

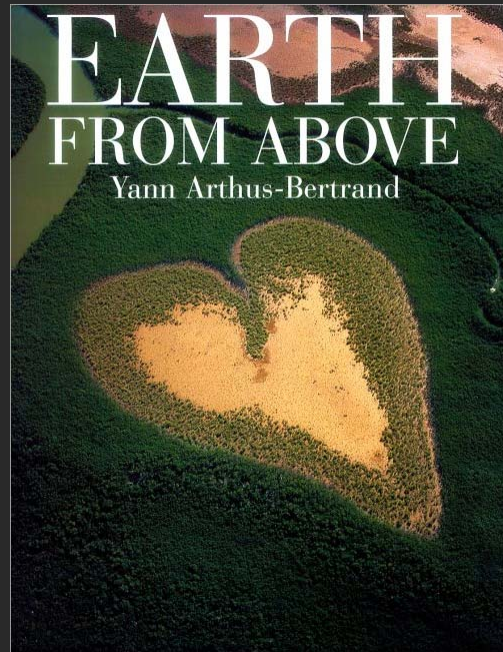
Science from Above

Dr. Katy Börner

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

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

VKS, January 25th, 2008



The Problem: Being Lost in Space

15th 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



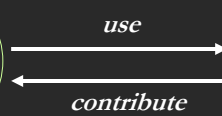
Leonardo Da Vinci
(1452-1519)

20th 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



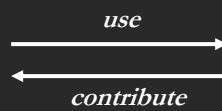
Albert Einstein
(1879-1955)

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

Mankind's Knowledge



Amount of knowledge
on brain can manage

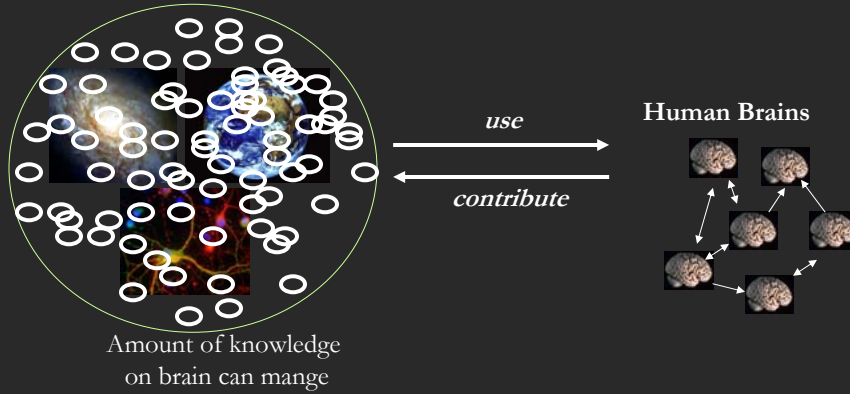


Human Brain



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

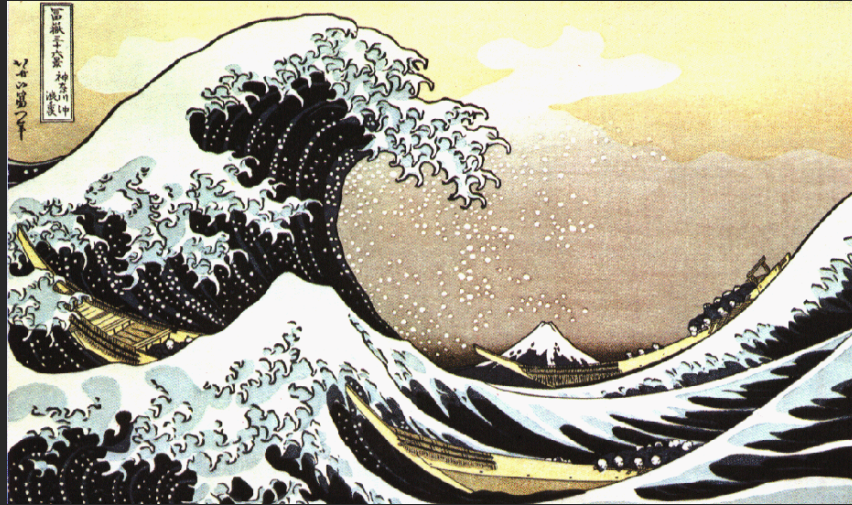
Mankind's Knowledge



Manager

Domain Expert





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

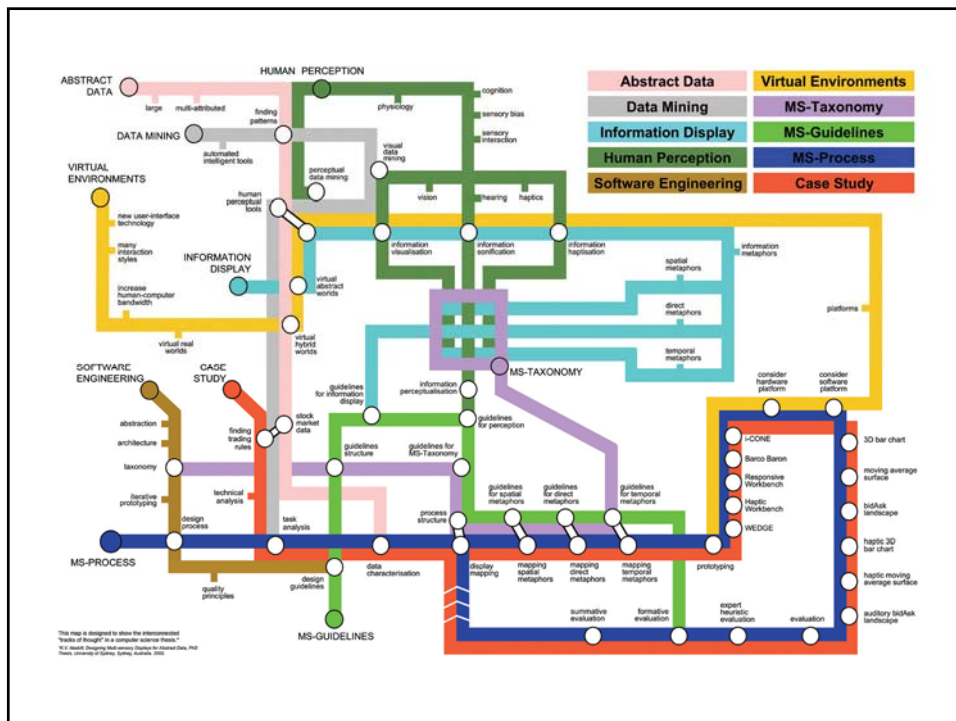
The Power of Maps

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

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

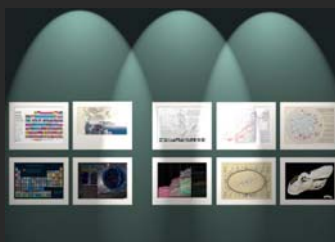
How would a map of science look?

What metaphors would work best?



The Power of Reference Systems

Four Existing Reference Systems VERSUS Six Potential Reference Systems of Science



(2nd Iteration of Places & Spaces Exhibit - 2006)

The Visual Elements Periodic Table

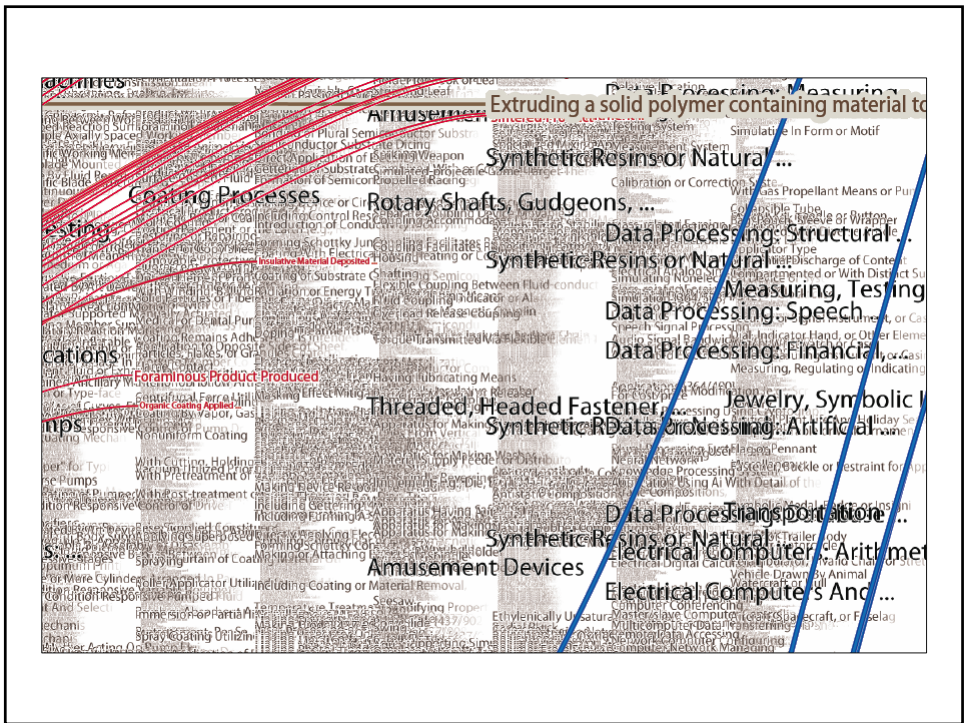
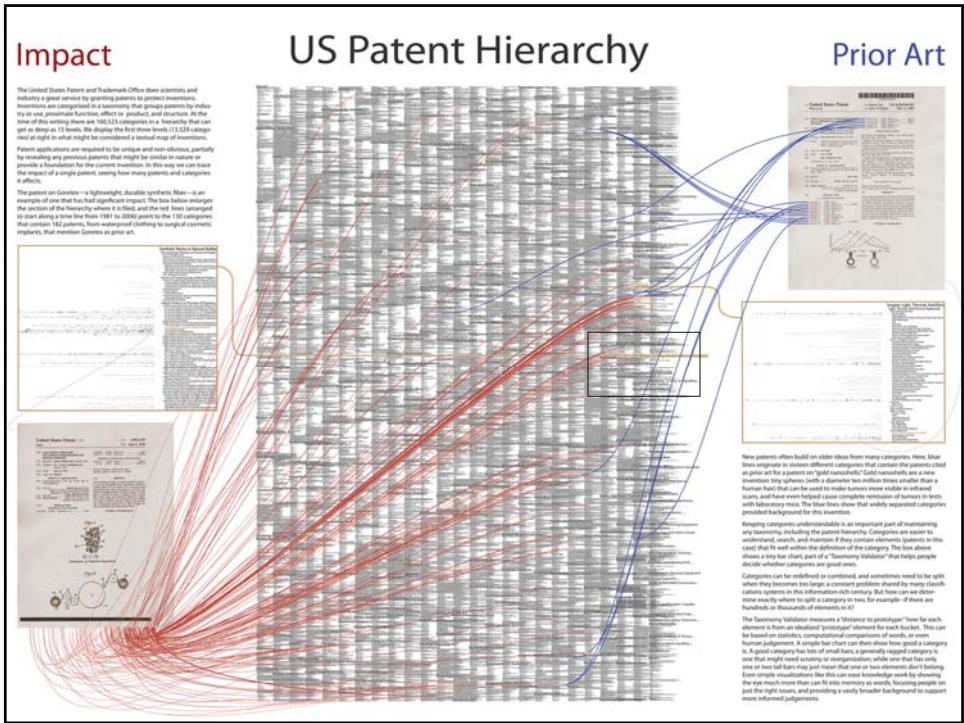
This chart shows the 118 currently known and officially named elements that comprise the Periodic Table (IUPAC 2004). Each element is represented visually by an image produced for the Visual Elements project.

