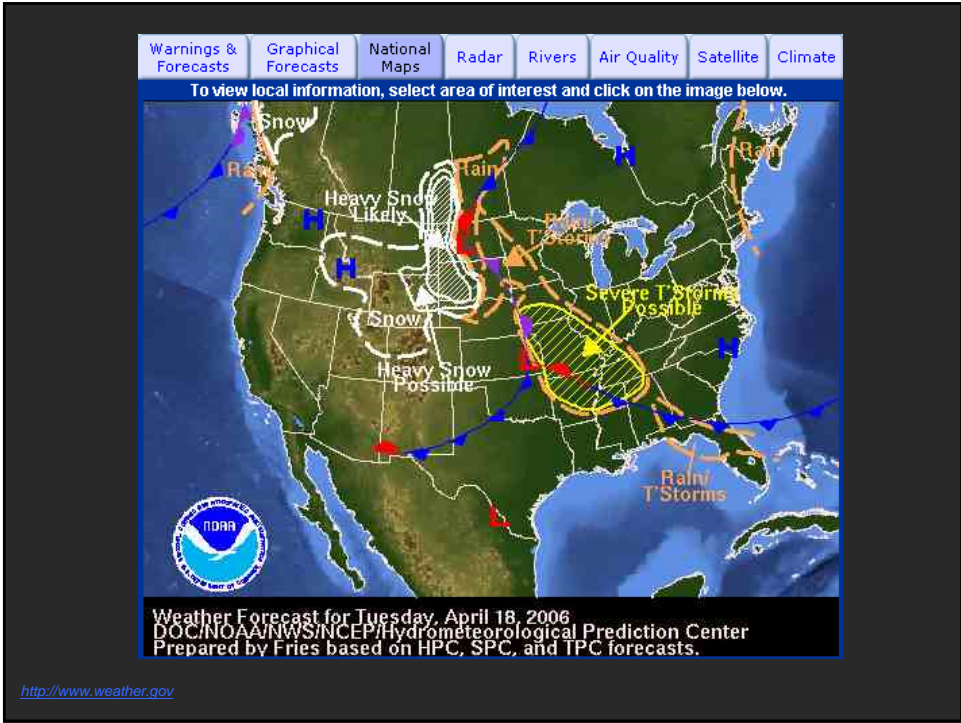


*(3<sup>rd</sup> Iteration of Places & Spaces Exhibit - 2007)*

### K/T Boundary 66 Ma

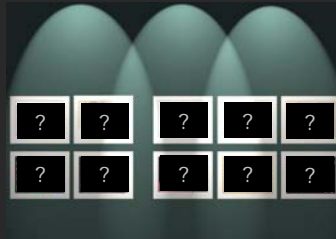


<http://www.scotese.com/>



# Science Maps for Economic Decision Making

Four Existing Maps  
VERSUS  
Six Science Maps



*(4<sup>th</sup> Iteration of Places & Spaces Exhibit - 2008)*

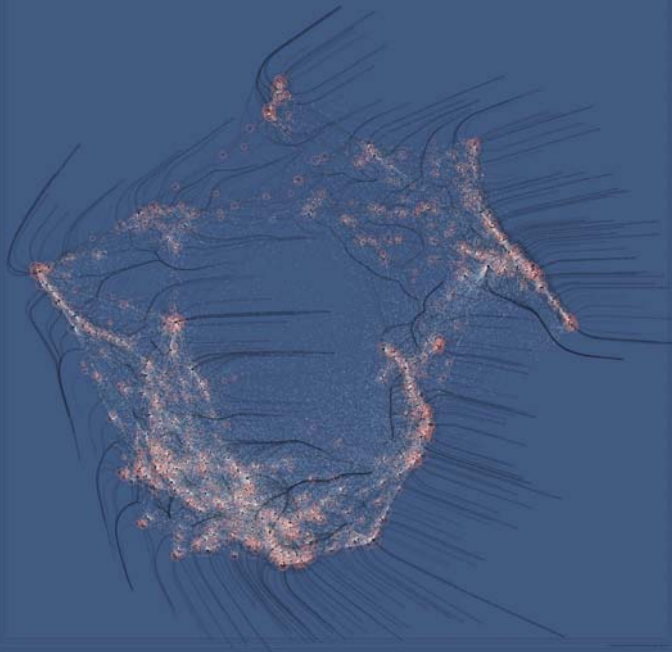
**A Potential Future:  
Science Maps in Action**

