Places & Spaces: Mapping Science Maps at an Exhibition

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Exhibit Opening
University of Florida, March 18, 2010

The Problem:
Being Lost in (Knowledge) Space

15th Century: One person can make major contributions to **many areas of science**

Mankind's Knowledge

use

contribute

Human Brain

Amount of knowledge
on brain can mange

Leonardo Da Vinci
(1452-1519)

20th Century: One person can make major contributions to **a few areas of science**

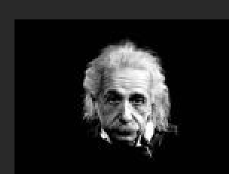
Mankind's Knowledge

use

contribute

Human Brain

Amount of knowledge
on brain can mange



Albert Einstein
(1879-1955)

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

Mankind's Knowledge

use →

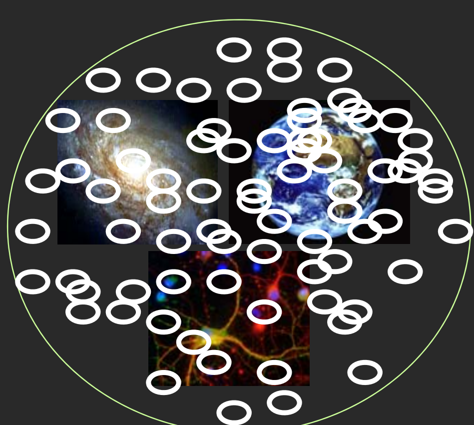
← *contribute*

Human Brain

Amount of knowledge
on brain can mange

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

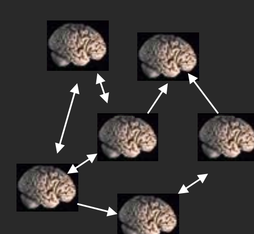
Mankind's Knowledge



use →

← *contribute*

Human Brains



Amount of knowledge
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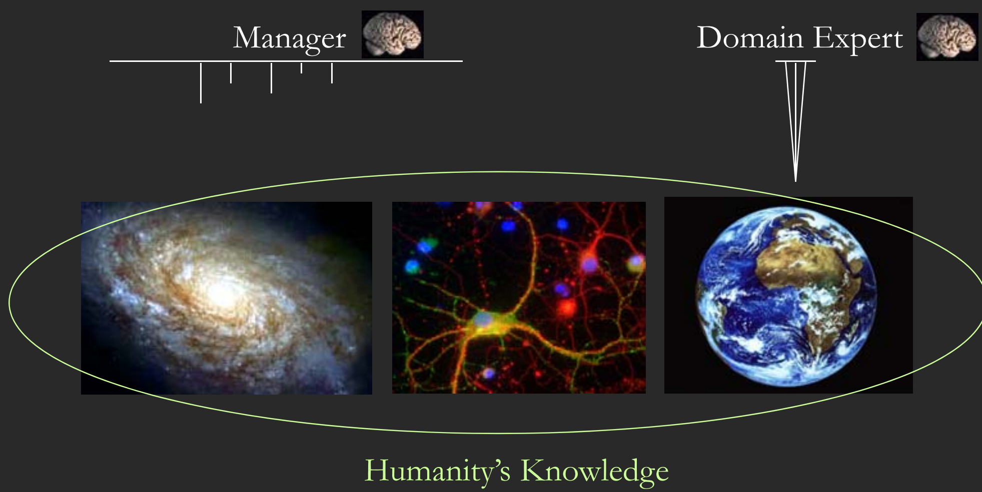
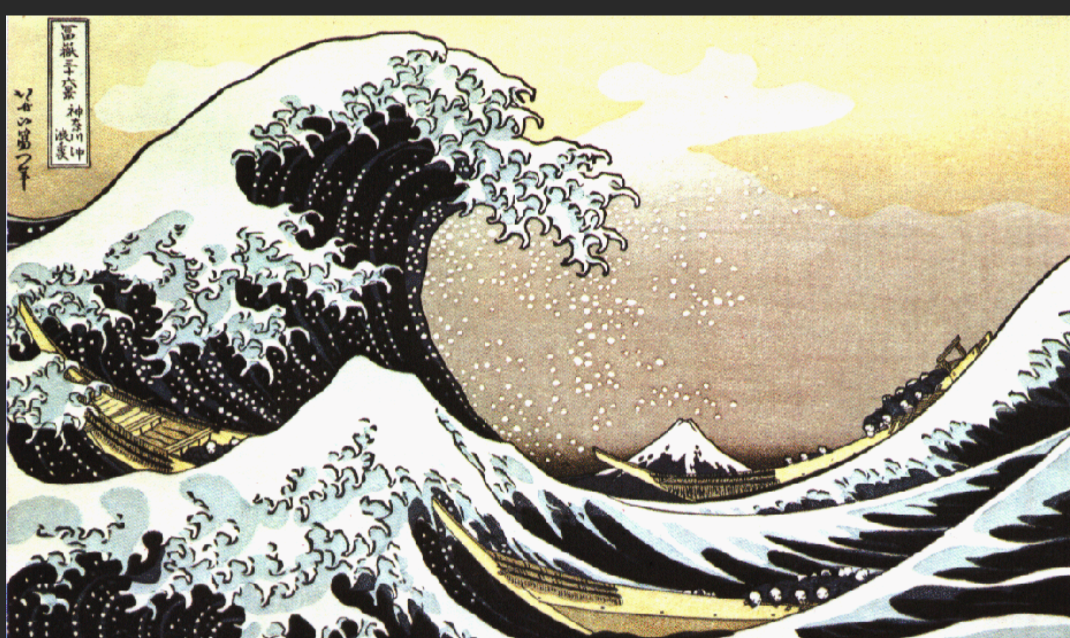




The Great Wave Off Kanagawa (Katsushika Hokusai, 1760-1849)

Mapping Science Exhibit

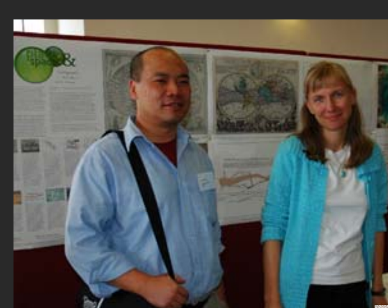
Places & Spaces: Mapping Science

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

Exhibit Curators:

Dr. Katy Börner & Elisha Hardy

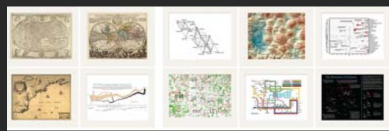
http://scimaps.org



Mapping Science Exhibit – 10 Iterations in 10 years

http://scimaps.org/

The Power of Maps (2005)



The Power of Reference Systems (2006)

The Power of Forecasts (2007)

Science Maps for Economic Decision Makers (2008)

Science Maps for Science Policy Makers (2009)

Science Maps for Scholars (2010)
Science Maps as Visual Interfaces to Digital Libraries (2011)
Science Maps for Kids (2012)
Science Forecasts (2013)
How to Lie with Science Maps (2014)

Exhibit has been shown in 72 venues on four continents. Currently at
- NSF, 10th Floor, 4201 Wilson Boulevard, Arlington, VA
- Marston Science Library, University of Florida, Gainesville, FL
- Center of Advanced European Studies and Research, Bonn, Germany
- Science Train, Germany.

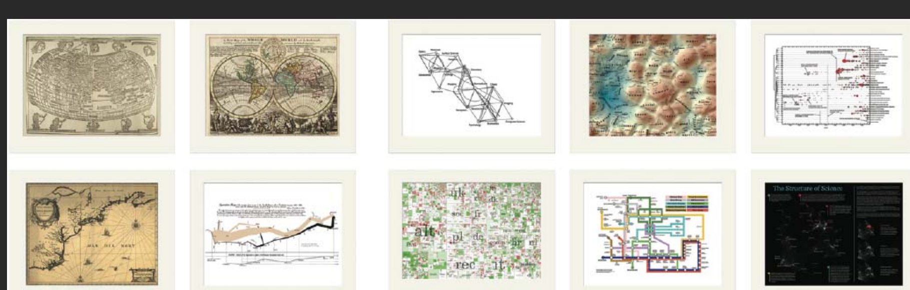
ORDER MAPS

Debut of 5th Iteration of Mapping Science Exhibit at MEDIA X was on May 18, 2009 at Wallenberg Hall, Stanford University, http://mediax.stanford.edu, http://scaleindependentthought.typepad.com/photos/scimaps

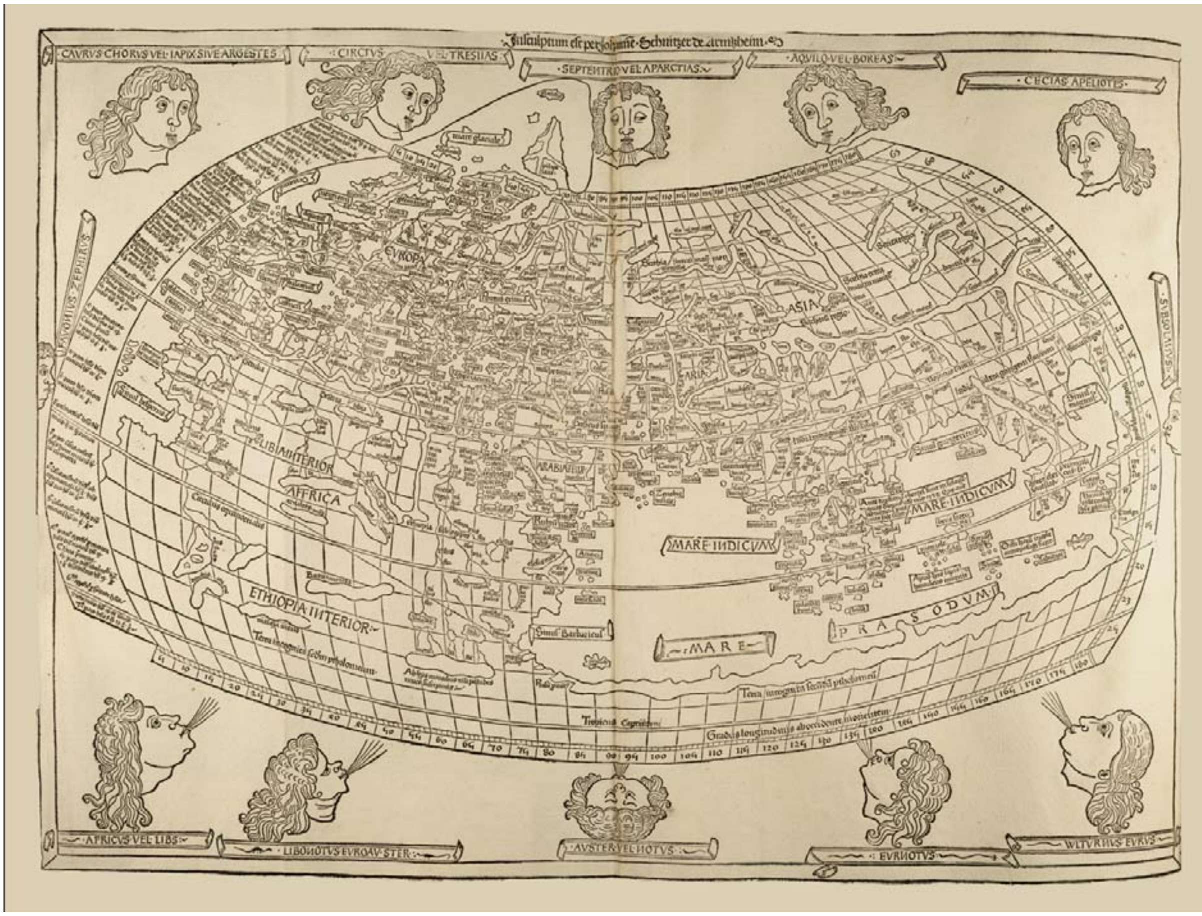
Science Maps in "Expedition Zukunft" science train visiting 62 cities in 7 months, 12 coaches, 300 m long. Opening was on April 23rd, 2009 by German Chancellor Merkel, *http://www.expedition-zukunft.de*

The Power of Maps

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



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

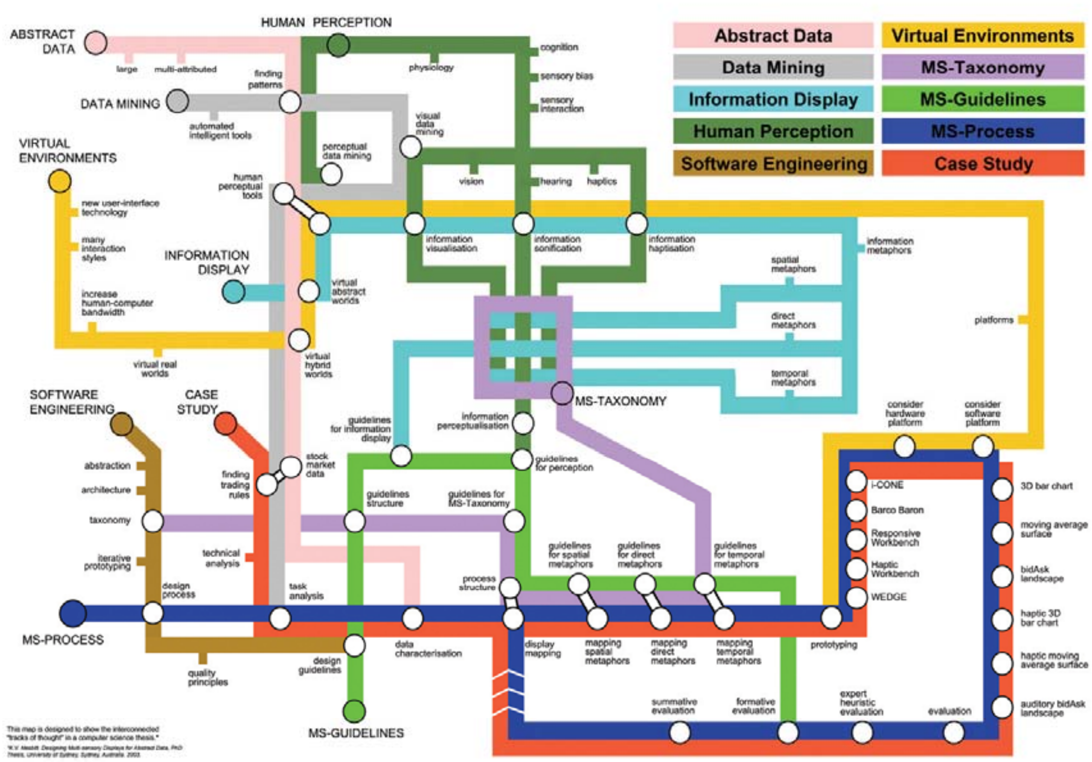


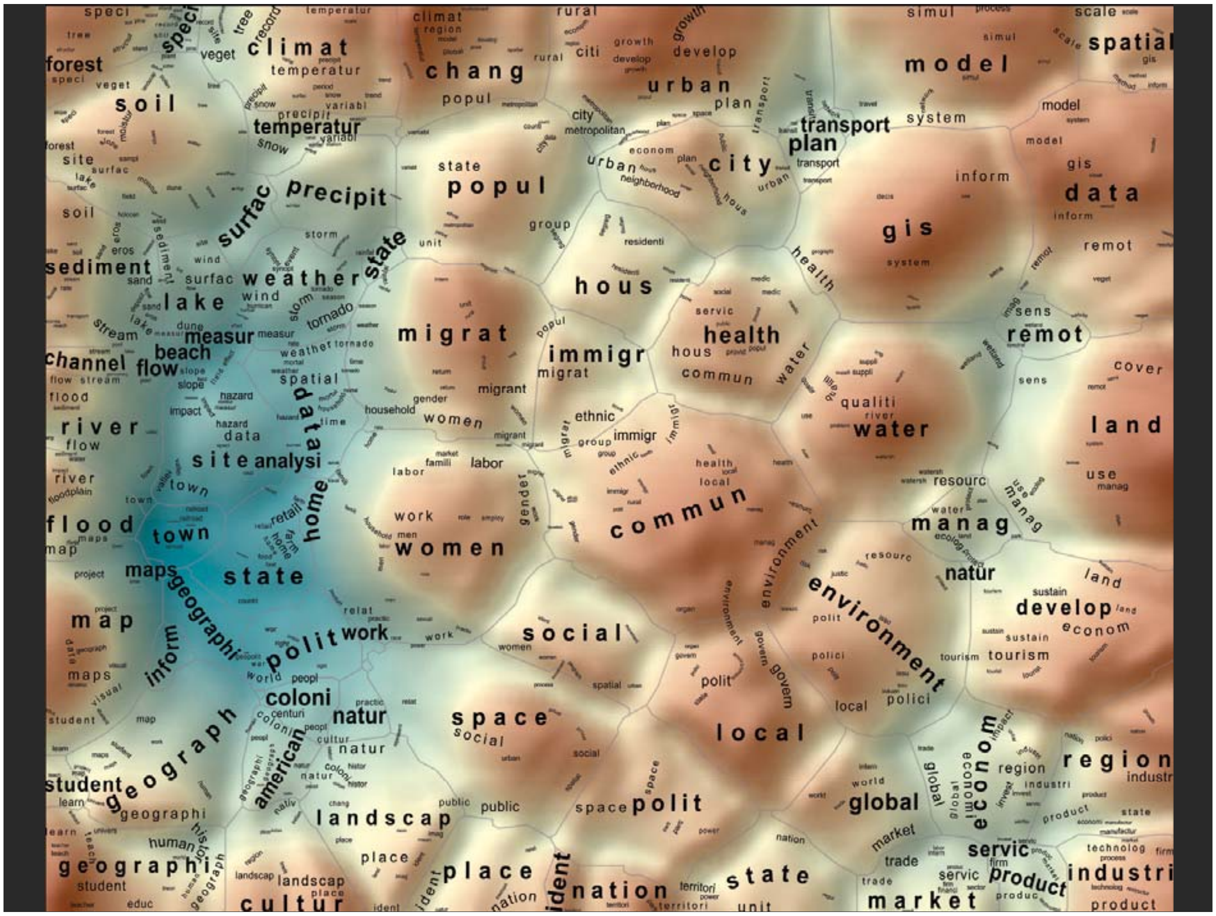
CAVRVS CHORVS VEL IAPIX SIVE ARGESTES
CIRCIVS VEL TRESIAS
SEPTENTRIO VEL APARCTIAS
AQVILO VEL BOREAS
CECIAS APELIOTES
EVROPA
ASIA
AFRICA
LIBIA INTERIOR
ARABIA
ETHIOPIA INTERIOR
MARE INDICVM
MARE
PRASODVM
APRICVS VEL LIBS
LIBONOTVS EVROAVSTER
AVSTER VEL NOTVS
EVRNOTVS
VLTVRNVS EVRVS

A New Map of the WHOLE WORLD with the Trade winds
According to ÿ latest and most Exact Observations By H. Moll Geographer
NORTH POLE
EUROPE
The Signs of the Zodiack
NORTH AMERICA
AMERICA
SOUTH SEA
Equinoctial Line
Str. of Magellan
Antarctick Circle
AFRICA
ASIA
TARTARY
Persia
China
INDIAN OCEAN
New Holland
North Pole
South Pole
Printed for Thos. Bowles Print and Map seller next ÿ Chapter House in St. Pauls Church yard, and John Bowles Print and Map Seller at the Black Horse in Cornhill London.

How would a map of science look?

What metaphors would work best?