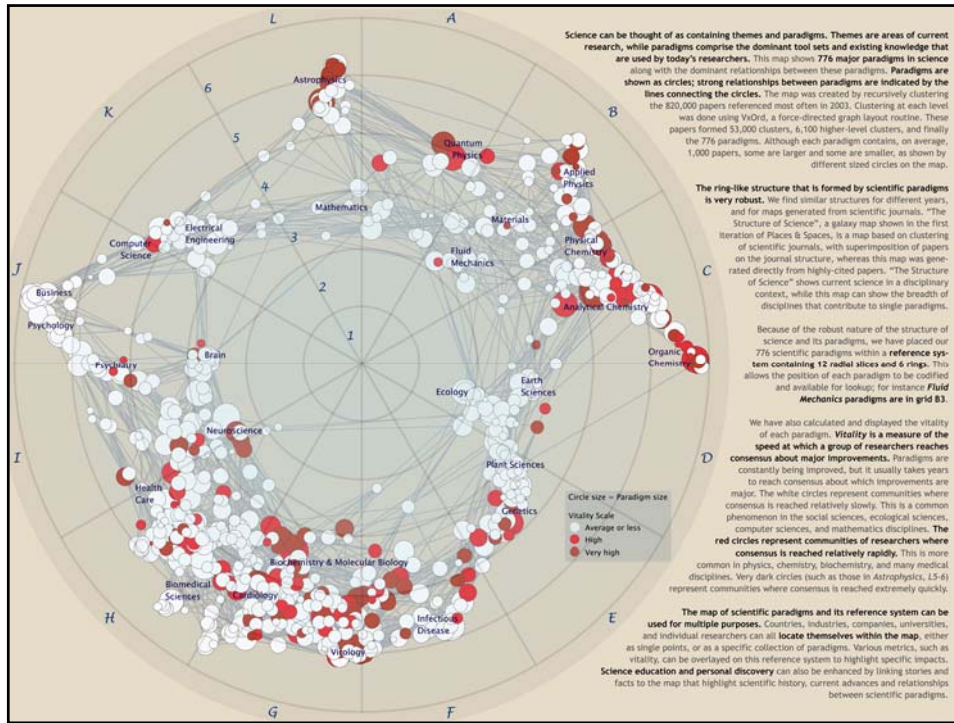
The Periodic Table is an arrangement of all known elements in order of increasing atomic number. The Periodic Table lists all the elements, with their widely diverse physical and chemical properties, into 18 regular patterns. These are displayed vertical columns in the same which display the elements 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 audio and video content. The images 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/visualelements

© Murray Robertson/Royal Society of Chemistry 1999-2008





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.

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

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 so 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

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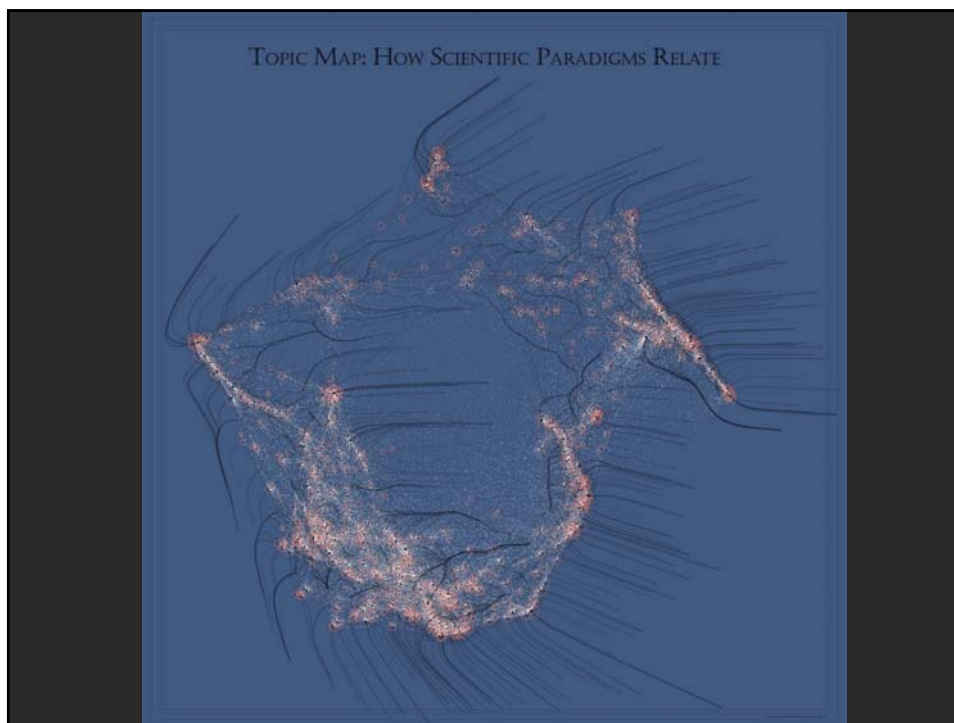
Nanotechnology

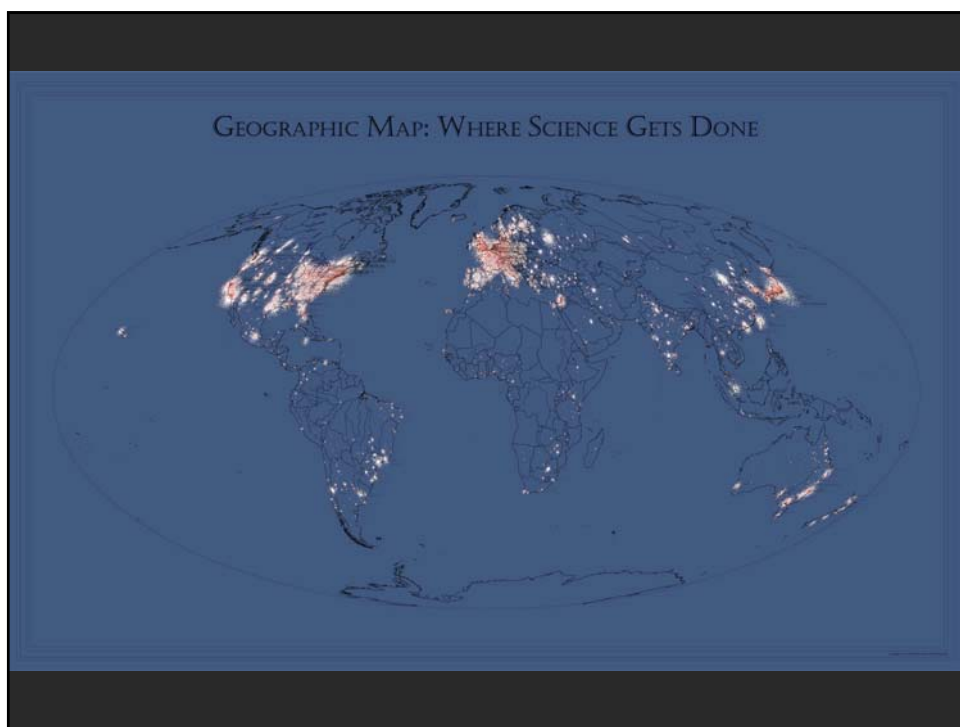
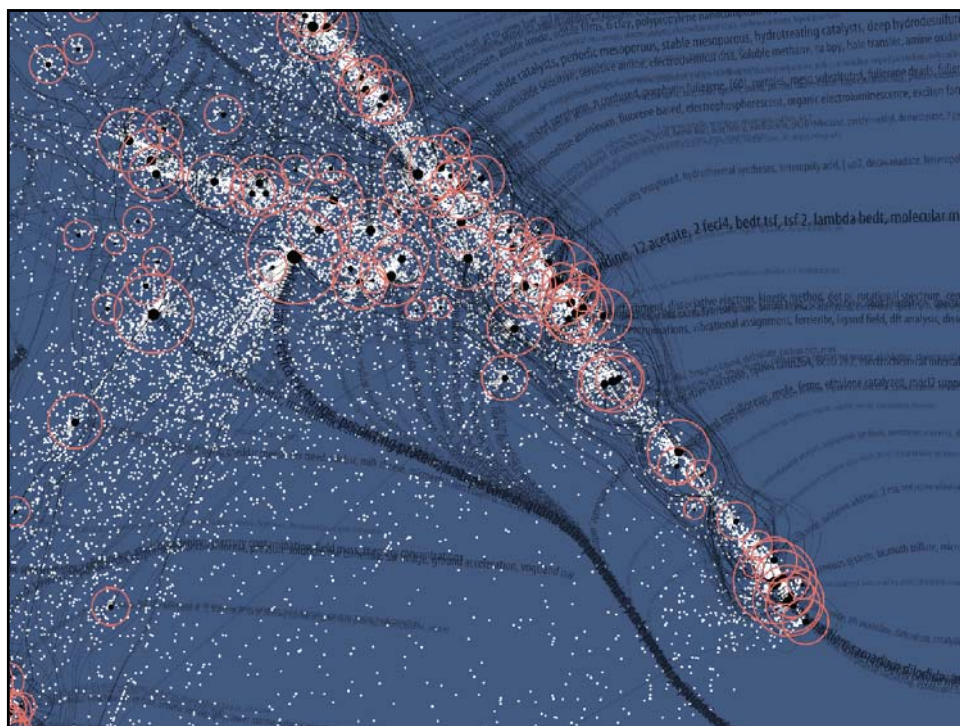
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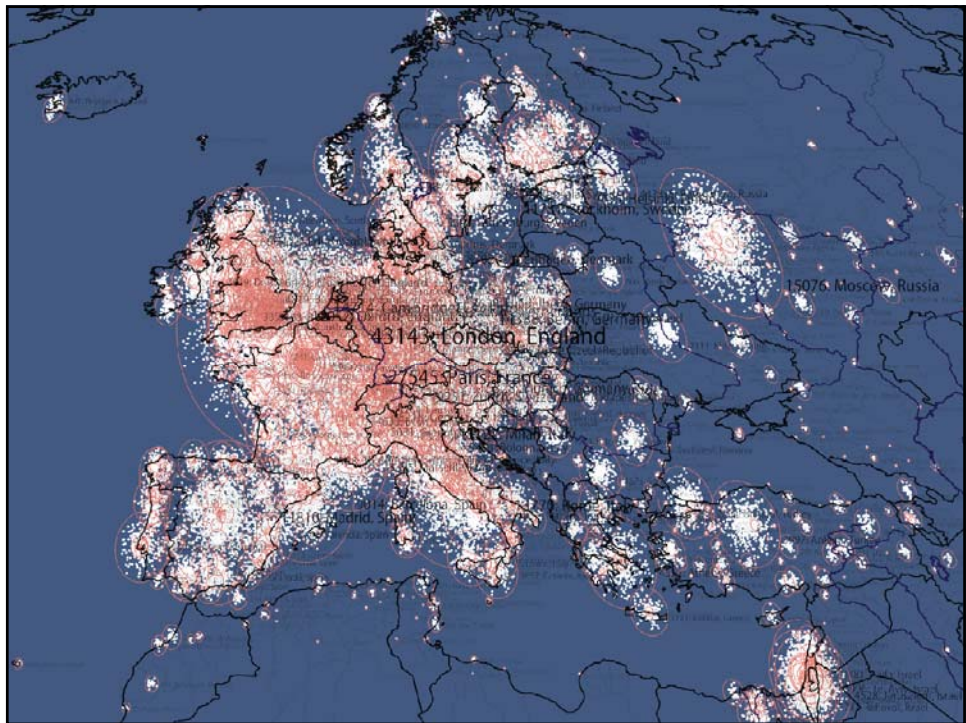
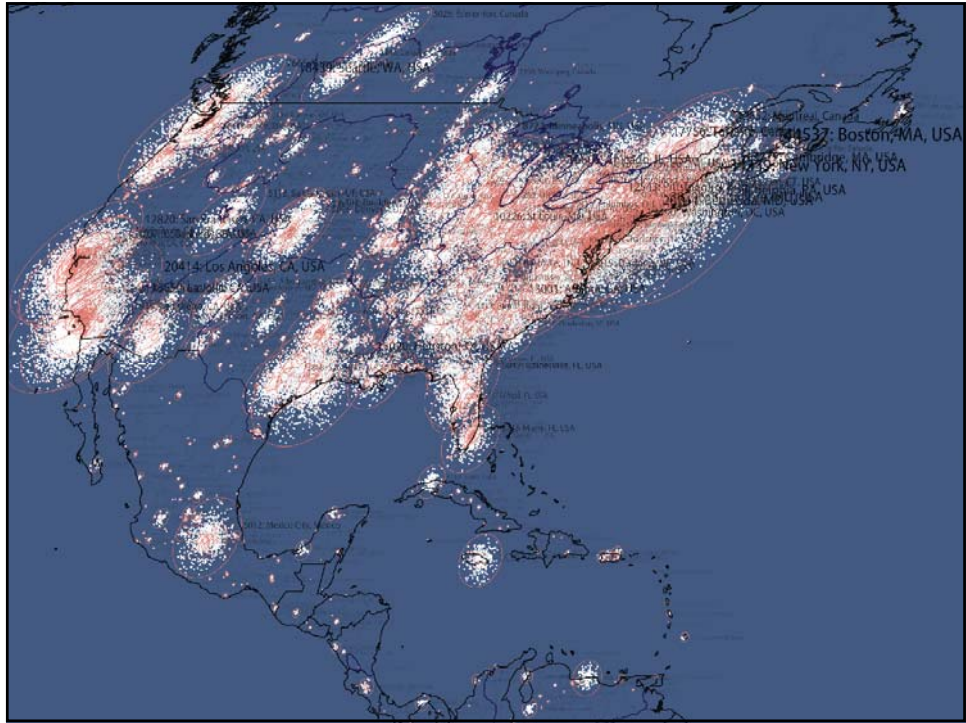
All Topics <small>Sweep through all 776 scientific paradigms</small>	Nanotechnology <small>Science on the tiny scale of molecules</small>	Francis H. C. CRICK <small>Co-discovered DNA's double helix</small>	Albert EINSTEIN <small>Revitalized physics with Relativity theories</small>	Michael E. FISHER 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

