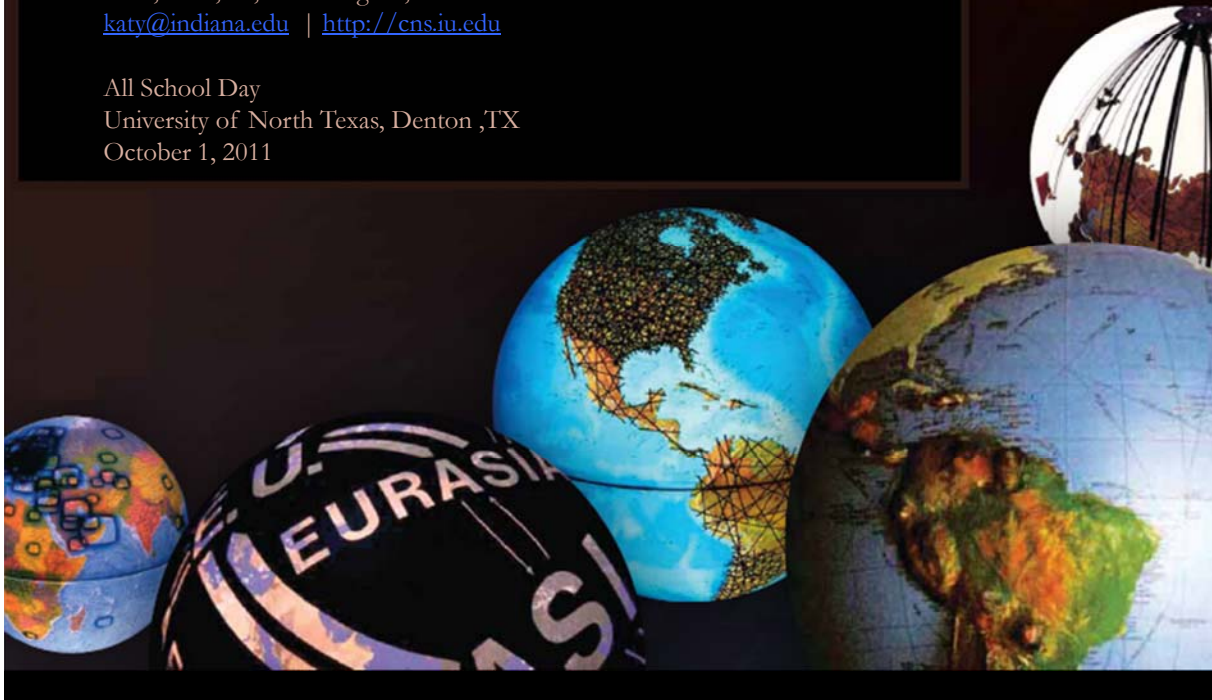


# Atlas of Science

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All School Day  
University of North Texas, Denton ,TX  
October 1, 2011



## Foreword

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...

The explorers whose work is represented in the pages of this rich and fascinating volume face challenges far more daunting. First, the world they strive to represent is an abstract and intellectual one, not a physical reality that can be imaged from space, surveyed on the ground, and depicted in miniature on a map. The interrelationships among the landmarks of this abstract world are real, but they are not easily represented in the simple, straightforward ways that one can convey the distances between, say, three cities.

Second, there is no equivalent in the cartography of science to the standards and conventions upon which we mappers of the physical world comfortably depend. There's no agreed-upon notion of north-as-up, of systems of latitude and longitude, of symbols, scale, and projection. Mapping the world of science requires the invention of a brand-new geography. Not only that, but the new geography then needs to be represented visually using colors, lines, and symbols for which no conventions exist.

...

Third, the world that is being mapped in this book is changing at a dizzying rate. It's a fact of twenty-first-century science that whole realms of inquiry bloom into existence almost overnight, creating new places and spaces in ways that are alien to "normal" cartography. It is as if entire continents and archipelagoes were to constantly erupt on the roiling surface of a map even as that map was being drawn for the first time.

...

Allen Carroll  
*Chief Cartographer*  
*National Geographic Society*

## Early Maps of the World

VERSUS

## Early Maps of Science



3D  
Physically-based  
Accuracy is measurable  
Trade-offs have more to do with granularity  
2-D projections are very accurate at local levels  
Centuries of experience  
**Geo-maps can be a template for other data**



n-D  
Abstract space  
Accuracy is difficult  
Trade-offs indirectly affect accuracy  
2-D projections neglect a great deal of data  
Decades of experience  
**Science maps can be a template for other data**

*Kevin W. Boyack, UCGIS Summer Meeting, June, 2009*

3



Take terra bytes of data

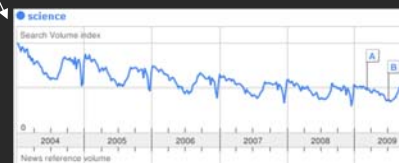
Black Box



Find your way



Find collaborators, friends



Identify trends

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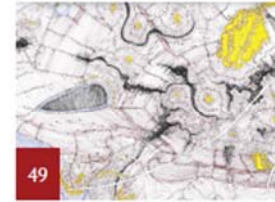
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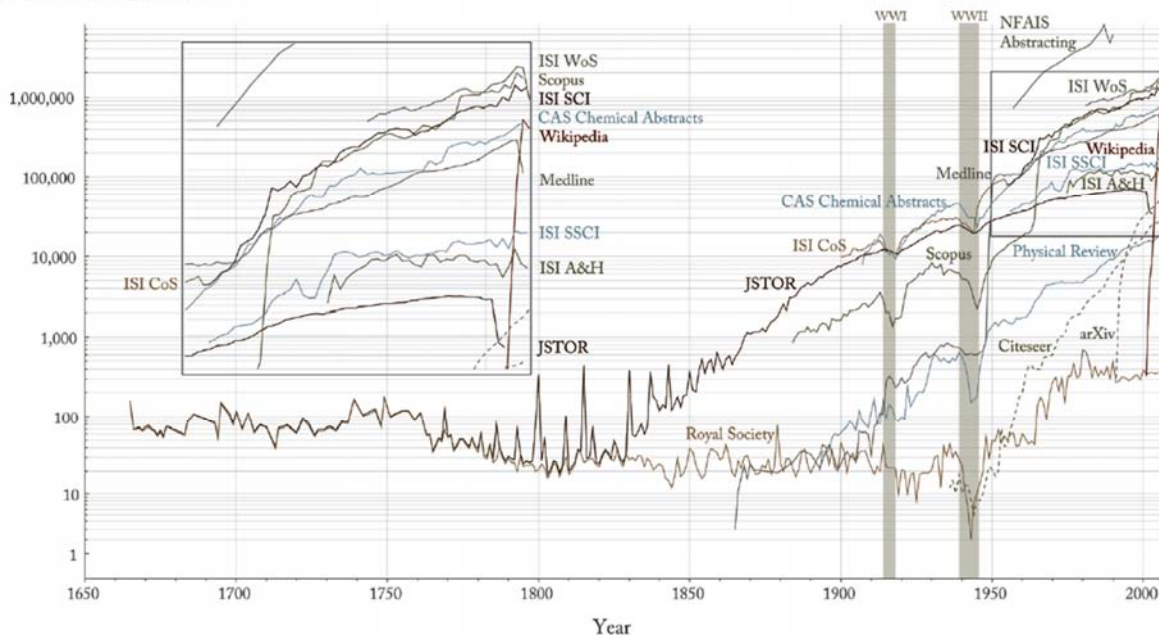
# Part 1: Introduction

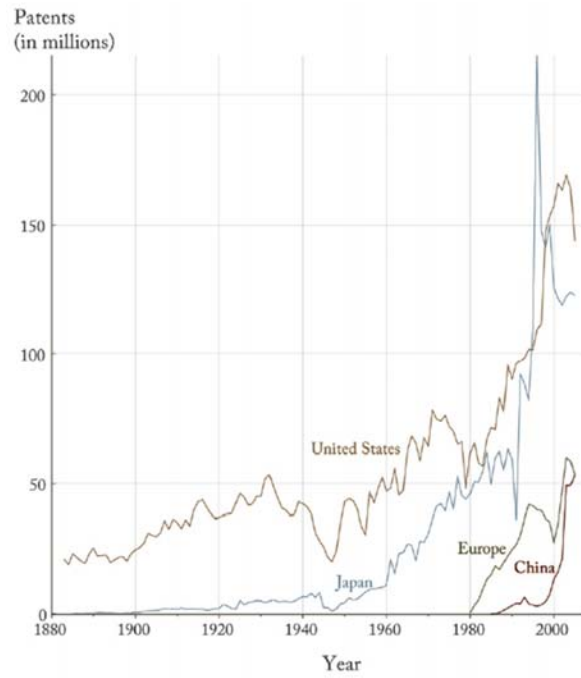
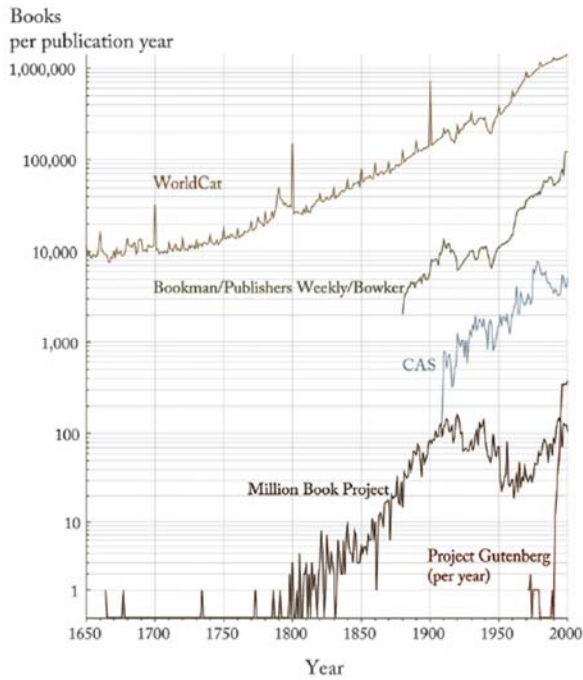
*Because of the explosive power of exponential growth, the 21st century will be equivalent to 20,000 years of progress at today's rate of progress. The whole 20th century is equivalent to 20 years of progress at today's rate of progress. Organizations have to be able to redefine themselves at a faster and faster pace.*

Ray Kurzweil

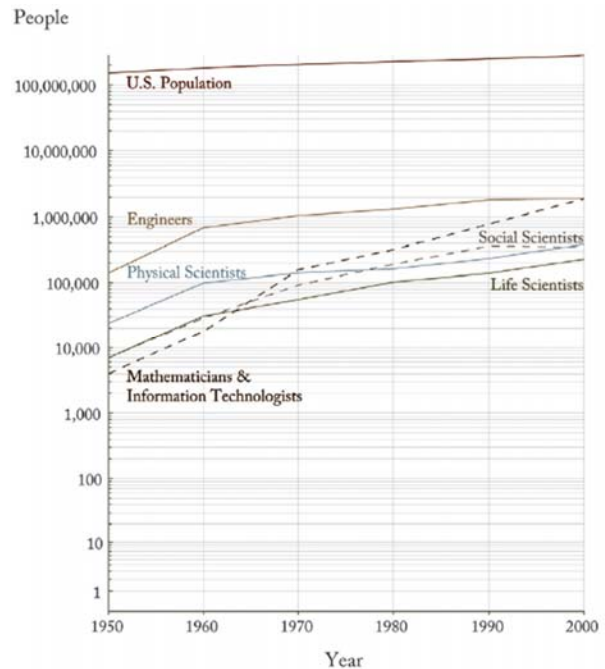
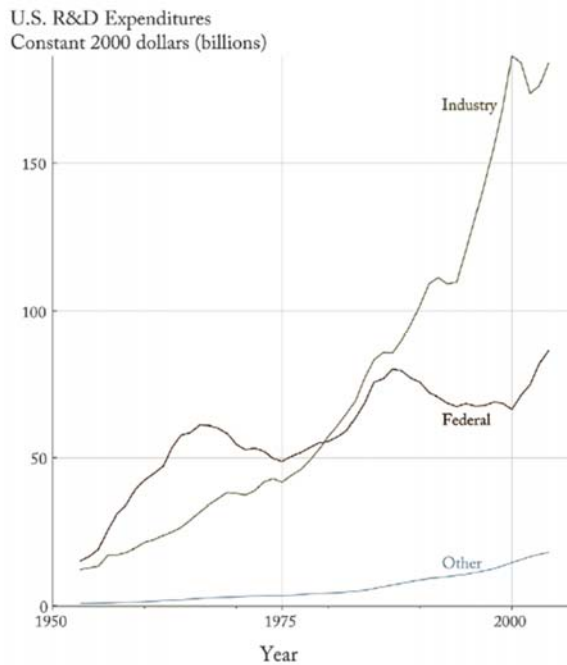
## The Rise of Science and Technology