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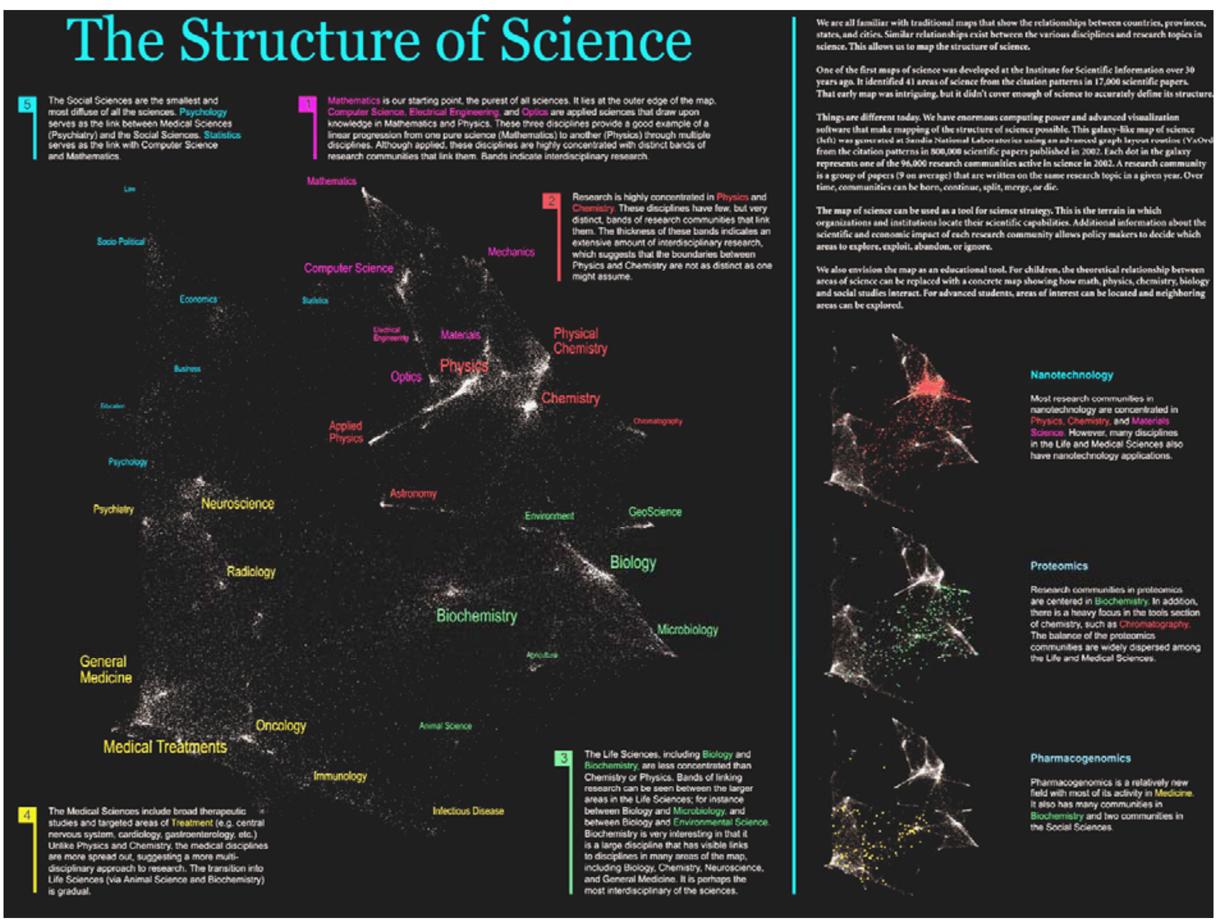
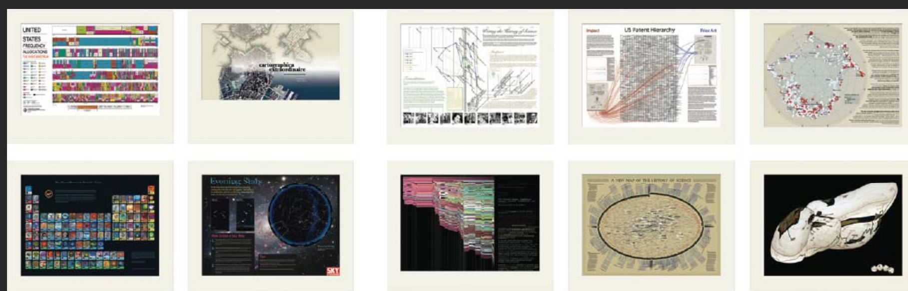
industri
market
cultur

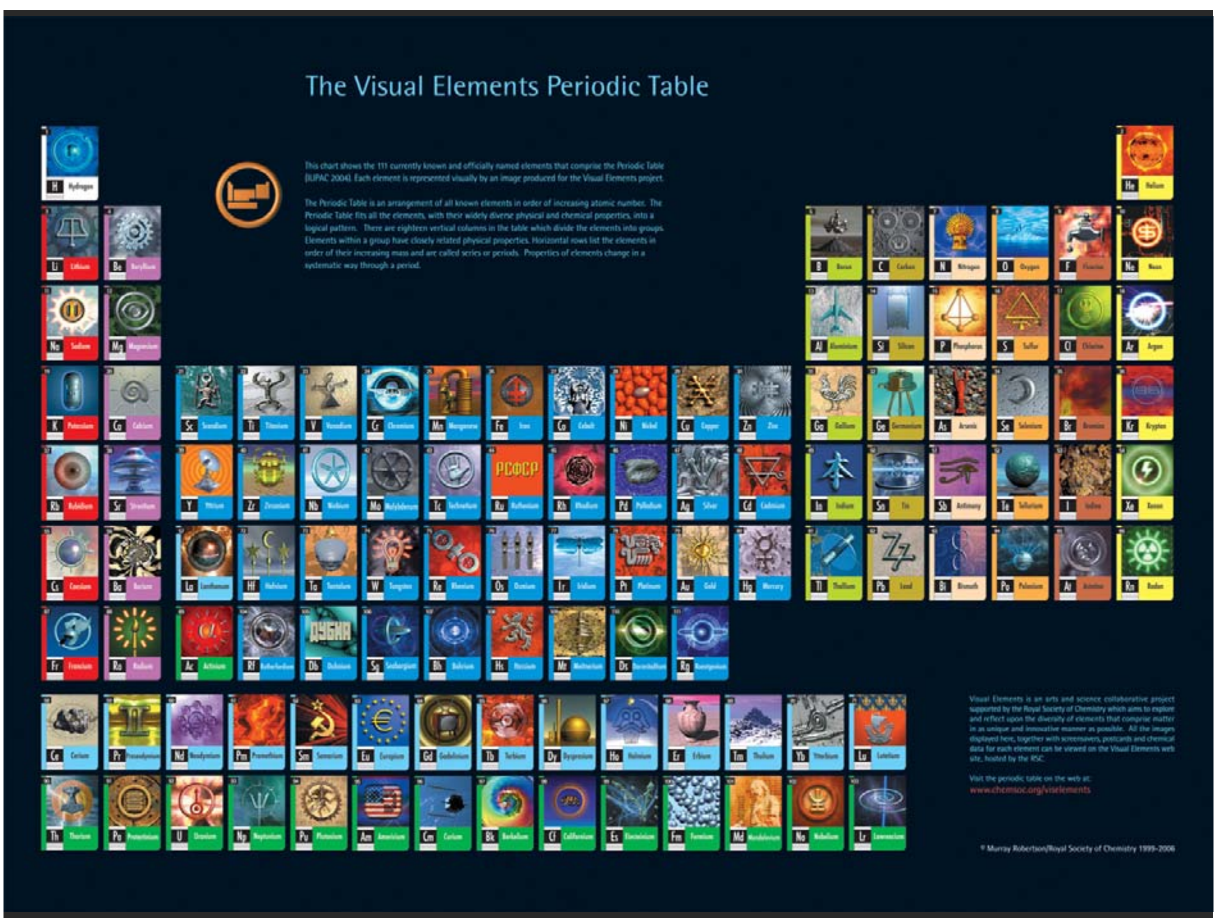

The Structure of Science
5 The Social Sciences are the smallest and most diffuse of all the sciences. Psychology serves as the link between Medical Sciences (Psychiatry) and the Social Sciences. Statistics serves as the link with Computer Science and Mathematics.
1 Mathematics is our starting point, the purest of all sciences. It lies at the outer edge of the map. Computer Science, Electrical Engineering, and Optics are applied sciences that draw upon knowledge in Mathematics and Physics. These three disciplines provide a good example of a linear progression from one pure science (Mathematics) to another (Physics) through multiple disciplines. Although applied, these disciplines are highly concentrated with distinct bands of research communities that link them. Bands indicate interdisciplinary research.
2 Research is highly concentrated in Physics and Chemistry. These disciplines have few, but very distinct, bands of research communities that link them. The thickness of these bands indicates an extensive amount of interdisciplinary research, which suggests that the boundaries between Physics and Chemistry are not as distinct as one might assume.
Law
Socio Political
Economics
Business
Education
Psychology
Psychiatry
Neuroscience
Radiology
General Medicine
Medical Treatments
Oncology
Immunology
Infectious Disease
Animal Science
Agriculture
Biochemistry
Microbiology
Biology
Environment
GeoScience
Astronomy
Applied Physics
Optics
Physics
Chemistry
Chromatography
Physical Chemistry
Materials
Electrical Engineering
Statistics
Computer Science
Mechanics
Mathematics
4 The Medical Sciences include broad therapeutic studies and targeted areas of Treatment (e.g. central nervous system, cardiology, gastroenterology, etc.) Unlike Physics and Chemistry, the medical disciplines are more spread out, suggesting a more multi-disciplinary approach to research. The transition into Life Sciences (via Animal Science and Biochemistry) is gradual.
3 The Life Sciences, including Biology and Biochemistry, are less concentrated than Chemistry or Physics. Bands of linking research can be seen between the larger areas in the Life Sciences; for instance between Biology and Microbiology, and between Biology and Environmental Science. Biochemistry is very interesting in that it is a large discipline that has visible links to disciplines in many areas of the map, including Biology, Chemistry, Neuroscience, and General Medicine. It is perhaps the most interdisciplinary of the sciences.
We are all familiar with traditional maps that show the relationships between countries, provinces, states, and cities. Similar relationships exist between the various disciplines and research topics in science. This allows us to map the structure of science.
One of the first maps of science was developed at the Institute for Scientific Information over 30 years ago. It identified 41 areas of science from the citation patterns in 17,000 scientific papers. That early map was intriguing, but it didn't cover enough of science to accurately define its structure.
Things are different today. We have enormous computing power and advanced visualization software that make mapping of the structure of science possible. This galaxy-like map of science (left) was generated at Sandia National Laboratories using an advanced graph layout routine (VxOrd) from the citation patterns in 800,000 scientific papers published in 2002. Each dot in the galaxy represents one of the 96,000 research communities active in science in 2002. A research community is a group of papers (9 on average) that are written on the same research topic in a given year. Over time, communities can be born, continue, split, merge, or die.
The map of science can be used as a tool for science strategy. This is the terrain in which organizations and institutions locate their scientific capabilities. Additional information about the scientific and economic impact of each research community allows policy makers to decide which areas to explore, exploit, abandon, or ignore.
We also envision the map as an educational tool. For children, the theoretical relationship between areas of science can be replaced with a concrete map showing how math, physics, chemistry, biology and social studies interact. For advanced students, areas of interest can be located and neighboring areas can be explored.
Nanotechnology
Most research communities in nanotechnology are concentrated in Physics, Chemistry, and Materials Science. However, many disciplines in the Life and Medical Sciences also have nanotechnology applications.
Proteomics
Research communities in proteomics are centered in Biochemistry. In addition, there is a heavy focus in the tools section of chemistry, such as Chromatography. The balance of the proteomics communities are widely dispersed among the Life and Medical Sciences.
Pharmacogenomics
Pharmacogenomics is a relatively new field with most of its activity in Medicine. It also has many communities in Biochemistry and two communities in the Social Sciences.

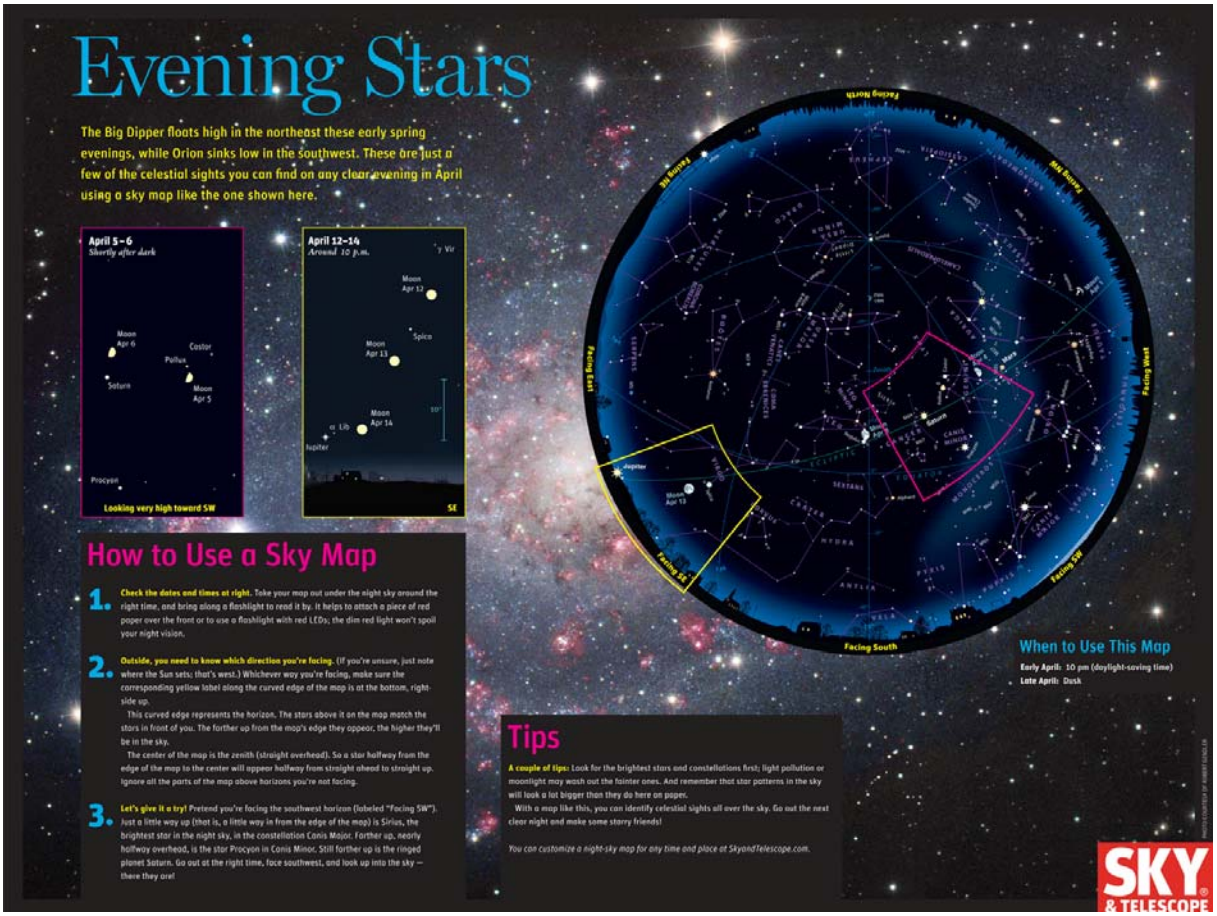
The Power of Reference Systems

Four Existing Reference Systems
VERSUS
Six Potential Reference Systems of Science



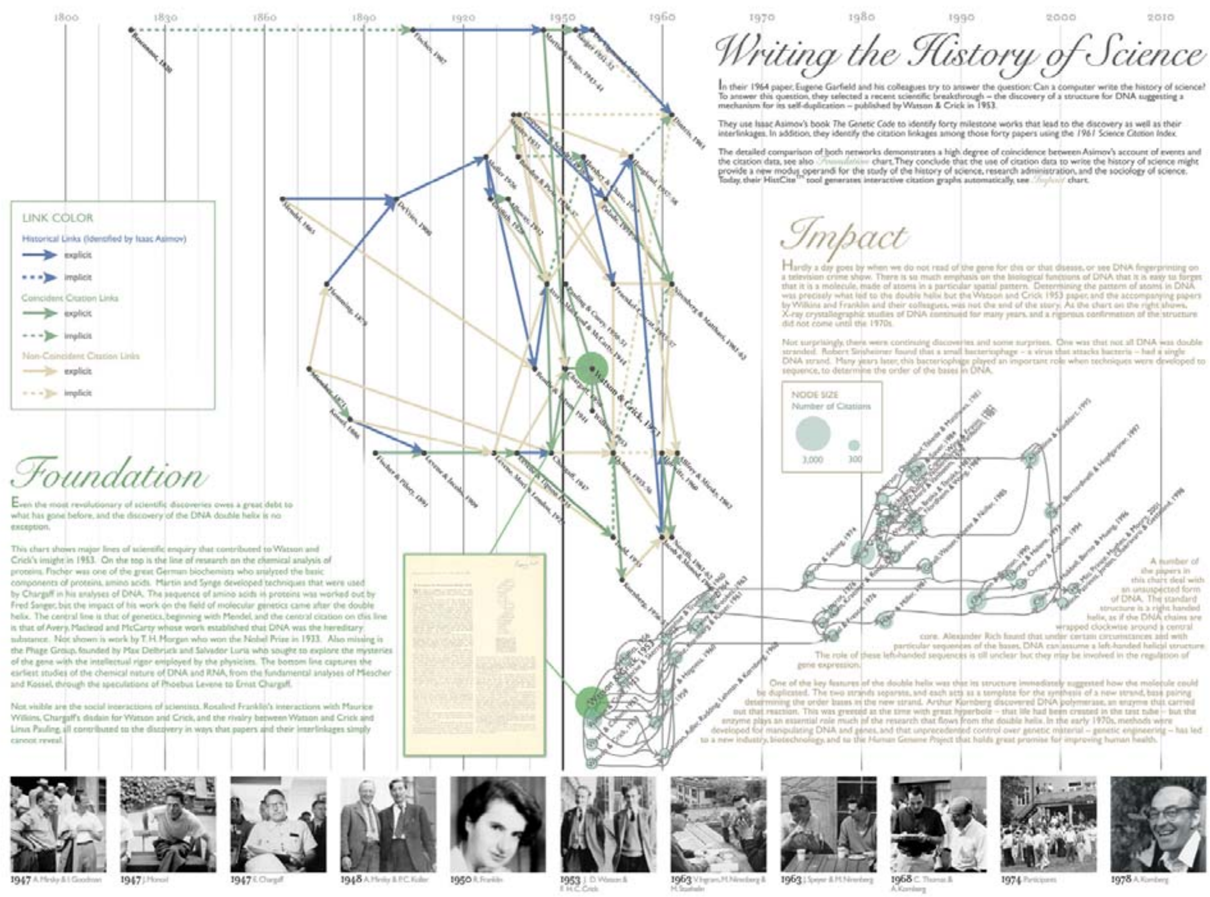
(2nd Iteration of Places & Spaces Exhibit - 2006)