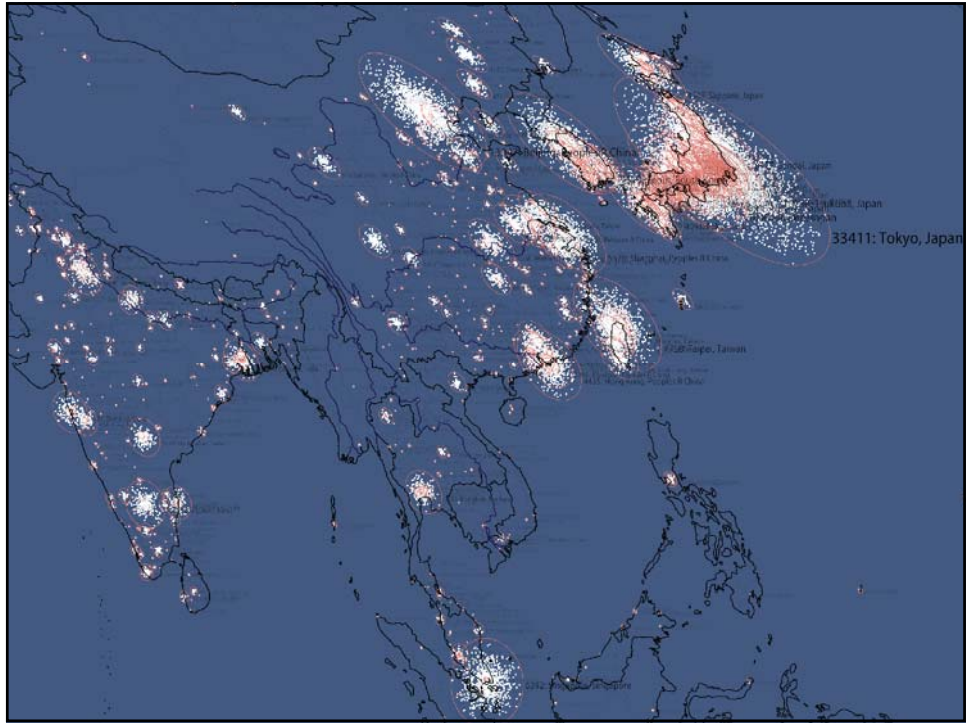
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A video player window titled "places-roughcut2.mov" showing a man presenting a digital map. Text overlay identifies him as "W. Bradford Paley, Scientific Mapmaker, Digital Image Design Incorporated, Dept. of Computer Science, Columbia University". The video shows a man in a dark suit standing in front of a large digital display showing a glowing map. The video player interface includes a progress bar and control buttons.

places-roughcut2.mov

File Edit Movie Favorites Window Help

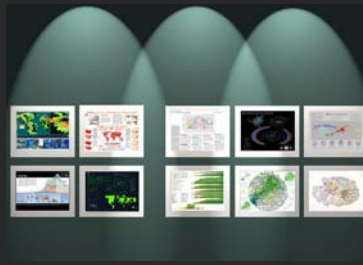
W. Bradford Paley
Scientific Mapmaker
Digital Image Design Incorporated
Dept. of Computer Science, Columbia University