Papers & Wikipedia Entries





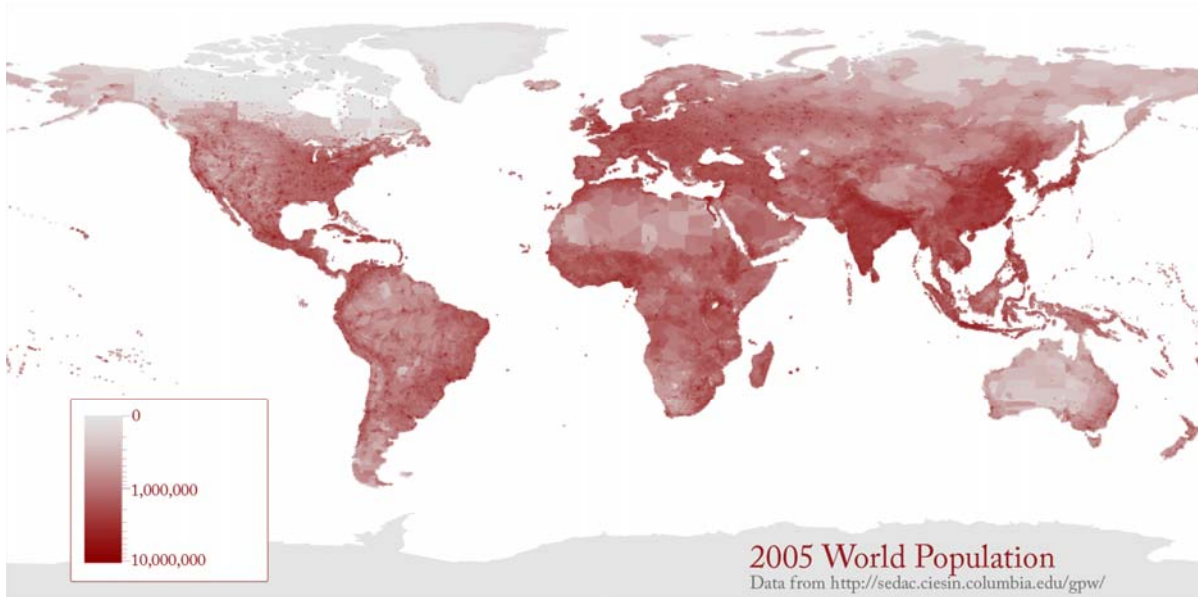
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## 2005 World Population

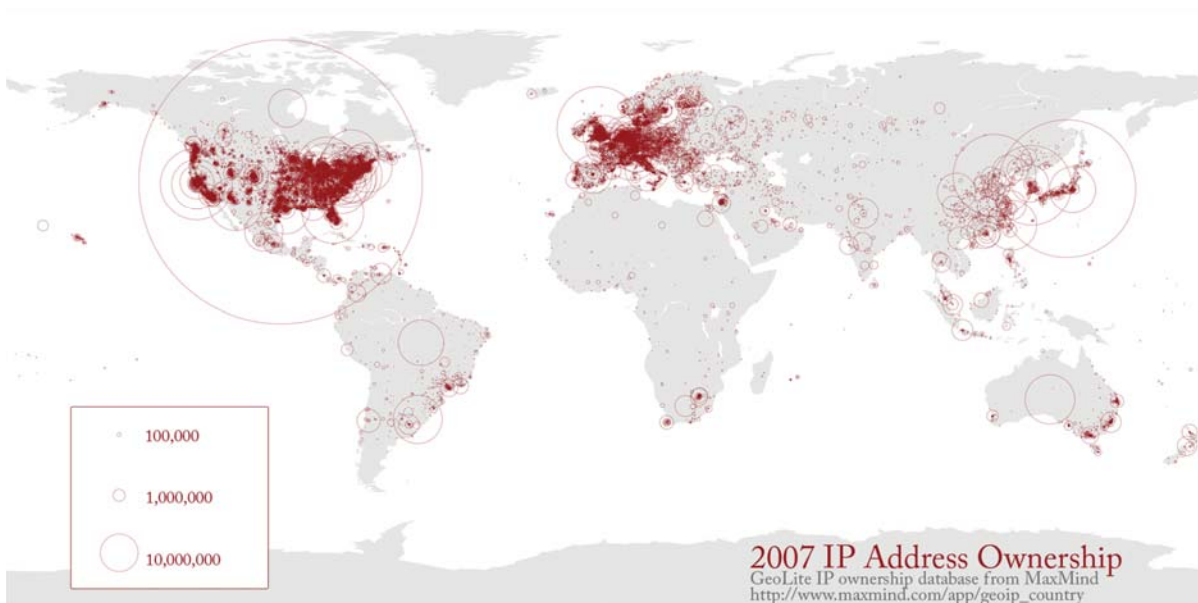
The population map uses a quarter degree box resolution. Boxes with zero people are given in white. Darker shades of red indicate higher population counts per box using a logarithmic interpolation. The highest density boxes appear in Mumbai, with 11,687,850 people in the quarter degree block, Calcutta (10,816,010), and Shanghai (8,628,088).



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## 2007 IP Address Ownership

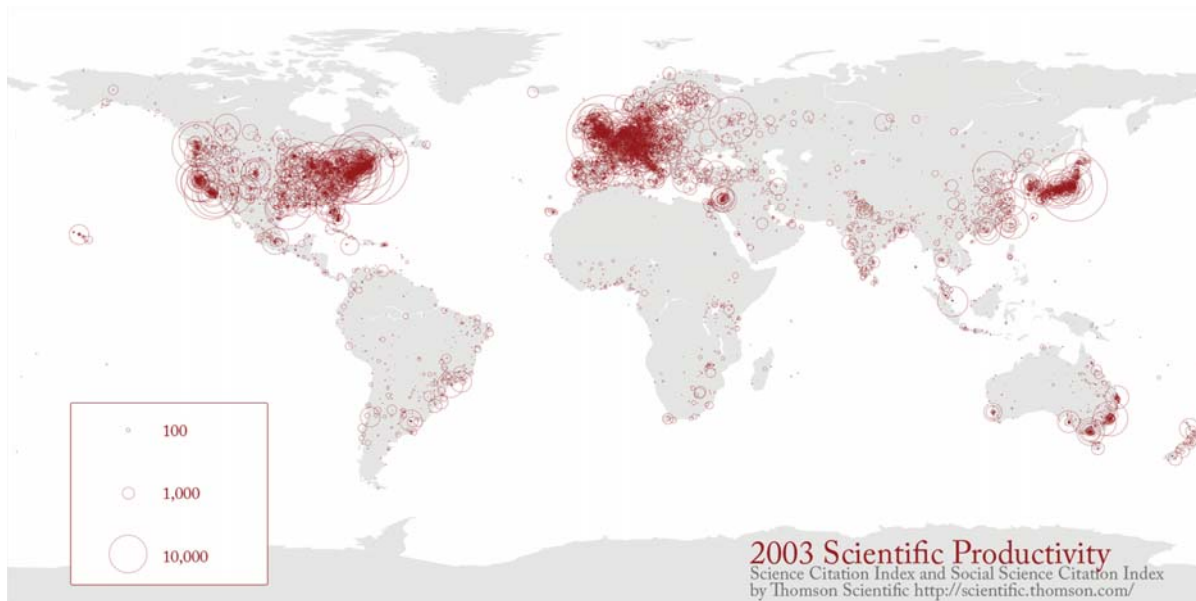
This map shows IP address ownership by location. Each owner is represented by a circle and the area size of the circle corresponds to the number of IP addresses owned. The largest circle denotes MIT's holdings of an entire class A subnet, which equates to 16,581,375 IP addresses. The countries that own the most IP addresses are US (560 million), Japan (130 million), Great Britain (47 million).



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## 2003 Scientific Productivity

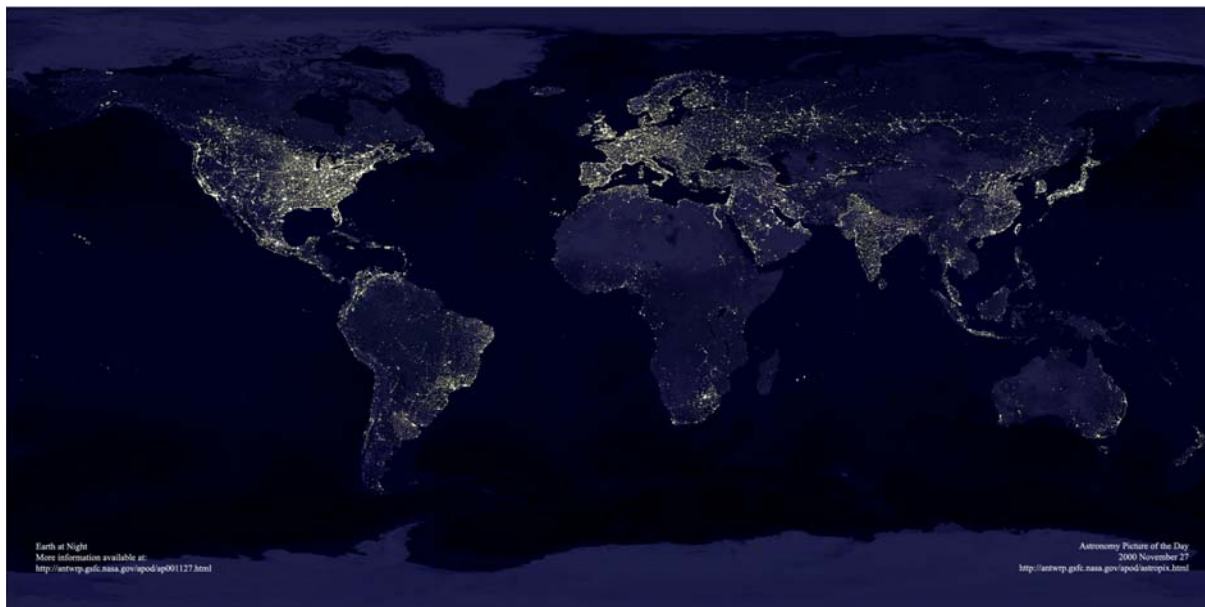
Shown is where science is performed today. Each circle indicates a geographic location at which scholarly papers are published. The larger the circle the more papers are produced. Boston, MA, London, England, and New York, NY are the top three paper production areas. Note the strong resemblance with the Night on Earth and the IP Ownership maps and the striking differences to the world population map.



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## 2000 Night on Earth

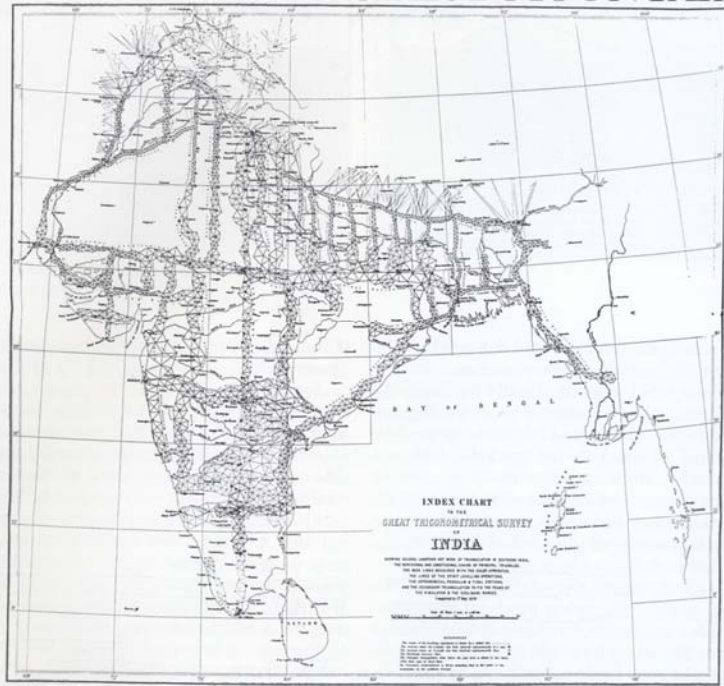
This image shows city lights at night. It was composed from hundreds of pictures made by orbiting satellites. The seaboard of Europe, the eastern United States, and Japan are particularly well lit. Many cities exist near rivers or oceans so that goods can be exchanged cheaply by boat. The central parts of South America, Africa, and Australia are rather dark despite their high population density, see map to the left.



