

Announcement

Sep 30, 2011: [Opening Reception](#)

Oct 1, 2011: [All School Day](#)

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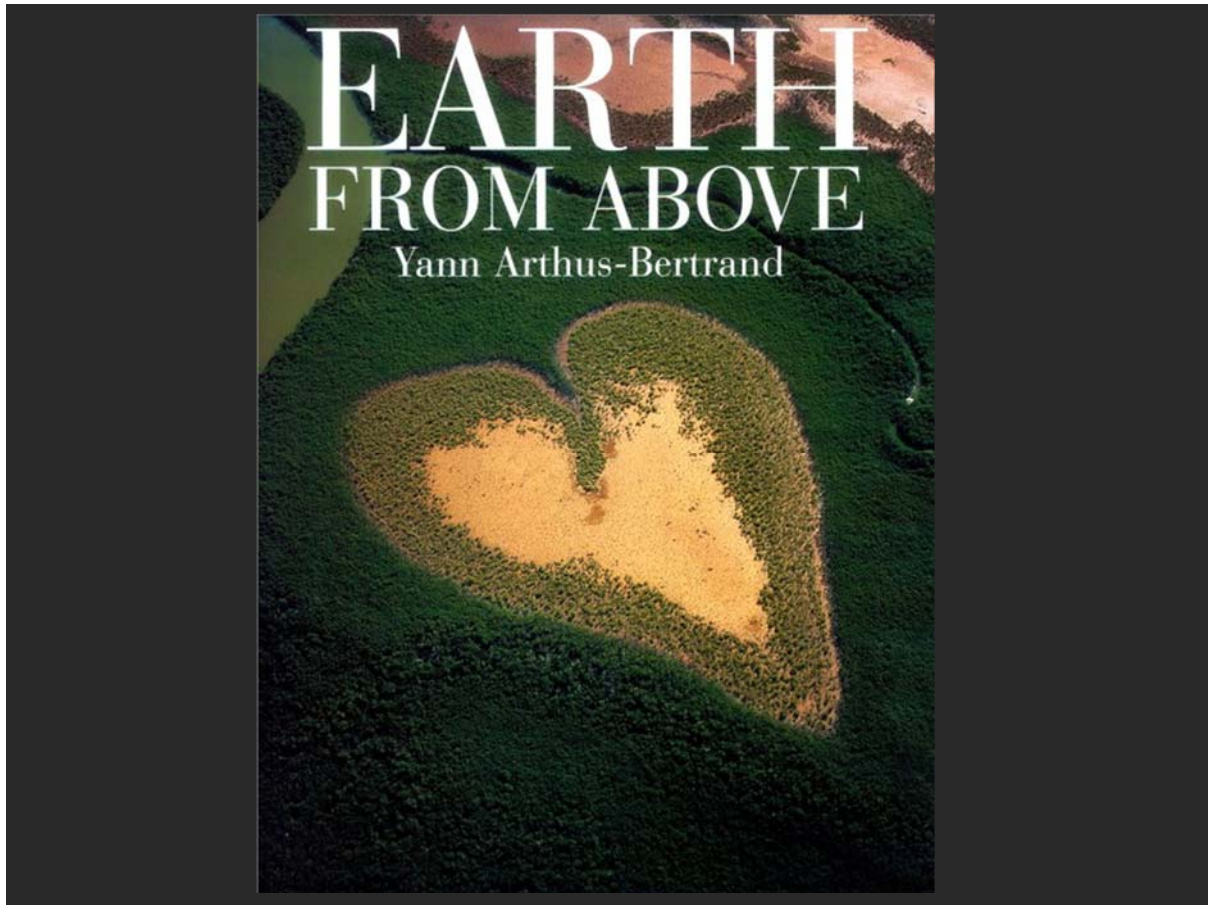
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## Welcome to Places and Spaces at UNT