00:05:03

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

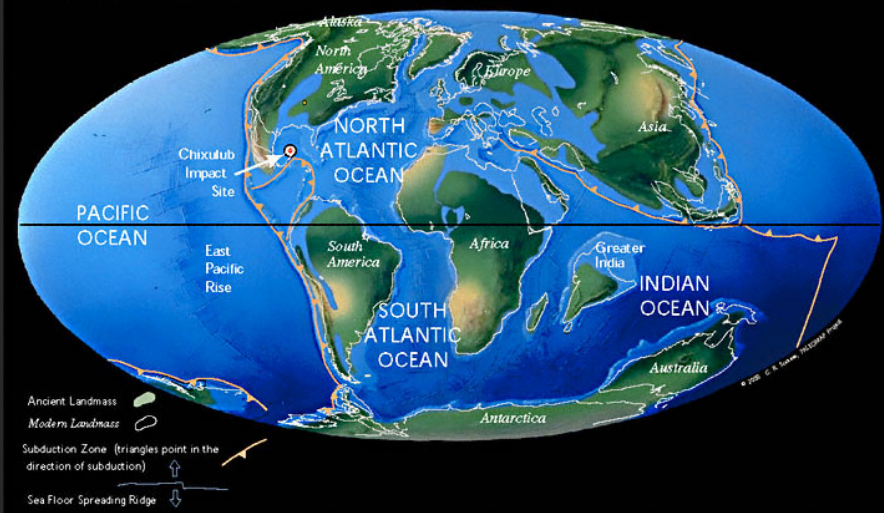
The Power of Forecasts

Four Existing Forecasts VERSUS Six Potential Science 'Weather' Forecasts

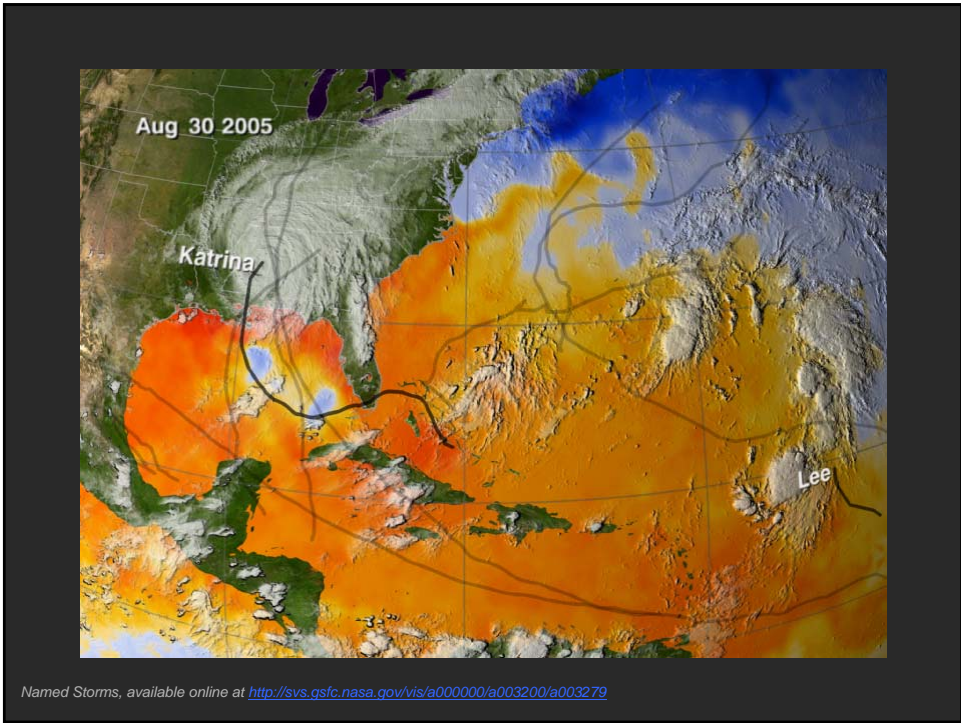
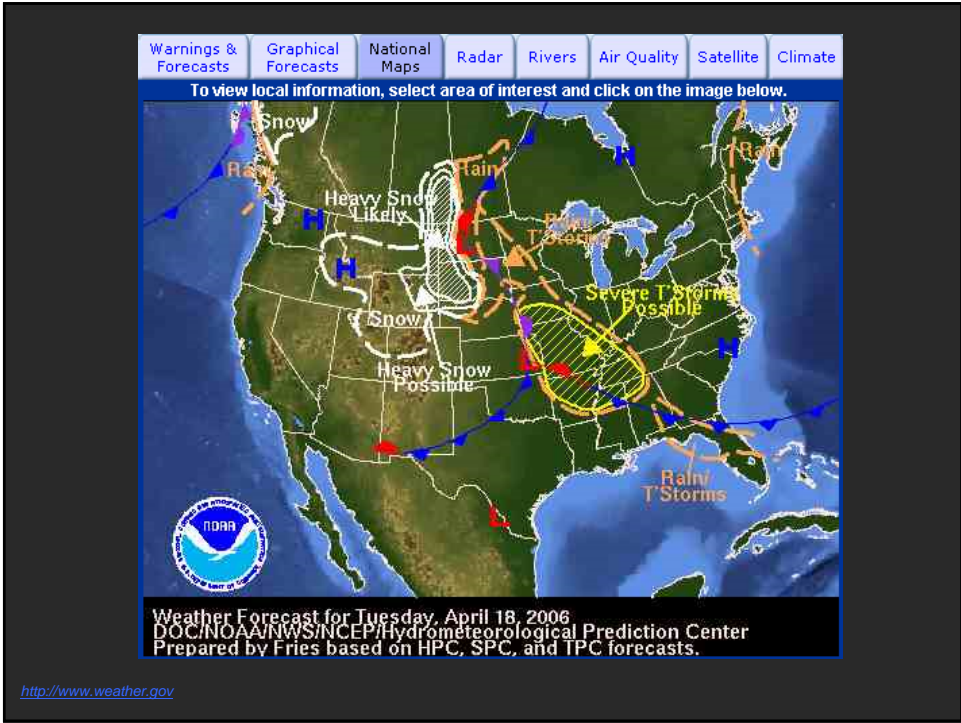


(3rd Iteration of Places & Spaces Exhibit - 2007)

K/T Boundary 66 Ma

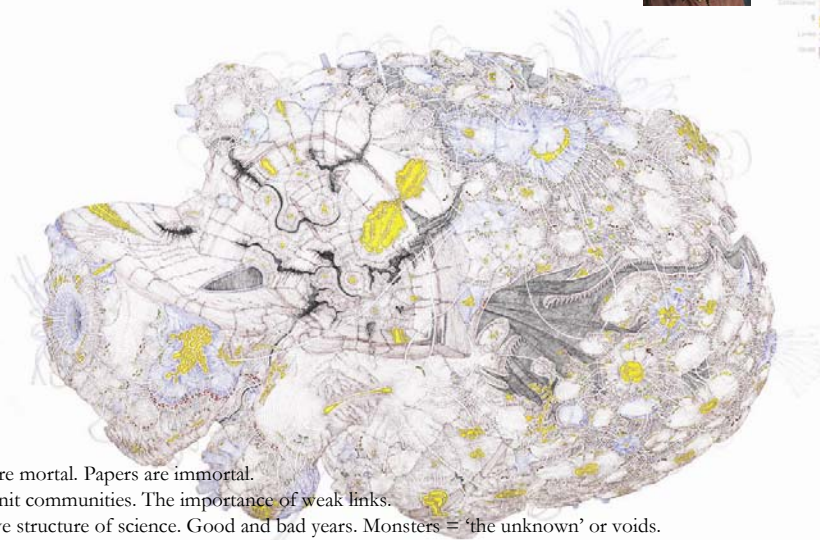


<http://www.scotese.com/>



Conceptualizing Science

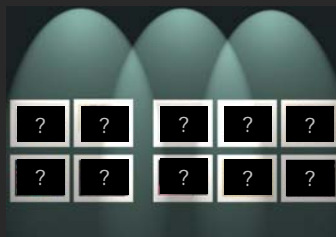
Hypothetical Model of the Evolution and Structure of Science, by Daniel Zeller
On display in 3rd iteration of exhibit.



Authors are mortal. Papers are immortal.
Densely knit communities. The importance of weak links.
Cumulative structure of science. Good and bad years. Monsters = 'the unknown' or voids.
Impact of funding on science (yellow).

Science Maps for Economic Decision Making

Four Existing Maps
VERSUS
Six Science Maps



(4th Iteration of Places & Spaces Exhibit - 2008)

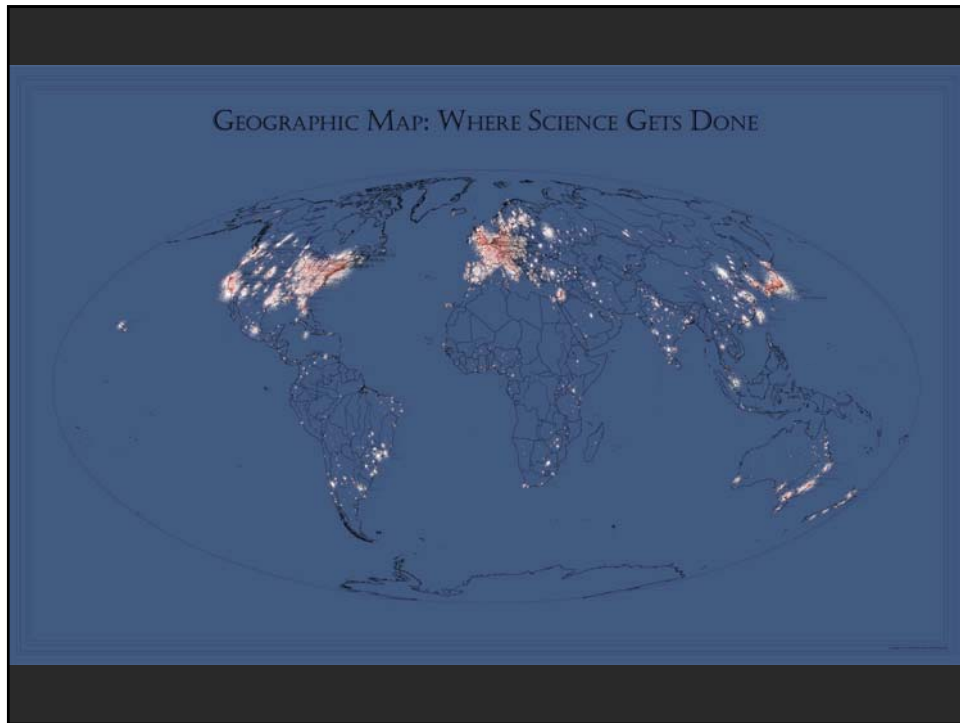
A Potential Future: Science Maps in Action

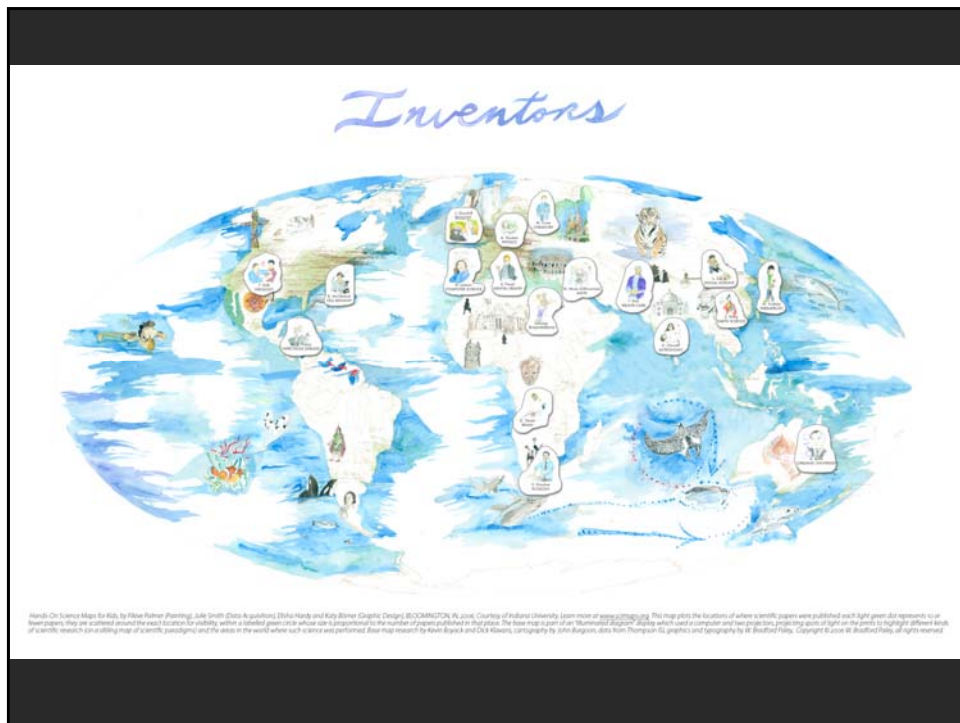
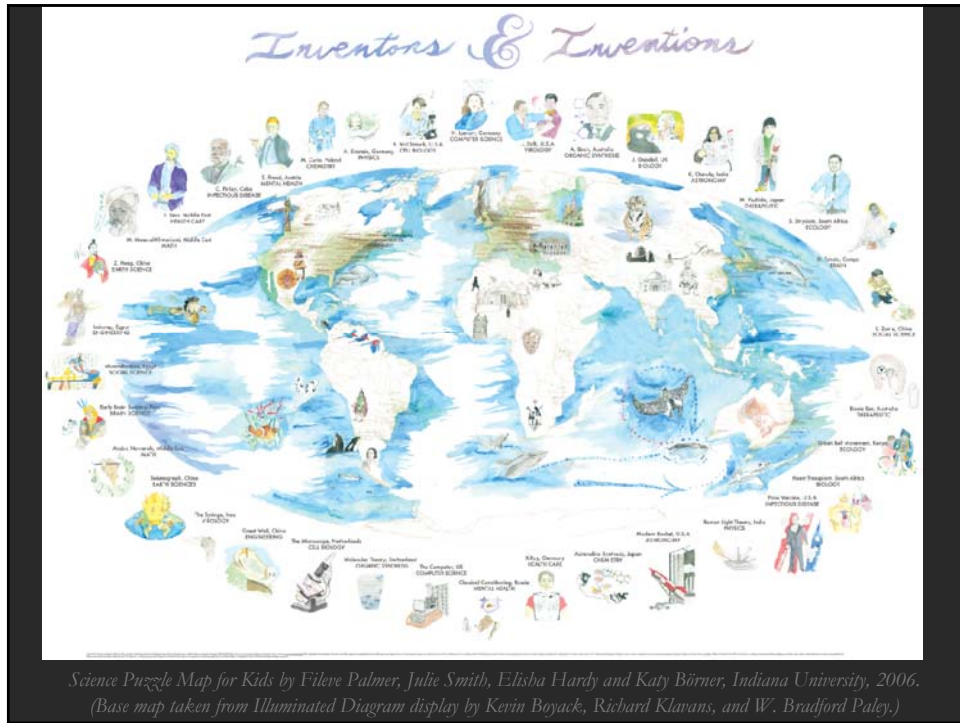
KIDS first ...