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## MAPPING THE HIGHEST MOUNTAIN



### Part 1: Introduction

- 2 Knowledge Equals Power
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*In 1870, Captain George Everest embarked to map India by triangulation. For generations, a vast network of repeating sightline triangles was meticulously measured and recorded (see map below). What resembles a pattern of eyelashes on the northern border represents the sightlines to stations built above treetops. While analyzing the triangles in the calculating offices of Calcutta, the mapmakers discovered the highest peak in the world: Mount Everest*

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## Part 2: The History of Science Maps

*Noise becomes data when it has a cognitive pattern. Data becomes information when assembled into a coherent whole, which can be related to other information. Information becomes knowledge when integrated with other information in a form useful for making decisions and determining actions. Knowledge becomes understanding when related to other knowledge in a manner useful in anticipating, judging and acting. Understanding becomes wisdom when informed by purpose, ethics, principles, memory and projection.*

George Santayana

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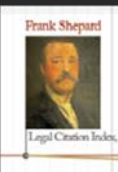
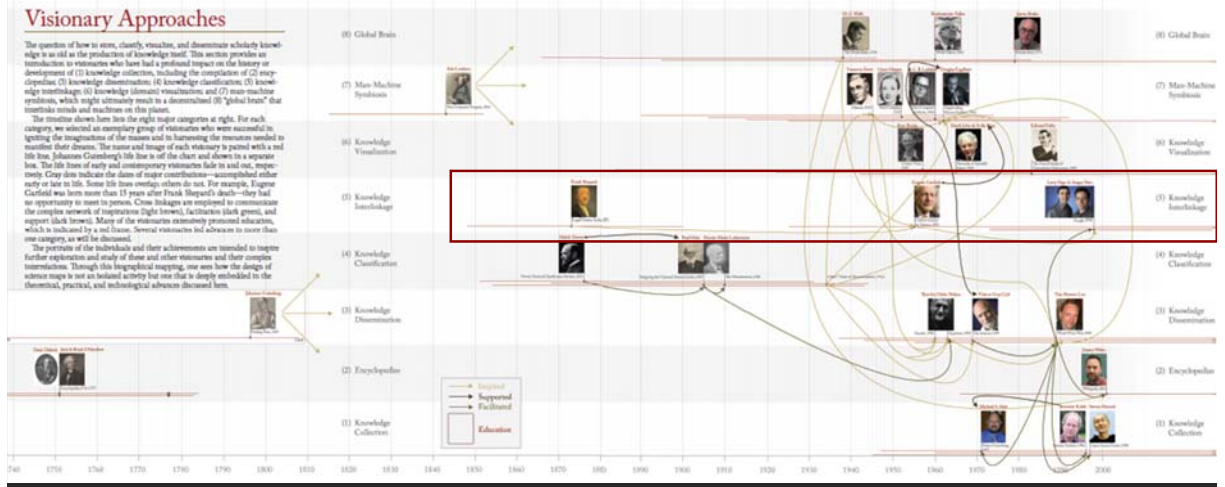


## Visionary Approaches

The question of how to store, classify, visualize, and disseminate scholarly knowledge is vital to the production of knowledge itself. This section provides an introduction to visionaries who have had a profound impact on the history or development of (1) knowledge collection, including the compilation of (2) encyclopedias, (3) knowledge dissemination, (4) knowledge classification, (5) knowledge visualization, (6) knowledge elements/visualization and (7) non-machine systems, which might ultimately result in a decentralized (8) "global brain" that interlinks minds and machines on this planet.

The timeline shows how the eight major categories on right. For each category, we selected an exemplary group of visionaries who were successful in lighting the imagination of the masses and in harnessing the resources needed to manifest their dreams. The names and image of each visionary is paired with a red life line. Johannes Gutenberg's life line is off the chart and shown in a separate box. The life lines of early and contemporary visionaries fade in and out, respectively. Gray dots indicate the date of major contributions—accomplished either early or late in life. Some life lines overlap others due to size. For example, Eugene Garfield was born more than 15 years after Frank Shepard's death—they had an opportunity to meet in person. Close images are employed to communicate the complete network of imaginative digital knowledges, facilities (dark green), and support (dark brown). Many of the visionaries extensively produced education, which is indicated by a red line. Several visionaries had advances in more than one category, as will be discussed.

The portraits of the individuals and their achievements are intended to inspire further exploration and study of these and other visionaries and their complex interrelations. Through this biographical mapping, one sees how the design of science maps is not an isolated activity but one that is deeply embedded in the theoretical, practical, and technological advances discussed here.



Legal Citation Index, 1873



Citation Indexes for Science, 1955



Google, 1998

## Milestones in Mapping Science



1934

2007

### 1982-1998

Algorithms

Visualization

Tools

Books

Chenier Thinking and Mapping  
Garfield

Map of Information Science  
Whitaker and Giffels

Spring Graph Layout  
Falkner

Network Card  
Haines, Morse and Trigg @ Xerox PARC

Self-Organizing Map (SOM)  
Kohonen

Specialties in Sociology  
Eaton

Karnalal, Kawai Graph  
Layout  
Karnalal and Kawai  
Identifying Scientific  
Frontiers  
Garfield and Small

Scientific Citation Network  
Mackinlay, Card and For @ Xerox Research

1985

Science and Technology  
Dimension Analysis  
Leyland

In Flow  
Kube

Flow Mapper  
Tatler

Part 2: The History of Science Maps

- 1 The Discovered  
Basins
- 2 Foresight in Science: Picking the Winners  
Lerner and Martin
- 3 The Citation Process: The Role and Significance of  
Citations in Scientific Communication  
Gardner
- 4 The Intellectual Organization of the Sciences  
Whitaker
- 5 The Act of Science - Bibliography and Molecular  
Genetics 1982/83 meeting 127 Research Front  
Specialties including 1982/84 Supplements  
Garfield et al. (eds)
- 6 Home Academies (French)  
Baudouin
- 7 Little Science, Big Science and Beyond  
Papp
- 8 Laboratory Life: The Construction of Scientific Facts  
Lauer and Wiegler
- 9 Mapping the Dynamics of Science and Technology:  
Biology of Science in the Real World  
Cullen, Law and Ely
- 10 Camps of an Information Scientist: Toward Scientigraphy  
Garfield
- 11 Mathematical Models - Individual's Needs  
(Mathematical Models in  
the Engineering  
of Science)  
Johansson
- 12 Science in Action: How  
Follow Scientists and Engineers Through History  
Lerner
- 13 Netz wissenschaftl Kommunikation (Networks of Scientific Communication)  
Dreyman

Scope

- Individual
- Local
- Global
- Mixture

Layout

- Manual
- Algorithmic

Type

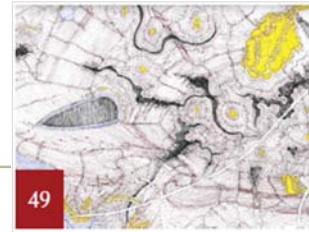
- Temporal
- Semantic
- Geographic
- Network
- Mixture

Exhibit Map

# Part 3: Toward a Science of Science

*Those who cannot remember the past are condemned to repeat it.*

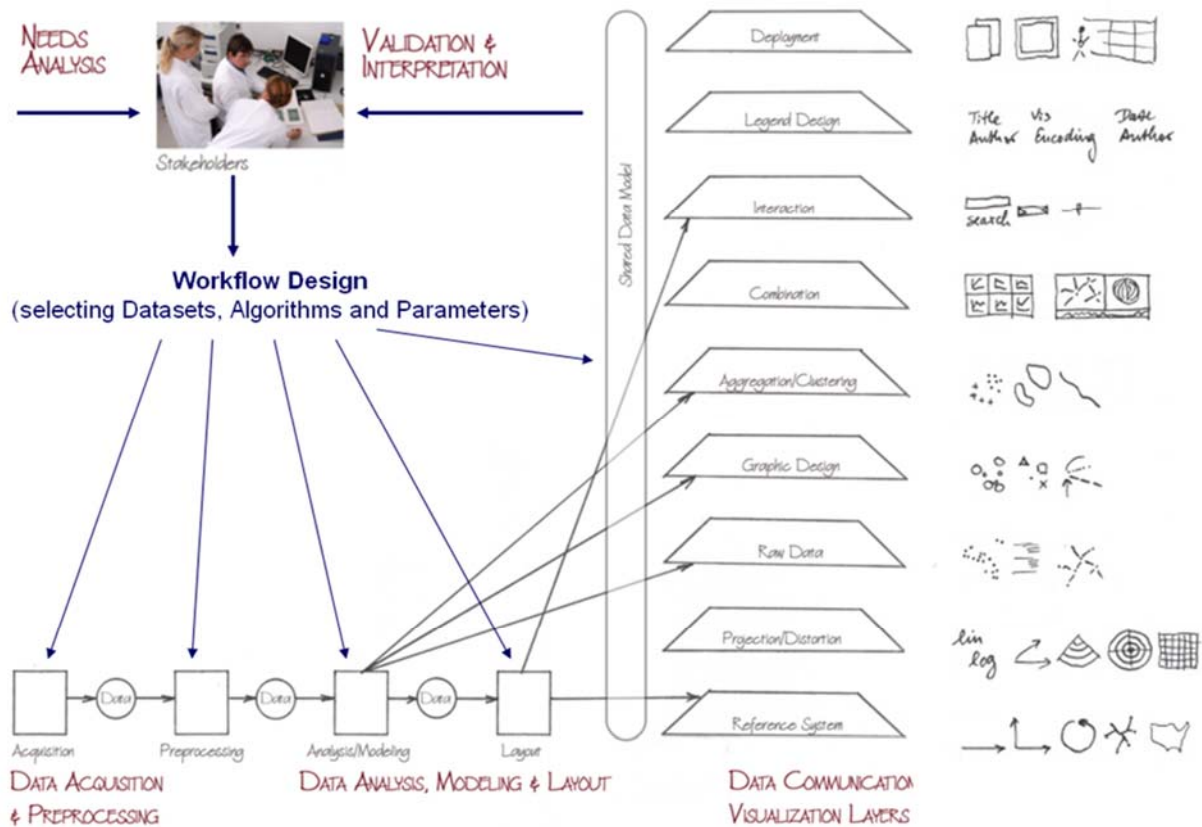
George Santayana



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## Temporal Analysis

Science evolves over time. Attribute values of scholarly entities and their diverse aggregations increase and decrease at different rates and respond with different latency rates to internal and external events. Temporal analysis aims to identify the nature of phenomena represented by a sequence of observations such as patterns, trends, seasonality, outliers, and bursts of activity.

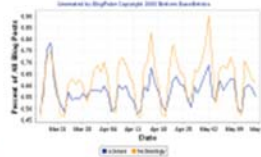
### Data

A time series is a sequence of events or observations that are ordered in time. Time-series data can be continuous (there is an observation at every instant of time; see figures to the right) or discrete (observations exist for regularly or irregularly spaced intervals). Temporal aggregations—over journal volumes, years, or decades—are common.

### Algorithms

Frequently, some form of filtering is applied to reduce noise and make patterns more salient. Smoothing (averaging using a smoothing window of a certain width) and curve approximation might be applied. The number of scholarly records is often

plotted to get a first idea of the temporal distribution of a data set. It might be shown in total values or as a percentage of those. One may find out how long a scholarly entity was active; how old it was at a certain point; what growth, latency to peak, or decay rate it has; what correlations with other time series exist; or what trends are observable. Data models such as the least squares model (available in most statistical software packages) are applied to best fit a selected function to a data set and to determine if the trend is significant. Kleinburg's burst detection algorithm is commonly applied to identify words that have experienced a sudden change in frequency of occurrence.



## Geographic Analysis

Geographic analysis aims to answer the question of where something happens and what impact it has on neighboring areas.

### Data

Geographic analysis requires spatial attribute values or geolocations for authors and their papers, extracted from affiliation data or spatial positions of nodes, generated from layout algorithms. Geographic data can be continuous (each record has a specific position) or discrete (a position or area exists for sets of records, like the number of papers per country). Spatial aggregations (for example, merging data via postal codes, counties, states, countries, and continents) are common (see page 66, *Enamplification*).

### Algorithms

Cartographic generalization refers to the process of abstraction. This includes (1) graphic generalization: the simplification, enlargement, displacement, merging, or selection of entities without enhancement or effect to their symbology and (2) conceptual generalization: the merging, selection, and

symbolization of entities, including enhancement (such as representing high-density areas with a city symbol).

Geometric generalization aims to solve the conflict between the number of visualized features, the size of symbols, and the size of the display surface. Cartographers deal with this conflict intuitively in part until researchers like Friedrich Töpfer attempted to solve them with quantifiable expressions.

Flow maps use line thickness and direction to show the number of tangible or intangible entities that diffuse over a geographic location or science space (see CAS author network, below, and page 158, *113 Years of Physical Review*).



## Topical Analysis

The topic coverage and topical similarity of basic and aggregate units of science (authors or institutions) can be derived from the units associated with them (papers, patents, or grants).

### Data

The topic or semantic coverage of a unit of science can be derived from the text associated with it. Topical aggregations (for example, over journal volumes, scientific disciplines, or institutions) are common.

### Algorithms

Topic analysis extracts the set of unique words or word profiles and their frequency from a text corpus. Stop words, such as "the" and "of," are removed. Stemming can be applied. Co-occurrence analysis identifies the number of times two words are used in the title, keyword set, abstract, or full text of a paper. The space of  $m$ -occurring words can be mapped, providing a unique view of the topic coverage of a data set (see page 66, *Enamplification*). Similarly, units of science can be grouped according to the number of words they have in common. Salton's term frequency inverse document

frequency (TFIDF) is a statistical measure used to evaluate the importance of a word in a corpus. The importance increases proportionally to the number of times a word appears in the paper but is offset by the frequency of the word in the corpus.

Dimensionality reduction techniques (see table on opposite page) are commonly used to project high-dimensional information spaces (for example, the matrix of all unique papers multiplied by their unique terms) into a low, typically two-dimensional space.