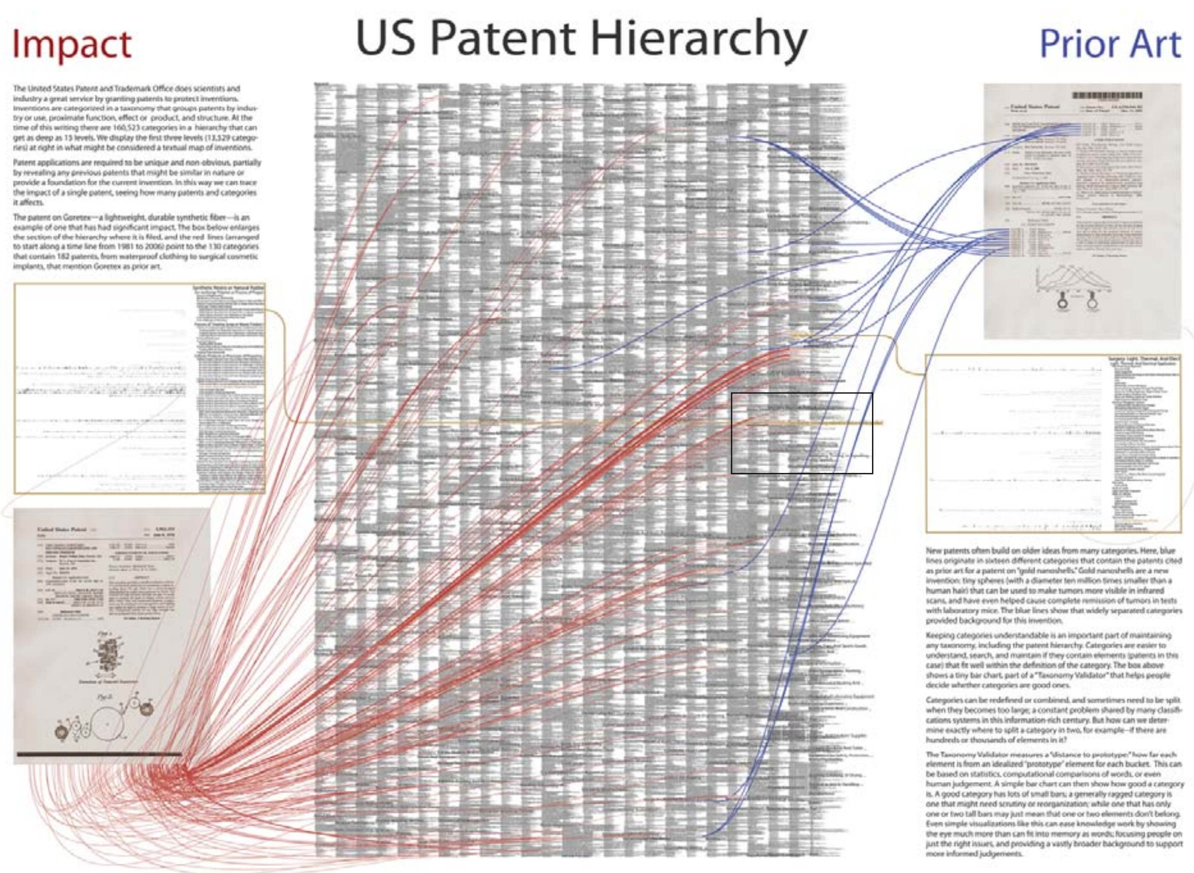


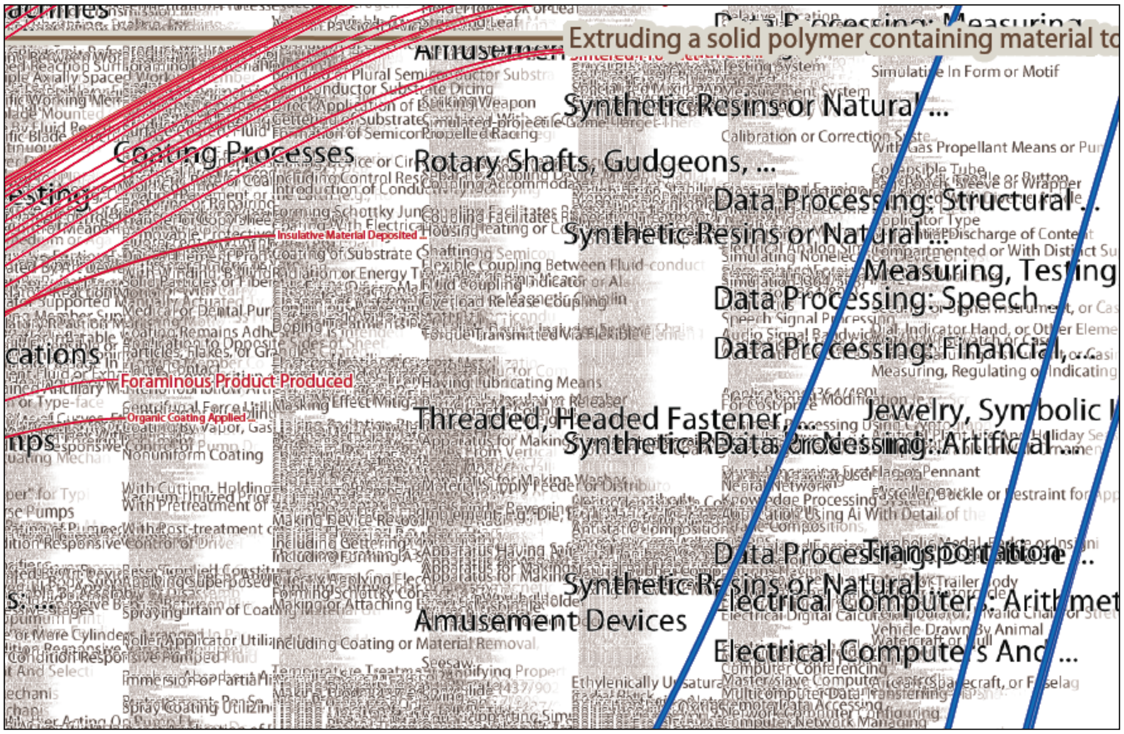


How would a reference system for all of science look?

What dimensions would it have?


1800
1830
1860
1890
1920
1950
1960
1970
1980
1990
2000
2010
Writing the History of Science
In their 1964 paper, Eugene Garfield and his colleagues try to answer the question: Can a computer write the history of science? To answer this question, they selected a recent scientific breakthrough – the discovery of a structure for DNA suggesting a mechanism for its self-duplication – published by Watson & Crick in 1953.
They use Isaac Asimov's book The Genetic Code to identify forty milestone works that lead to the discovery as well as their interlinkages. In addition, they identify the citation linkages among those forty papers using the 1961 Science Citation Index.
The detailed comparison of both networks demonstrates a high degree of coincidence between Asimov's account of events and the citation data, see also Foundation chart. They conclude that the use of citation data to write the history of science might provide a new modus operandi for the study of the history of science, research administration, and the sociology of science. Today, their HistCite™ tool generates interactive citation graphs automatically, see Impact chart.
LINK COLOR
Historical Links (Identified by Isaac Asimov)
explicit
implicit
Coincident Citation Links
explicit
implicit
Non-Coincident Citation Links
explicit
implicit
Impact
Hardly a day goes by when we do not read of the gene for this or that disease, or see DNA fingerprinting on a television crime show. There is so much emphasis on the biological functions of DNA that it is easy to forget that it is a molecule, made of atoms in a particular spatial pattern. Determining the pattern of atoms in DNA was precisely what led to the double helix but the Watson and Crick 1953 paper, and the accompanying papers by Wilkins and Franklin and their colleagues, was not the end of the story. As the chart on the right shows, X-ray crystallographic studies of DNA continued for many years, and a rigorous confirmation of the structure did not come until the 1970s.
Not surprisingly, there were continuing discoveries and some surprises. One was that not all DNA was double stranded. Robert Sinsheimer found that a small bacteriophage – a virus that attacks bacteria – had a single DNA strand. Many years later, this bacteriophage played an important role when techniques were developed to sequence, to determine the order of the bases in DNA.
NODE SIZE
Number of Citations
3,000
300
Foundation
Even the most revolutionary of scientific discoveries owes a great debt to what has gone before, and the discovery of the DNA double helix is no exception.
This chart shows major lines of scientific enquiry that contributed to Watson and Crick's insight in 1953. On the top is the line of research on the chemical analysis of proteins. Fischer was one of the great German biochemists who analyzed the basic components of proteins, amino acids. Martin and Synge developed techniques that were used by Chargaff in his analyses of DNA. The sequence of amino acids in proteins was worked out by Fred Sanger, but the impact of his work on the field of molecular genetics came after the double helix. The central line is that of genetics, beginning with Mendel, and the central citation on this line is that of Avery, Macleod and McCarty whose work established that DNA was the hereditary substance. Not shown is work by T. H. Morgan who won the Nobel Prize in 1933. Also missing is the Phage Group, founded by Max Delbrück and Salvador Luria who sought to explore the mysteries of the gene with the intellectual rigor employed by the physicists. The bottom line captures the earliest studies of the chemical nature of DNA and RNA, from the fundamental analyses of Miescher and Kossel, through the speculations of Phoebus Levene to Ernst Chargaff.
Not visible are the social interactions of scientists. Rosalind Franklin's interactions with Maurice Wilkins, Chargaff's disdain for Watson and Crick, and the rivalry between Watson and Crick and Linus Pauling, all contributed to the discovery in ways that papers and their interlinkages simply cannot reveal.
A number of the papers in this chart deal with an unsuspected form of DNA. The standard structure is a right handed helix, as if the DNA chains are wrapped clockwise around a central core. Alexander Rich found that under certain circumstances and with particular sequences of the bases, DNA can assume a left-handed helical structure. The role of these left-handed sequences is still unclear but they may be involved in the regulation of gene expression.
One of the key features of the double helix was that its structure immediately suggested how the molecule could be duplicated. The two strands separate, and each acts as a template for the synthesis of a new strand, base pairing determining the order bases in the new strand. Arthur Kornberg discovered DNA polymerase, an enzyme that carried out that reaction. This was greeted at the time with great hyperbole – that life had been created in the test tube – but the enzyme plays an essential role much of the research that flows from the double helix. In the early 1970s, methods were developed for manipulating DNA and genes, and that unprecedented control over genetic material – genetic engineering – has led to a new industry, biotechnology, and to the Human Genome Project that holds great promise for improving human health.
1947 J. Monod
1947 E. Chargaff
1950 R. Franklin
1953 J. D. Watson & F. H. C. Crick
1974 Participants
1978 A. Kornberg


Impact
US Patent Hierarchy
Prior Art
The United States Patent and Trademark Office does scientists and industry a great service by granting patents to protect inventions. Inventions are categorized in a taxonomy that groups patents by industry or use, proximate function, effect or product, and structure. At the time of this writing there are 160,523 categories in a hierarchy that can get as deep as 15 levels. We display the first three levels (13,529 categories) at right in what might be considered a textual map of inventions.
Patent applications are required to be unique and non-obvious, partially by revealing any previous patents that might be similar in nature or provide a foundation for the current invention. In this way we can trace the impact of a single patent, seeing how many patents and categories it affects.
The patent on Goretex—a lightweight, durable synthetic fiber—is an example of one that has had significant impact. The box below enlarges the section of the hierarchy where it is filed, and the red lines (arranged to start along a time line from 1981 to 2006) point to the 130 categories that contain 182 patents, from waterproof clothing to surgical cosmetic implants, that mention Goretex as prior art.
United States Patent
New patents often build on older ideas from many categories. Here, blue lines originate in sixteen different categories that contain the patents cited as prior art for a patent on "gold nanoshells." Gold nanoshells are a new invention: tiny spheres (with a diameter ten million times smaller than a human hair) that can be used to make tumors more visible in infrared scans, and have even helped cause complete remission of tumors in tests with laboratory mice. The blue lines show that widely separated categories provided background for this invention.
Keeping categories understandable is an important part of maintaining any taxonomy, including the patent hierarchy. Categories are easier to understand, search, and maintain if they contain elements (patents in this case) that fit well within the definition of the category. The box above shows a tiny bar chart, part of a "Taxonomy Validator" that helps people decide whether categories are good ones.
Categories can be redefined or combined, and sometimes need to be split when they becomes too large; a constant problem shared by many classifications systems in this information-rich century. But how can we determine exactly where to split a category in two, for example—if there are hundreds or thousands of elements in it?
The Taxonomy Validator measures a "distance to prototype:" how far each element is from an idealized "prototype" element for each bucket. This can be based on statistics, computational comparisons of words, or even human judgement. A simple bar chart can then show how good a category is. A good category has lots of small bars; a generally ragged category is one that might need scrutiny or reorganization; while one that has only one or two tall bars may just mean that one or two elements don't belong. Even simple visualizations like this can ease knowledge work by showing the eye much more than can fit into memory as words; focusing people on just the right issues, and providing a vastly broader background to support more informed judgements.



Impact

US Patent Hierarchy

Prior Art

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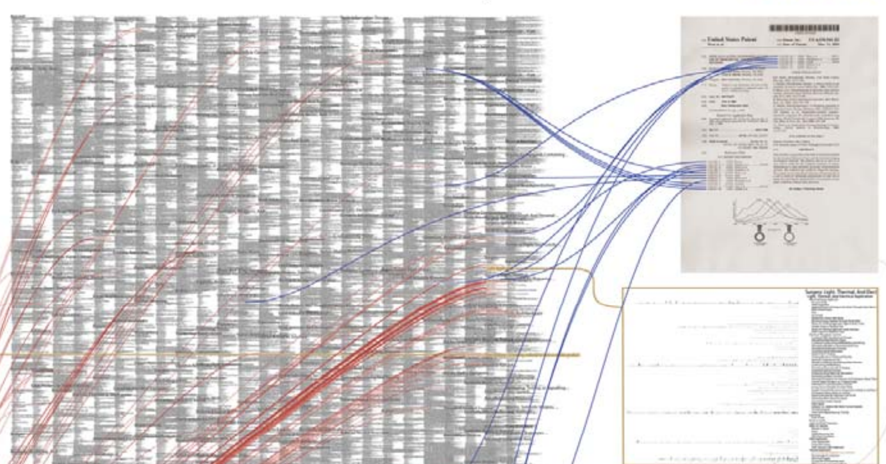

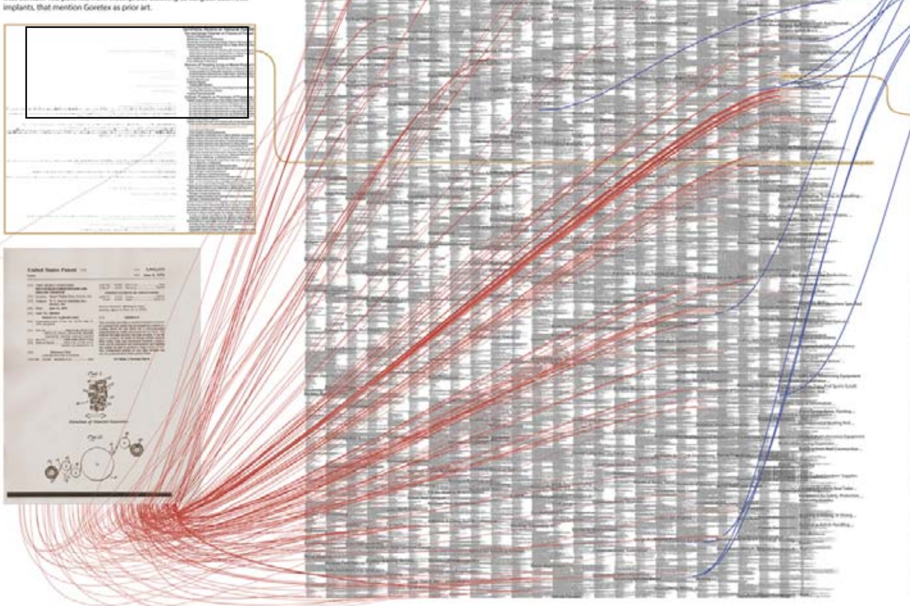

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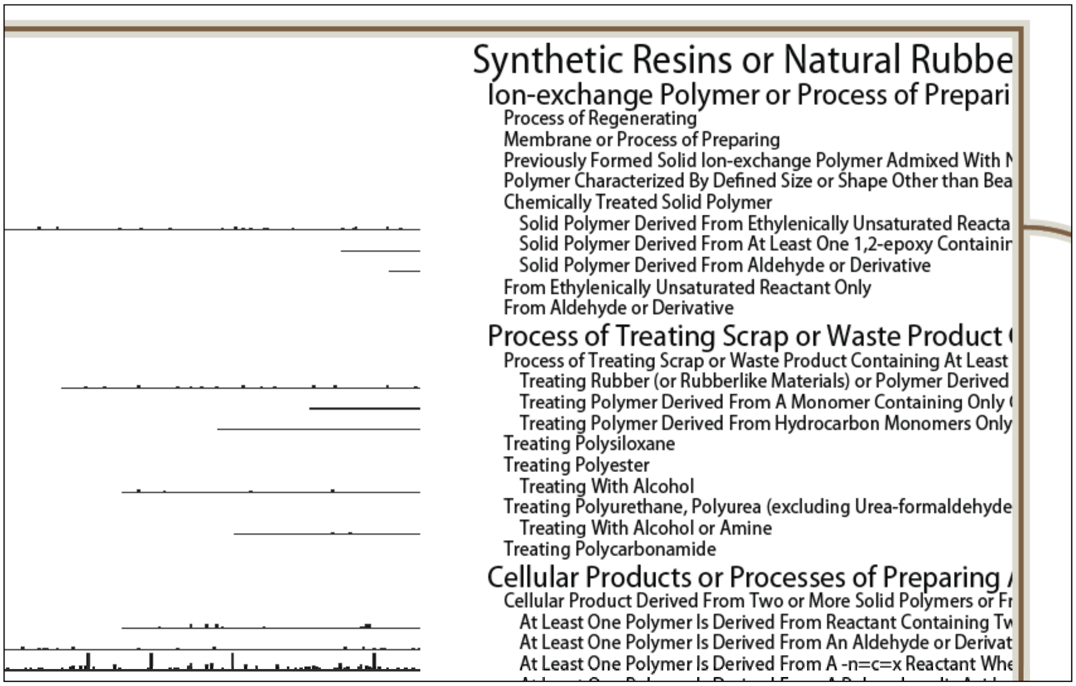
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Ion-exchange Polymer or Process of Prepari
Process of Regenerating
Membrane or Process of Preparing
Previously Formed Solid Ion-exchange Polymer Admixed With N
Polymer Characterized By Defined Size or Shape Other than Bea
Chemically Treated Solid Polymer
Solid Polymer Derived From Ethylenically Unsaturated Reacta
Solid Polymer Derived From At Least One 1,2-epoxy Containin
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Process of Treating Scrap or Waste Product (
Process of Treating Scrap or Waste Product Containing At Least
Treating Rubber (or Rubberlike Materials) or Polymer Derived
Treating Polymer Derived From A Monomer Containing Only (
Treating Polymer Derived From Hydrocarbon Monomers Only
Treating Polysiloxane
Treating Polyester
Treating With Alcohol
Treating Polyurethane, Polyurea (excluding Urea-formaldehyde
Treating With Alcohol or Amine
Treating Polycarbonamide
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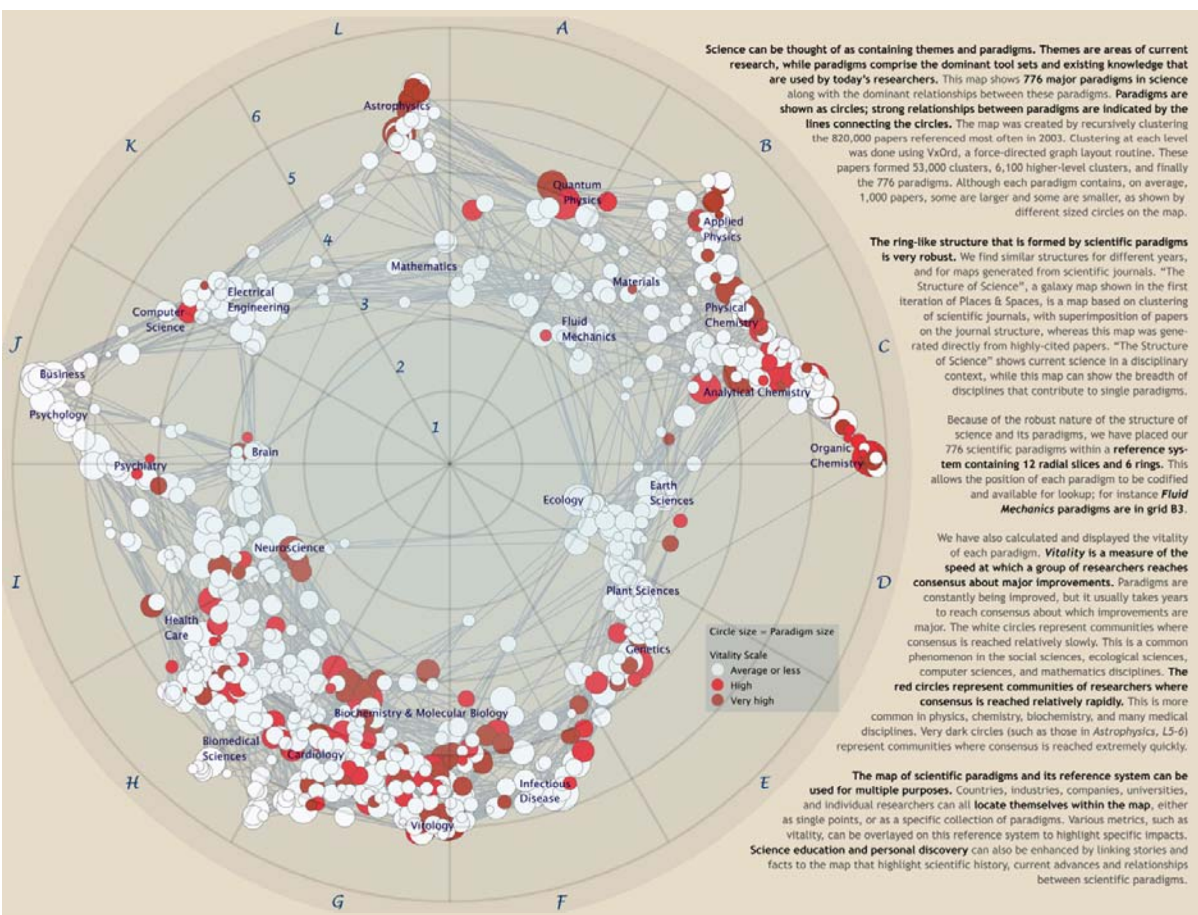
Cellular Product Derived From Two or More Solid Polymers or Fr
At Least One Polymer Is Derived From Reactant Containing Tw
At Least One Polymer Is Derived From An Aldehyde or Derivat
At Least One Polymer Is Derived From A -n=c=x Reactant Whe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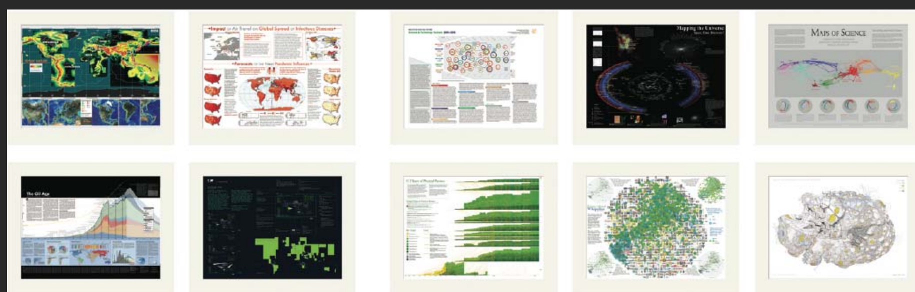
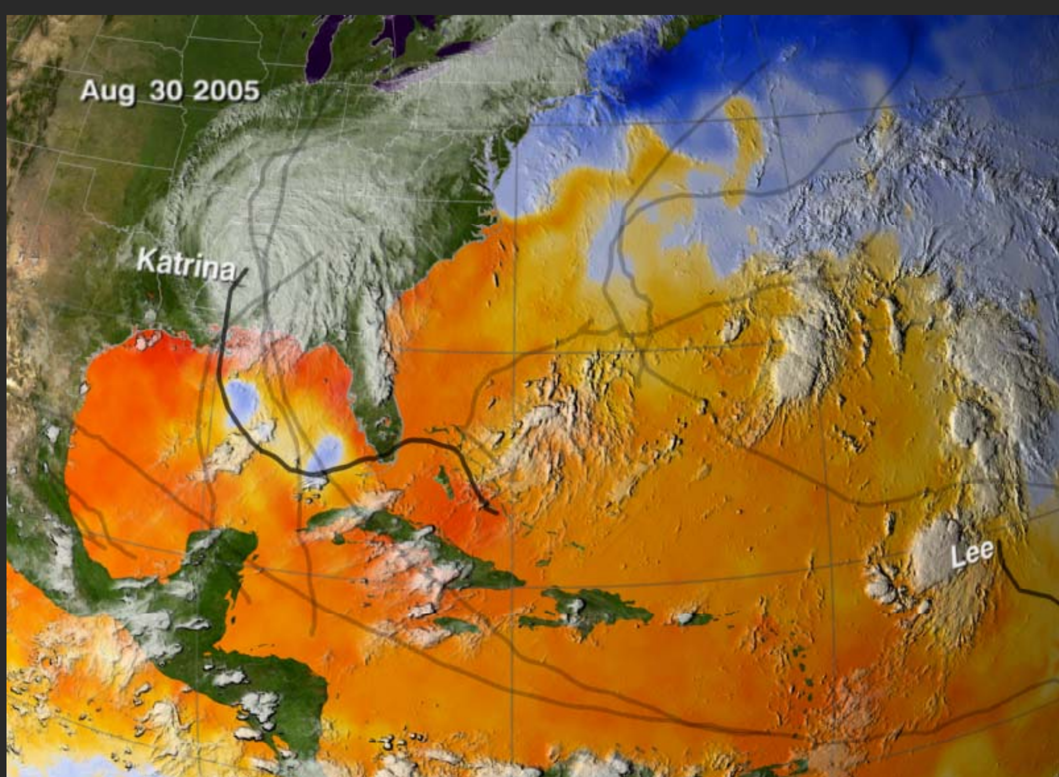
Astrophysics
Quantum Physics
Applied Physics
Mathematics
Materials
Electrical Engineering
Computer Science
Physical Chemistry
Fluid Mechanics
Analytical Chemistry
Business
Psychology
Brain
Psychiatry
Organic Chemistry
Ecology
Earth Sciences
Neuroscience
Plant Sciences
Health Care
Genetics
Biochemistry & Molecular Biology
Biomedical Sciences
Cardiology
Infectious Disease
Virology
Circle size = Paradigm size
Vitality Scale
Average or less
High
Very high
Science can be thought of as containing themes and paradigms. Themes are areas of current research, while paradigms comprise the dominant tool sets and existing knowledge that are used by today's researchers. This map shows **776 major paradigms in science** along with the dominant relationships between these paradigms. **Paradigms are shown as circles; strong relationships between paradigms are indicated by the lines connecting the circles.** The map was created by recursively clustering the 820,000 papers referenced most often in 2003. Clustering at each level was done using VxOrd, a force-directed graph layout routine. These papers formed 53,000 clusters, 6,100 higher-level clusters, and finally the 776 paradigms. Although each paradigm contains, on average, 1,000 papers, some are larger and some are smaller, as shown by different sized circles on the map.
The ring-like structure that is formed by scientific paradigms is very robust. We find similar structures for different years, and for maps generated from scientific journals. "The Structure of Science", a galaxy map shown in the first iteration of Places & Spaces, is a map based on clustering of scientific journals, with superimposition of papers on the journal structure, whereas this map was generated directly from highly-cited papers. "The Structure of Science" shows current science in a disciplinary context, while this map can show the breadth of disciplines that contribute to single paradigms.
Because of the robust nature of the structure of science and its paradigms, we have placed our 776 scientific paradigms within a **reference system containing 12 radial slices and 6 rings.** This allows the position of each paradigm to be codified and available for lookup; for instance ***Fluid Mechanics* paradigms are in grid B3**.
We have also calculated and displayed the vitality of each paradigm. ***Vitality* is a measure of the speed at which a group of researchers reaches consensus about major improvements.** Paradigms are constantly being improved, but it usually takes years to reach consensus about which improvements are major. The white circles represent communities where consensus is reached relatively slowly. This is a common phenomenon in the social sciences, ecological sciences, computer sciences, and mathematics disciplines. **The red circles represent communities of researchers where consensus is reached relatively rapidly.** This is more common in physics, chemistry, biochemistry, and many medical disciplines. Very dark circles (such as those in *Astrophysics, L5-6*) represent communities where consensus is reached extremely quickly.
The map of scientific paradigms and its reference system can be used for multiple purposes. Countries, industries, companies, universities, and individual researchers can all **locate themselves within the map**, either as single points, or as a specific collection of paradigms. Various metrics, such as vitality, can be overlayed on this reference system to highlight specific impacts. **Science education and personal discovery** can also be enhanced by linking stories and facts to the map that highlight scientific history, current advances and relationships between scientific paradigms.