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









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.

My Science Story

By _____

For more information about the map of science for kids or this activity, please contact Katy Bamer (kamb@indiana.edu) or Tavis Holary (holary@indiana.edu) at the School of Library and Information Science, Indiana University.

These materials were compiled by Tavis Holary in 2006.

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?

Butterfly

Bee

Grasshopper

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.

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 5th - 30th: Winning entries and Top 50 on display at the American Museum of Science and Energy.

Judging Criteria

- 25% Appropriateness and accuracy of drawing
- 25% Creativity and quality of drawing
- 25% Neatly of the entry
- 25% Evidence of drawing and story

Requirements

Kids ages 4-12 can submit 10" x 10" color drawings. Each drawing should be on 8 1/2" x 11" paper with a word count of 25-100 words explaining their drawing and drawing their favorite scientist or experiment.

PRIZES

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

Consent

Approved: Parents/ guardians granting consent to publish your name and information about the submitted artwork will be the responsibility of the Parent & Science Planning Committee.

Submitting

The submissions for The American Museum of Science and Energy Kids Drawing Contest should be sent to: Kids Drawing Contest, The American Museum of Science and Energy.

You can also bring in your submission to The American Museum of Science and Energy.

QUESTIONS? Ask Your Teacher (questions@amse.org) | Phone: 910-274-9334

Please attach this form to the back of submission.

Adult's Name Age Parent's Name Phone Number

My Favorite 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.

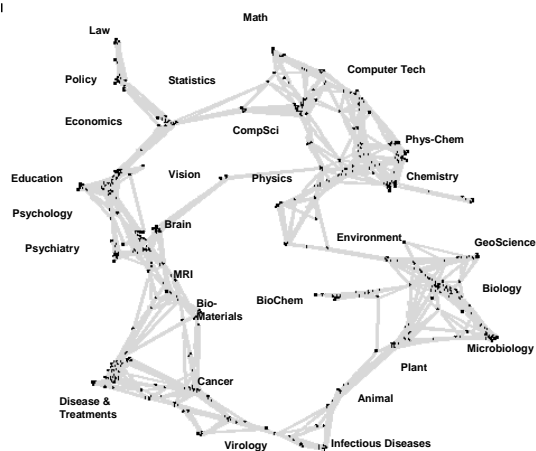
... my SPONSORS next ...



Latest 'Base Map' of Science

Kevin W. Boyack & Richard Klavans, unpublished work.

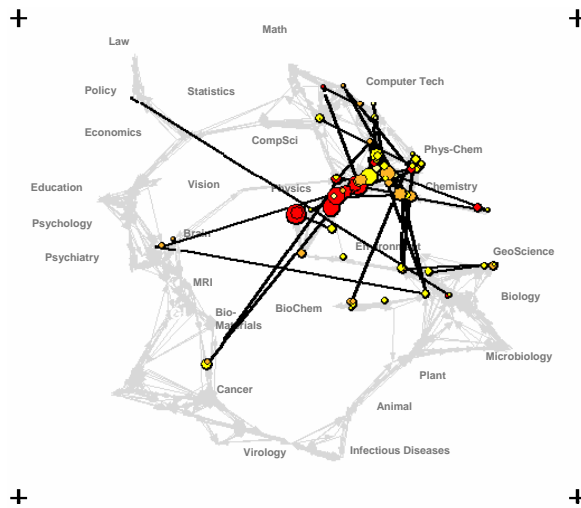
- Uses combined SCI/SSCI from 2002
 - 1.07M papers, 24.5M references, 7,300 journals
 - Bibliographic coupling of papers, aggregated to journals
- Initial ordination and clustering of journals gave 671 clusters
- Coupling counts were reaggregated at the journal cluster level to calculate the
 - (x,y)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

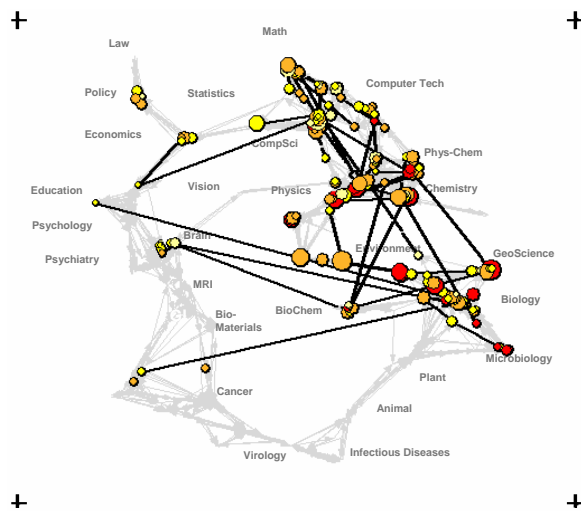
Funding patterns of the US Department of Energy (DOE)



Science map applications: Identifying core competency

Kevin W. Boyack & Richard Klavans, unpublished work.

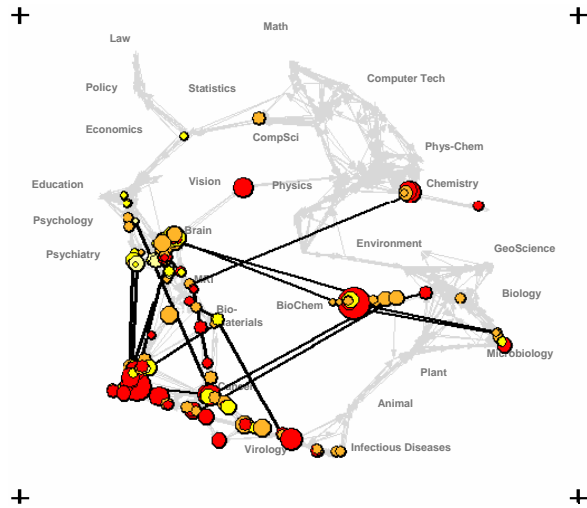
Funding Patterns of the National Science Foundation (NSF)



Science map applications: Identifying core competency

Kevin W. Boyack & Richard Klavans, unpublished work.

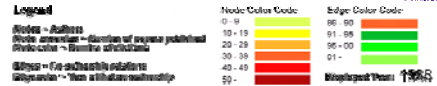
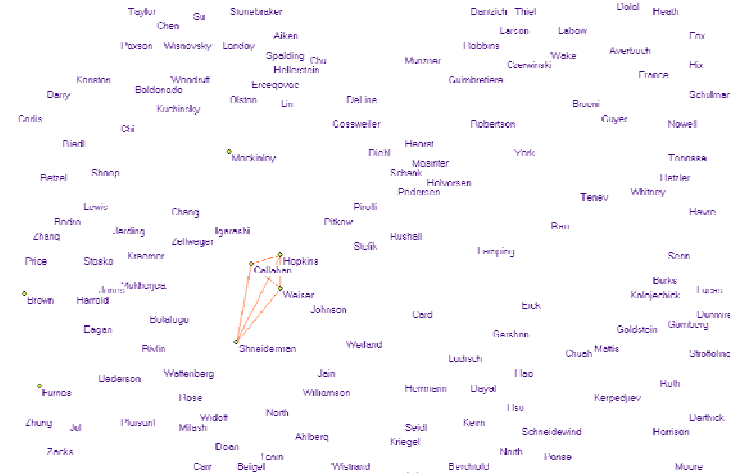
Funding Patterns of the National Institutes of Health (NIH)



... then SCIENTISTS ...

Mapping the Evolution of Co-Authorship Networks

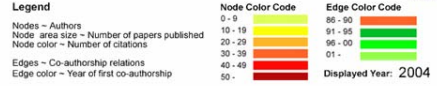
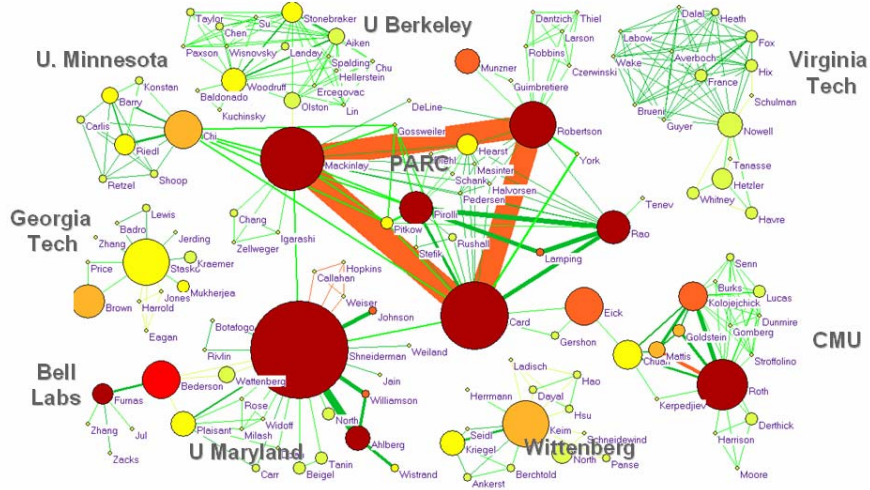
Ke, Viswanath & Börner, (2004) Won 1st prize at the IEEE InfoVis Contest.