September 30, 2011 - January 24, 2012

The [University of North Texas](#) is pleased to be the first Texas host of the [Places and Spaces: Mapping Science](#) exhibit and the world premiere site of the 7th set of 10 maps: Science Maps as Visual Interfaces to Digital Libraries. **Please join us for the Opening Reception on September 30th and for a FREE Public Workshop on October 1st!**



# How can we communicate the beauty, structure, and dynamics of science to a general audience?

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









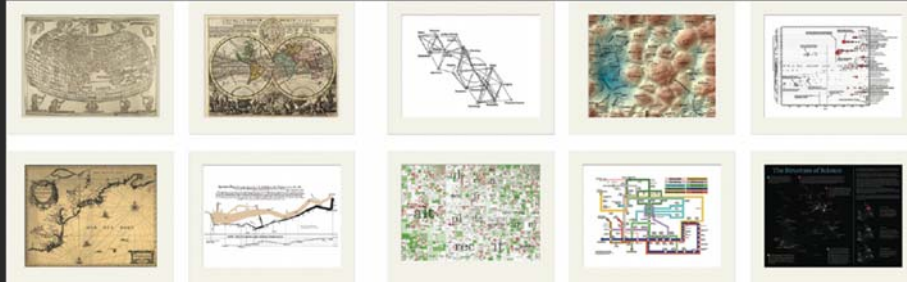
Debut of 5<sup>th</sup> Iteration of the Mapping Science Exhibit at MEDIA X was in 2009 at Wallenberg Hall, Stanford University, <http://mediax.stanford.edu>, <http://scaleindependentthought.typepad.com/photos/scimaps>



Science Maps in “Expedition Zukunft” science train visiting 62 cities in 7 months, 12 coaches, 300 m long. Opening was on April 23<sup>rd</sup>, 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)*

Cartographic maps of physical places have guided mankind's explorations for centuries.

They enabled the discovery of new worlds while also marking territories inhabited by the unknown.

Without maps, we would be lost.