The Power of Forecasts

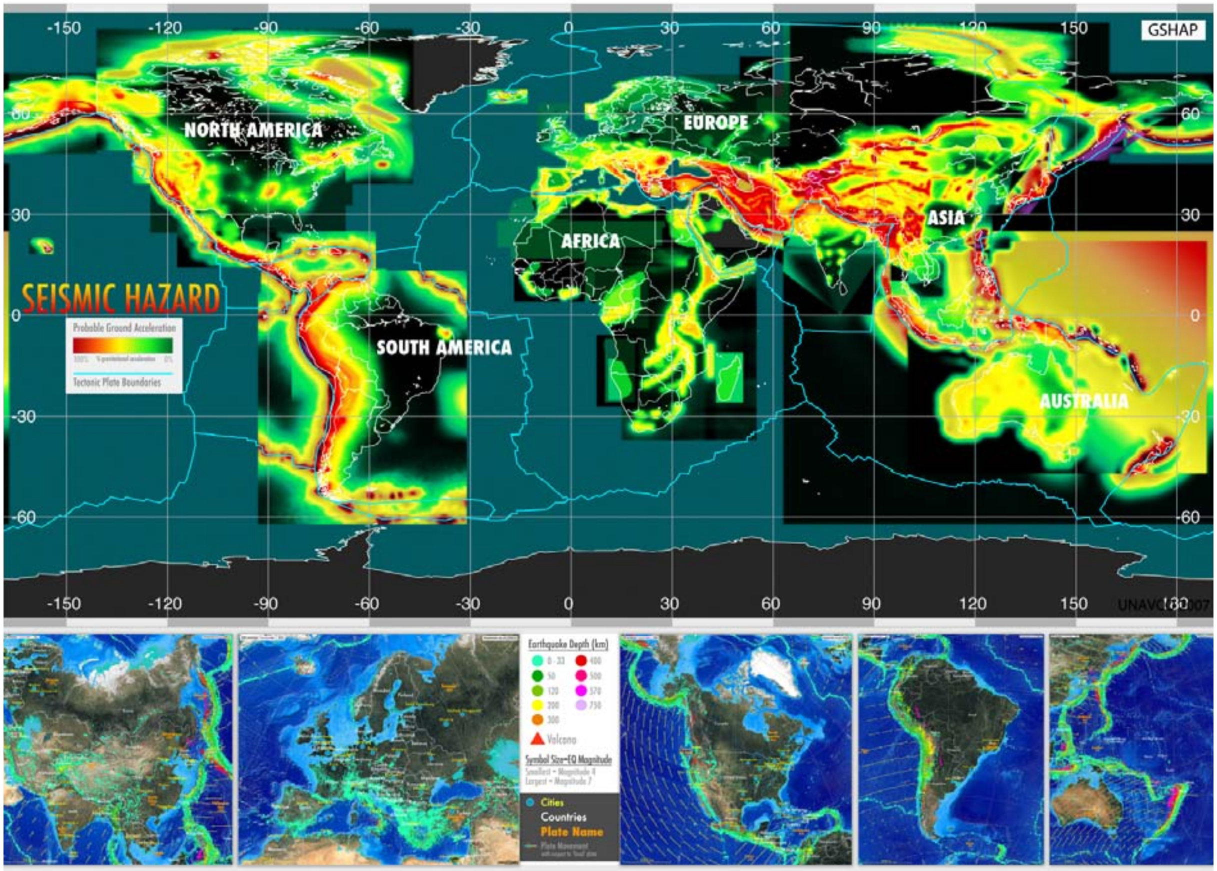
Four Existing Forecasts
VERSUS
Six Potential Science 'Weather' Forecasts

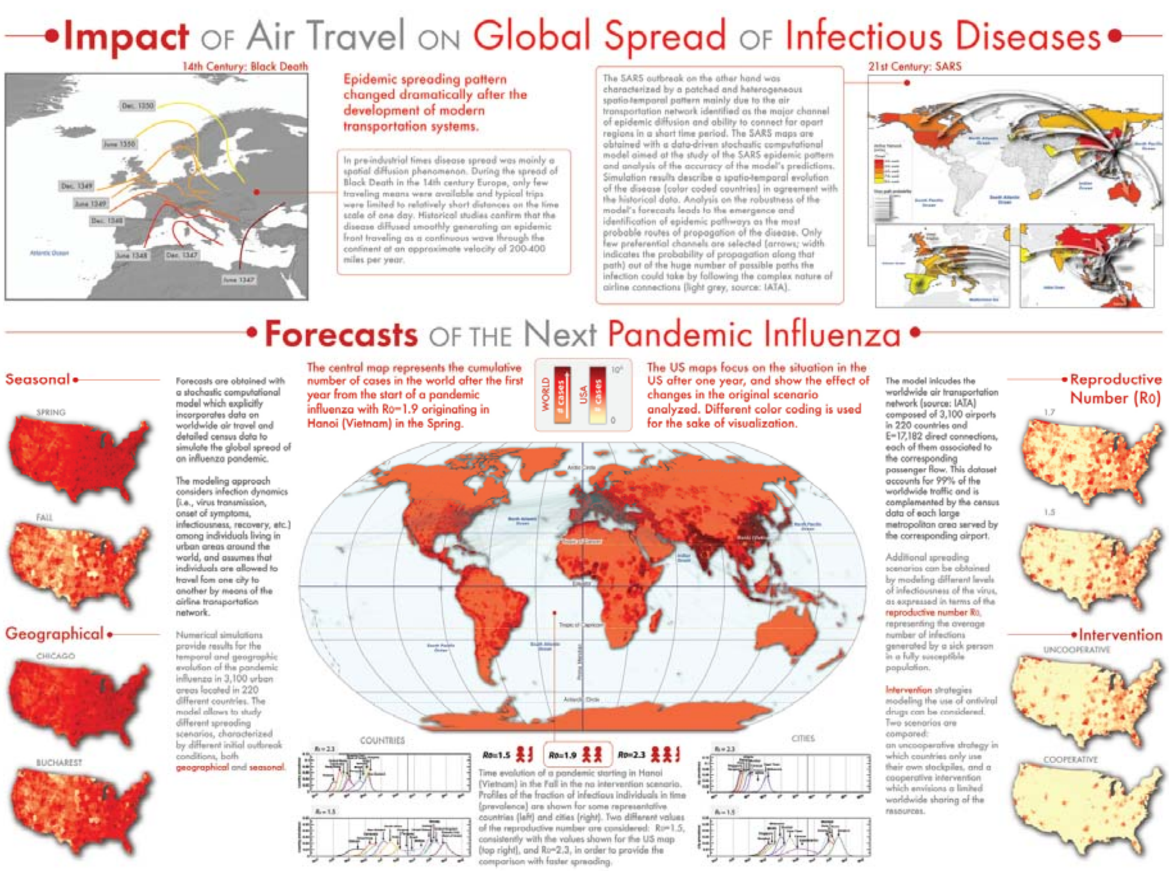


(3rd Iteration of Places & Spaces Exhibit - 2007)



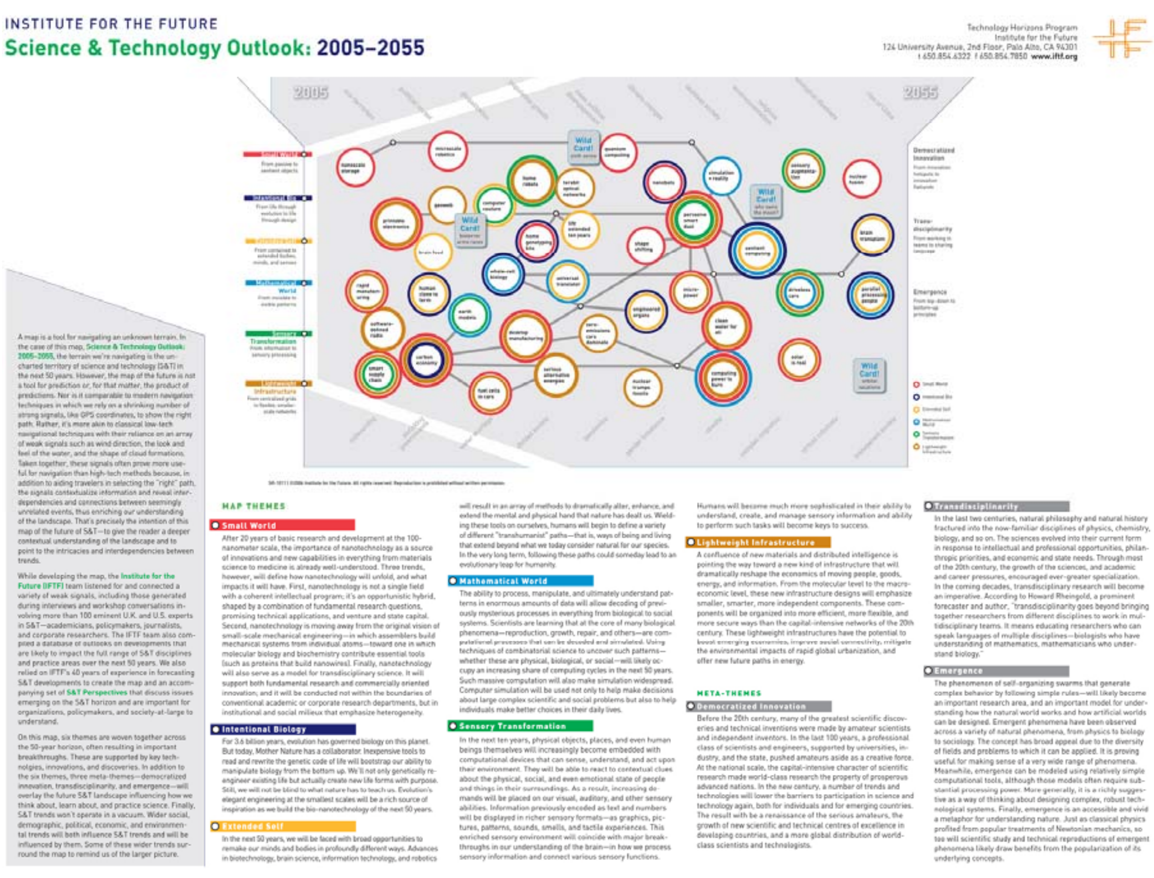
Named Storms, available online at http://svs.gsfc.nasa.gov/vis/a000000/a003200/a003279

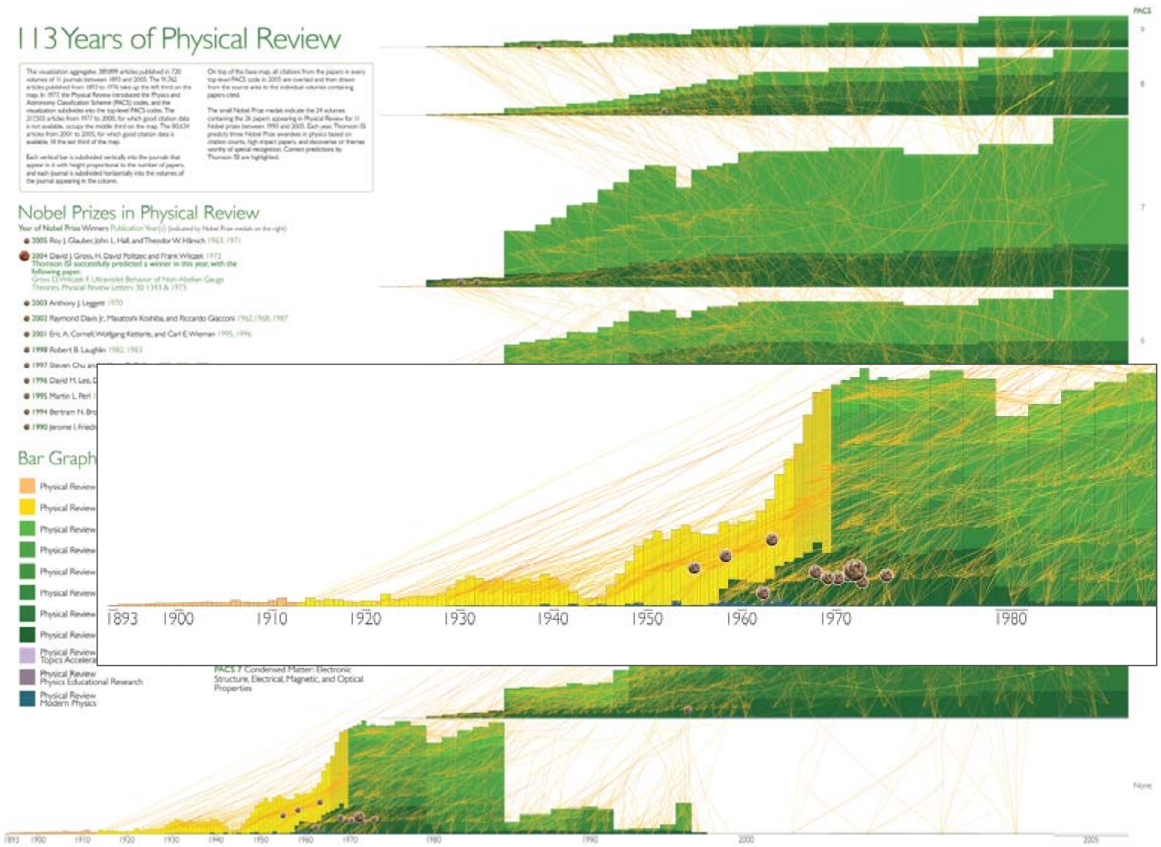

GSHAP
NORTH AMERICA
EUROPE
ASIA
AFRICA
SOUTH AMERICA
AUSTRALIA
SEISMIC HAZARD
Probable Ground Acceleration
Tectonic Plate Boundaries
Earthquake Depth (km)
Volcano
Symbol Size=EQ Magnitude
Cities
Countries
Plate Name