The SOM map below shows the topic landscape of geography abstracts; see page 102, *In Terms of Geography*.



## Network Analysis

The study of networks aims to increase our understanding of natural and manmade networks. It builds on social network analysis, physics, information science, bibliometrics, scientometrics, informetrics, webometrics, communication theory, sociology of science, and several other disciplines.

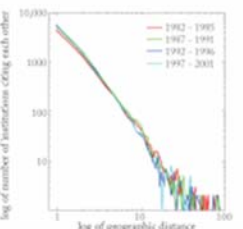
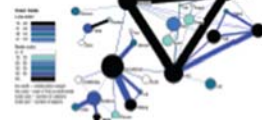
### Data

Authors, institutions, and countries, as well as words, papers, journals, patents, and funding, are represented as nodes and their complex interrelations as edges (see Part 3: *Toward a Science of Science/Conceptualizing Science: Basic Anatomy of Science*). Nodes and edges can have time-stamped attributes.

### Algorithms

Diverse algorithms exist to calculate specific node, edge, and network properties (see "Network Science" review). Node properties include degree centrality, betweenness centrality, or hub and authority scores. Edge properties include durability, reciprocity, intensity (weak or strong), density (how many potential edges in a network actually exist), reachability (how many steps it takes to go

from one "end" of a network to another), centrality (whether a network has a "center" point), quality (reliability or certainty), and strength. Network properties refer to the number of nodes and edges, network density, average path length, clustering coefficient, and distributions from which general properties such as "small-world," "scale-free," or "hierarchical" can be derived. Identifying major communities via community detection algorithms and calculating the "backbone" of a network via pathfinder network scaling or maximum flow algorithms helps to communicate and make sense of large-scale networks. See the coauthor network of information visualization researchers below.



10a) Log-log plot showing the variation of the number of institutions that cite one another over geographic distance between them for each of the four time slices



10b) Geographic locations of the top 500 institutions with number of mutual citations indicated by height and color of bars



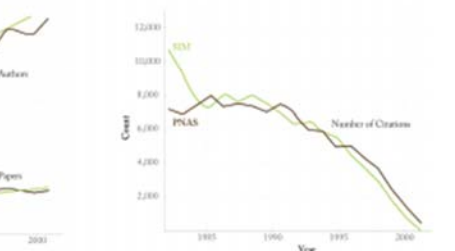
11a) Fruchterman-Reingold layout of word co-occurrence matrix



11b) Final layout with size- and color-coding, labels, and legend



11c) Number of authors and papers over time



11d) Number of received citations over time

## Interpretation

### Study I: Mapping Knowledge Diffusion and the Importance of Space

This study aimed to determine whether the Internet leads to more global citation patterns (that is, more citation links between papers produced at geographically distant research institutions). A novel approach to analyzing the dual role of institutions as information producers and consumers and to studying and visualizing the diffusion of information among them was developed. Surprisingly, the widespread adoption of the Internet does not seem to have affected the distance over which information diffuses as manifested by citation links. The citation linkages between institutions fell off with the distance between them, and there is a strong linear relationship between the log of the citation counts and the log of the distance that does not change over time. Reasons for local collaborations might include "winter takes all" funding schemes; the demands of complex, large-scale instrumentation; and the need to gain experience, train researchers, and sponsor protégés. The social component of citation seems to become more important as researchers are flooded with information, and spatial proximity causes the creation and continuation of close personal relationships.

### Study II: Identifying Research Topics and Trends

Scientific research is highly dynamic. New areas of science are continually evolving; some may shift in importance, others merge or split. Because of the steady increase in the number of scientific publications, it is challenging to keep abreast of the structure and dynamic development of one's own field, let alone all scientific domains. However, knowledge of "hot" topics, emergent research frontiers, and change of focus in certain areas is a critical component of resource allocation decisions in research laboratories, government institutions, and corporations. This study aimed to increase understanding of the topic coverage and activity bursts of words in highly cited PNAS papers. Interestingly, the bursts of words seems to precede their wide spread usage. "Protein" and "model" were among the highly "bursty" terms between 1998 and 2001, and they have become important research topics since then.

### Study III: Modeling the Coevolution of Author-Paper Networks

Models of scientific structure and evolution can help us understand the inner workings of science (see page 58, *Conceptualizing Science: Science Dynamics*). The TARI model (topics, aging, and recursive linking) describes the coevolution of coauthor and paper-citation networks. Using an agent-based approach, TARI simulates nodes (authors or papers), their edges (undirected coauthor, directed coauthor, and directed paper-citation), and their attributes (time and topics). Topics cluster papers and authors spatially. Aging is an antagonistic force to preferential attachment. Even highly connected nodes receive a decreasing number of links over time. Aging clusters papers and authors temporally. Recursive linking refers to the tendency of authors to cite papers referenced in material they are currently reading, which provides a grounded mechanism for the "rich get richer" phenomenon as an emergent property of the elementary activity of authors. According to this model, the number of topics is linearly related to the clustering coefficient of the simulated paper citation network.

# Part 4: Science Maps in Action

*If we ever get to the point of charting a whole city or a whole nation, we would have ... a picture of a vast solar system of intangible structures, powerfully influencing conduct, as gravitation does in space. Such an invisible structure underlies society and has its influence in determining the conduct of society as a whole.*

Jacob L. Moreno

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## First Iteration of Exhibit (2005): The Power of Maps

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

The first exhibit iteration on *The Power of Maps* demonstrates how maps help us to understand, navigate, and manage both physical places and abstract knowledge spaces.

Early maps of our planet were certainly neither complete nor perfect, yet they proved invaluable for explorers. As keys to navigation, exploration, and communication, maps helped explorers find promising new lands while avoiding sea monsters.

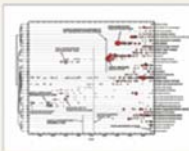
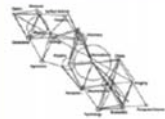
Maps of science today are based on limited knowledge and therefore imperfect. In order to generate comprehensive maps that are entirely accurate and

reliable, we must first have proper coverage and interdisciplinary, and multimedia scholarly knowledge.

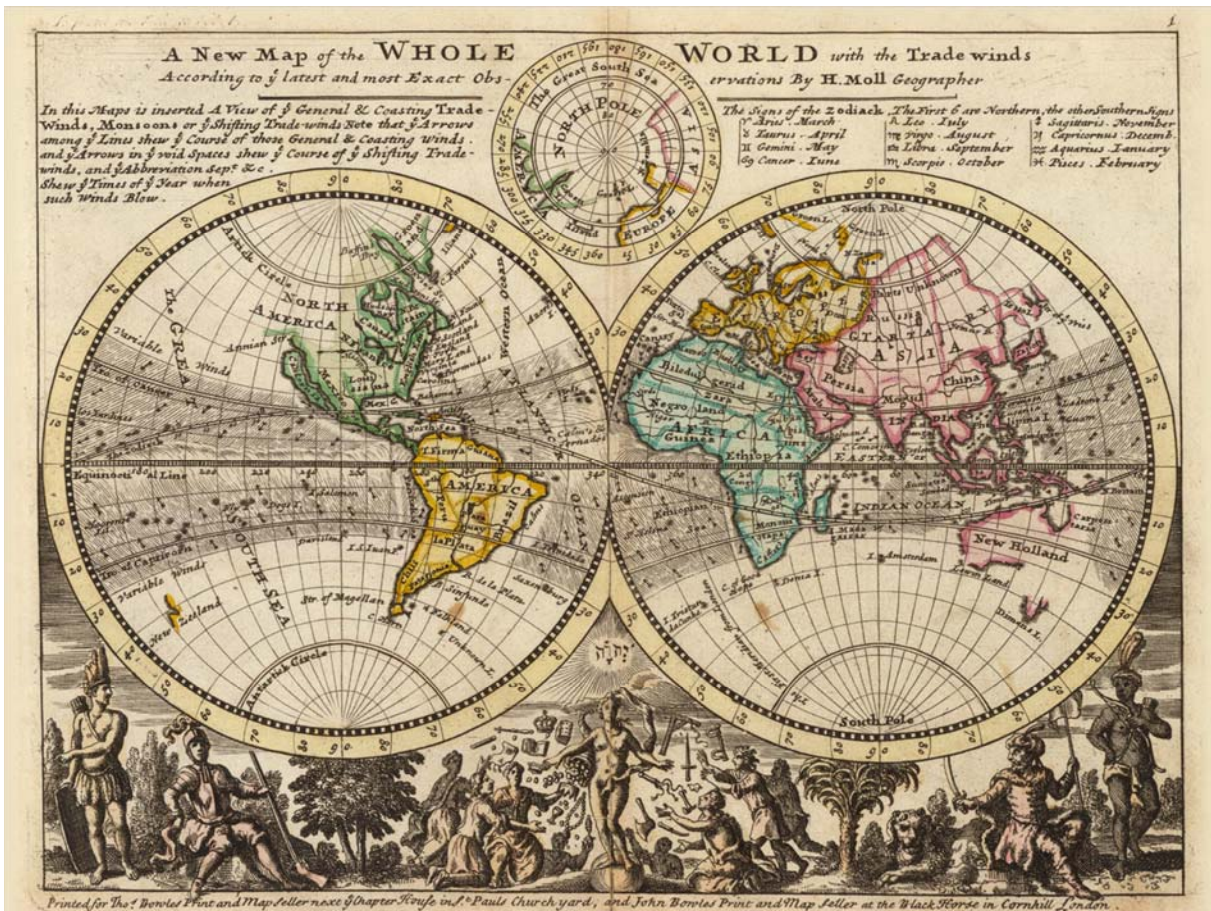
The first pictures of Earth from space were experientially transformative of their perceptions of life and the cosmos. It is hoped that future science will increase our appreciation and application of maps, serving as useful navigational tools.

*The Power of Maps* features four cartographic maps: the earliest global maps of our world by Ptolemy, an early map of the whole world by Johannes Janssonius, an early map of the whole world by Charles Joseph Minard. Each employs a different metaphor: a node-link diagram; a crossmap; and a galaxy view. Which metaphor is the most effective visual index of our collective science and technology?

Note that the makers of the early cartographic maps used printing presses, while the makers of the first maps of science



24





# The Structure of Science

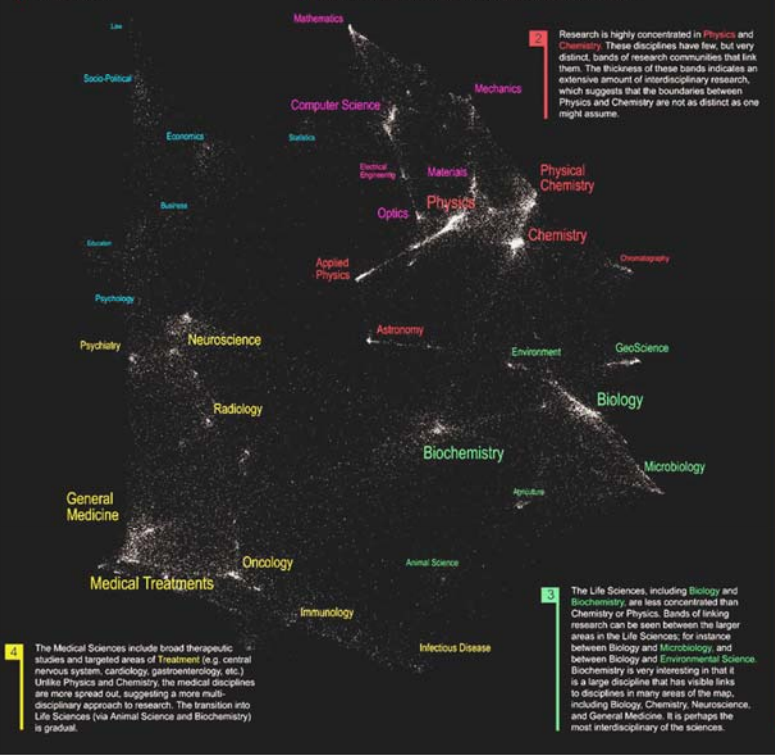
**5** The Social Sciences are the smallest and most diffuse of all the sciences. Psychology serves as the link between Medical Sciences (Psychiatry) and the Social Sciences. Statistics serves as the link with Computer Science and Mathematics.

**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.

**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.

**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.



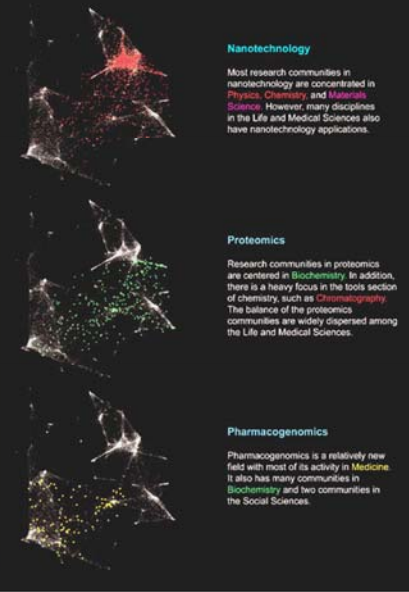
We are all familiar with traditional maps that show the relationships between countries, provinces, states, and cities. Similar relationships exist between the various disciplines and research topics in science. This allows us to map the structure of science.