## KIDS first ...



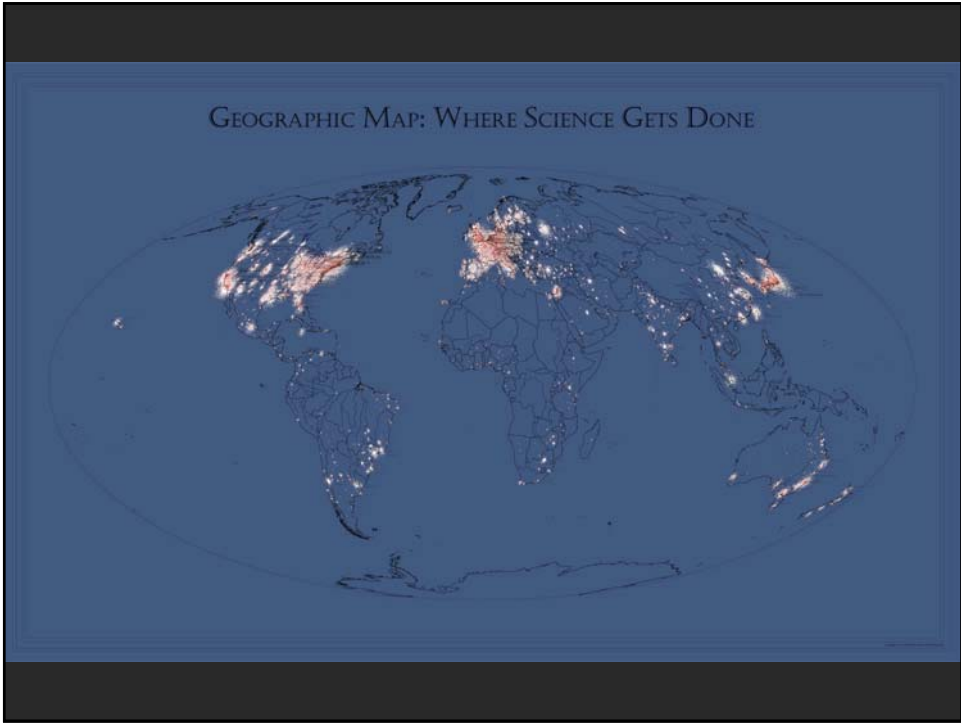
All maps of science are on sale via  
<http://scimaps.org/ordermaps/>

## TOPIC MAP: HOW SCIENTIFIC PARADIGMS RELATE















**My Science Story**  
By \_\_\_\_\_

There are seven main fields of science. They are...

social science, mathematics, physics, chemistry, earth science, medicine, and psychology. I like to study earth science.  
Color earth science green.

Earth scientists study the weather, plants and trees, marine life, insects, and much more.

I like insects. They are interesting to look at and study.  
Color in the insect.

Butterfly  
Bee  
Mole

There are many types of insects in the world. Bees, butterflies, and beetles are just a few.

I want to be an entomologist when I grow up. Then I can study insects all the time.

**Activities:**  
Solve the puzzle.  
Navigate to 'Earth Science'.  
Identify major inventions.  
Place major inventors.  
Find your dream job on the map.  
Why is mathematics important?

For more information about the map of science for kids or this exercise, please contact Kurt Bomer (kbomer@indiana.edu) or Public Library programming@indiana.edu of the School of Library and Information Science, Indiana University.  
These materials were compiled by LibLit history in 2006.

## What is Science? KIDS DRAWING CONTEST

**WHAT**  
What is Science? Who does Science? What is Science to you? Design a picture of your favorite scientist or science experiment and tell us about it!

**WHEN**  
October 1st - 30th: Submit entries  
November 5th: Winners notified  
November 20th - 30th: Winning entries and Top 50 on display at the American Museum of Science and Energy.

**Judging Criteria**

- 25% Appropriateness of subject matter
- 25% Creativity and quality of drawing
- 25% Originality of the entry
- 25% Accuracy of drawing and text

**Requirements**

• Age 4-12, no school children over 10th grade  
• Entries on 8.5 x 11 paper with a total area of 20-100 sq. in.  
• Each drawing must include a caption or explanation.

**PRIZES**

- 1 year family membership & Science Kit from AMSE
- Science Kit from the AMSE Discovery Shop
- Science Book from the AMSE Discovery Shop

Bring in your contest submission and get one AMSE for FREE!

**Consent**

Approved: Parent/guardian granting consent for child's name, address and telephone number to be released and used for the purpose of this contest. Parents/Planners to keep copies.

**Submitting**


Mail submissions to: The American Museum of Science and Energy, 1200 York Street, 20th Floor, New York, NY 10021. Tel: 212-633-1300. Fax: 212-633-1301.