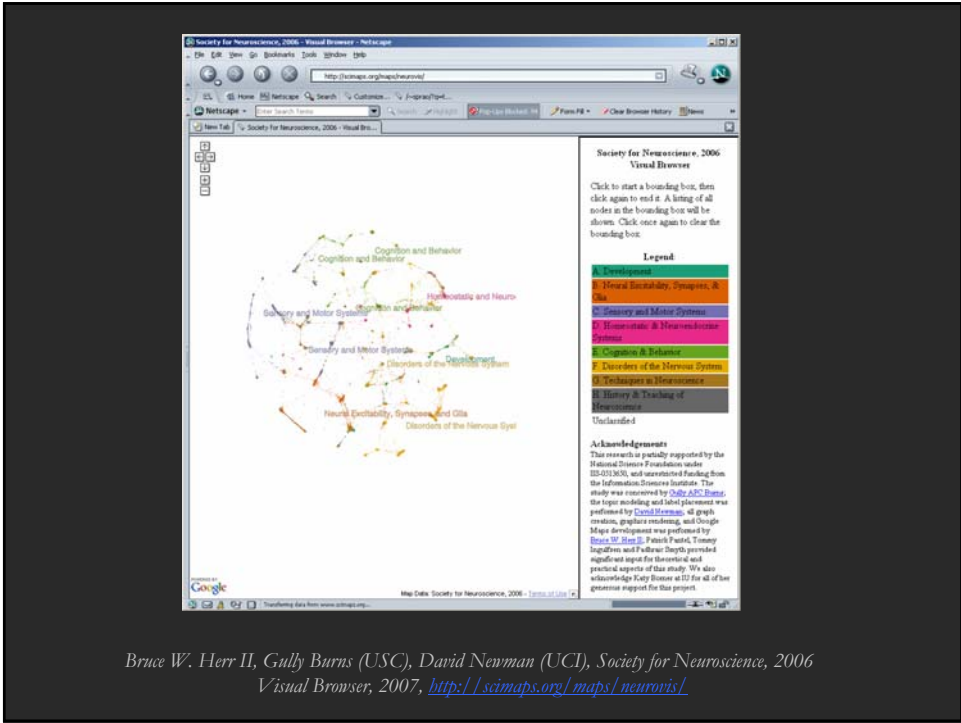
Mapping the Evolution of Co-Authorship Networks
 Weimao Ke, Lalitha Viswanath & Katy Börner
 InfoVis Lab @ Indiana University
 2003

Mapping the Evolution of Co-Authorship Networks

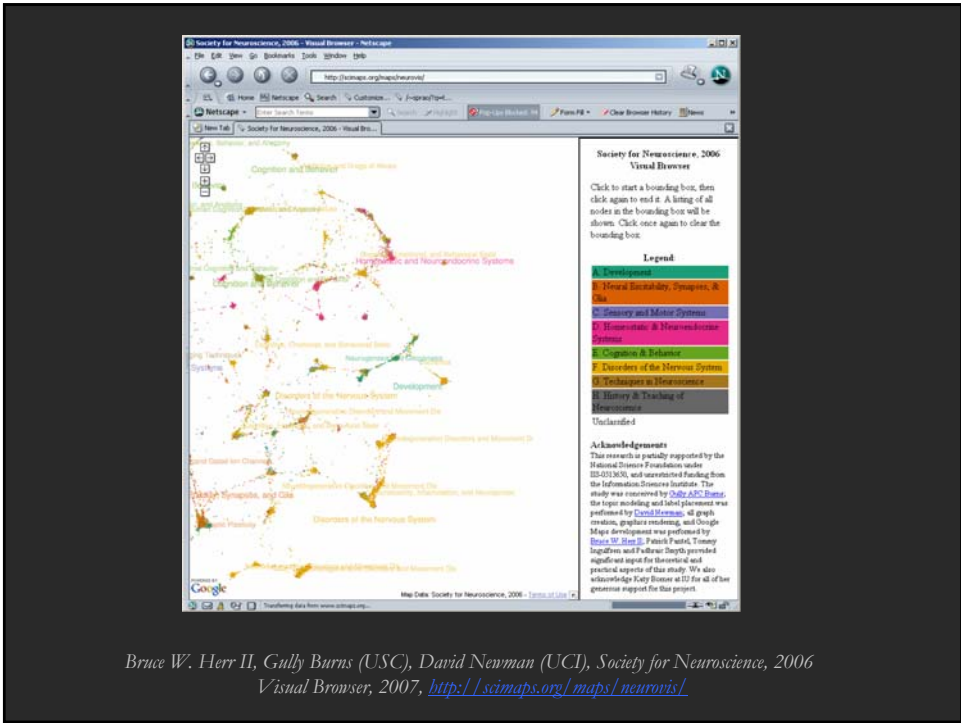
Ke, Viswanath & Börner, (2004) Won 1st prize at the IEEE InfoVis Contest.



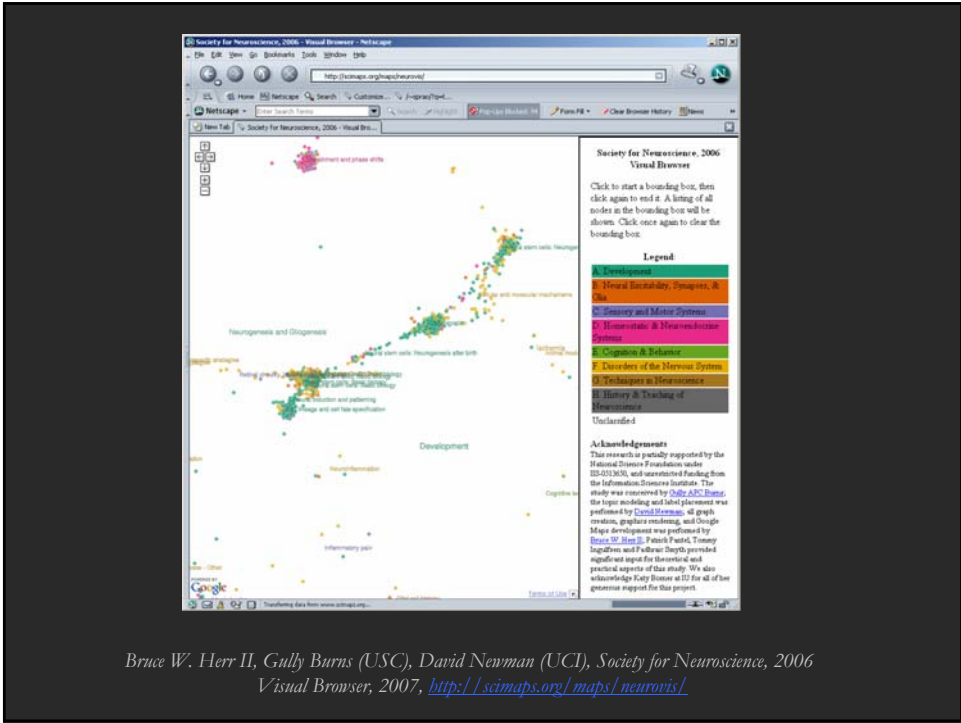
Mapping the Evolution of Co-Authorship Networks
 Weimao Ke, Lalitha Viswanath & Katy Börner
 InfoVis Lab @ Indiana University
 2004



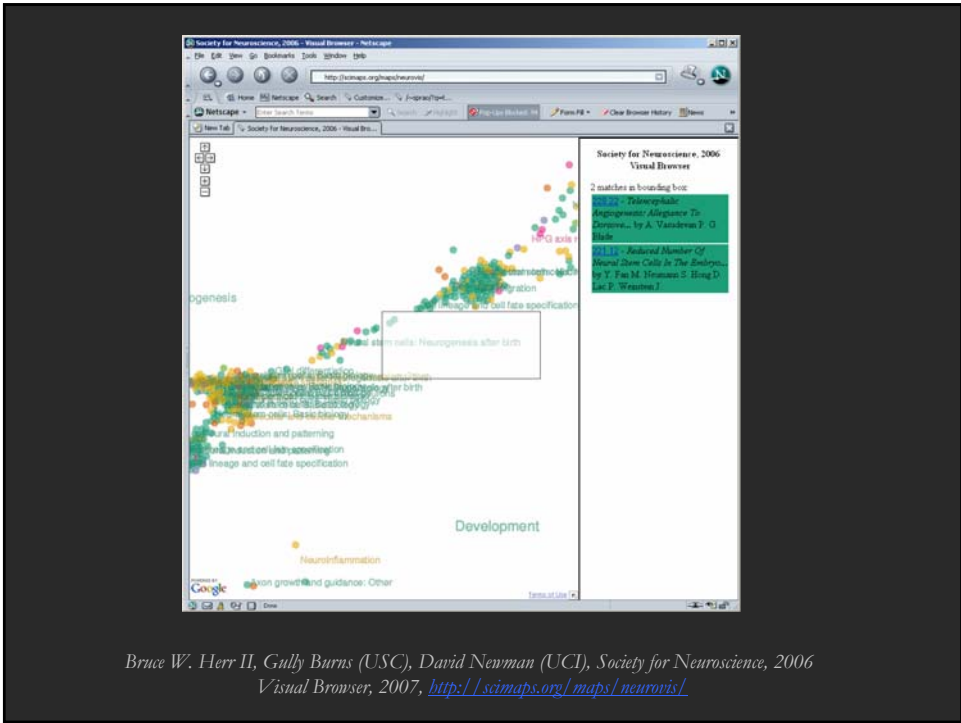
Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006
 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>



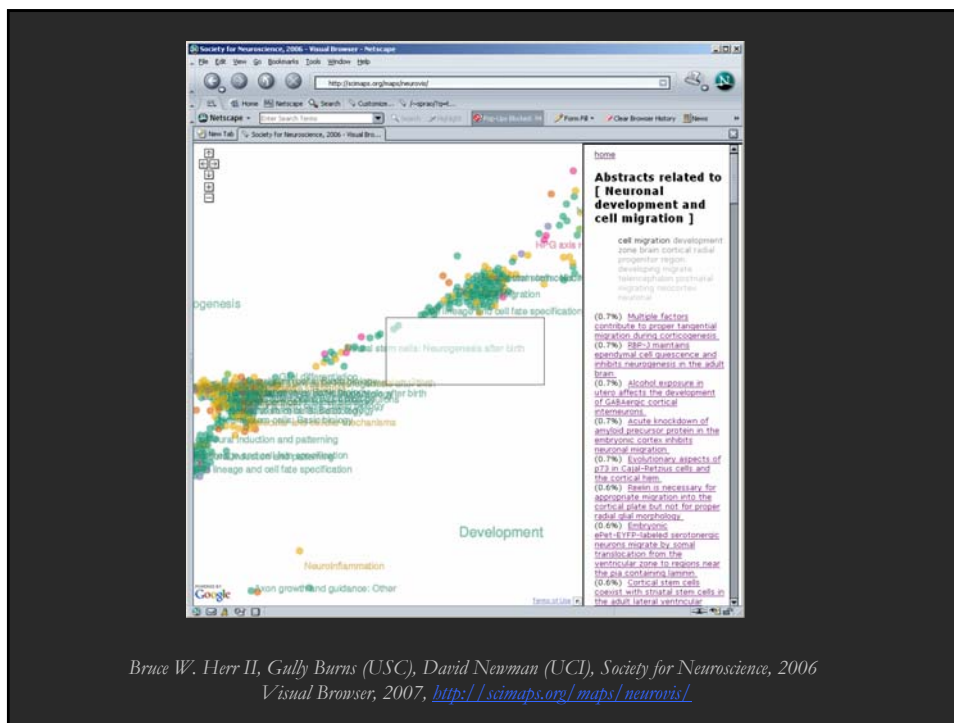
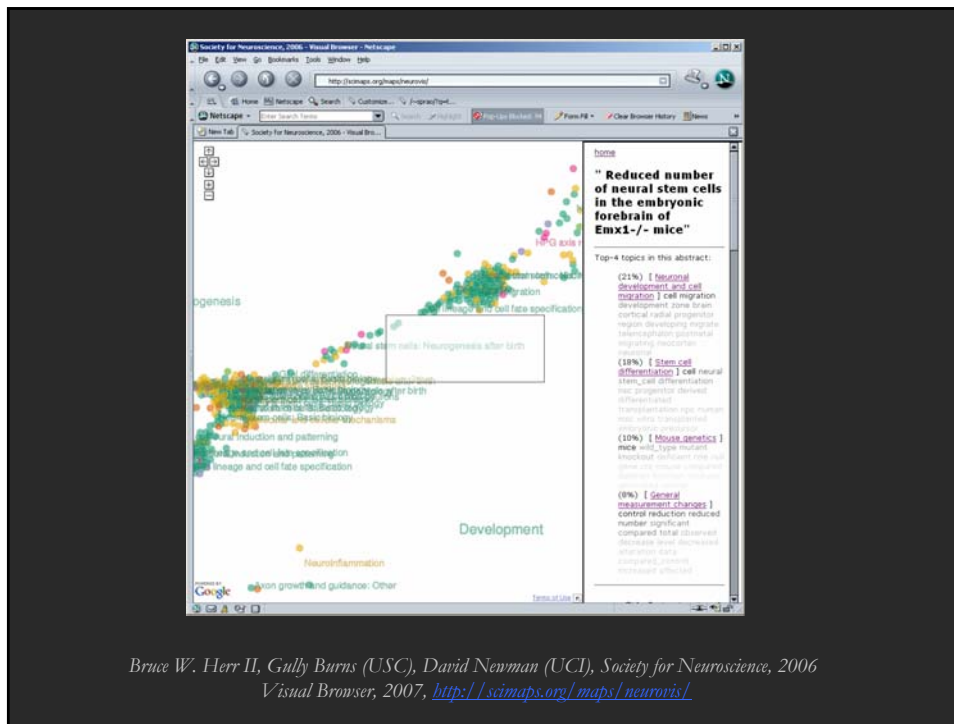
Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006
 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>