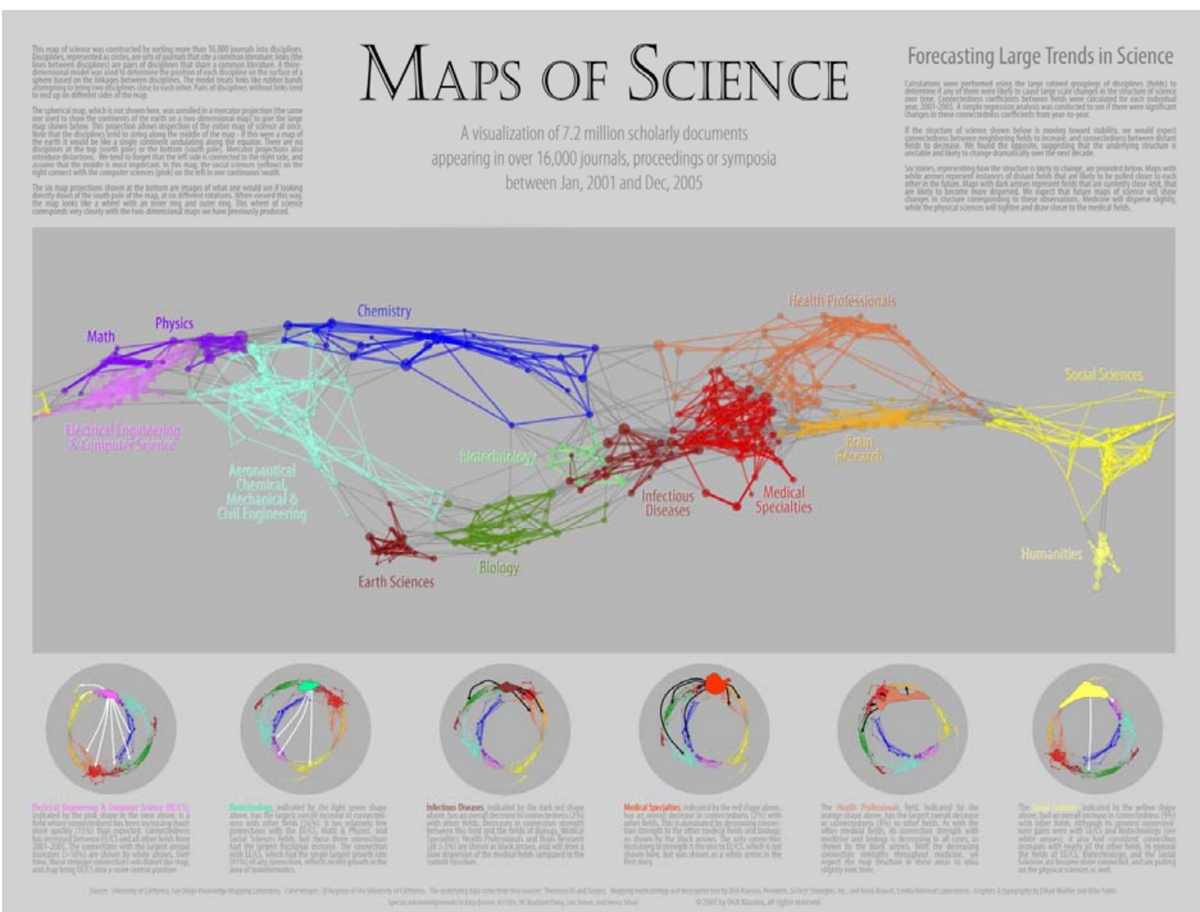

Impact OF Air Travel ON Global Spread OF Infectious Diseases
14th Century: Black Death
Dec. 1350
June 1350
Dec. 1349
June 1349
Dec. 1348
June 1348
Dec. 1347
June 1347
Epidemic spreading pattern changed dramatically after the development of modern transportation systems.
In pre-industrial times disease spread was mainly a spatial diffusion phenomenon. During the spread of Black Death in the 14th century Europe, only few traveling means were available and typical trips were limited to relatively short distances on the time scale of one day. Historical studies confirm that the disease diffused smoothly generating an epidemic front traveling as a continuous wave through the continent at an approximate velocity of 200-400 miles per year.
The SARS outbreak on the other hand was characterized by a patched and heterogeneous spatio-temporal pattern mainly due to the air transportation network identified as the major channel of epidemic diffusion and ability to connect far apart regions in a short time period. The SARS maps are obtained with a data-driven stochastic computational model aimed at the study of the SARS epidemic pattern and analysis of the accuracy of the model's predictions. Simulation results describe a spatio-temporal evolution of the disease (color coded countries) in agreement with the historical data. Analysis on the robustness of the model's forecasts leads to the emergence and identification of epidemic pathways as the most probable routes of propagation of the disease. Only few preferential channels are selected (arrows; width indicates the probability of propagation along that path) out of the huge number of possible paths the infection could take by following the complex nature of airline connections (light grey, source: IATA).
21st Century: SARS
Forecasts OF THE Next Pandemic Influenza
Seasonal
SPRING
FALL
Forecasts are obtained with a stochastic computational model which explicitly incorporates data on worldwide air travel and detailed census data to simulate the global spread of an influenza pandemic.
The modeling approach considers infection dynamics (i.e., virus transmission, onset of symptoms, infectiousness, recovery, etc.) among individuals living in urban areas around the world, and assumes that individuals are allowed to travel fom one city to another by means of the airline transportation network.
Geographical
CHICAGO
BUCHAREST
Numerical simulations provide results for the temporal and geographic evolution of the pandemic influenza in 3,100 urban areas located in 220 different countries. The model allows to study different spreading scenarios, characterized by different initial outbreak conditions, both geographical and seasonal.
The central map represents the cumulative number of cases in the world after the first year from the start of a pandemic influenza with R0=1.9 originating in Hanoi (Vietnam) in the Spring.
WORLD # cases
USA # cases
The US maps focus on the situation in the US after one year, and show the effect of changes in the original scenario analyzed. Different color coding is used for the sake of visualization.
COUNTRIES
CITIES
R0=1.5
R0=1.9
R0=2.3
Time evolution of a pandemic starting in Hanoi (Vietnam) in the Fall in the no intervention scenario. Profiles of the fraction of infectious individuals in time (prevalence) are shown for some representative countries (left) and cities (right). Two different values of the reproductive number are considered: R0=1.5, consistently with the values shown for the US map (top right), and R0=2.3, in order to provide the comparison with faster spreading.
The model inlcudes the worldwide air transportation network (source: IATA) composed of 3,100 airports in 220 countries and E=17,182 direct connections, each of them associated to the corresponding passenger flow. This dataset accounts for 99% of the worldwide traffic and is complemented by the census data of each large metropolitan area served by the corresponding airport.
Additional spreading scenarios can be obtained by modeling different levels of infectiousness of the virus, as expressed in terms of the reproductive number R0, representing the average number of infections generated by a sick person in a fully susceptible population.
Intervention strategies modeling the use of antiviral drugs can be considered. Two scenarios are compared: an uncooperative strategy in which countries only use their own stockpiles, and a cooperative intervention which envisions a limited worldwide sharing of the resources.
Reproductive Number (R0)
1.7
1.5
Intervention
UNCOOPERATIVE
COOPERATIVE

Can one forecast science?

What ‘science forecast language’ will work?

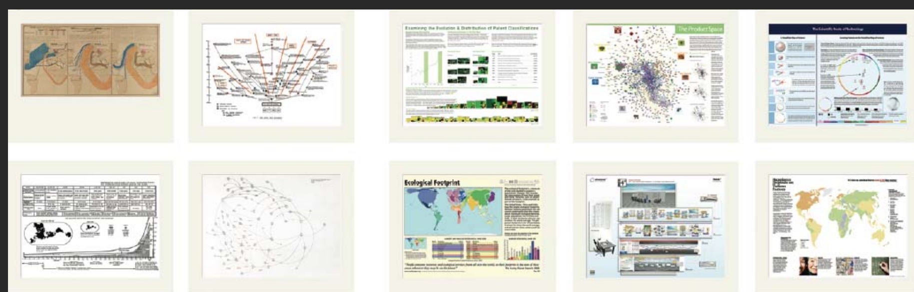



113 Years of Physical Review
Nobel Prizes in Physical Review
Bar Graph
PACS 7 Condensed Matter: Electronic Structure, Electrical, Magnetic, and Optical Properties
1893
1900
1910
1920
1930
1940
1950
1960
1970
1980
1990
2000
2005

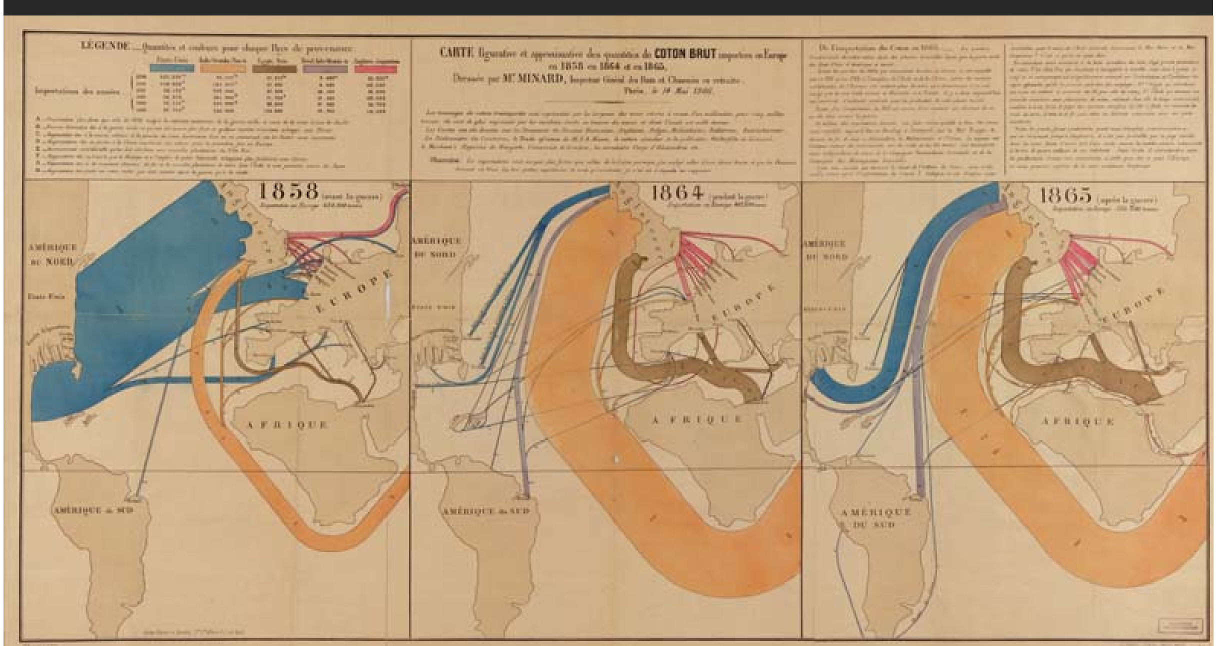

MAPS OF SCIENCE
A visualization of 7.2 million scholarly documents appearing in over 16,000 journals, proceedings or symposia between Jan, 2001 and Dec, 2005
Forecasting Large Trends in Science
Math
Physics
Chemistry
Health Professionals
Social Sciences
Electrical Engineering & Computer Science
Aeronautical Chemical, Mechanical & Civil Engineering
Biotechnology
Brain Research
Infectious Diseases
Medical Specialties
Earth Sciences
Biology
Humanities

Science Maps for Economic Decision Making

Four Existing Maps
VERSUS
Six Science Maps



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



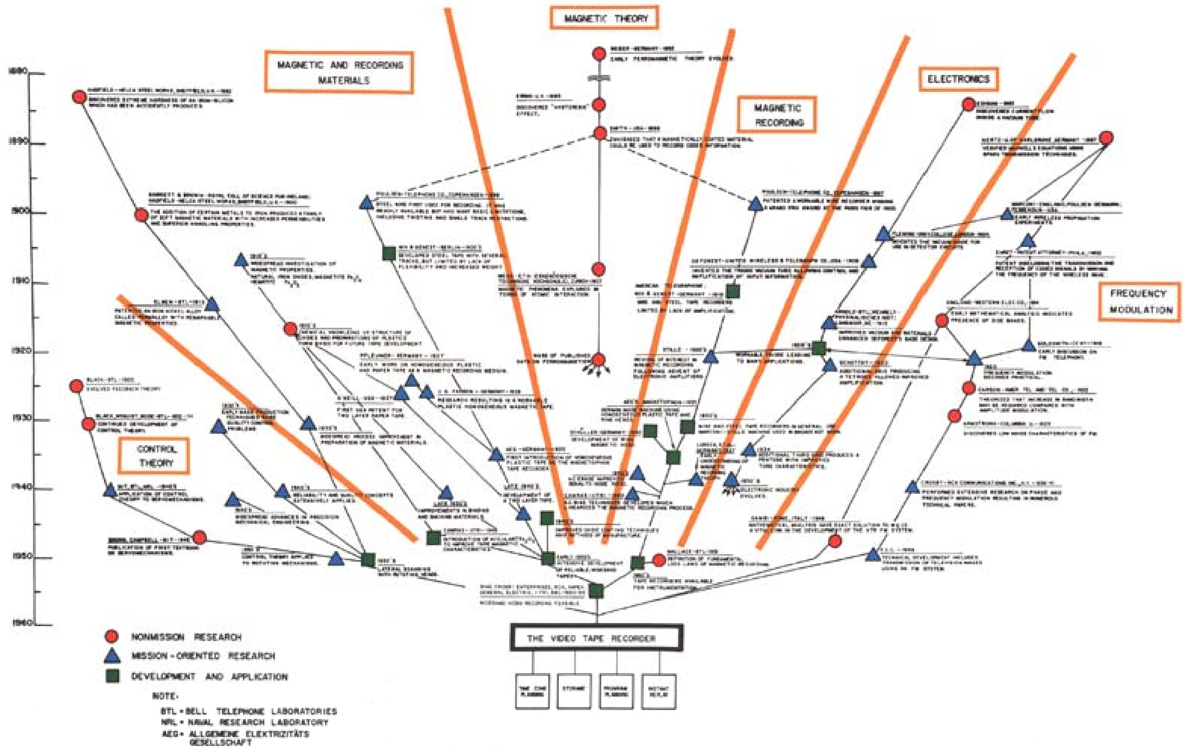
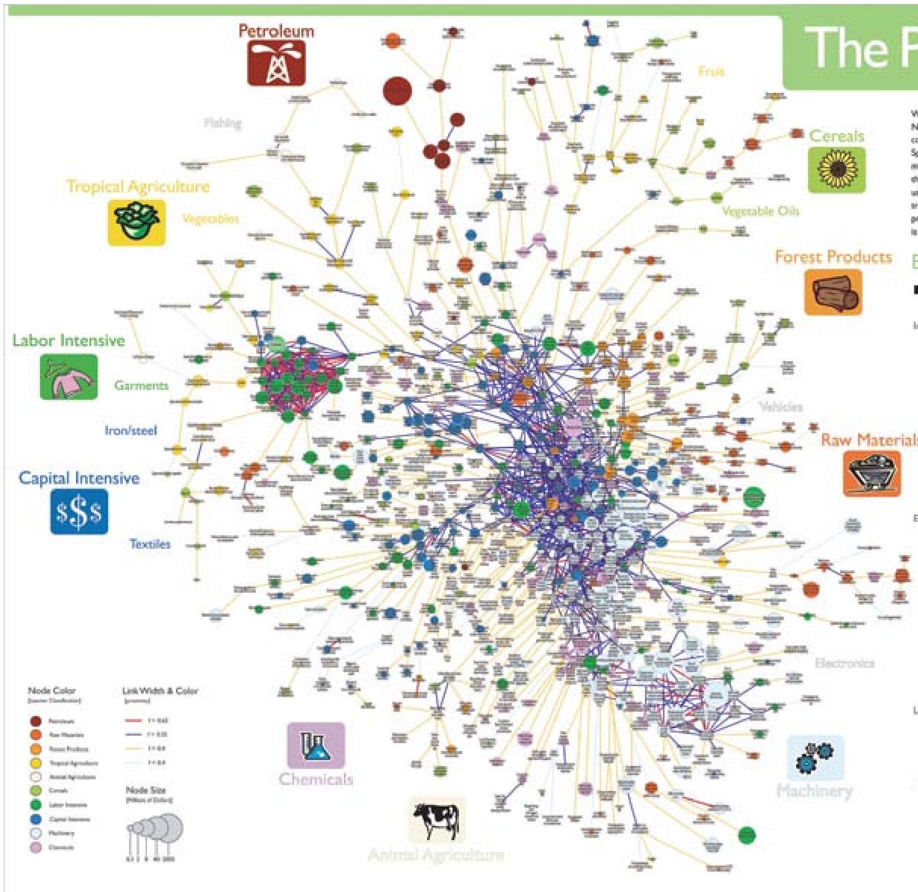


FIG. 7. THE VIDEO TAPE RECORDER

What insight needs to economic decision makers have?

What data views are most useful?

The Product Space



World trade flow data compiled by Feenstra et al. and available at the National Bureau of Economic Research were used to identify the complete co-export matrix of 775 industrial products for 1998-2000. A Maximum Spanning Tree (MST) algorithm was used to reduce the complete co-export matrix to less than 1% of the links. The resulting network, which combines the MST plus all links with a co-export frequency of at least 0.55, was laid out using a force-directed layout algorithm. Node sizes represent the value of traded products in millions of U.S. dollars. Their color corresponds to ten product groups identified using the Leamer classification. Each product class is labeled by an icon. Link color and width indicate the frequency of joint exports.

Economic Footprint

■ Indicate Relevant Exports

The network has a core-periphery structure with higher value product classes, e.g., machinery, and chemicals, in the core and lower quality classes, e.g., fishing and garments, in the periphery. Products at the core of the network are highly interconnected while products in the periphery are sparsely interlinked.

Each country has a certain product export footprint. Relevant exports by 'Industrialized Countries', 'East Asia Pacific' and 'Latin America & the Caribbean' are given on the right.

Traditional growth theory assumes that there is always a more sophisticated product within reach. However, given the core-periphery structure of the product space, the distances between products differ considerably.

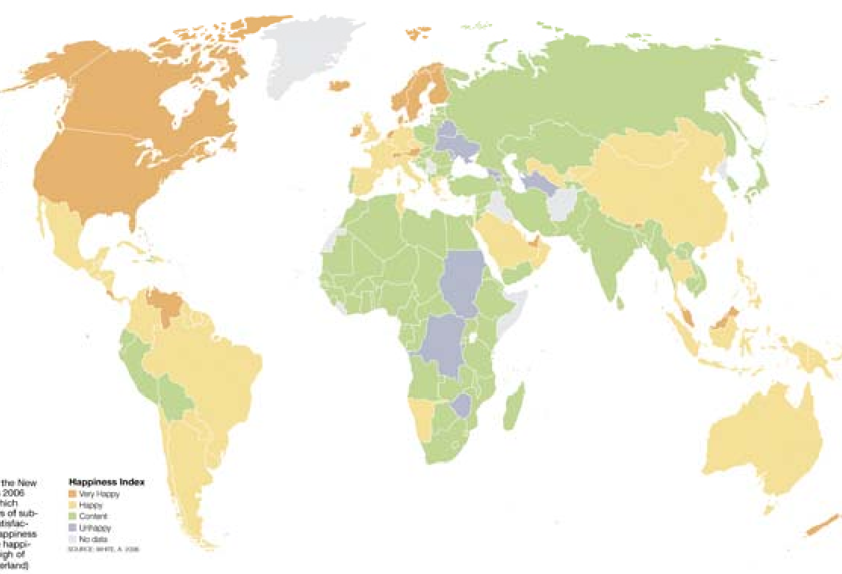
Countries that operate at the core have capabilities to develop and manufacture a wide range of products. Yet, countries that mostly operate in the periphery of the product space have much fewer opportunities for diversification. A country's current footprint and the structure of the product space have a major impact on a country's future development.

Happiness Depends on Various Factors

"It's time we admitted there's more to life than money."
- David Cameron, U.K. leader of the opposition, 2006

Social scientists are starting to include relative happiness with hard data on economic status, health, and other factors as they assess quality of life. They rely on surveys of "subjective well-being"—how good people feel about their lives. A world map of one "happiness index" shows many, but not all, wealthy northern countries faring well. Residents of sub-Saharan Africa and the former Soviet Union, meanwhile, report particularly low levels of contentment.

Any attempt to measure happiness will fall short—each life is a series of joys, struggles, and sorrows, and satisfaction can depend as much on outlook as on circumstances. Averages obscure the happy moments in struggling nations, as well as people who suffer from poor health, poverty, or discrimination in countries that rank high. Still, happiness indices can help researchers move beyond simple economics as they track progress—or backsliding—over time.



RANKING THE WORLD'S HAPPIEST PLACES
Northern Europe, North America, and several wealthy countries make the list, but so do many less prosperous island nations.