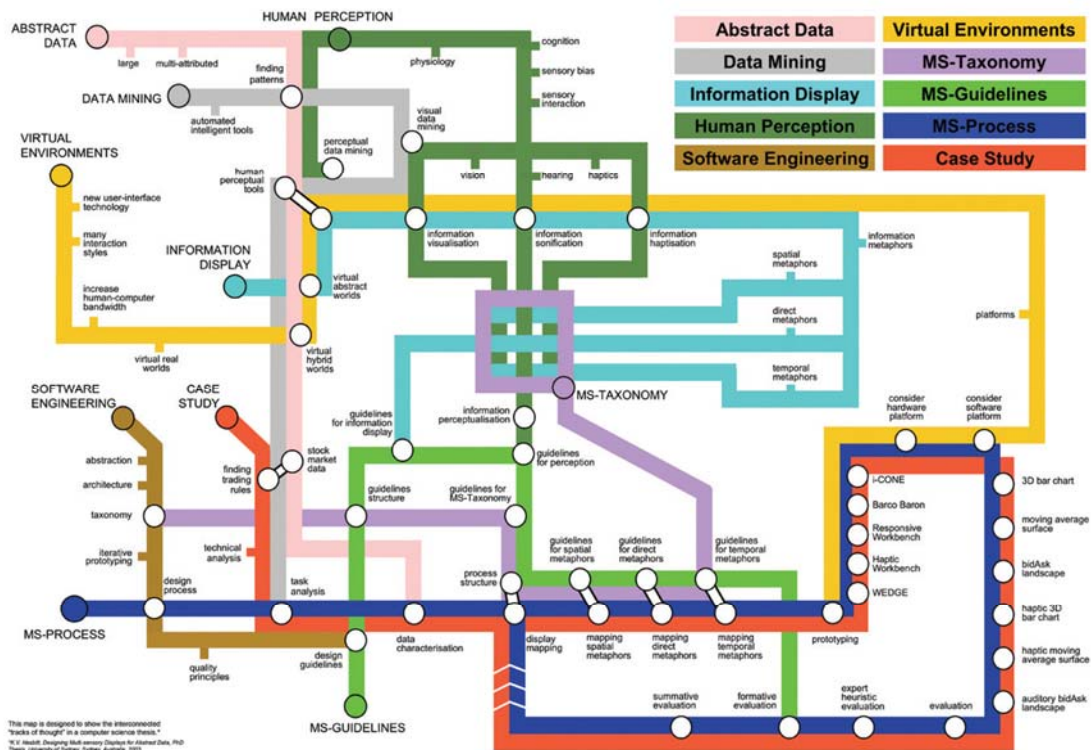






# How would a map of science look?

# What metaphors would work best?







Domain maps of abstract semantic spaces aim to serve today's explorers navigating the world of science.

These maps are generated through a scientific analysis of large-scale scholarly datasets in an effort to connect and make sense of the bits and pieces of knowledge they contain.

They can be used to identify objectively major research areas, experts, institutions, collections, grants, papers, journals, and ideas in a domain of interest. Science maps can provide overviews of "all-of-science" or of a specific area.

They can show homogeneity vs. heterogeneity, cause and effect, and relative speed. They allow us to track the emergence, evolution, and disappearance of topics and help to identify the most promising areas of research.

17

## The Power of Reference Systems

Four Existing Reference Systems  
VERSUS  
Six Potential Reference Systems of Science



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

# The Visual Elements Periodic Table



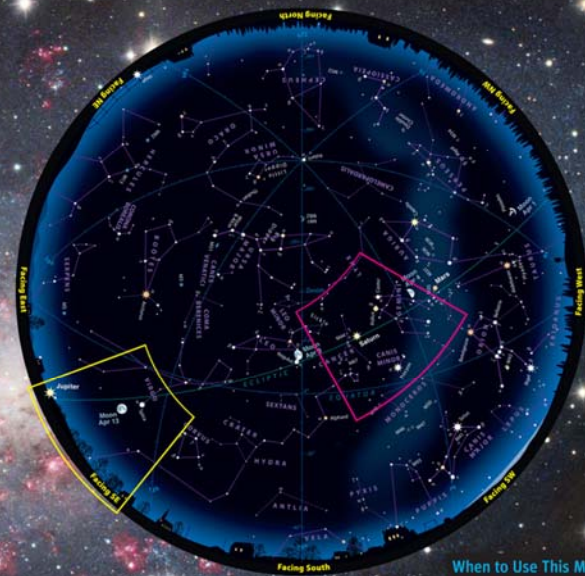
# Evening Stars

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!