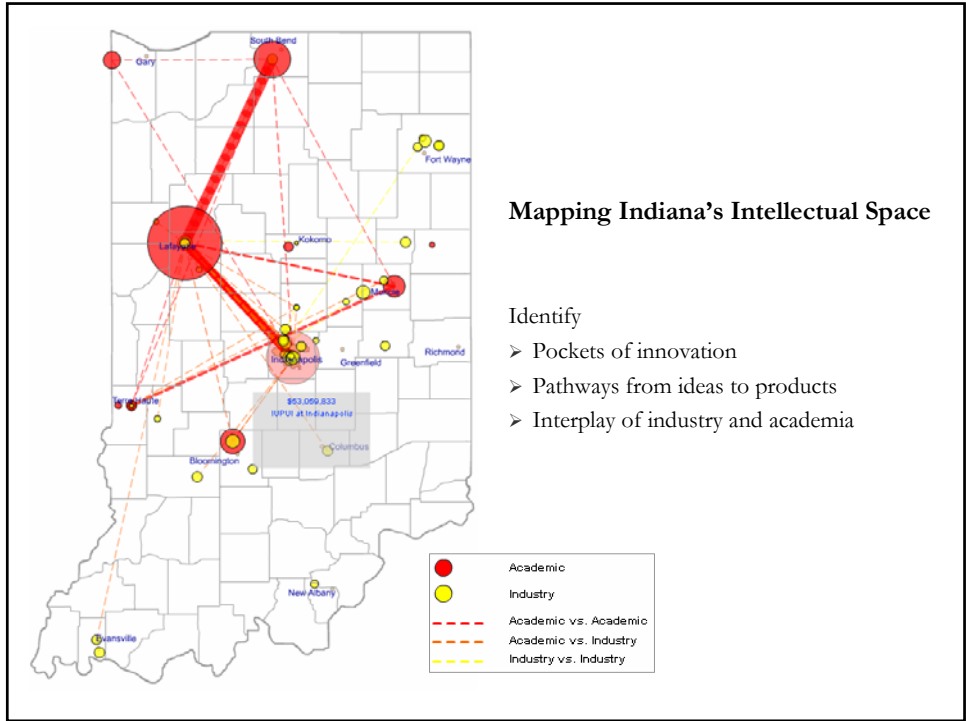


Bruce W. Herr II, Gully Burns (USC), David Newman (UCI), Society for Neuroscience, 2006
 Visual Browser, 2007, <http://scimaps.org/maps/neurovis/>



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





**Interested to get your own science map?
Contact the map makers!
katy@indiana.edu**

Merry Christmas and Happy New Year! 2008

Jon Burgoyne - Katy Börner
Russell J. Duhon

Shravan Rajagopal
Heng (Michael) Zhang
Bruce W. Herr II
Julie M. Smith
Chung-Yang (Kenneth) Lee

Kristin E. Reed
Stacy Kowalevsk
Micah Linnemeier
Bryan J. Hook
Nianli Ma
Carol Walter
Rempeng Hu
Richard Pinapati
Todd Holloway
Peter A. Hook
Benjamin Ray Gonzalez





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

<http://ella.slis.indiana.edu/~katy> <http://scimaps.org> <http://ivl.slis.indiana.edu>

The End.

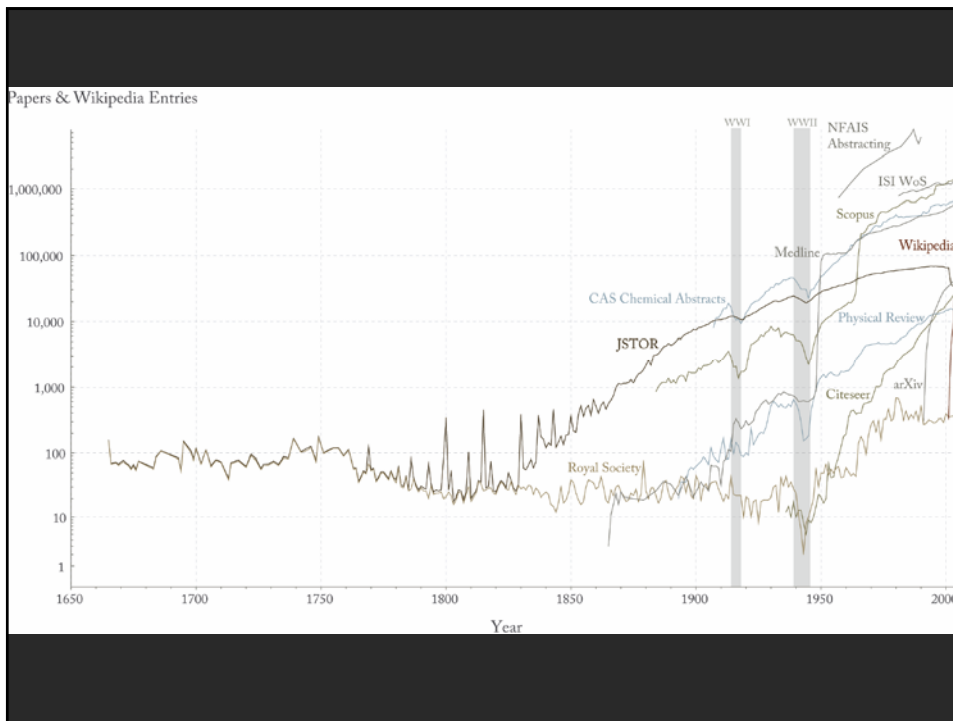


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Please contact webmaster@worldwidescience.org if you represent a national or international science database and would like your source searched by **WorldWideScience.org**.



How to Make a Science Map

DATA EXTRACTION	UNIT OF ANALYSIS	MEASURES	LAYOUT (often one code does both similarity and ordination steps)		DISPLAY
			SIMILARITY	ORDINATION	
SEARCHES ISI INSPEC Eng Index Medline ResearchIndex Patents etc.	COMMON CHOICES Journal Document Author Term	COUNTS/FREQUENCIES Attributes (e.g. terms) Author citations Co-citations By year THRESHOLDS By counts	SCALAR (unit by unit matrix) Direct citation Co-citation Combined linkage Co-word / co-term Co-classification VECTOR (unit by attribute matrix) Vector space model (words/terms) Latent Semantic Analysis (words/terms) ind. Singular Value Decomp (SVD) CORRELATION (if desired) Pearson's R on any of above	DIMENSIONALITY REDUCTION Eigenvector/ Eigenvalue solutions Factor Analysis (FA) and Principal Components Analysis (PCA) Multi-dimensional scaling (MDS) LSA Pathfinder networks (PFNet) Self-organizing maps (SOM) includes SOM, ET-maps, etc. CLUSTER ANALYSIS SCALAR Triangulation Force-directed placement (FDP)	INTERACTION Browse Pan Zoom Filter Query Detail on demand ANALYSIS
BROADENING By citation By terms					

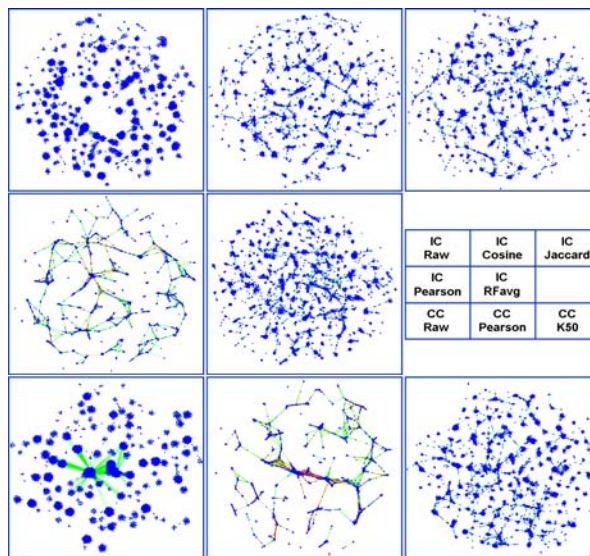
Shiffrin, Richard M. and Börner, Katy (Eds.) (2004). *Mapping Knowledge Domains. Proceedings of the National Academy of Sciences of the United States of America*, 101(Suppl_1).

Börner, Katy, Chen, Chaomei, and Boyack, Kevin. (2003). *Visualizing Knowledge Domains. In Blaise Cronin (Ed.), Annual Review of Information Science & Technology, Volume 37, Medford, NJ: Information Today, Inc./ American Society for Information Science and Technology, chapter 5, pp. 179-255.*



Comparison of Similarity Metrics

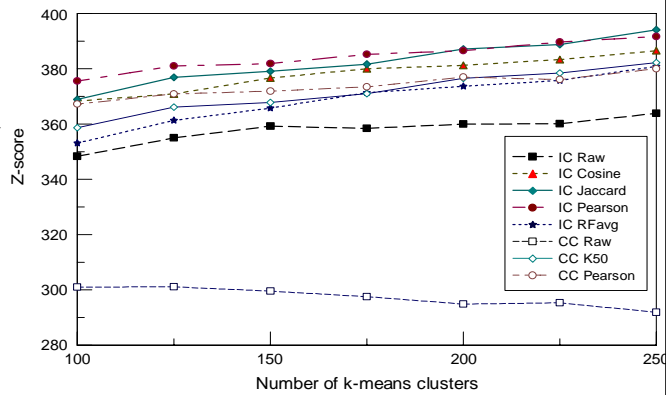
- ISI file year 2000, SCI and SSCI: 7,121 journals.
- Different similarity metrics
 - Inter-citation (raw counts, cosine, modified cosine, Jaccard, RF, Pearson)
 - Co-citation (raw counts, cosine, modified cosine, Pearson)
- Maps were compared based on
 - regional accuracy,
 - the scalability of the similarity algorithm, and
 - the readability of the layouts.