The contest is being held in cooperation of The American Museum of Science and Energy.

QUESTIONS? Ask Kim Hoyle (kimo@amse.org) | Phone: 845-274-9384  
Please attach this form to the back of submission.

Kid's Name \_\_\_\_\_ Age \_\_\_\_\_ Parent's Name \_\_\_\_\_ Phone Number \_\_\_\_\_

### My Favorite Scientist


Observe  
Discover  
Understand  
Learn  
Science  
Experiment  
Hypothesis  
Wonder  
Scientist

**Winners @ AMSE**  
 JoHanna Sanders, age 12, a picture of someone enjoying nature and a theme that science is all around us.  
 Sascha Richey, age 8, drew a picture of her mother and explained why her mother is her favorite scientist.

... my SPONSORS next ...

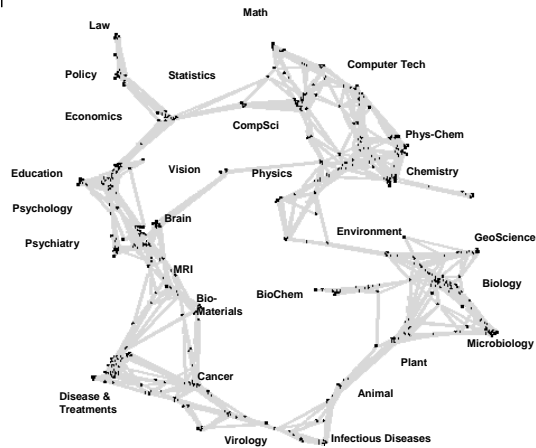




### Latest 'Base Map' of Science

Kevin W. Boyack & Richard Klavans, unpublished work.

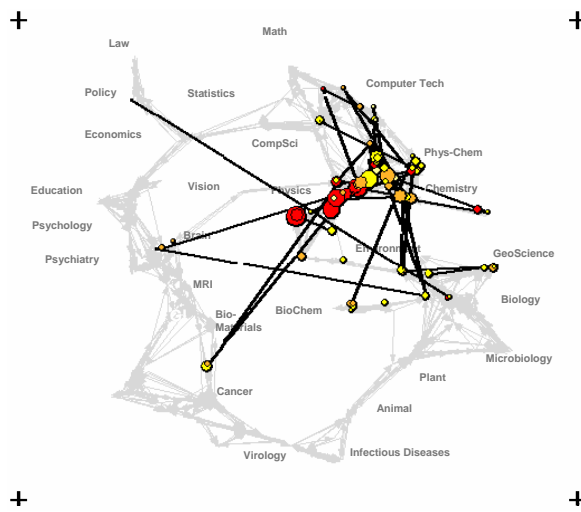
- Uses combined SCI/SSCI from 2002
  - 1.07M papers, 24.5M references, 7,300 journals
  - Bibliographic coupling of papers, aggregated to journals
- Initial ordination and clustering of journals gave 671 clusters
- Coupling counts were reaggregated at the journal cluster level to calculate the
  - (x,y) positions for each journal cluster
  - by association, (x,y) positions for each journal



### Science map applications: Identifying core competency

Kevin W. Boyack & Richard Klavans, unpublished work.

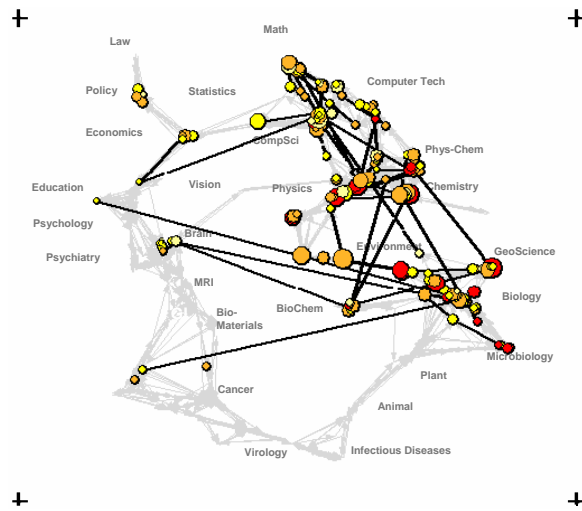
Funding patterns of the US Department of Energy (DOE)