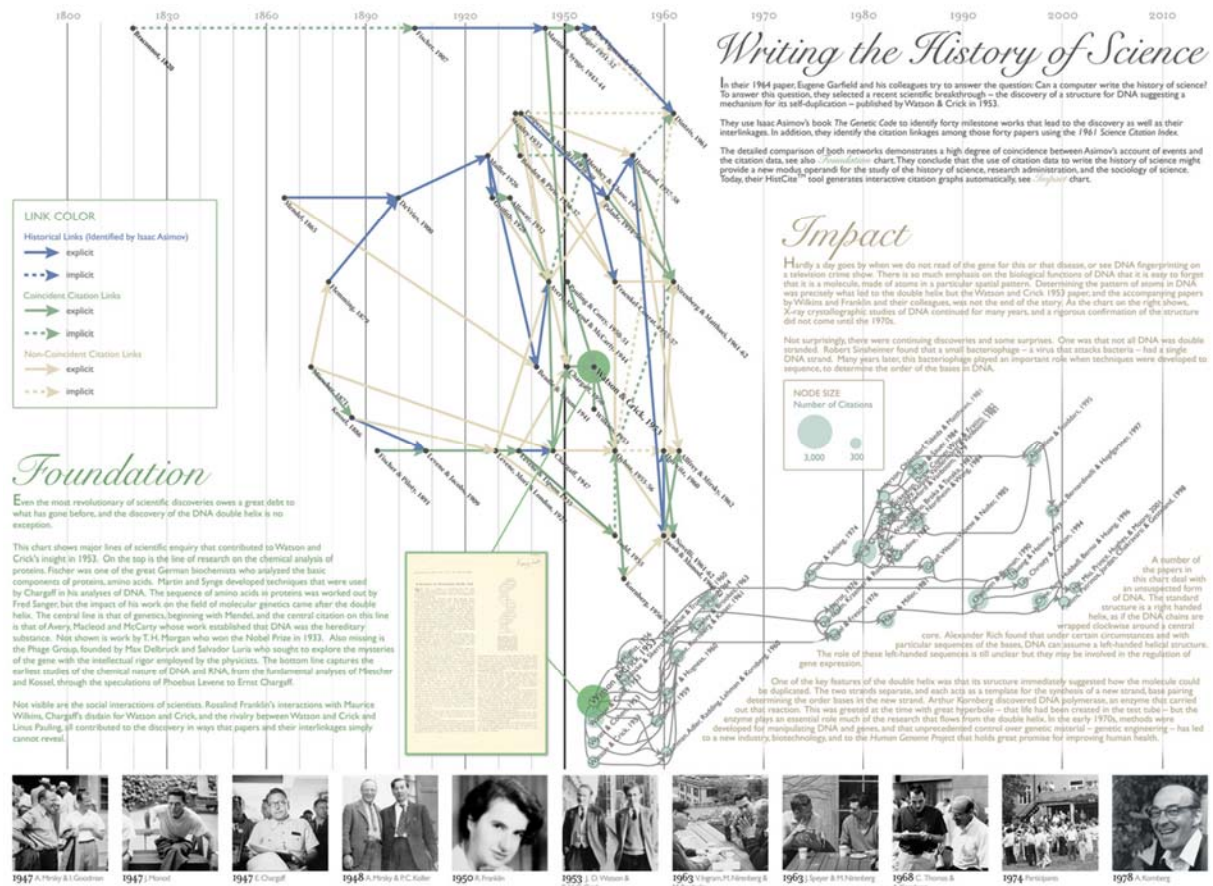
You can customize a night sky map for any time and place at [SkyandTelescope.com](http://SkyandTelescope.com).

**SKY & TELESCOPE**



# How would a reference system for all of science look?

## What dimensions would it have?



# Impact

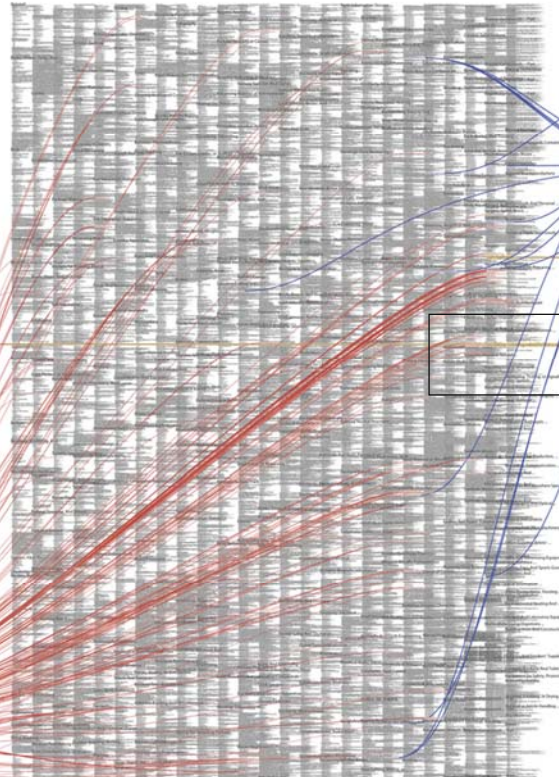
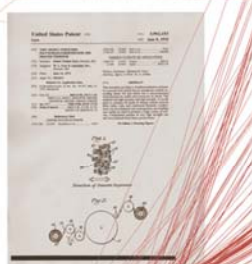
# US Patent Hierarchy

# 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 165,521 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 Gore-tex—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 Gore-tex as prior art.