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 (VxGraph) from the citation patterns in 800,000 scientific papers published in 2002. Each dot in the galaxy represents one of the 95,000 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.

## Second Iteration of Exhibit (2006): The Power of Reference Systems

### Four Existing Reference Systems Versus Six Potential Reference Systems

This iteration aims to inspire discussion about a common reference system for all existing scholarly knowledge. Throughout history, scientists have battled to agree on standardized reference systems for their respective fields of research. These standards are invaluable for indexing, storing, accessing, and managing scientific data efficiently.

Results include the description of the electromagnetic table of elements, geographic projections, and systems, shown here. Note that the geographic map from paper to geographic information systems (GIS) for public use and consumption.

In comparison to these four existing systems are systems for scholarly knowledge. Each reference system timeline and the geographic system to the system used to identify the location of an author, paper, patent or contribution.



# The Visual Elements Periodic Table



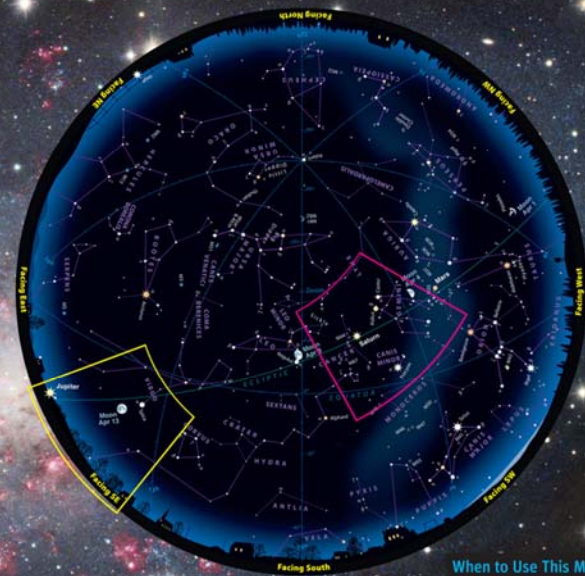
# Evening Stars

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.) Whichever way 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 farther 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). So a star halfway from the edge of the map to the center will appear halfway from straight ahead to straight up. Ignore all 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. Farther up, nearly halfway overhead, is the star Procyon in Canis Minor. Still farther up is the ringed planet Saturn. Go out at the right time, face southwest, and look up into the sky — there they are!



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

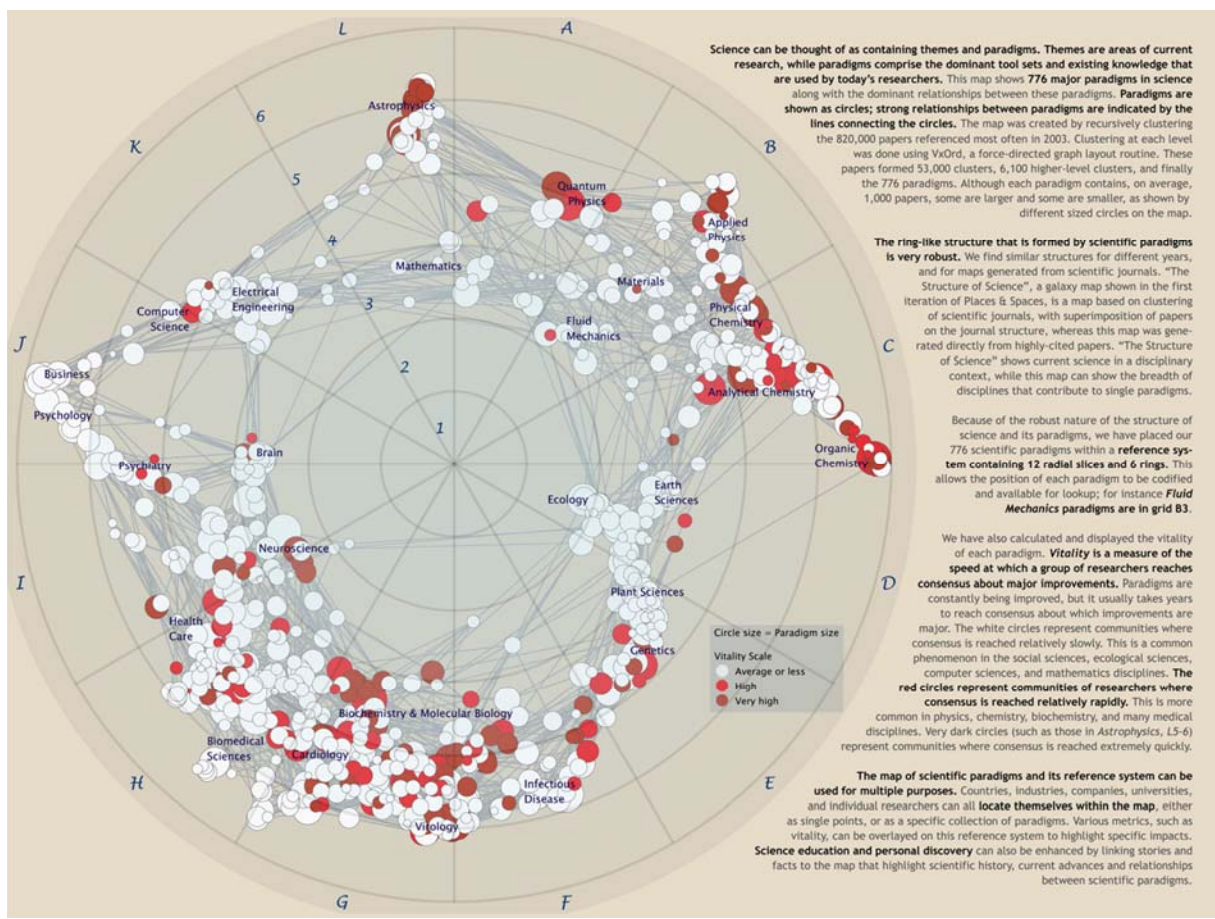
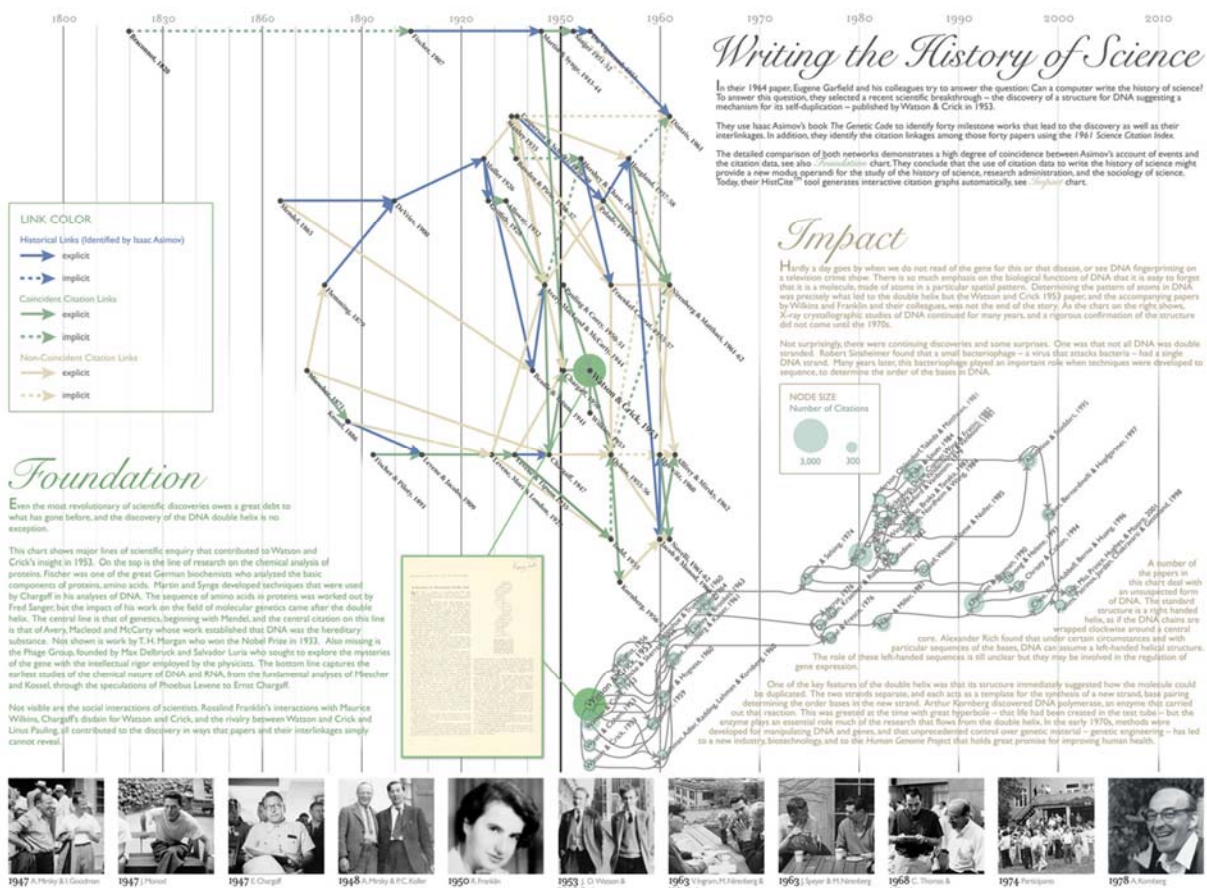
## Tips

**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 [SkyandTelescope.com](http://SkyandTelescope.com).

**SKY**  
& TELESCOPE







2006

## Map of Scientific Paradigms

By Kevin W. Boyack and Richard Klavans  
ALBUQUERQUE, NEW MEXICO, AND BERWYN,  
PENNSYLVANIA, 2006

Courtesy of Kevin W. Boyack and Richard Klavans, SciTech Strategies, Inc.

### Aim

Science can be thought of as containing themes and paradigms; themes are current areas of research, while paradigms comprise the dominant tool sets and existing knowledge that are used by current researchers. What would a paradigm map of science look like? How many paradigms are currently active? How large and how vital are they?

### Interpretation

This map was generated by recursively clustering the 820,000 most important papers referenced in 2003 using the processing pipeline described on page 12, *Toward a Reference System for Science*. The result is a map of 776 paradigms, which are shown as circles on the map. Although each paradigm contains an average of 1,000 papers, they range in sizes, as shown by the variously sized circles on the map. The most dominant relationships between paradigms were also calculated and are shown as lines between paradigms. A reference system was added for means of navigation and communication.

Color-coding indicates the vitality of a research topic—the darker the red, the younger the average reference age and the more vital and faster moving the topic. The white circles represent paradigms 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 quantum physics) represent communities where consensus is reached most quickly.

Countries, industries, companies, and individual researchers can all locate themselves within the map, either as single points or as a specific collection of paradigms. Science education and discovery can also be enhanced by linking to the map stories and facts that highlight content and relationships between scientific paradigms.



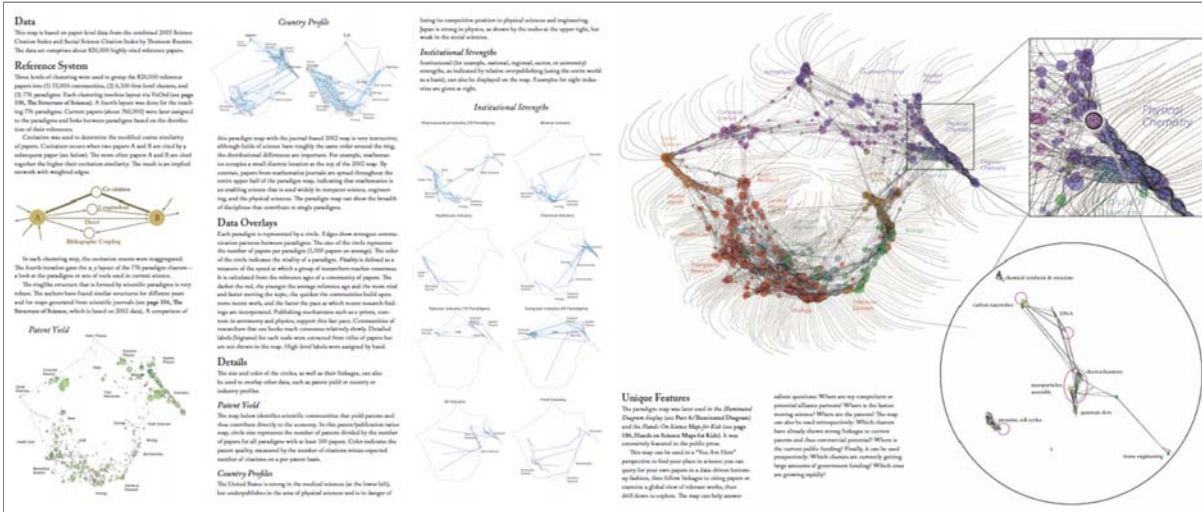
Kevin W. Boyack joined SciTech Strategies, Inc. in 2007 after working at Sandia National Laboratories, where he spent several years in the Computation, Computers, Information and Mathematics Center. He holds a PhD in chemical engineering from Brigham Young University.