1 DENMARK
SWITZERLAND

2 AUSTRIA
ICELAND

3 BAHAMAS
FINLAND
SWEDEN

4 BHUTAN
BRUNEI
CANADA
IRELAND
LUXEMBOURG

5 COSTA RICA
MALTA
NETHERLANDS

6 ANTIGUA AND BARBUDA
MALAYSIA
NEW ZEALAND
NORWAY
SEYCHELLES
ST. KITTS AND NEVIS
UNITED ARAB EMIRATES
UNITED STATES
VANUATU
VENEZUELA

MEASURING THE INTANGIBLE
The map is derived from the New Economics Foundation's 2006 "Happy Planet Index," which drew on over 100 surveys of subjective well-being. Its "satisfaction with life scale"—a happiness index—ranks the relative happiness of nations, from a high of 273 (Denmark and Switzerland) to a low of 100 (Burundi).

DEFINING WELL-BEING
By comparing the happiness index to data from the UN, the CIA, and other sources, a U.K. psychologist determined that good health and health care, enough money for fundamental needs, and access to basic education are the most important factors for subjective well-being. European countries top all three measures.

HEALTH
Japan boasts the world's longest life expectancy—one measure of overall health. Swaziland, at the other end of the scale, is plagued by poverty, disease, and violence. Disparities in access to health care divide many countries into haves and have-nots.

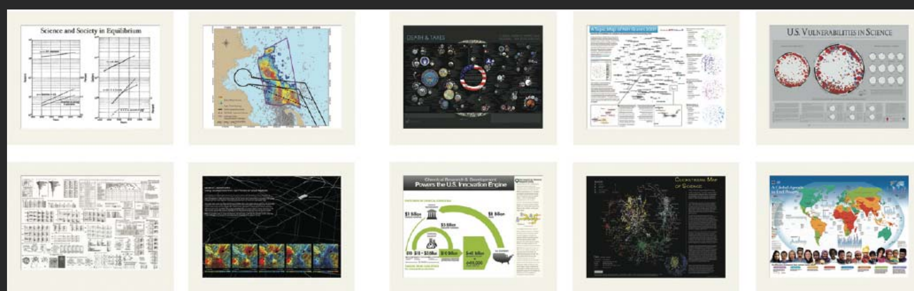
WEALTH
Money still can't buy love, or happiness, and wealthier people aren't always more content. Still, tiny Luxembourg, which takes top rank in per capita Gross Domestic Product (GDP), also rates a 253 on the happiness index. Real poverty means real misery, a fate shared by billions.

EDUCATION
Residents of Australia can expect to spend more time in school—an average of almost 21 years—than citizens of any other country. But only a basic education is needed to see a significant jump in overall happiness. Around the world, hundreds of millions lack even that.

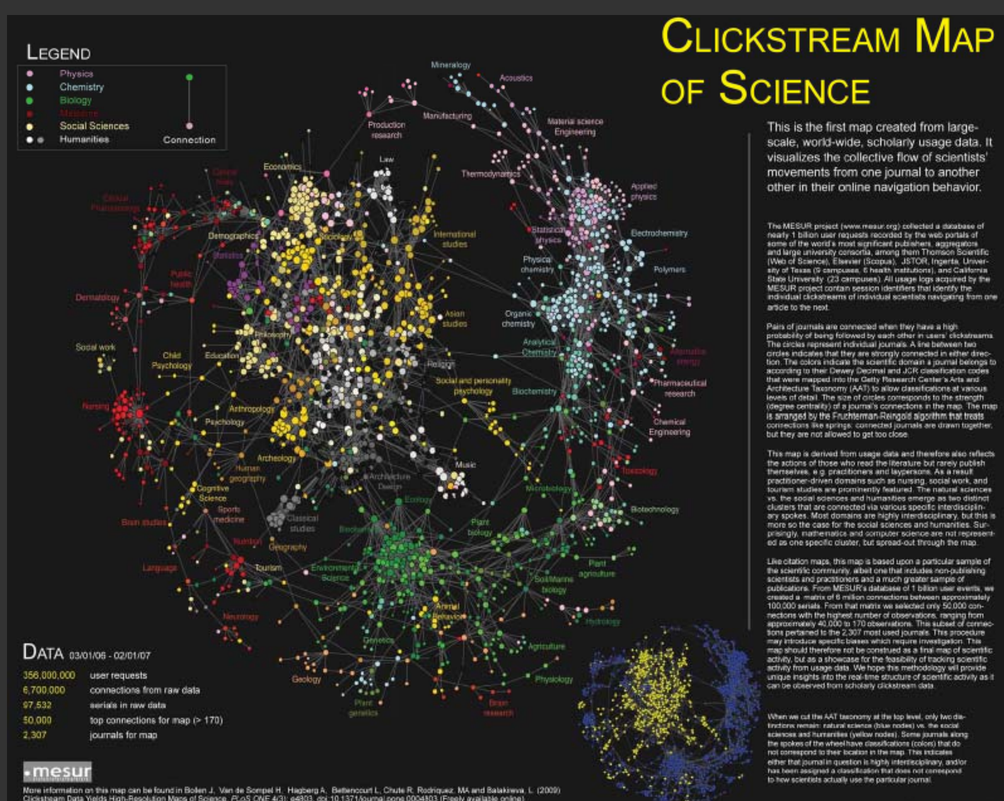
*Photos different than those used in [illegible] publication

Science Maps for Science Policy Making

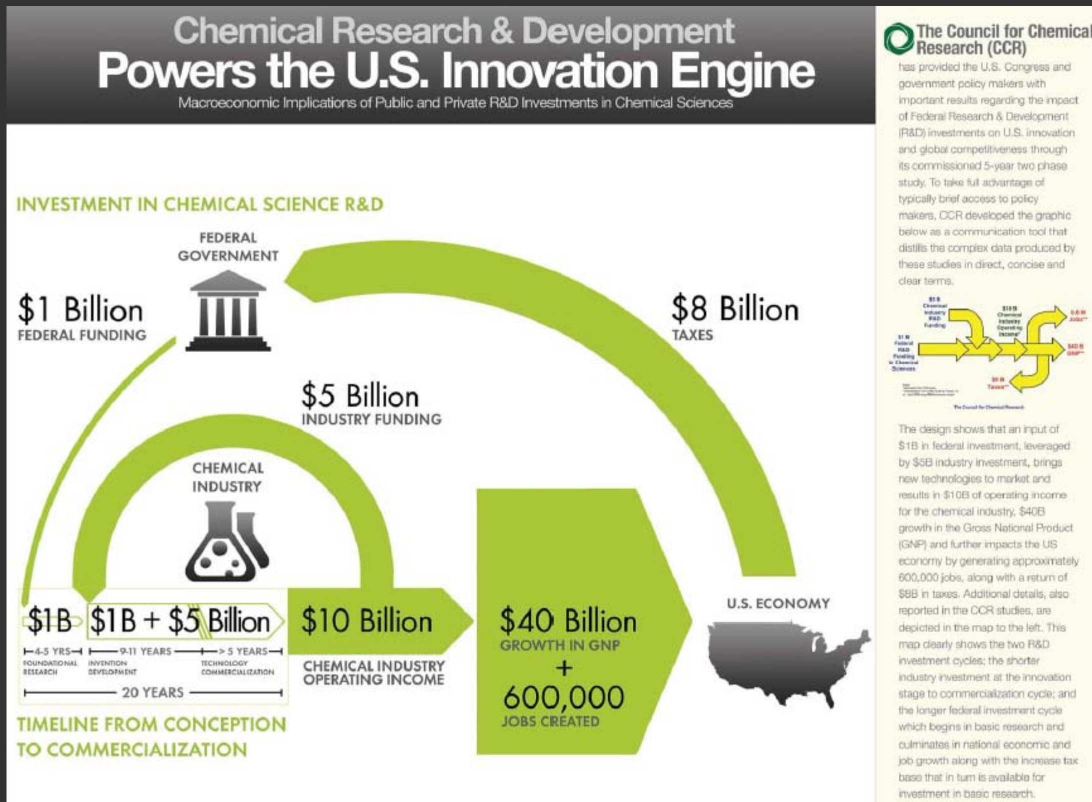
Four Existing Maps
VERSUS
Six Science Maps



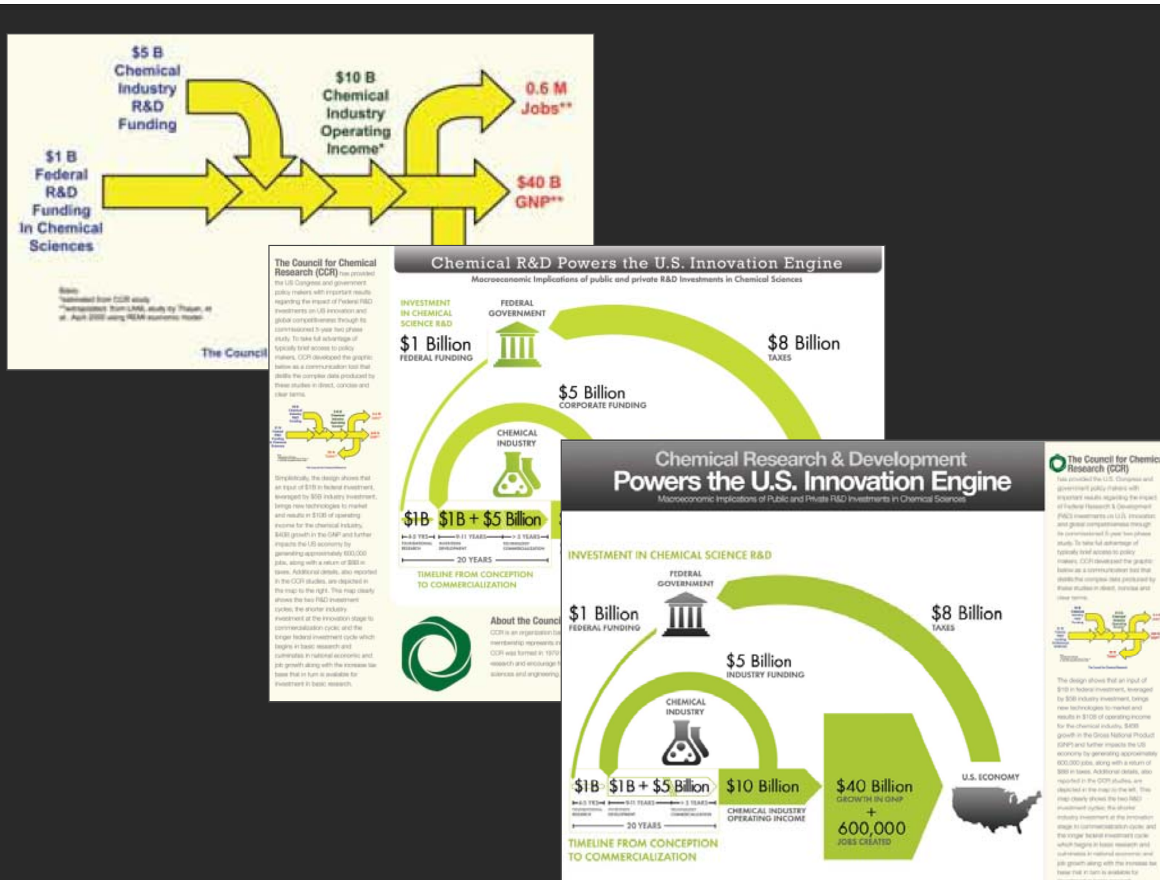
(5th Iteration of Places & Spaces Exhibit - 2009)



Bollen, Johan, Herbert Van de Sompel, Aric Hagberg, Luis M.A. Bettencourt, Ryan Chute, Marko A. Rodriquez, Lyudmila Balakireva. 2008. A Clickstream Map of Science.



Council for Chemical Research. 2009. Chemical R&D Powers the U.S. Innovation Engine. Washington, DC. Courtesy of the Council for Chemical Research.



Additional Elements of the Exhibit

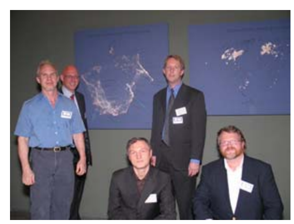
Illuminated Diagram Display

Hands-on Science Maps for Kids

Worldprocessor Globes

Illuminated Diagram Display

W. Bradford Paley, Kevin W. Boyack, Richard Kalvans, and Katy Börner (2007) Mapping, Illuminating, and Interacting with Science. SIGGRAPH 2007.



Large-scale, high resolution prints illuminated via projector or screen.

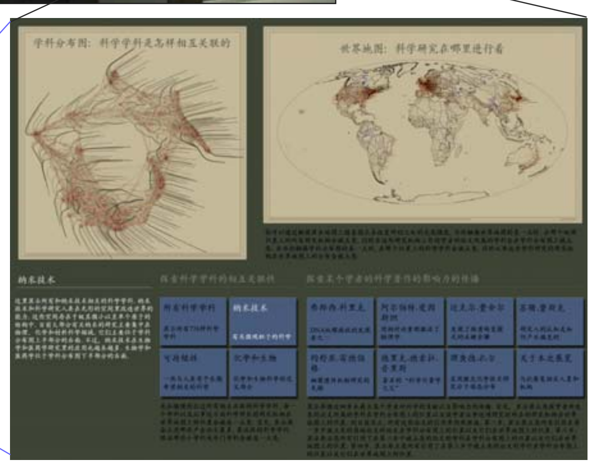
Questions:

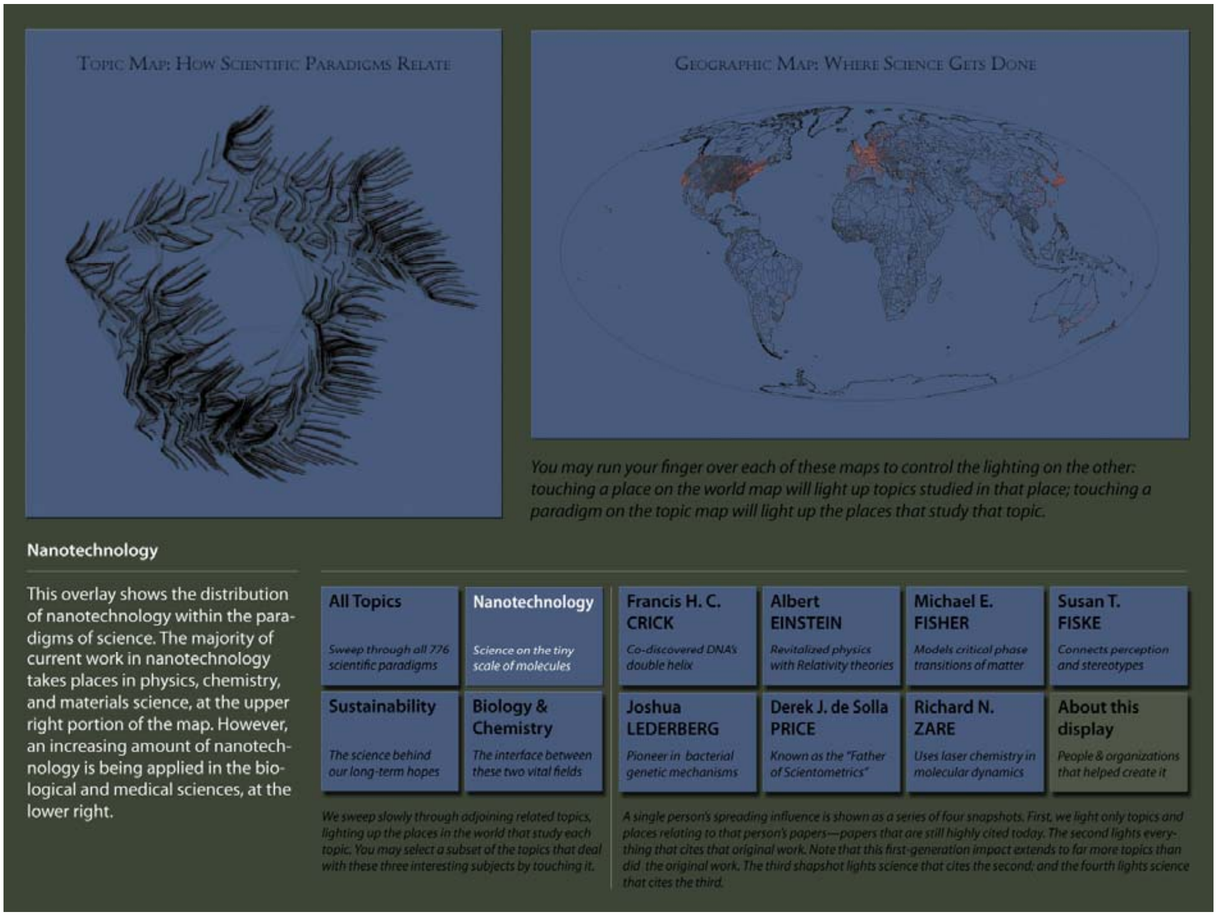
- Who is doing research on what topic and where?
- What is the 'footprint' of interdisciplinary research fields?
- What impact have scientists?

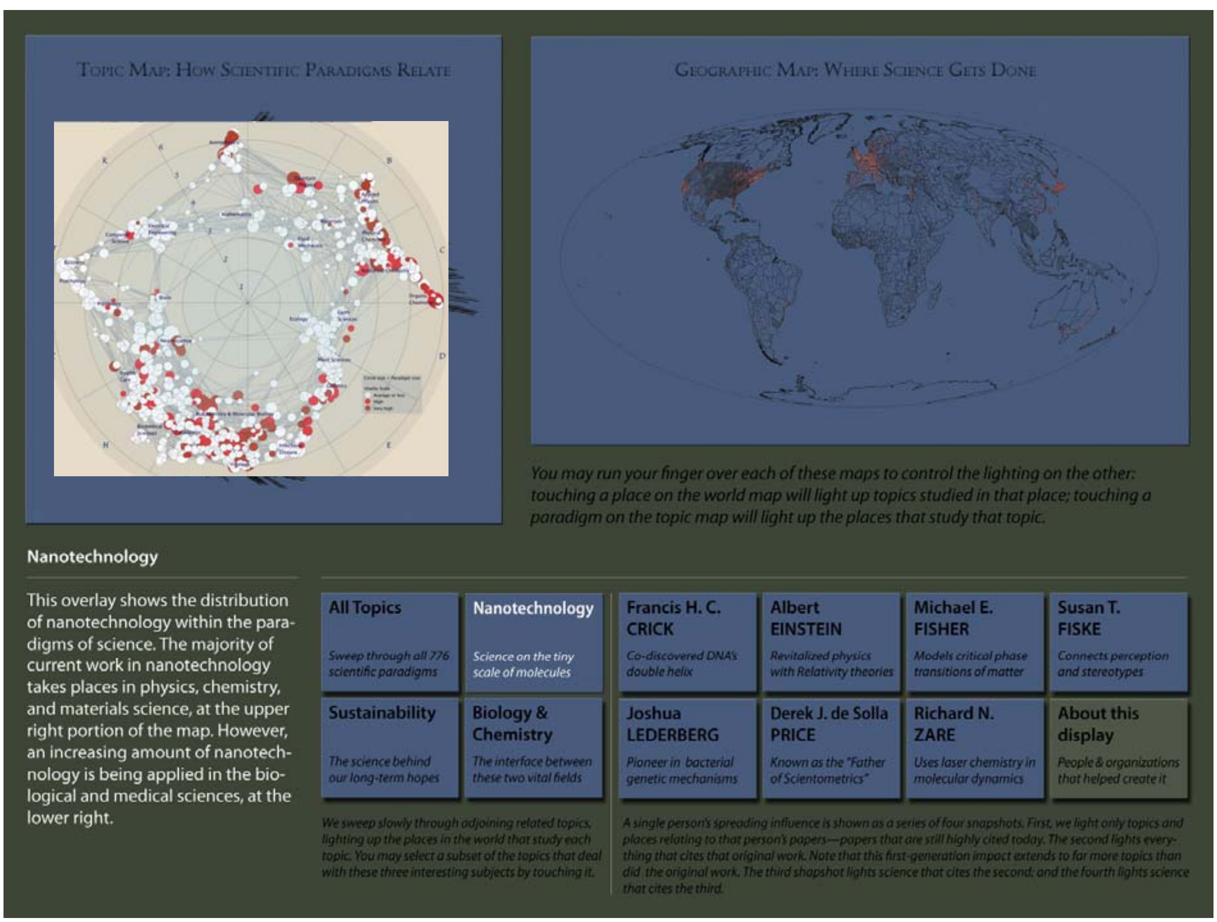
Interactive touch panel.