### Science map applications: Identifying core competency

*Kevin W. Boyack & Richard Klavans, unpublished work.*

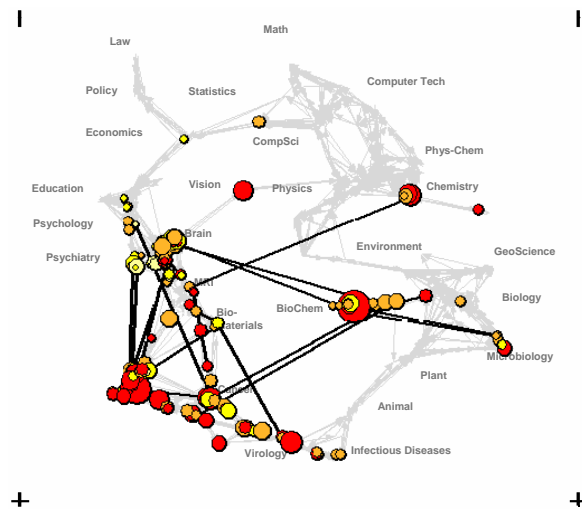
#### Funding Patterns of the National Science Foundation (NSF)



### Science map applications: Identifying core competency

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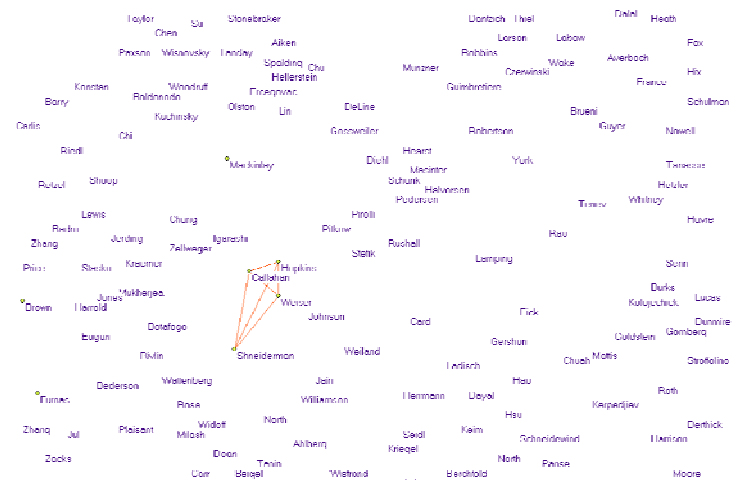
#### Funding Patterns of the National Institutes of Health (NIH)



... then SCIENTISTS ...

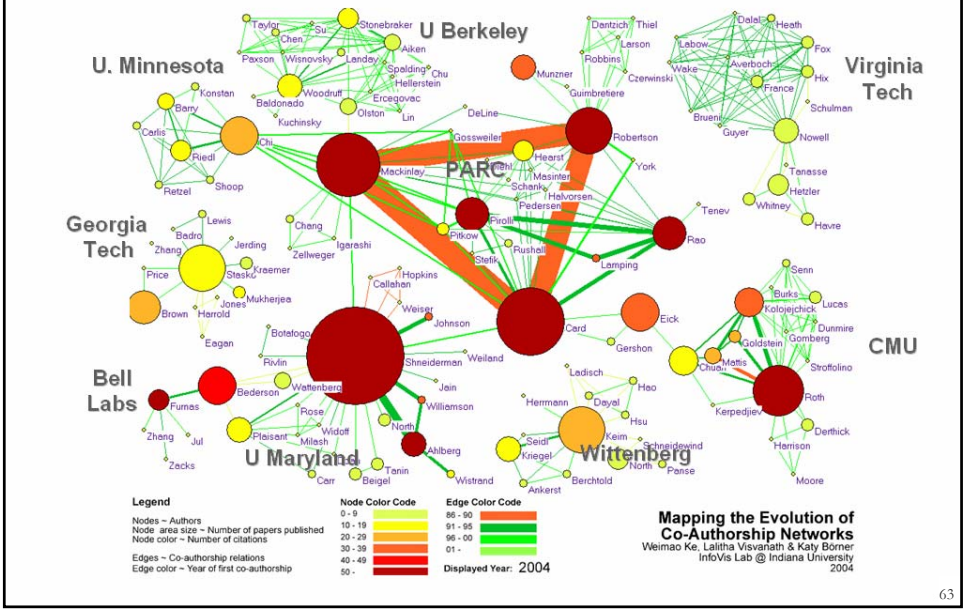
### Mapping the Evolution of Co-Authorship Networks