His current interests and work are related to information visualization, knowledge domains, science mapping with associated metrics and indicators, network analysis, and the integration and analysis of multiple data types.



Richard Klavans is the president of SciTech Strategies, Inc. He holds a PhD in management from the Wharton School of the University of Pennsylvania.

His current work is related to the generation of highly accurate maps of science using multiple techniques, such as bibliographic coupling, cocitation, and co-cited, as well as the associated metrics and indicators that allow government and industry users to make more effective policy decisions. He is interested in semantics, augmented cognition, and the application of mathematical tools to information spaces.



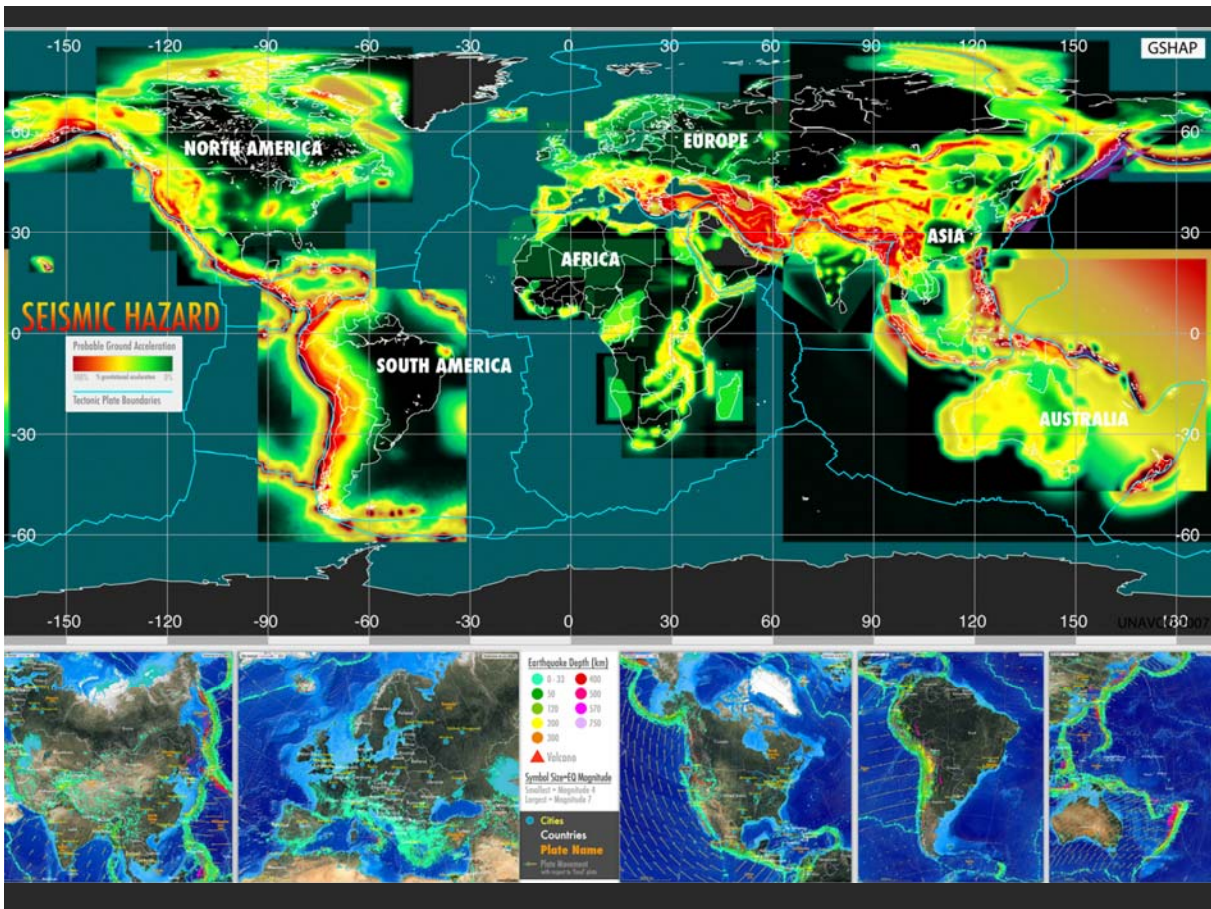
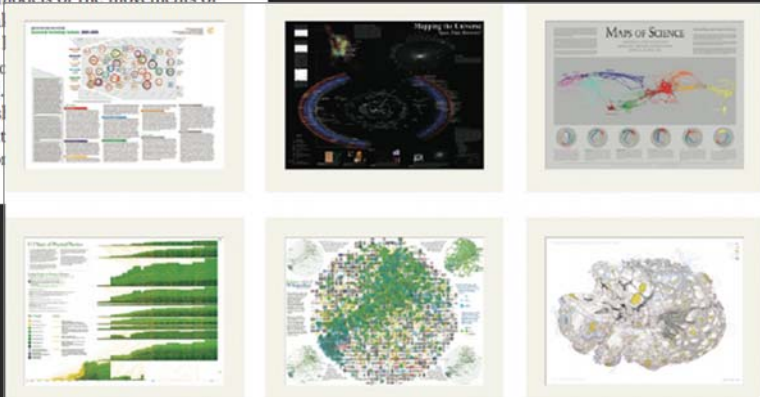
# Third Iteration of Exhibit (2007): The Power of Forecasts

## Four Existing Forecasts Versus Six Science Forecasts

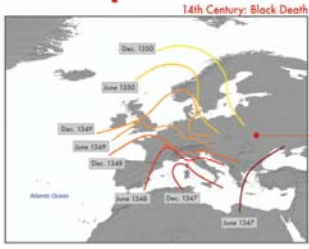
The third iteration of the exhibit compares and contrasts seismic hazard, economic, resource depletion, and epidemic forecast maps with maps forecasting the structure and evolution of science.

Real-time weather forecasts are served by the National Oceanic and Atmospheric Administration (NOAA) or the National Aeronautics and Space Administration (NASA). Computational models of the movements of tectonic plates help reduce losses due to earthquakes and tsunamis. Epidemic models make us understand how actions far away affect us right here. Economic and technological forecasts would shape our catastrophic and sustainable futures for mankind.

Daily science and technology forecasts would shape the lives of top experts/institutions/countries, major activities, frontiers, augmenting our knowledge and decisions available on TV, in the press, and online?



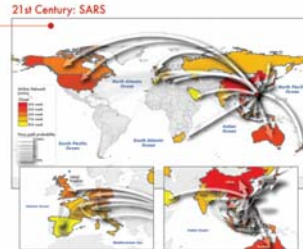
# Impact of Air Travel on Global Spread of Infectious Diseases



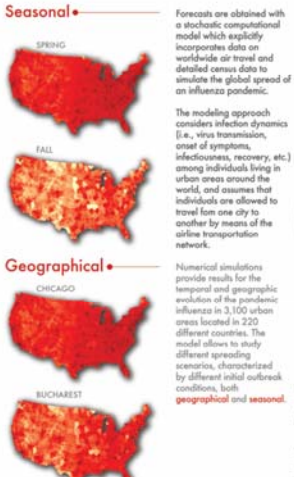
**Epidemic spreading pattern changed dramatically after the development of modern transportation systems.**

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.

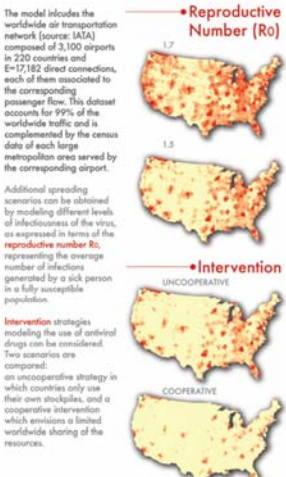
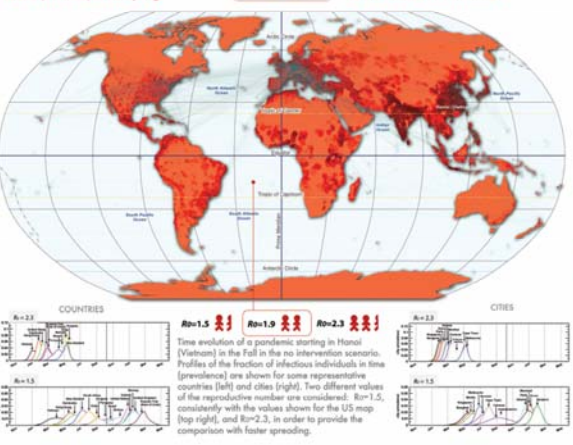
The SARS outbreak on the other hand was characterized by a patchy and heterogeneous spatio-temporal pattern mainly due to the air transportation network identified as the major channel of epidemic diffusion and ability to connect far apart regions in a short time period. The SARS maps are obtained with 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); which indicates the probability of propagation along that path. The huge number of possible paths that infection could take by following the complex nature of airline connections (light grey; source: IATA).



# Forecasts of the Next Pandemic Influenza



The central map represents the cumulative number of cases in the world after the first year from the start of a pandemic influenza with  $R_0=1.9$  originating in Hanoi (Vietnam) in the Spring.



**Seasonal**  
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, infectiousness, recovery, etc.) among individuals living in urban areas around the world, and assumes that individuals are allowed to travel from one city to another by means of the airline transportation network.

**Geographical**  
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.

**Reproductive Number (Ro)**  
The model includes the worldwide air transportation network (source: IATA) composed of 3,100 airports in 220 countries and 6-17,182 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  $R_0$ , representing the average number of infections generated by a sick person in a fully susceptible population.

**Intervention**  
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.

## INSTITUTE FOR THE FUTURE Science & Technology Outlook: 2005-2055

Technology Horizons Program  
Institute for the Future  
124 University Avenue, 2nd Floor, Palo Alto, CA 94301  
1.650.854.4322 | 1.650.854.7850 | www.iftf.org

**Wild Cards**  
Technologies that are highly uncertain and could have a major impact on society.

**Highweight Infrastructure**  
A confuence of new materials and distributed intelligence is pointing the way toward a new kind of infrastructure that will dramatically reshape the economics of moving people, goods, energy, and information. From the molecular level to the macroeconomic level, these new infrastructure designs will emphasize smaller, smarter, more independent components. These components will be organized into more efficient, more flexible, and more secure ways than the capital-intensive networks of the 20th century. These lightweight infrastructures have the potential to boost emerging economies, improve global connectivity, mitigate the environmental impacts of rapid global urbanization, and offer new future paths in energy.

**Emerging/Disruptive**  
Technologies that are likely to emerge, change existing markets, or displace established technologies.

**MAP THEMES**  
After 20 years of basic research and development at the 100-nanometer scale, the importance of nanotechnology as a source of innovations and new capabilities in everything from materials science to medicine is already well-understood. Three trends, however, will define how nanotechnology will unfold, and what impacts it will have. First, nanotechnology is not a single field with a coherent intellectual program; it's an opportunistic hybrid, shaped by a combination of fundamental research questions, growing technical applications, and venture and state capital. Second, nanotechnology is moving away from the original vision of small-scale mechanical engineering—in which assemblers build mechanical systems from individual atoms—toward one in which molecular biology and biochemistry contribute essential tools such as proteins that build nanomaterials. Finally, nanotechnology will also serve as a model for transdisciplinary science. It will support both fundamental research and commercially oriented innovation, and it will be conducted not within the boundaries of conventional academic or corporate research departments, but in institutional and social milieus that emphasize heterogeneity.

**Intentional Biology**  
For 3.5 billion years, evolution has governed biology on this planet. But today, Nature Future has a collaborator: human-made tools to read and rewrite the genetic code of life will bolster our ability to manipulate biology from the bottom. We'll not only genetically re-engineer existing life but actually create new life forms with purpose. Still, we will not be able to affect nature too far to reach an evolution's design engineering at the smallest scales will be a rich source of inspiration as we build the bio-nanotechnology of the next 50 years.

**Discovery Goal**  
In the next 50 years, we will be faced with broad opportunities to influence the world and bodies in profoundly different ways. Advances in nanotechnology, brain science, information technology, and robotics

**Sensory Technology**  
In the next ten years, physical objects, places, and even human beings themselves will increasingly become embedded with computational devices that can sense, understand, and act upon their environment. They will be able to react to contextual clues about the physical, social, and even emotional state of people and things in their surroundings. As a result, increasing devices will be placed on our visual, auditory, and other sensory abilities. Information previously encoded as text and numbers will be displayed in other sensory formats—as graphics, gestures, patterns, sounds, smells, and tactile experiences. This enriched sensory environment will coincide with major breakthroughs in our understanding of the brain—how it processes sensory information and connect various sensory functions.

**Transdisciplinary**  
In the last two centuries, natural philosophy and natural history led to the new-fangled disciplines of physics, chemistry, biology, and so on. The sciences evolved into their current forms in response to intellectual and professional opportunities, philanthropic efforts, and economic and state needs. Through much of the 20th century, the growth of the sciences, and academic and career pressures, encouraged near-greater specialization. In the coming decades, transdisciplinary research will become an imperative. According to Howard Rheingold, a prominent futurist and author, "transdisciplinary goes beyond bringing together researchers from different disciplines to work in multidisciplinary teams. It means educating researchers who can speak languages of multiple disciplines—biologists who have understanding of mathematics, mathematicians who understand biology."