Contributions:

- Interactive, high resolution interface to access and make sense of data about scholarly activity.




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
Sweep through all 776 scientific paradigms
Nanotechnology
Science on the tiny scale of molecules
Francis H. C. CRICK
Co-discovered DNA's double helix
Albert EINSTEIN
Revitalized physics with Relativity theories
Michael E. FISHER
Models critical phase transitions of matter
Susan T. FISKE
Connects perception and stereotypes
Sustainability
The science behind our long-term hopes
Biology & Chemistry
The interface between these two vital fields
Joshua LEDERBERG
Pioneer in bacterial genetic mechanisms
Derek J. de Solla PRICE
Known as the "Father of Scientometrics"
Richard N. ZARE
Uses laser chemistry in molecular dynamics
About this display
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 to far more topics than did the original work. The third shapshot lights science that cites the second; and the fourth lights science that cites the third.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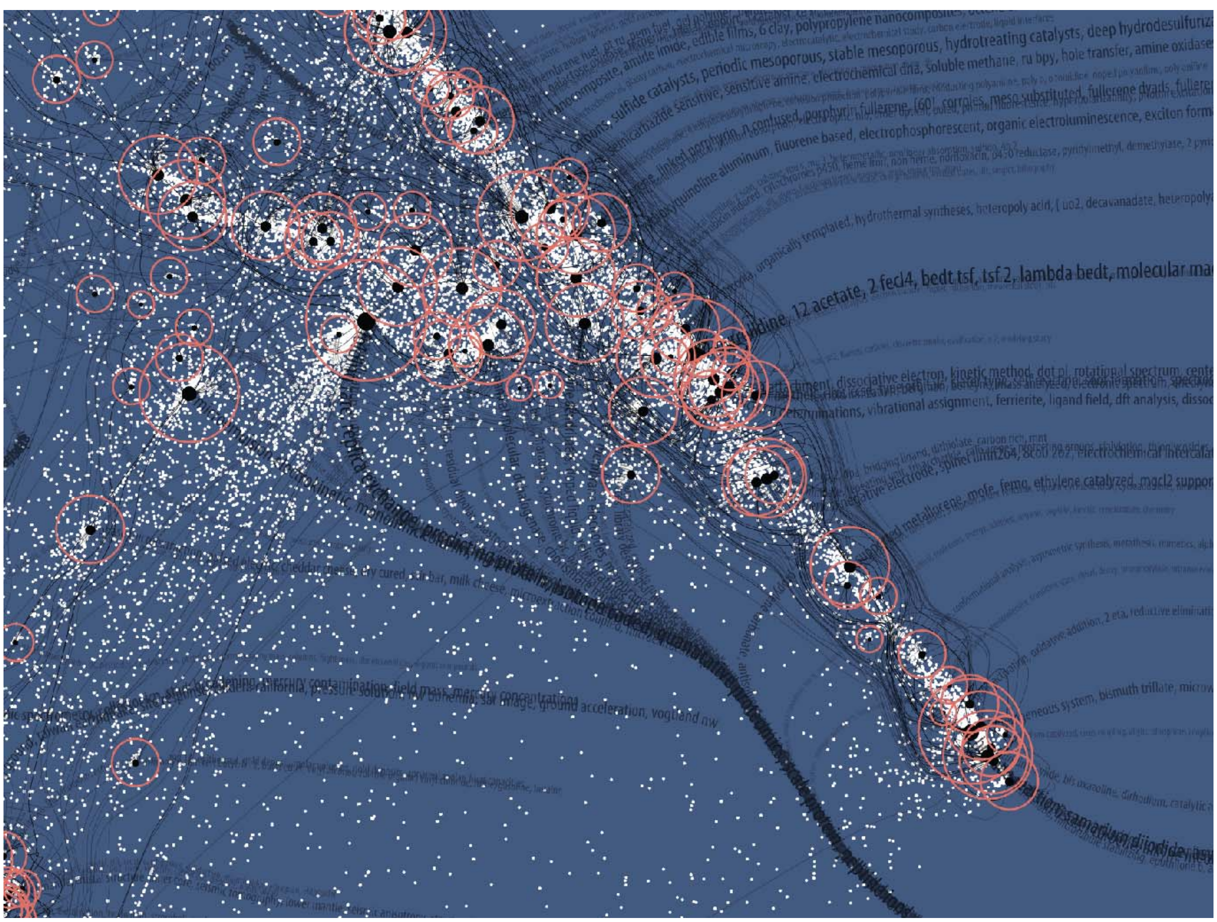
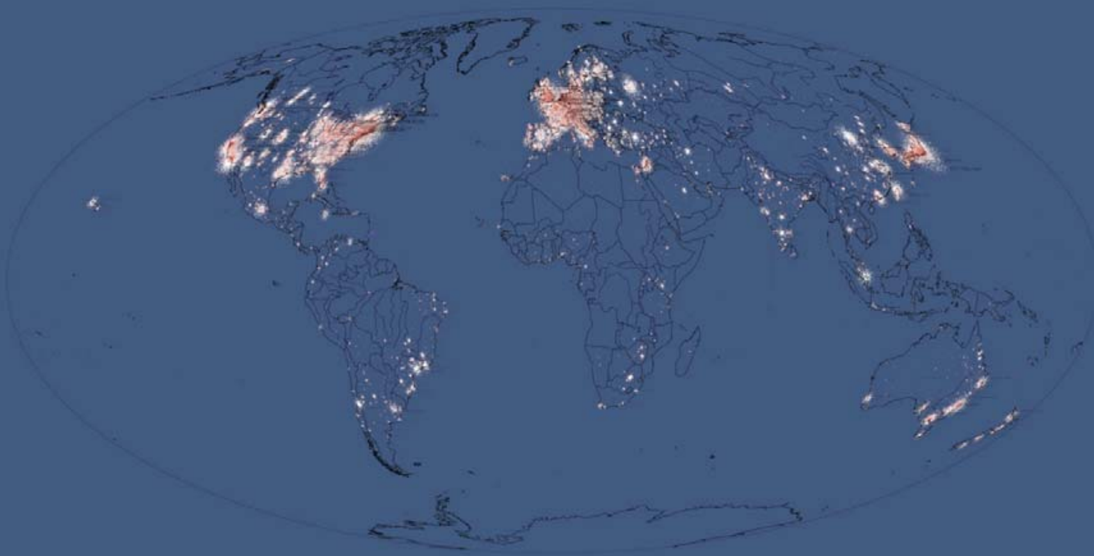
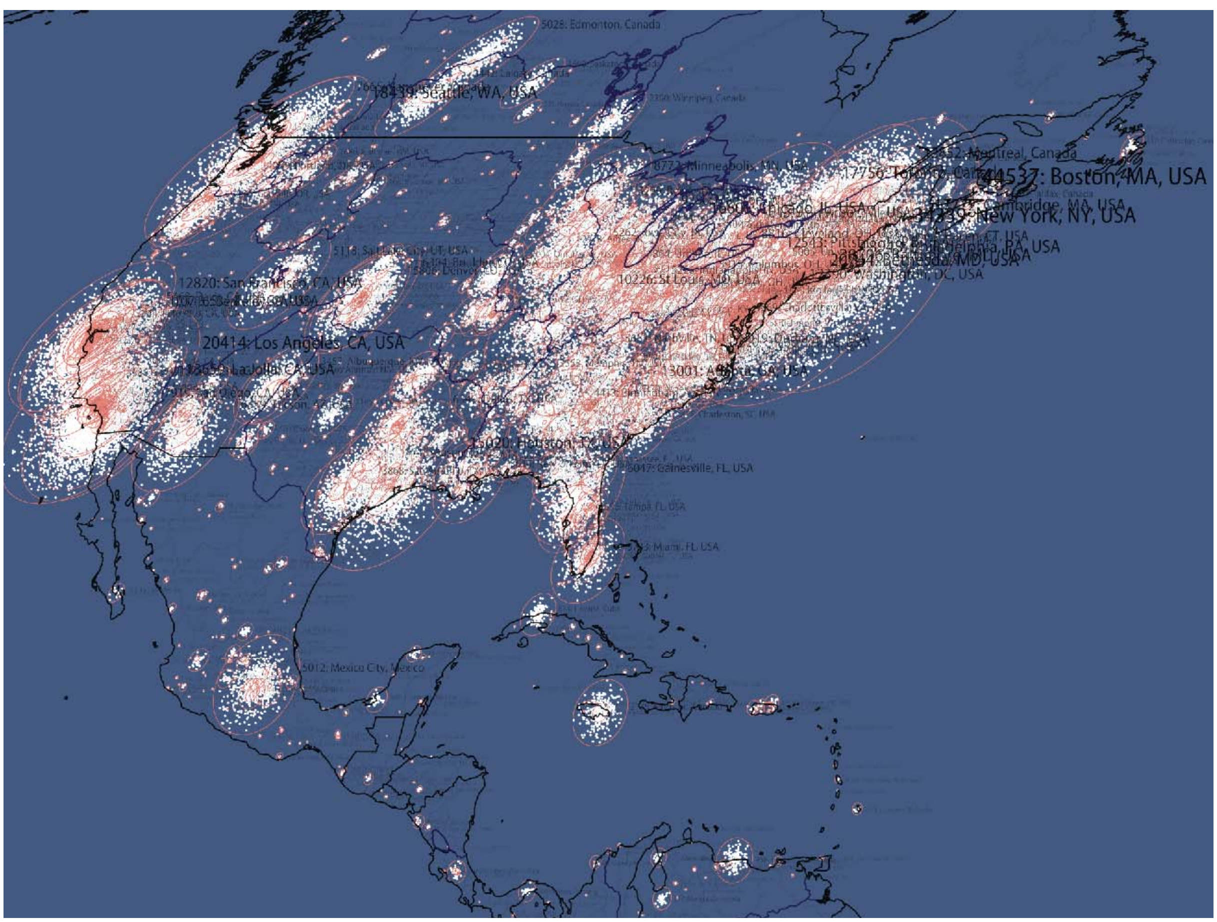
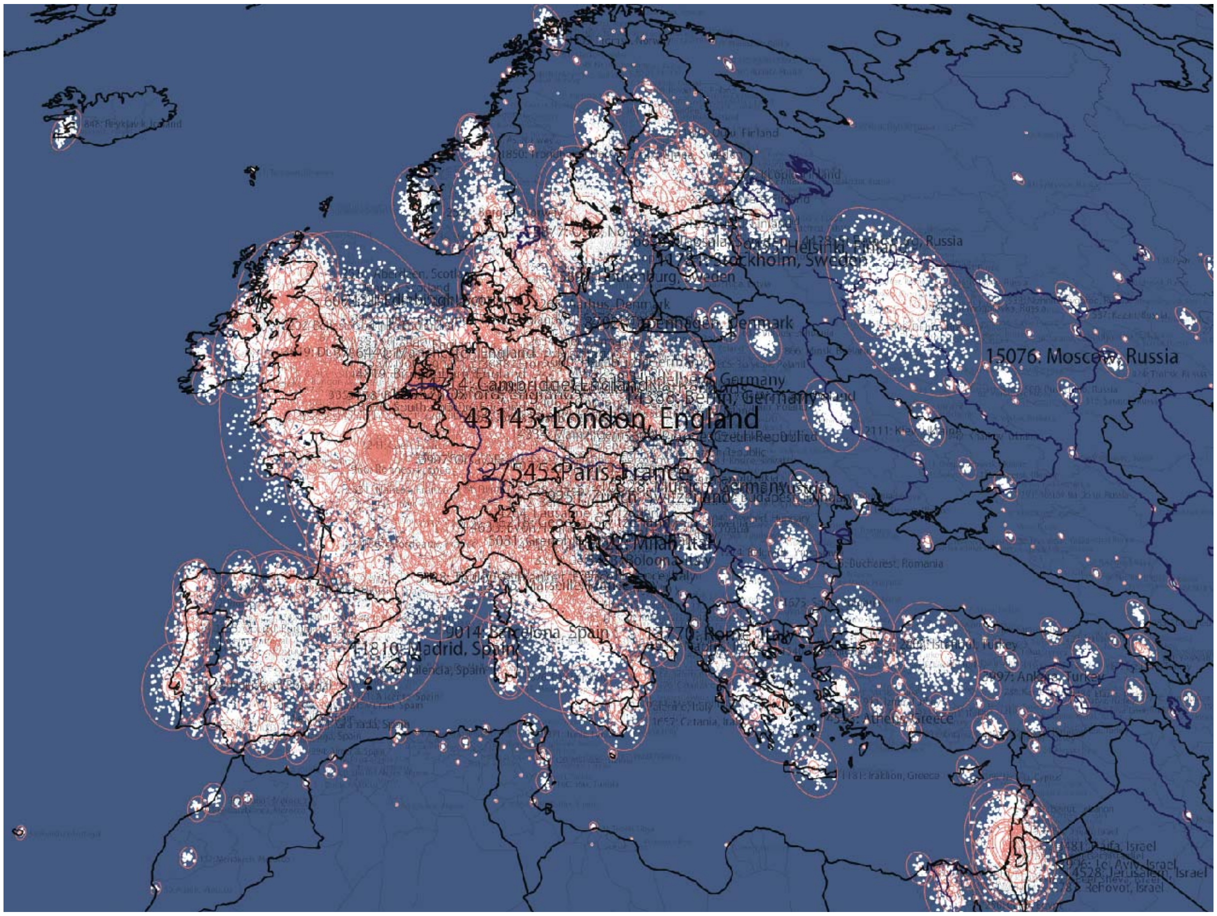
Topic Map: How Scientific Paradigms Relate

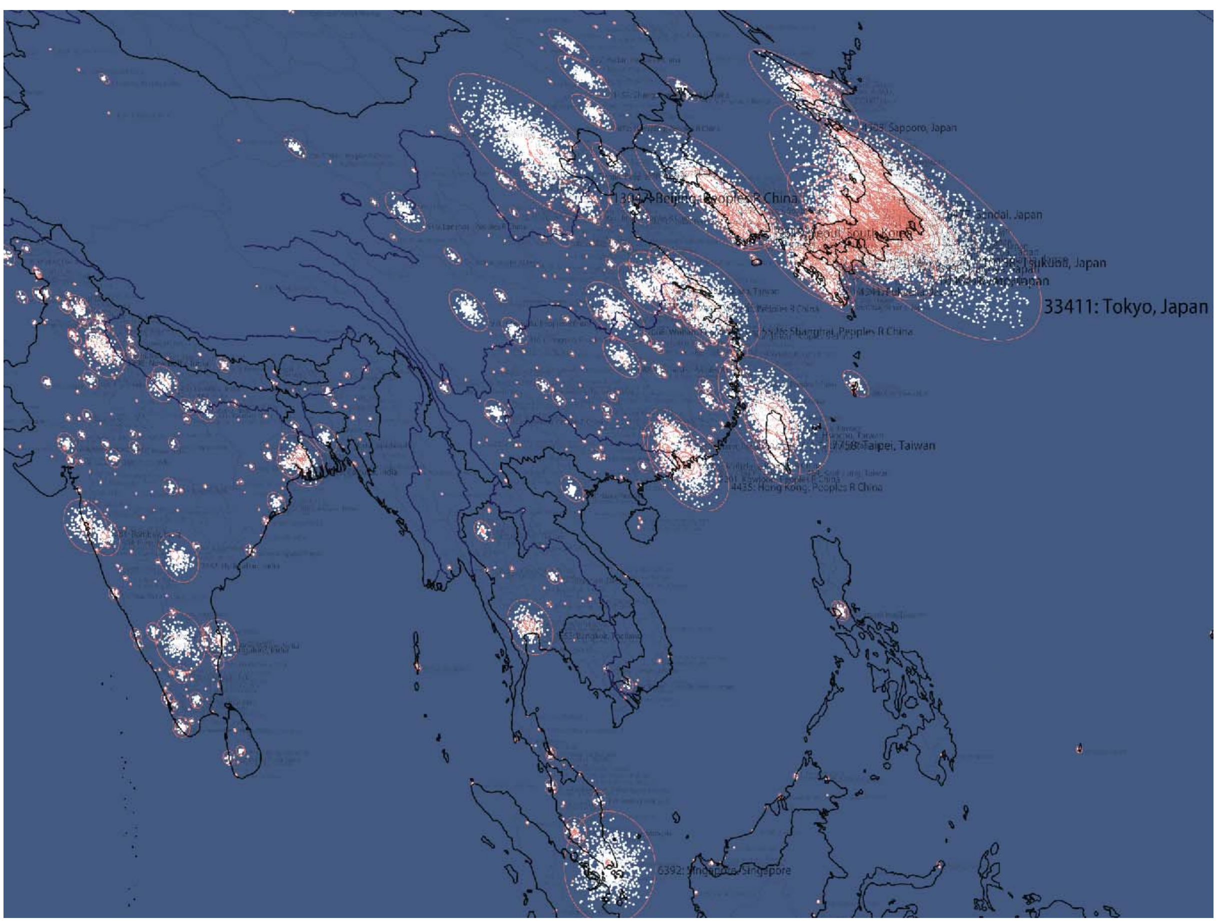

polypropylene nanocomposites
periodic mesoporous, stable mesoporous, hydrotreating catalysts, deep hydrodesulfuriza
sulfide catalysts
electrophosphorescent, organic electroluminescence, exciton form
hydrothermal syntheses, heteropoly acid
12 acetate, 2 fecl4, bedt tsf, tsf 2, lambda bedt, molecular ma
dissociative electron, kinetic method, dot pi, rotational spectrum
vibrational assignment, ferrierite, ligand field, dft analysis
ethylene catalyzed, mgcl2 suppor
bismuth triflate

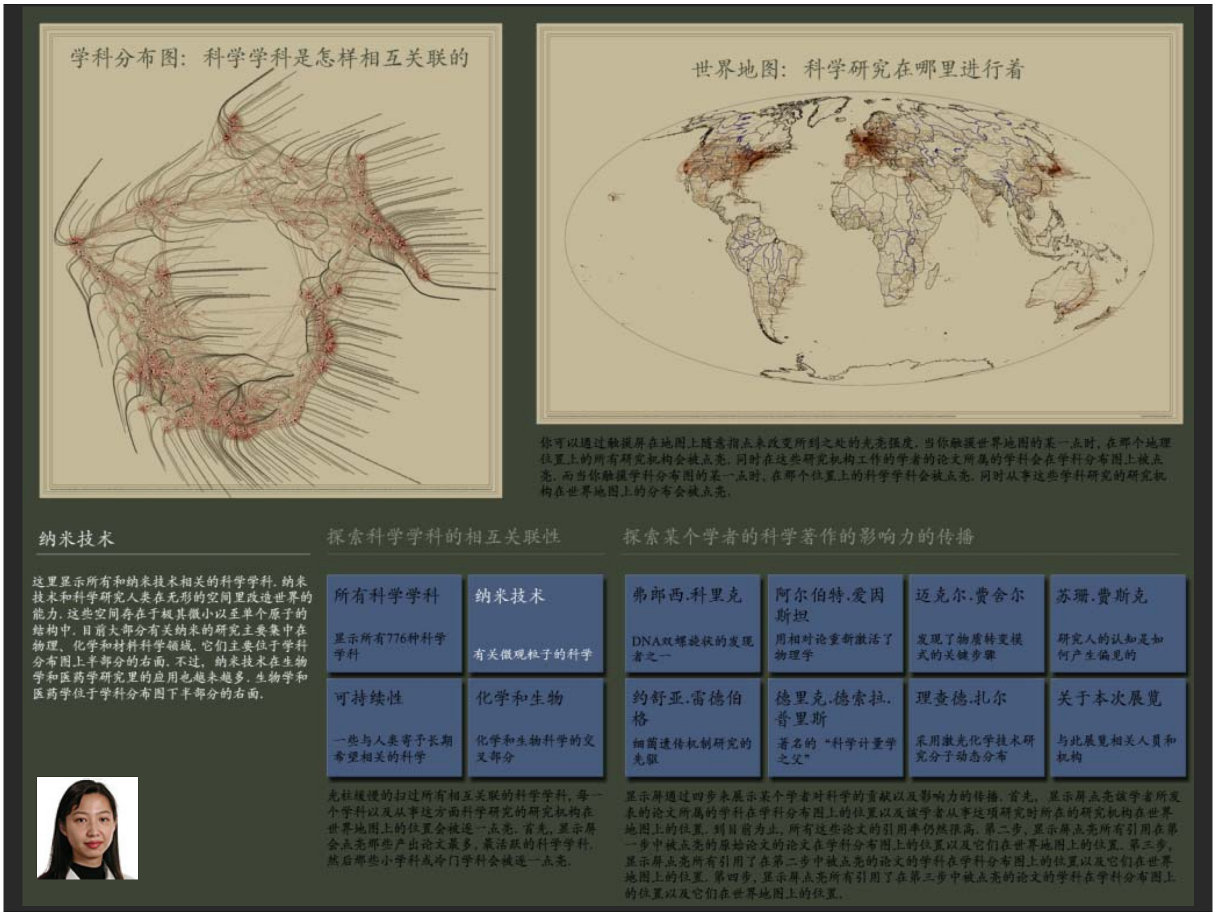
Geographic Map: Where Science Gets Done






43143: London, England
15076: Moscow, Russia


33411: Tokyo, Japan
7758: Taipei, Taiwan

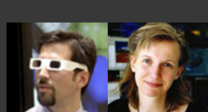


Re-implementation of Illuminated Diagram Software
by Advanced Visualization Lab, Indiana University

Drives unlimited number of ID screens.