*Ke, Viswanath & Börner, (2004) Won 1st price at the IEEE InfoVis Contest.*

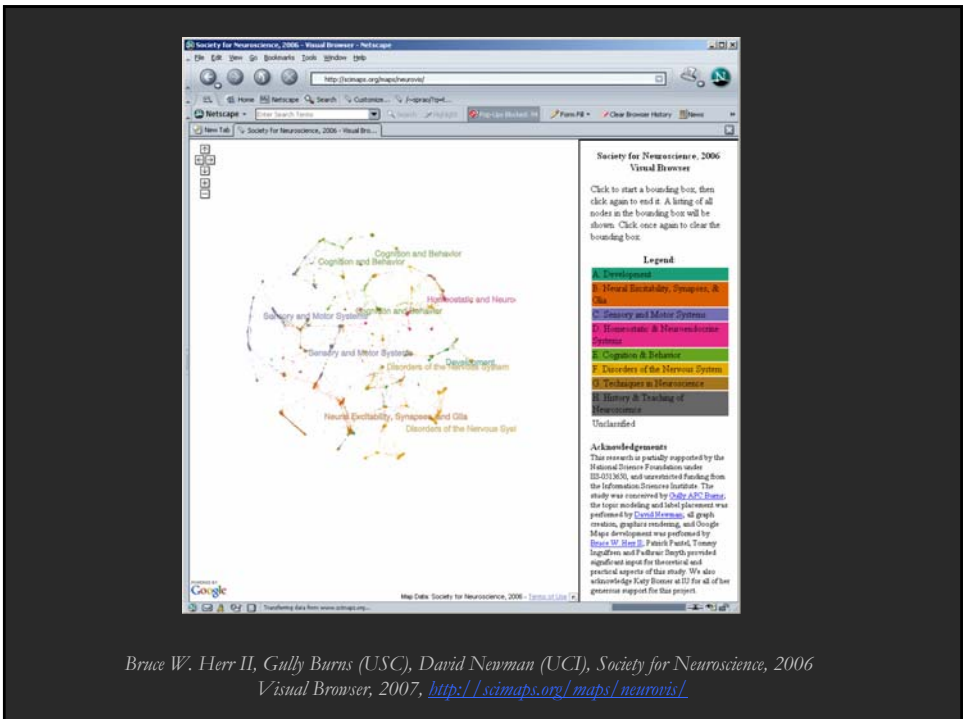


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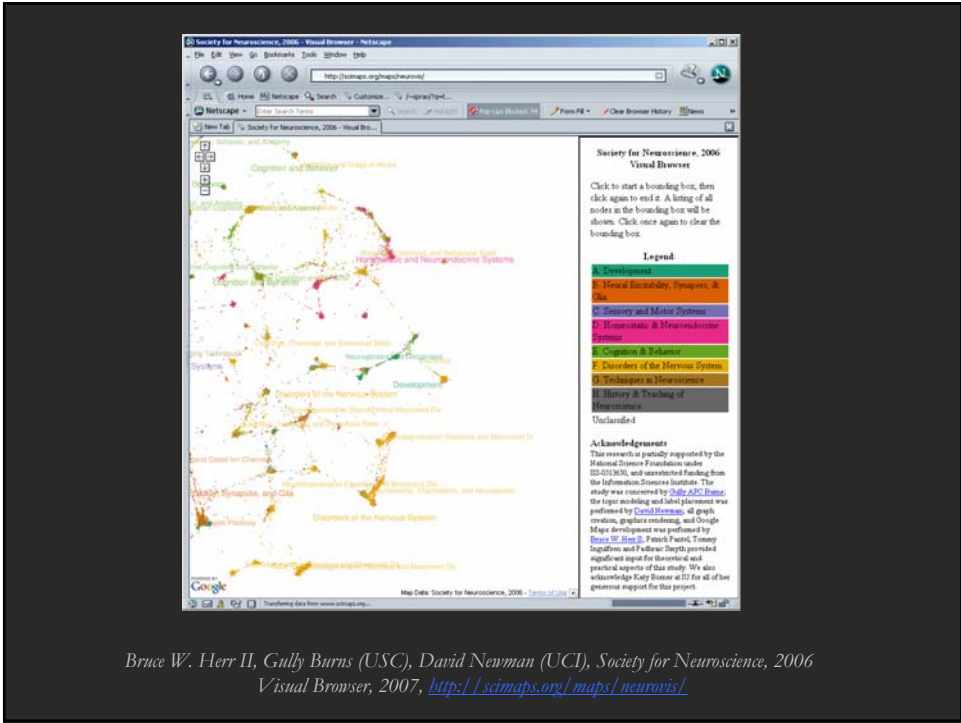