**Emergence**  
The phenomenon of self-organizing swarms that generate complex behavior by following simple rules—will likely become an important research area, and an important model for understanding how the natural world works and how artificial worlds can be designed. Emergent phenomena have been observed across a variety of natural phenomena, from physics to biology to sociology. The concept has broad appeal due to the diversity of fields and problems to which it can be applied. It is growing useful for making sense of a very wide range of phenomena. Meanwhile, emergence can be modeled using relatively simple computational tools, although these models often require substantial processing power. More generally, it is a richly suggestive as a way of thinking about designing complex, robust technological systems. Finally, emergence is an accessible and used metaphor for understanding various, just as classical physics profited from popular treatments of Newtonian mechanics, so too will scientific study and technical reproductions of emergent phenomena benefit from the popularization of its underlying concepts.

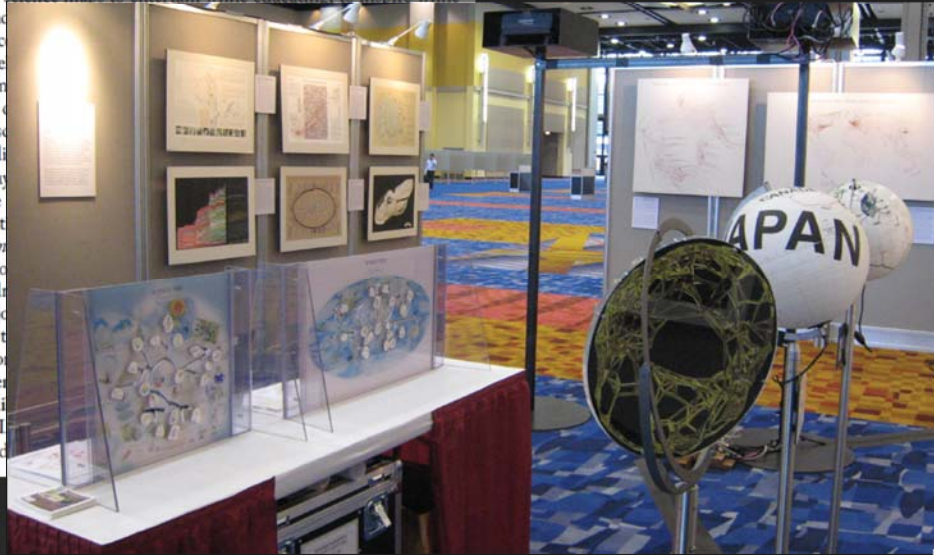


# Additional Elements of the Exhibit

Certainly science maps and data graphs work to engage viewers intellectually—but can they also capture the imagination, as did the early maps of the world? Is it possible to involve viewers in a more dynamic way that heightens both their awareness and appreciation of data, information, and knowledge? What can be learned from theater, movies, and art exhibits—as well as science displays—to improve the ability of science maps to entertain while educating, to inspire while being true to facts, and to engage in science?

Additional exhibit elements and interact with science and exceptional high data and a map of today's science drives a touch panel display on any given topic are given geographic locations.

The *Hands-On Science* stand science from abstract color drawings. Children placing images of major appropriate places on the of various countries for patents. *Shape of Science* The Video of the Exhibit Public Library (NYPL) NYPL officials, who e



## Illuminated Diagram Display

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

### Questions:

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

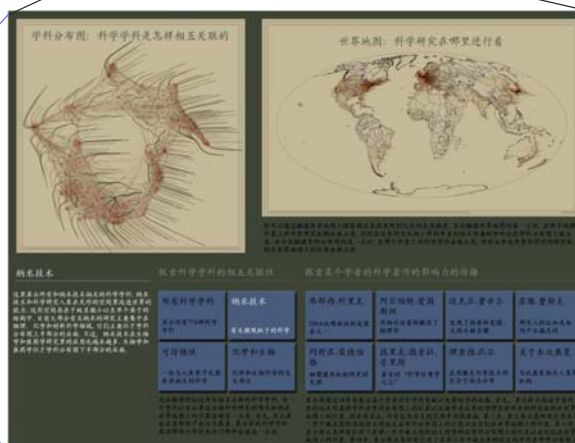
### Contributions:

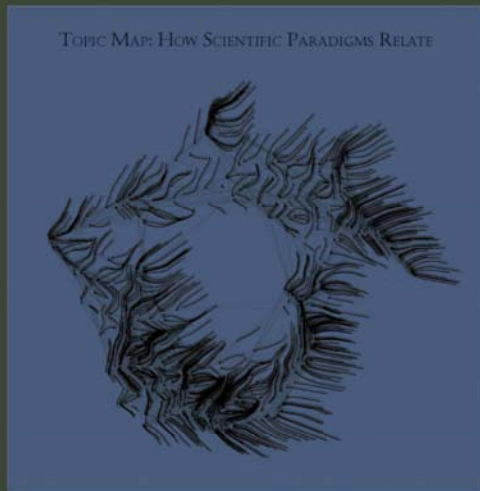
- Interactive, high resolution interface to access and make sense of data about scholarly activity.



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

Interactive touch panel.





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

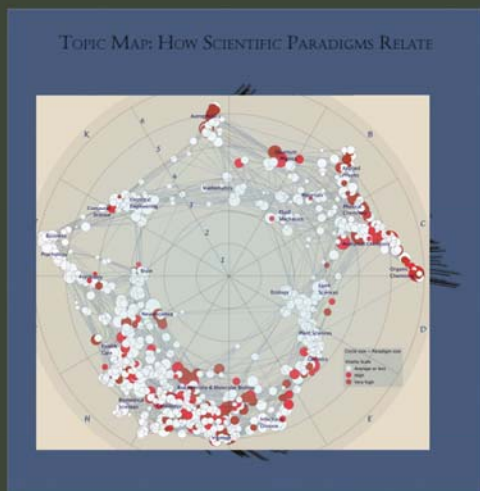
*Uses laser chemistry in molecular dynamics*

#### 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 snapshot lights science that cites the second; and the fourth lights science that cites the third.*



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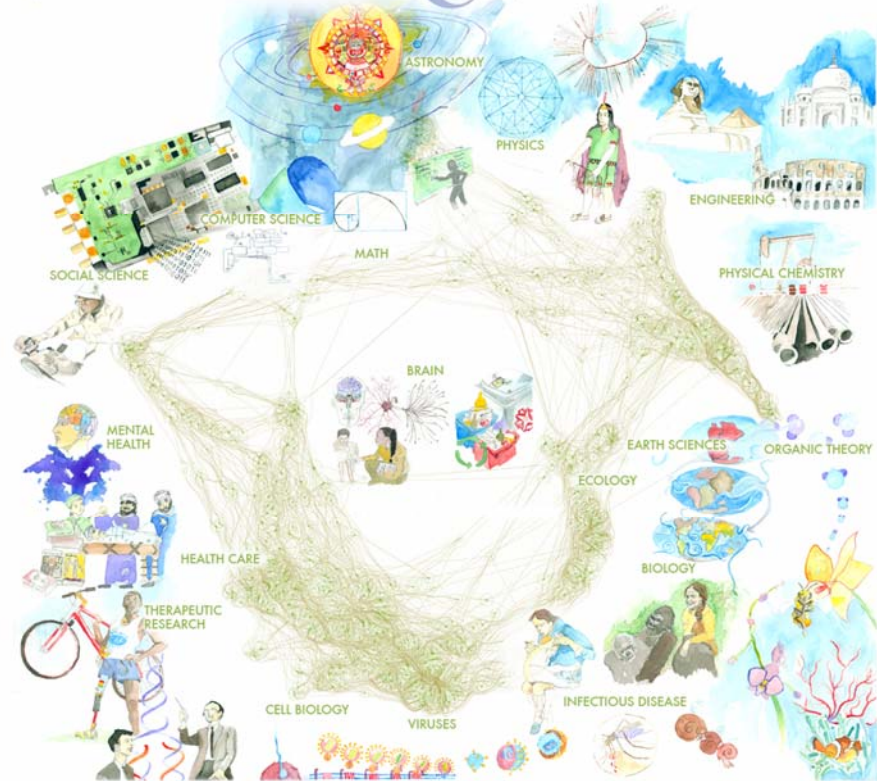


Science Maps in “Expedition Zukunft” science train visiting 62 cities in 7 months 12 coaches, 300 m long  
Opening was on April 23<sup>rd</sup>, 2009 by German Chancellor Merkel  
<http://www.expedition-zukunft.de>



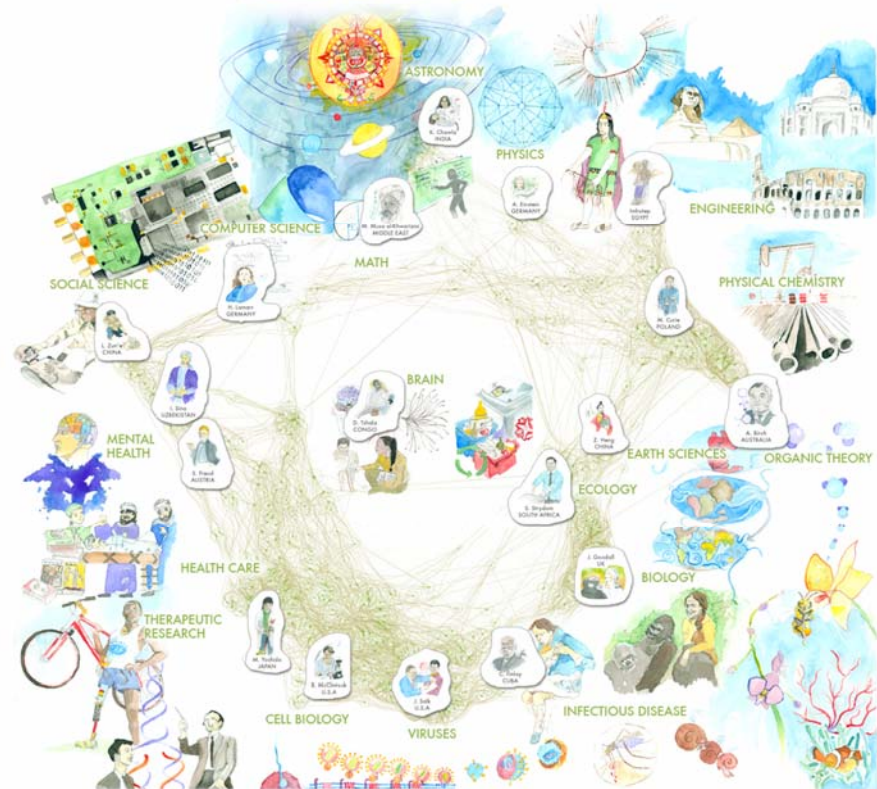


# Inventors & Inventions



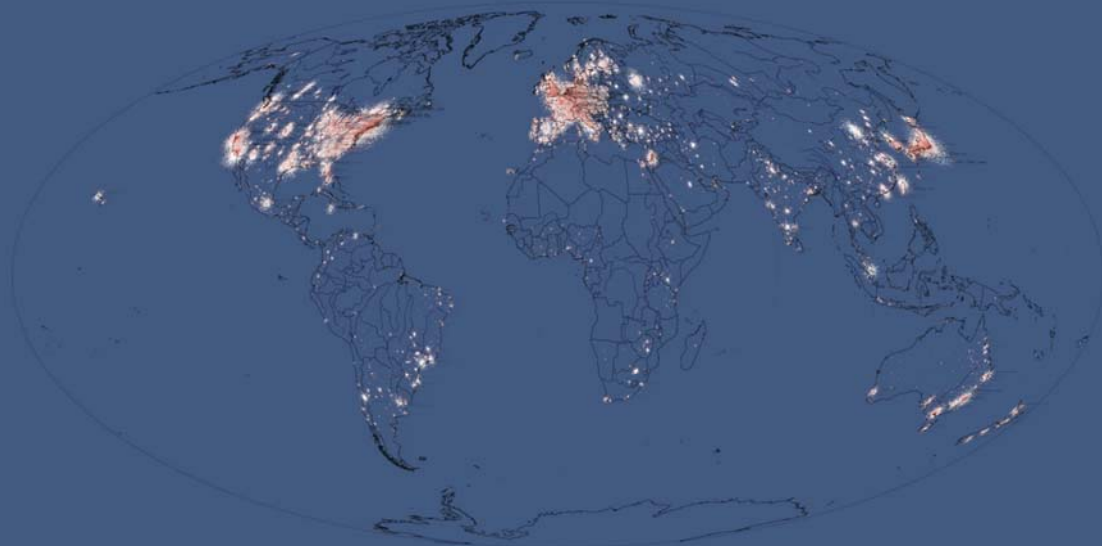
Hands-On Science Maps for Kids, by Flavia Palmer (Illustrations), Julie Smith (Data Acquisitions), Elisha Hardy and Katy Bomer (Graphic Design), BLOOMINGTON, IN 2006. Courtesy of Indiana University. Learn more at [www.sciencemaps.org](http://www.sciencemaps.org). This map plots the locations of where 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 screen to highlight different kinds of scientific research (in a global map of scientific paradigms) and the areas in the world where such research is concentrated. Base map courtesy of Peter Bruckner, [www.peterbruckner.com](http://www.peterbruckner.com), John Bomer, [www.johnbomer.com](http://www.johnbomer.com), and Elisha Hardy, [www.eishahardy.com](http://www.eishahardy.com).