Science World
Medicine
Asia
Cancer
Japan
...
...

Touch screen for direct interaction.
Keyword and name search.
Selection of canned queries for
- interdisciplinary research areas
- famous people
- activity patterns, e.g., bursts, trends, etc.



Hands-on Science Maps for Kids

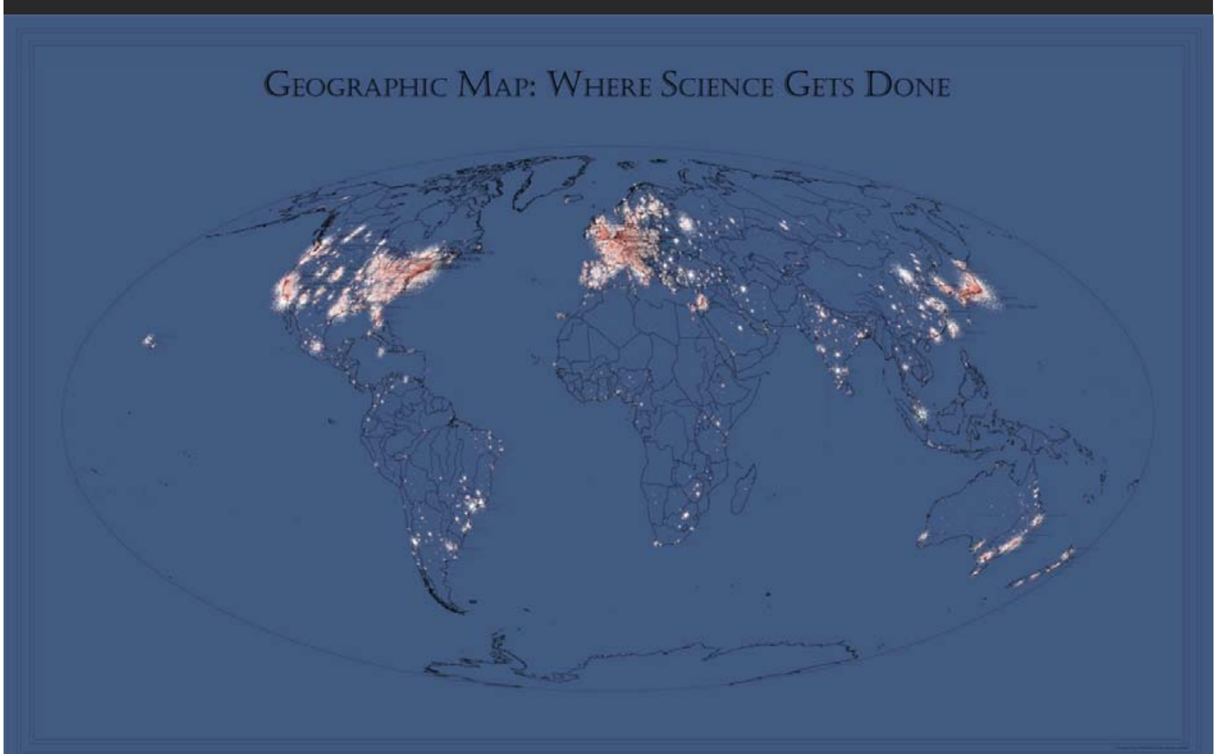
All maps of science are on sale via

http://scimaps.org/ordermaps/


Topic Map: How Scientific Paradigms Relate

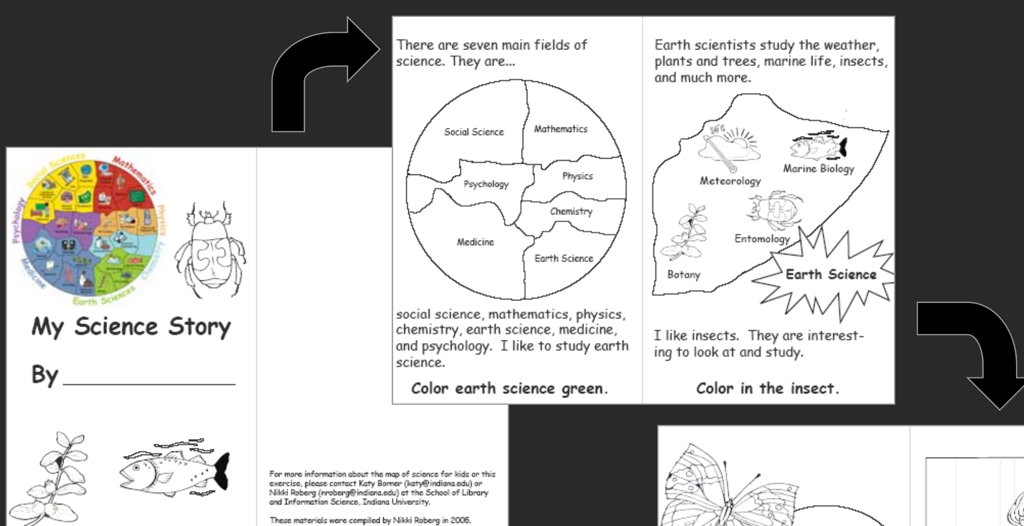

Inventors & Inventions
ASTRONOMY
PHYSICS
ENGINEERING
COMPUTER SCIENCE
MATH
SOCIAL SCIENCE
PHYSICAL CHEMISTRY
BRAIN
MENTAL HEALTH
EARTH SCIENCES
ORGANIC THEORY
ECOLOGY
HEALTH CARE
BIOLOGY
THERAPEUTIC RESEARCH
CELL BIOLOGY
VIRUSES
INFECTIOUS DISEASE
Hands-On Science Maps for Kids, by Fileve Palmer (Painting), Julie Smith (Data Acquisition), Elisha Hardy and Katy Börner (Graphic Design), BLOOMINGTON, IN, 2006. Courtesy of Indiana University. Learn more at www.scimaps.org. This map plots the locations of where scientific papers were published: each light green dot represents 10 or fewer papers; they are scattered around the exact location for visibility, within a labelled green circle whose size is proportional to the number of papers published in that place. The base map is part of an "illuminated diagram" display which used a computer and two projectors, projecting spots of light on the prints to highlight different kinds of scientific research (on a sibling map of scientific paradigms) and the areas in the world where such

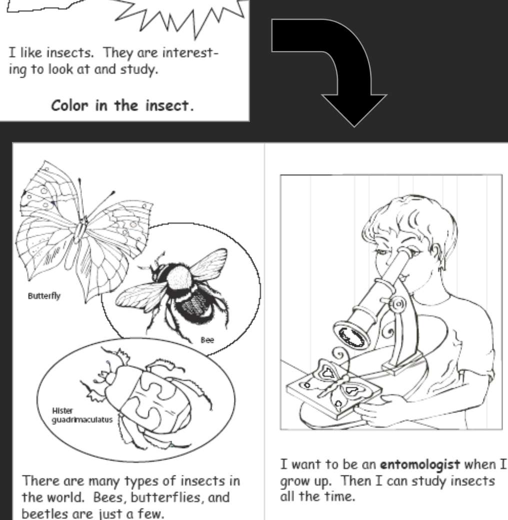
Hands-On Science Maps for Kids, by Fileve Palmer (Painting), Julie Smith (Data Acquisition), Elisha Hardy and Katy Börner (Graphic Design), BLOOMINGTON, IN, 2006. Courtesy of Indiana University. Learn more at www.scimaps.org. This map plots the locations of where scientific papers were published: each light green dot represents 10 or fewer papers; they are scattered around the exact location for visibility, within a labelled green circle whose size is proportional to the number of papers published in that place. The base map is part of an "illuminated diagram" display which used a computer and two projectors, projecting spots of light on the prints to highlight different kinds of scientific research (on a sibling map of scientific paradigms) and the areas in the world where such



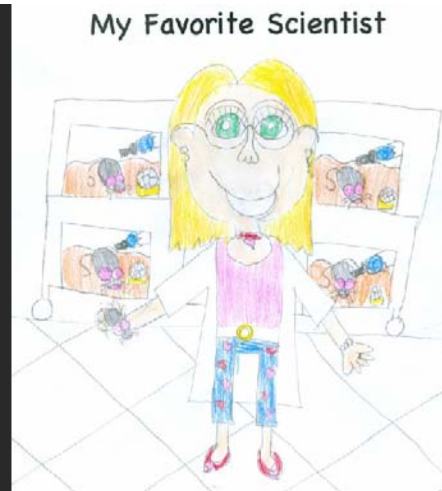
Science Puzzle Map for Kids by Fileve Palmer, Julie Smith, Elisha Hardy and Katy Börner, Indiana University, 2006. (Base map taken from Illuminated Diagram display by Kevin Boyack, Richard Klavans, and W. Bradford Paley.)

Hands-On Science Maps for Kids, by Fileve Palmer (Painting), Julie Smith (Data Acquisition), Elisha Hardy and Katy Börner (Graphic Design), BLOOMINGTON, IN, 2006, Courtesy of Indiana University. Learn more at www.scimaps.org. This map plots the locations of where scientific papers were published: each light green dot represents 10 or fewer papers; they are scattered around the exact location for visibility, within a labelled green circle whose size is proportional to the number of papers published in that place. The base map is part of an "Illuminated diagram" display which used a computer and two projectors, projecting spots of light on the prints to highlight different kinds of scientific research (on a sibling map of scientific paradigms) and the areas in the world where such science was performed. Base map research by Kevin Boyack and Dick Klavans, cartography by John Burgoon, data from Thompson ISI, graphics and typography by W. Bradford Paley.





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?



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.

Where to go from here?

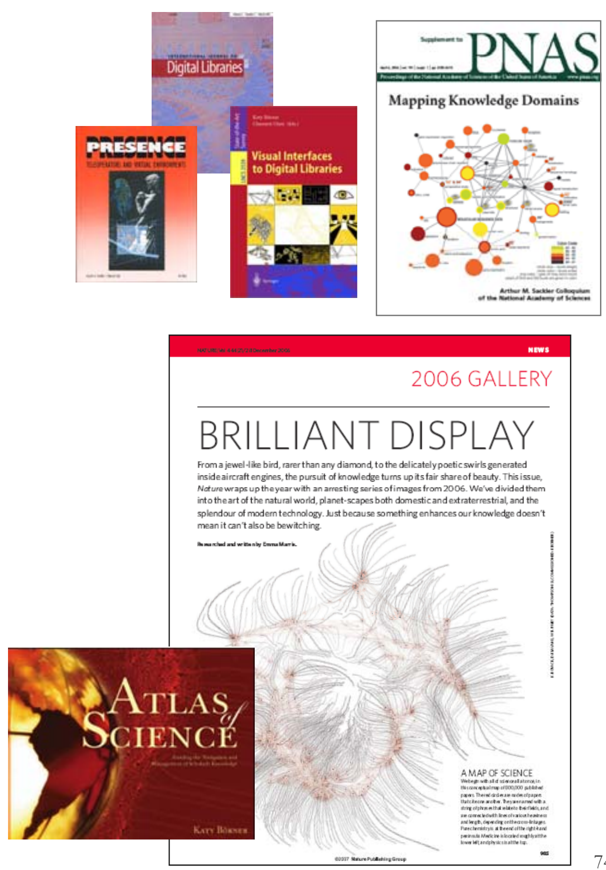
Computational Scientometrics References

Börner, Katy, Chen, Chaomei, and Boyack, Kevin. (2003). **Visualizing Knowledge Domains.** In Blaise Cronin (Ed.), *ARIST*, Medford, NJ: Information Today, Inc./American Society for Information Science and Technology, Volume 37, Chapter 5, pp. 179-255. http://ivl.slis.indiana.edu/km/pub/2003-borner-arist.pdf

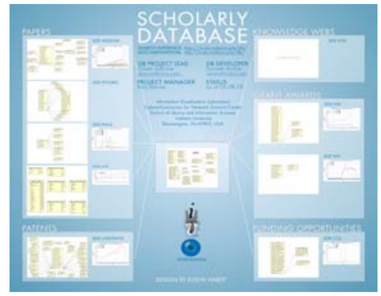
Shiffrin, Richard M. and Börner, Katy (Eds.) (2004). **Mapping Knowledge Domains**. *Proceedings of the National Academy of Sciences of the United States of America*, 101(Suppl_1). http://www.pnas.org/content/vol101/suppl_1/

Börner, Katy, Sanyal, Soma and Vespignani, Alessandro (2007). **Network Science.** In Blaise Cronin (Ed.), *ARIST*, Information Today, Inc./American Society for Information Science and Technology, Medford, NJ, Volume 41, Chapter 12, pp. 537-607. http://ivl.slis.indiana.edu/km/pub/2007-borner-arist.pdf

Börner, Katy (2010) Atlas of Science. MIT Press. http://scimaps.org/atlas



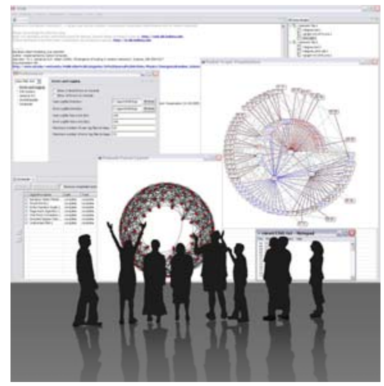
CI for a Science of Science Studies



Scholarly Database: 23 million scholarly records
http://sdb.slis.indiana.edu

James S. McDonnell Foundation

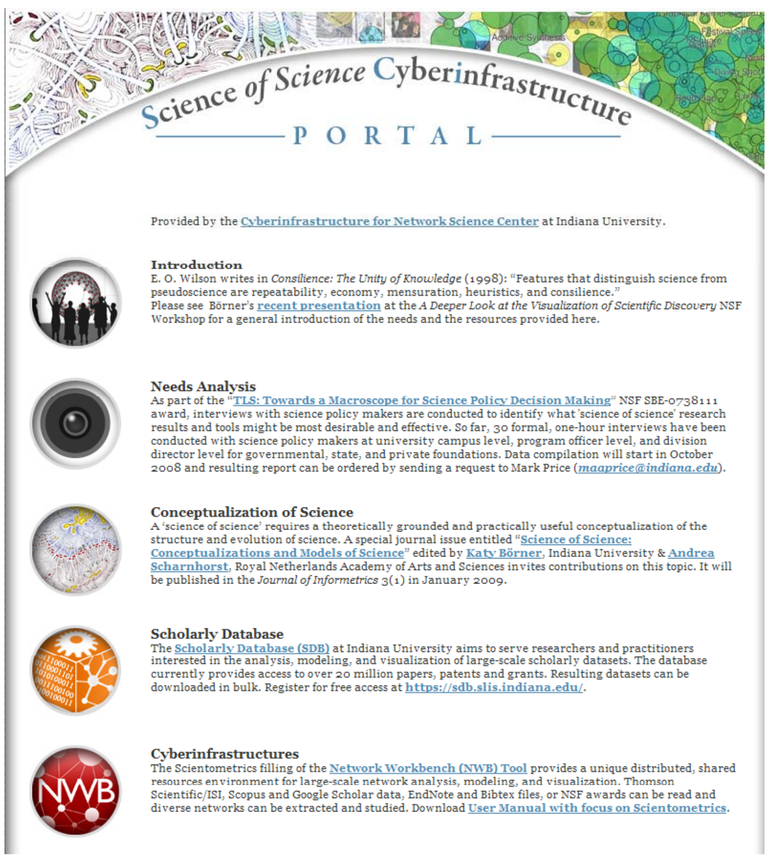
Information Visualization Cyberinfrastructure
http://iv.slis.indiana.edu



Network Workbench Tool + Community Wiki
http://nwb.slis.indiana.edu

Sci² Tool and Science of Science CI Portal
http://sci.slis.indiana.edu

Epidemics Cyberinfrastructure
http://epic.slis.indiana.edu/



Science of Science Cyberinfrastructure

PORTAL

Provided by the Cyberinfrastructure for Network Science Center at Indiana University.

Introduction
E. O. Wilson writes in *Consilience: The Unity of Knowledge* (1998): "Features that distinguish science from pseudoscience are repeatability, economy, mensuration, heuristics, and consilience."
Please see Börner's recent presentation at the *A Deeper Look at the Visualization of Scientific Discovery* NSF Workshop for a general introduction of the needs and the resources provided here.

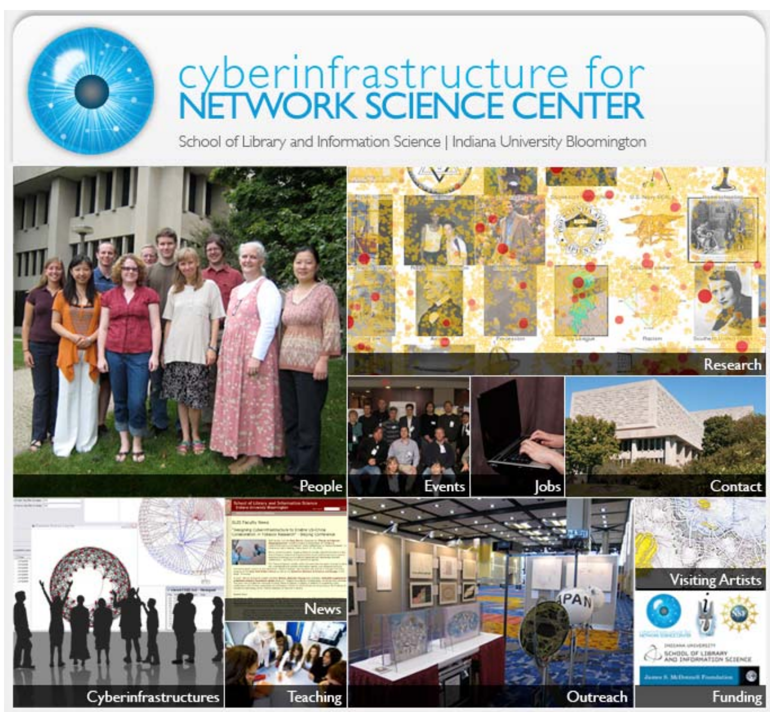
Needs Analysis
As part of the "TLS: Towards a Macroscope for Science Policy Decision Making" NSF SBE-0738111 award, interviews with science policy makers are conducted to identify what 'science of science' research results and tools might be most desirable and effective. So far, 30 formal, one-hour interviews have been conducted with science policy makers at university campus level, program officer level, and division director level for governmental, state, and private foundations. Data compilation will start in October 2008 and resulting report can be ordered by sending a request to Mark Price (*maaprice@indiana.edu*).

Conceptualization of Science
A 'science of science' requires a theoretically grounded and practically useful conceptualization of the structure and evolution of science. A special journal issue entitled "Science of Science: Conceptualizations and Models of Science" edited by Katy Börner, Indiana University & Andrea Scharnhorst, Royal Netherlands Academy of Arts and Sciences invites contributions on this topic. It will be published in the *Journal of Informetrics* 3(1) in January 2009.

Scholarly Database
The Scholarly Database (SDB) at Indiana University aims to serve researchers and practitioners interested in the analysis, modeling, and visualization of large-scale scholarly datasets. The database currently provides access to over 20 million papers, patents and grants. Resulting datasets can be downloaded in bulk. Register for free access at https://sdb.slis.indiana.edu/.

Cyberinfrastructures
The Scientometrics filling of the Network Workbench (NWB) Tool provides a unique distributed, shared resources environment for large-scale network analysis, modeling, and visualization. Thomson Scientific/ISI, Scopus and Google Scholar data, EndNote and Bibtex files, or NSF awards can be read and diverse networks can be extracted and studied. Download User Manual with focus on Scientometrics.

http://sci.slis.indiana.edu



http://cns.slis.indiana.edu

Please join us for a tour of the exhibit.