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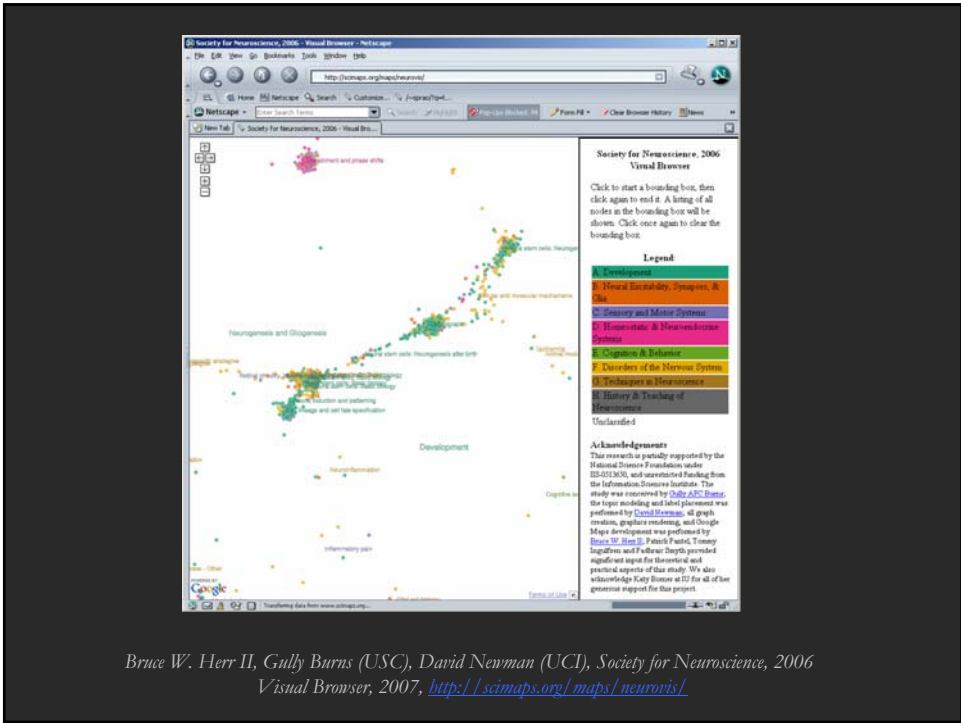


Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006  
 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>