# Inventors

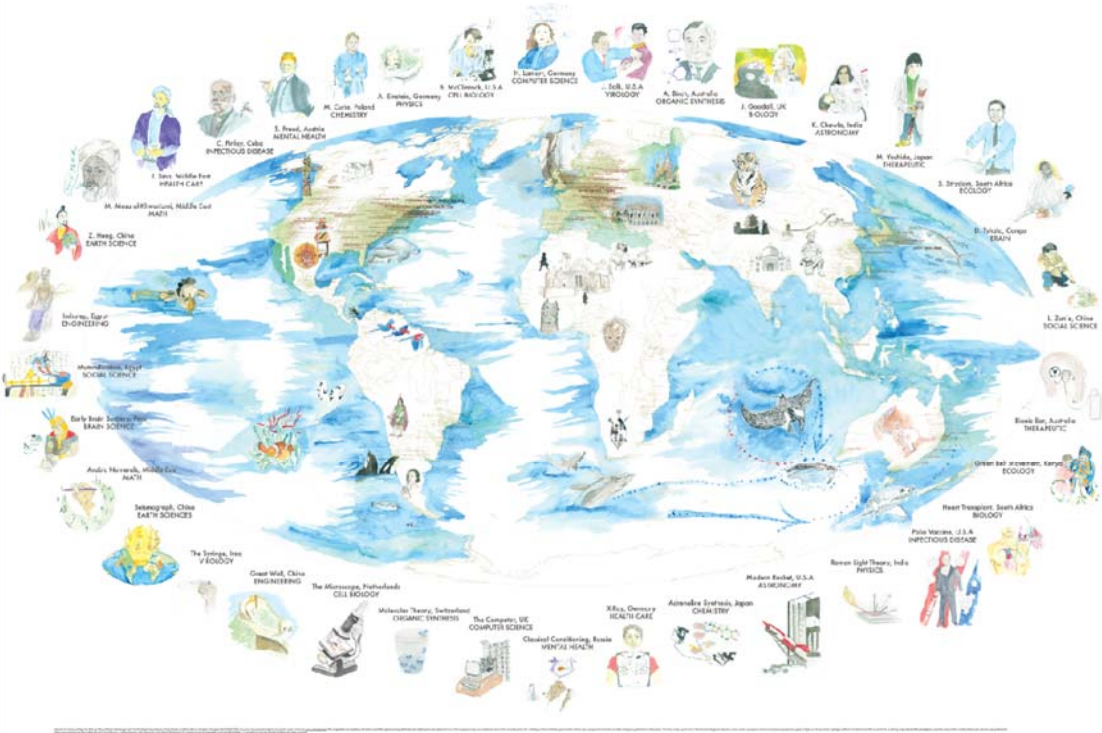


Hands-On Science Maps for Kids, by Flavia Palmer (Illustrations), Julie Smith (Data Acquisitions), Elisha Hardy and Katy Bomer (Graphic Design), BLOOMINGTON, IN 2006. Courtesy of Indiana University. Learn more at [www.sciencemaps.org](http://www.sciencemaps.org). This map plots the locations of where 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 screen to highlight different kinds of scientific research (in a global map of scientific paradigms) and the areas in the world where such research is concentrated. Base map courtesy of Peter Bruckner, [www.peterbruckner.com](http://www.peterbruckner.com), John Bomer, [www.johnbomer.com](http://www.johnbomer.com), and Elisha Hardy, [www.eishahardy.com](http://www.eishahardy.com).

# GEOGRAPHIC MAP: WHERE SCIENCE GETS DONE



# Inventors & Inventions




Science Puzzle Map for Kids by Filene 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.)

# Inventors




Hands-On Science Maps for Kids, by Filipe Palmer (Painting), Julie Smith (Data Acquisitions), Elisha Hardy and Katy Bivner (Graphic Design), BLOOMINGTON, IN, 2006. Courtesy of Indiana University. Learn more at [www.sciencemaps.org](http://www.sciencemaps.org). This map plots the locations of where scientific papers were published; each light green dot represents 50 or fewer papers; they are scattered around the exact location for visibility, within a labeled green circle whose size is proportional to the number of papers published at 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 like a sliding map of scientific paradigms and the areas in the world where such science was performed. Base map research by Kevin Baskin and Dick Klawns, cartography by Adam Dugovic, data from Thompson ISI, graphics and typography by W. Bradford Falay. Copyright © 2006 W. Bradford Falay, all rights reserved.






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



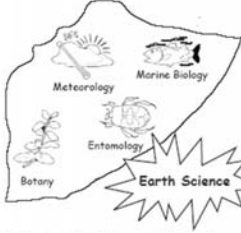
There are seven main fields of science. They are...



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.

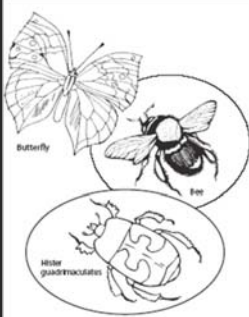


I like insects. They are interesting to look at and study.


**Color in the insect.**

For more information about the map of science for kids or this exercise, please contact Katy Barker (kary@indiana.edu) or Nikki Roberg (nrob@indiana.edu) at the School of Library and Information Science, Indiana University. These materials were compiled by Nikki Roberg in 2008.

**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?



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.

## Part 5: The Future of Science Maps

*The inspiration of a noble cause involving human interests wide and far, enables men to do things they did not dream themselves capable of before, and which they were not capable of alone. The consciousness of belonging, vitally, to something beyond individuality; of being part of a personality that reaches we know not where, in space and time, greatens the heart to the limit of the soul's ideal, and builds out the supreme of character.*

Joshua L. Chamberlain



## Part 5: The Future of Science Maps

- 198 Science Maps as Visual Interfaces to Scholarly Knowledge
- 200 Mapping Intellectual Landscapes for Economic Decision-Making
- 202 Science of Science Policy Maps for Government Agencies
- 204 Professional Knowledge Management Tools for Scholars
- 206 Science Maps for Kids
- 208 Daily Science Forecasts
- 210 Growing a "Global Brain and Heart"



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## Mapping Science Exhibit – 10 Iterations in 10 years

<http://scimaps.org/>

The Power of Maps (2005)



Science Maps for Economic Decision Makers (2008)



The Power of Reference Systems (2006)



Science Maps for Science Policy Makers (2009)



The Power of Forecasts (2007)



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
- Center of Advanced European Studies and Research, Bonn, Germany
- Science Train, Germany
- Cultural Dimensions of Innovation, UCD Conference, Dublin, Ireland





Debut of 5<sup>th</sup> 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>



## Part 5: The Future of Science Maps

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- 204 Professional Knowledge Management Tools for Scholars
- 206 Science Maps for Kids
- 208 Daily Science Forecasts**
- 210 Growing a "Global Brain and Heart"



# References & Credits

This section lists 1,650 citation references, more than 580 image credits, 80 data credits, and 60 software credits. More than 150 scholars provided input on the material presented in the atlas, and their contributions are acknowledged here.

As some spreads have up to 80 references and adding 80 parenthetical references or four-digit numbers to the page layout would considerably hurt readability, the references and credits are not given in the text. Instead, they are listed here by section. References and credits are ordered alphabetically except for those for **Part 2/Timeline**, which are ordered chronologically.

The Web site for the atlas (<http://scimaps.org>) supports pinpoint citations (that is, references and credits are associated with the specific text they support). In addition, the site will make available EndNote and bibtex files containing all the references.

## References

[Part 1](#) [Part 2](#) [Part 3](#) [Part 4](#) [Part 5](#) [All References \(endnote file\)](#)

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### Part 4: Science Maps in Action

#### References

Moreno, Jacob L. 1933. "Emotions Mapped by New Geography." *New York Times*, April 3. [Quotation]

#### Data Credits

Science Citation Index (SCI), Social Sciences Citation Index (SSCI), and Arts & Humanities Index (A&HI) by Thomson Reuters, 2001–2004; Scopus Database, 2001–2005.

All world and science map overlays for each of the 30 maps: 2002 Base Map, see Boyack et al. 2009: Science location of map significance by Elisha F. Hardy (design), Katy Börner (concept).

World Map by Russell J. Duhon, overlay of geographical influence and significance by Elisha F. Hardy (design), Katy Börner (concept).


#### Image Credits

Extracted from: Skupin, André. 2005. *In Terms of Geography*. New Orleans, LA. In Katy Börner & Deborah MacPherson (eds.), *First Iteration (2005): The Power of Maps, Places & Spaces: Mapping Science*. <http://scimaps.org> (accessed May 4, 2009).

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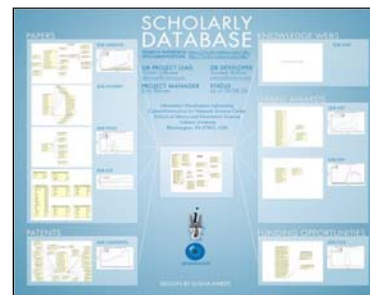



## Computational Scientometrics Cyberinfrastructures

 **Scholarly Database: 25 million scholarly records**  
<http://sdb.slis.indiana.edu>



 **VIVO Research Networking**  
<http://vivoweb.org>

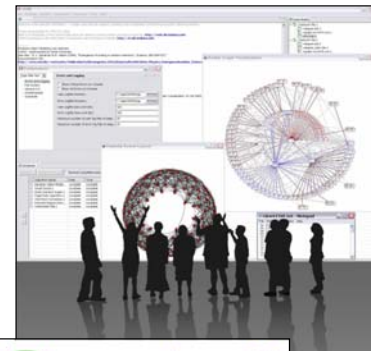


 **Information Visualization Cyberinfrastructure**  
<http://iv.cns.iu.edu>

 **Network Workbench Tool & Community Wiki**  
<http://nwb.cns.iu.edu>

 **Science of Science (Sci<sup>2</sup>) Tool**  
<http://sci2.cns.iu.edu>

 **Epidemics Tool & Marketplace**  
Forthcoming



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## References

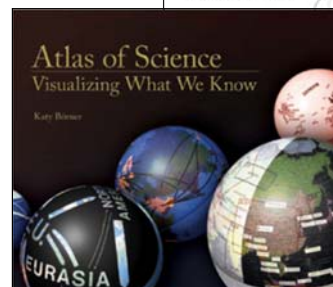
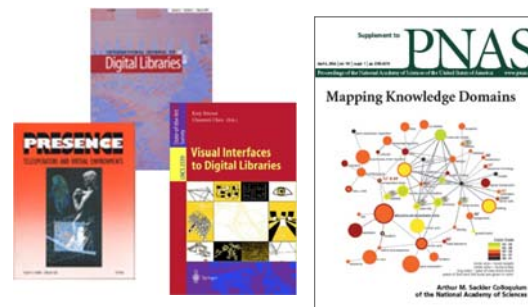
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[http://www.pnas.org/content/vol101/suppl\\_1/](http://www.pnas.org/content/vol101/suppl_1/)

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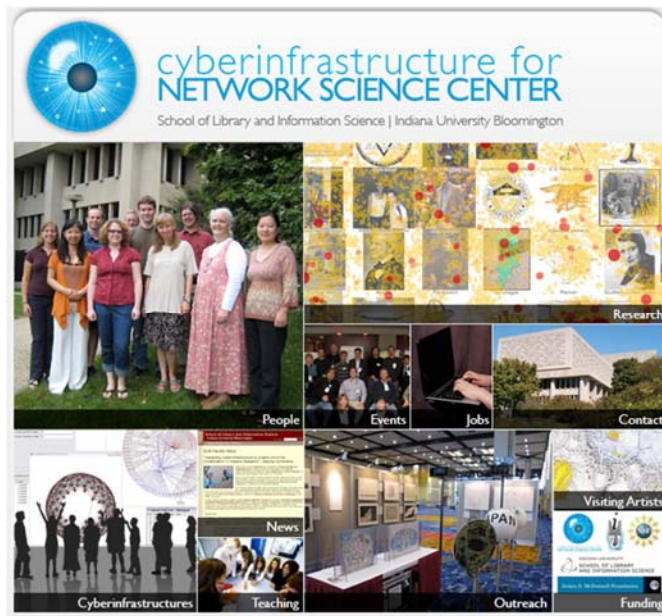
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All papers, maps, tools, talks, press are linked from <http://cns.iu.edu>

CNS Facebook: <http://www.facebook.com/cnscenter>

Mapping Science Exhibit Facebook: <http://www.facebook.com/mappingscience>