Boyack, Kevin W., Klavans, R. and Börner, Katy. (2005). *Mapping the Backbone of Science. Scientometrics*. 64(3), 351-374.

Selecting the similarity measure with the best regional accuracy

- For each similarity measure, the VxOrd layout was subjected to k-means clustering using different numbers of clusters.
- Resulting cluster/category memberships were compared to actual category memberships using entropy/mutual information method by Gibbons & Roth, 2002.
- Increasing Z-score indicates increasing distance from a random solution.
- Most similarity measures are within several percent of each other.

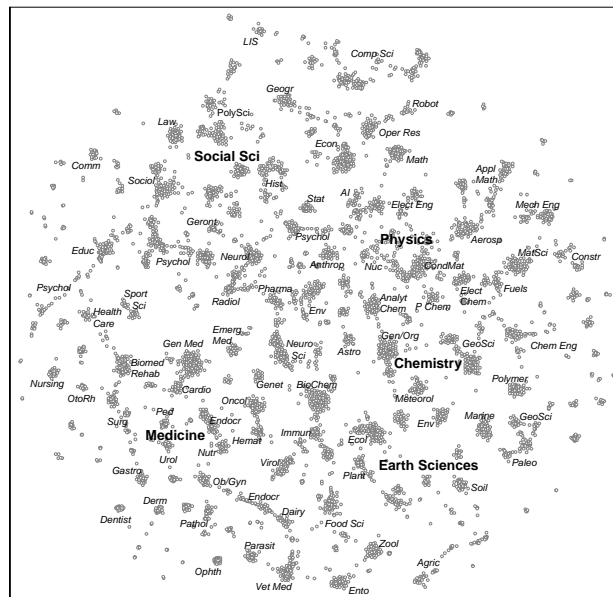


Boyack, Kevin W., Klavans, R. and Börner, Katy. (2005).
Mapping the Backbone of Science. *Scientometrics*. 64(3), 351-374.

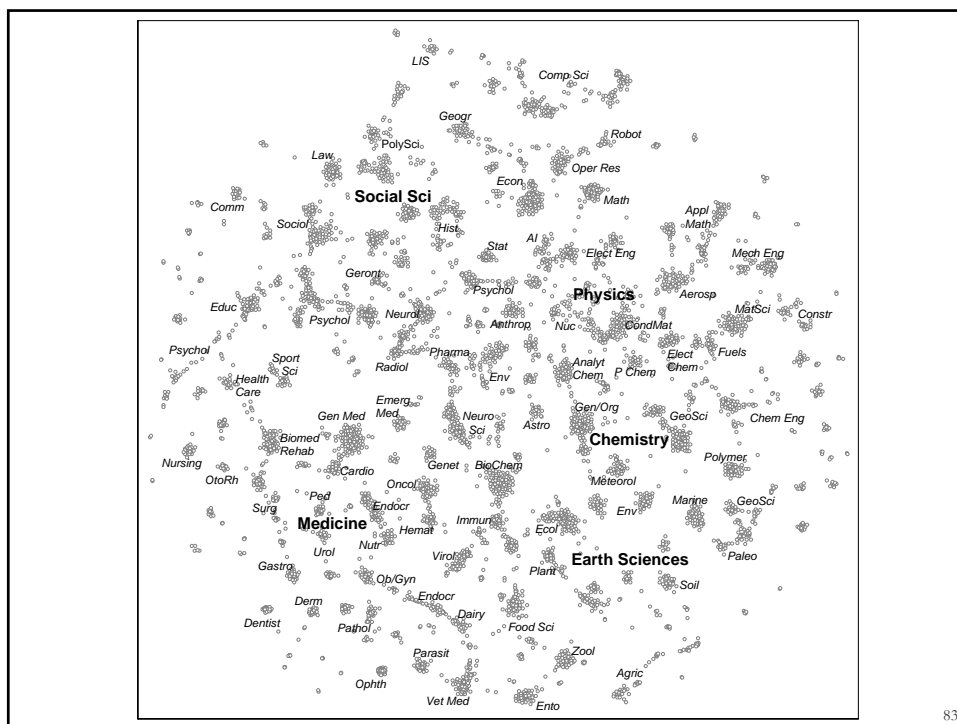
81

A 'Backbone' Map of Science & Social Science

- The map is comprised of 7,121 journals from year 2000.
- Each dot is one journal
- An *IC-Jaccard* similarity measure was used.
- Journals group by discipline.
- Groups are labeled by hand.
- Large font size labels identify major areas of science.
- Small labels denote the disciplinary topics of nearby large clusters of journals.



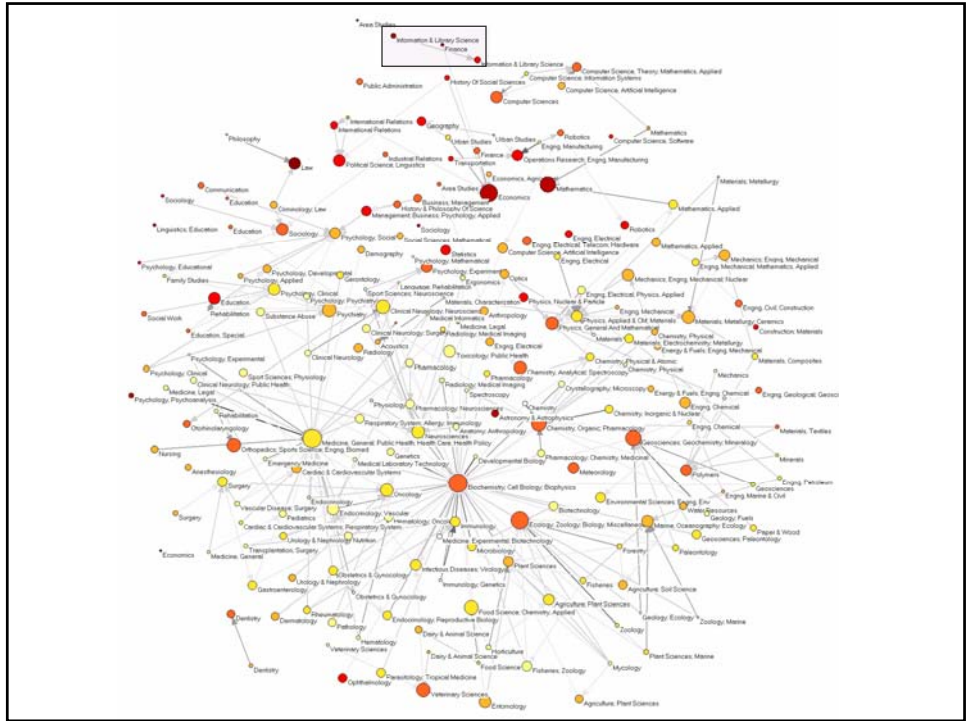
82



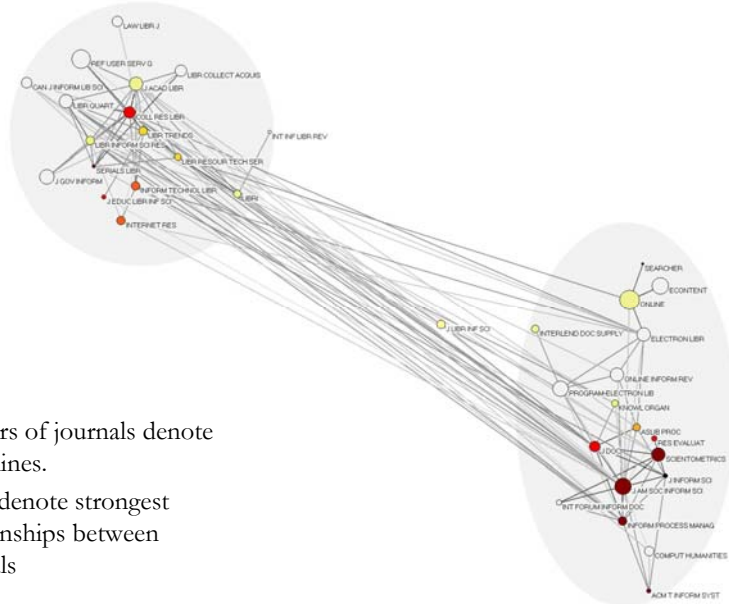
Structural Map: Studying Disciplinary Diffusion

- The 212 nodes represent clusters of journals for different disciplines.
- Nodes are labeled with their dominant ISI category name.
- Circle sizes (area) denote the number of journals in each cluster.
- Circle color depicts the independence of each cluster, with darker colors depicting greater independence.
- Lines denote strongest relationships between disciplines (citing cluster gives more than 7.5% of its total citations to the cited cluster).





Zoom Into Structural Map



- Clusters of journals denote disciplines.
- Lines denote strongest relationships between journals

Information Visualization CyberInfrastructure

The InfoVis CyberInfrastructure provides access to data, software code and learning modules as well as computing resources in support of the analysis, modeling and visualization of diverse data sets.

DATABASES
An InfoVis database provides access to publications, papers, grants and grant opportunities. The database is continuously and automatically updated.

SOFTWARE
An open source IVC framework was designed to facilitate the integration of diverse data analysis, modeling and visualization algorithms. New algorithms, data persistence methods, links and links to the literature and more analysis tools can be easily integrated in a "plug-and-play" manner.

COMPUTING RESOURCES
The InfoVis CyberInfrastructure is hosted at Indiana University's Research Institute for Computational Science (RICE), consisting of three Sun T5200 server racks, 12 database processors and 16 TB of network-attached storage. RICE also provides access to the University's research network and high-speed Internet access.

LEARNING MODULES
A set of associated learning modules aims to equip learners with a practical skill set for processing, analyzing and visualizing diverse network techniques and design theories, and to quickly generate and compare information visualizations.

CAREER: *Visualizing Knowledge Domains*, NSF IIS-0238261 award (Katy Börner, \$440,000) Sept. 03-Aug. 08. <http://iv.slis.indiana.edu/>

NetworkWorkbench

A Workbench for Network Scientists

SEI: *Network Workbench: A Large-Scale Network Analysis, Modeling and Visualization Toolkit for Biomedical, Social Science and Physics Research*, NSF IIS-0513650 award (Katy Börner, Albert-László Barabási, Santiago Schnell, Alessandro Vespignani & Stanley Wasserman, Craig Stewart (Senior Personnel), \$1,120,926) Sept. 05 - Aug. 08. <http://nwb.slis.indiana.edu>