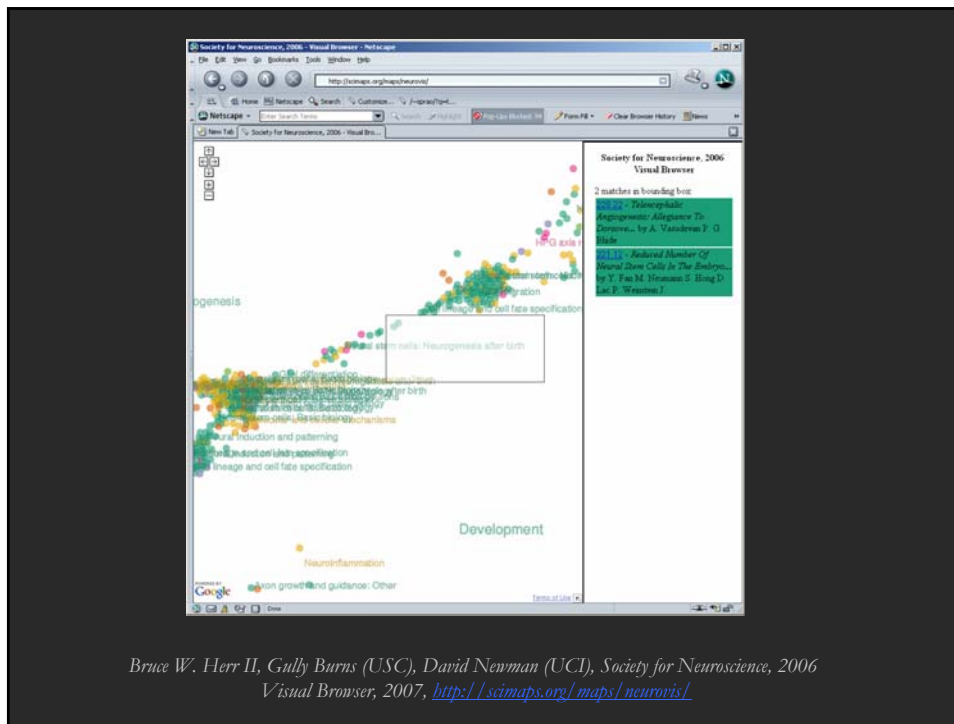




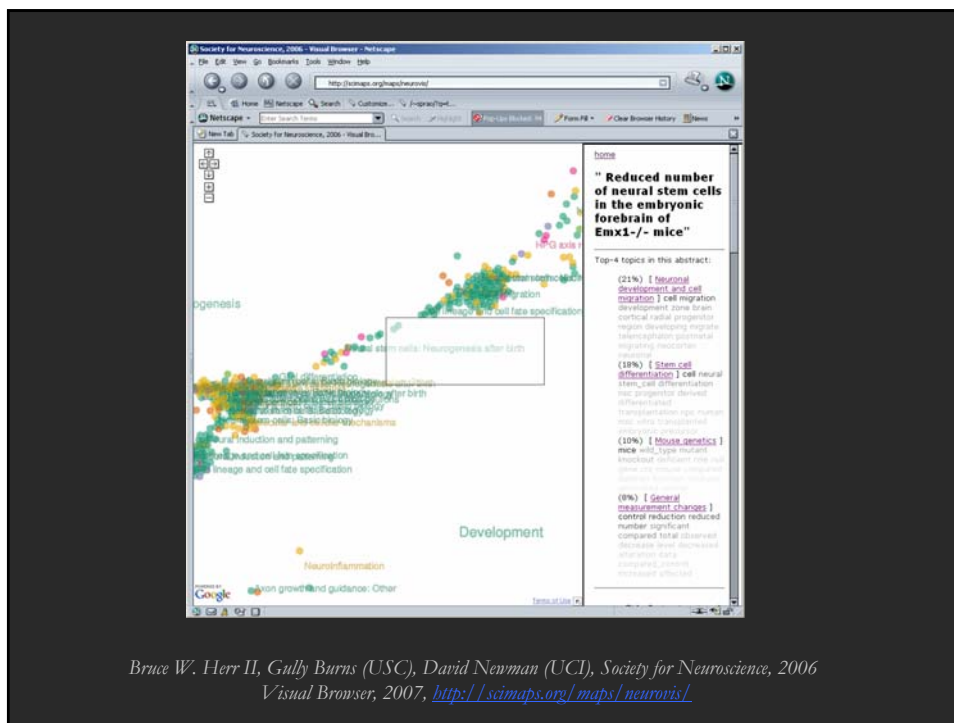
Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006  
 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>



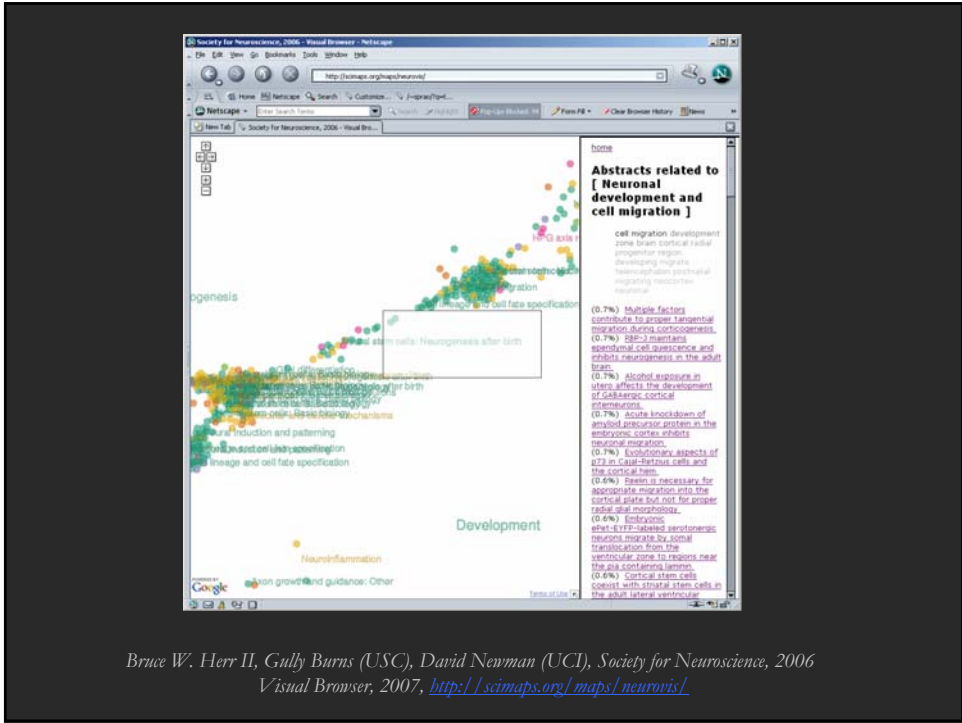
Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006  
 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>



Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>



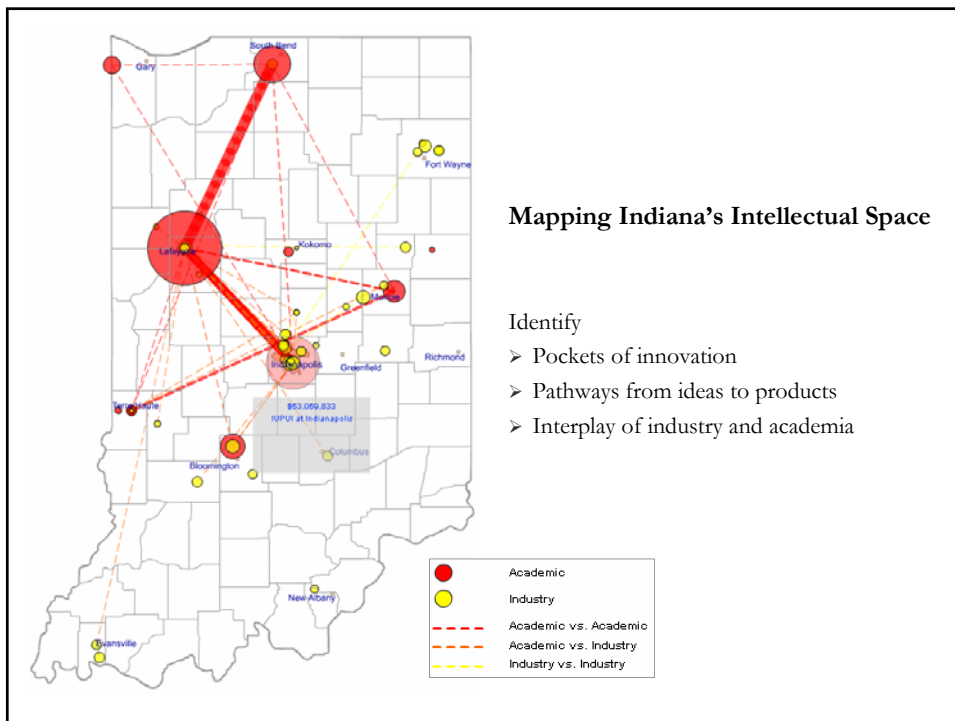
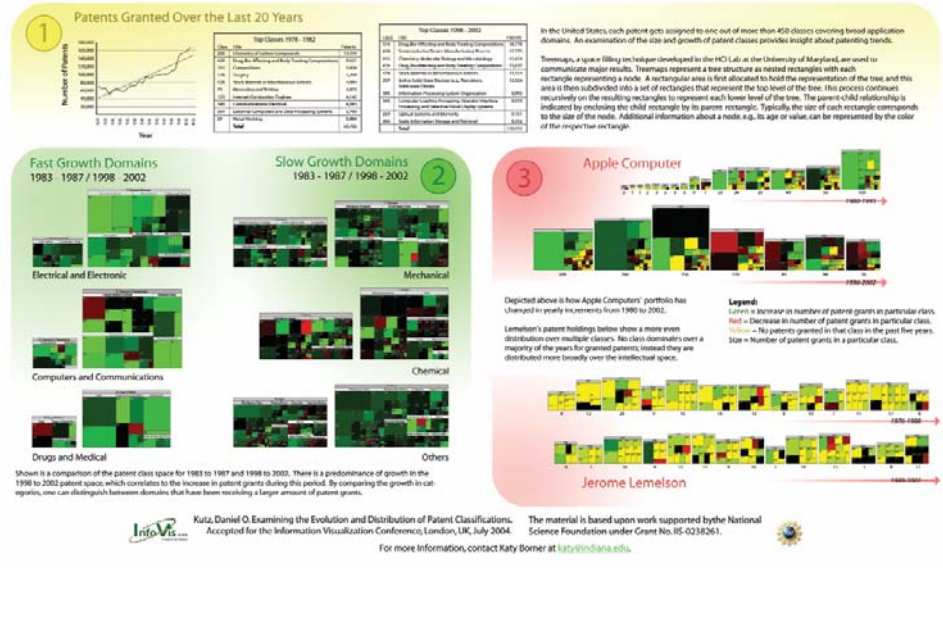
Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>



Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006  
 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>

... and INDUSTRY too.

# Examining the Evolution and Distribution of Patent Classifications







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# Merry Christmas and Happy New Year! 2008

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Cake created by Kristin Reed and Lydia Nichols. They insisted on having a legend!

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The End.