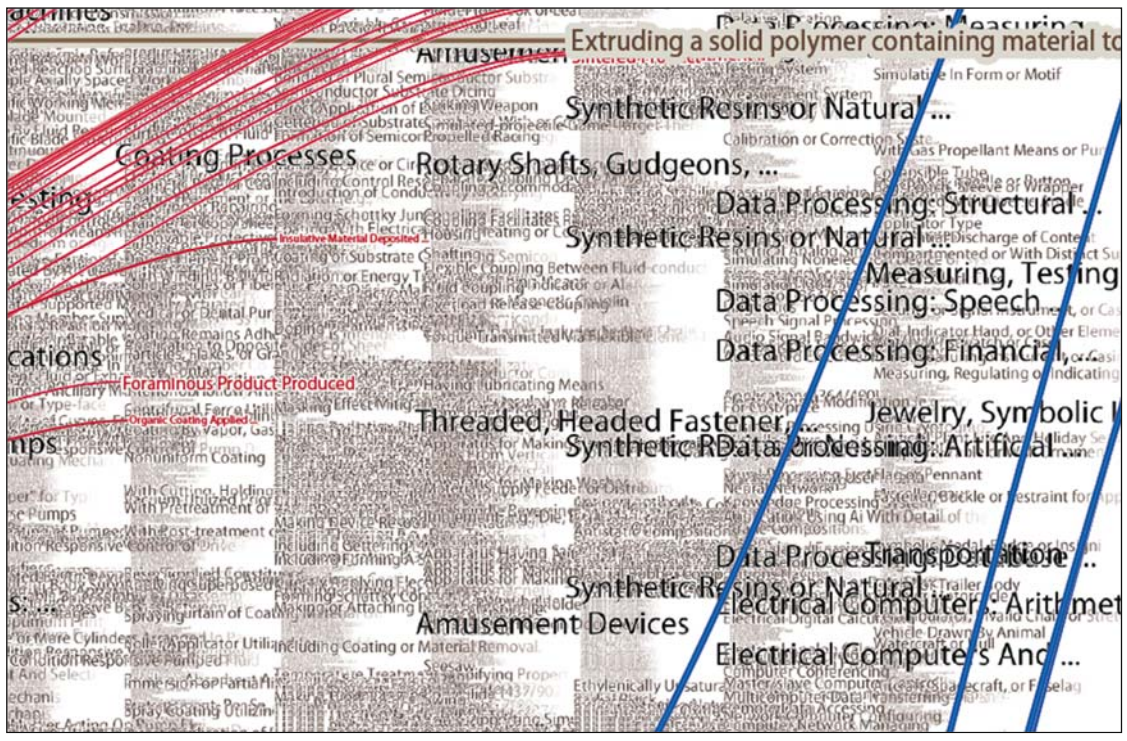


New patents often build on older ideas from many categories. Here, blue lines originate in sixteen different categories that contain the patents cited as prior art for a patent on 'gold nanoshells.' Gold nanoshells are a new invention: tiny spheres (with a diameter ten million times smaller than a human 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 become too large, a constant problem shared by many classification 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 jagged 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.



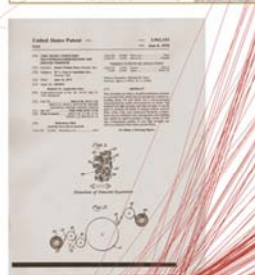


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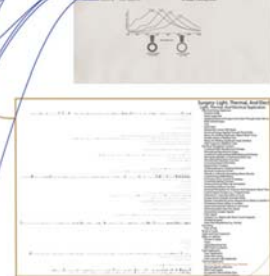
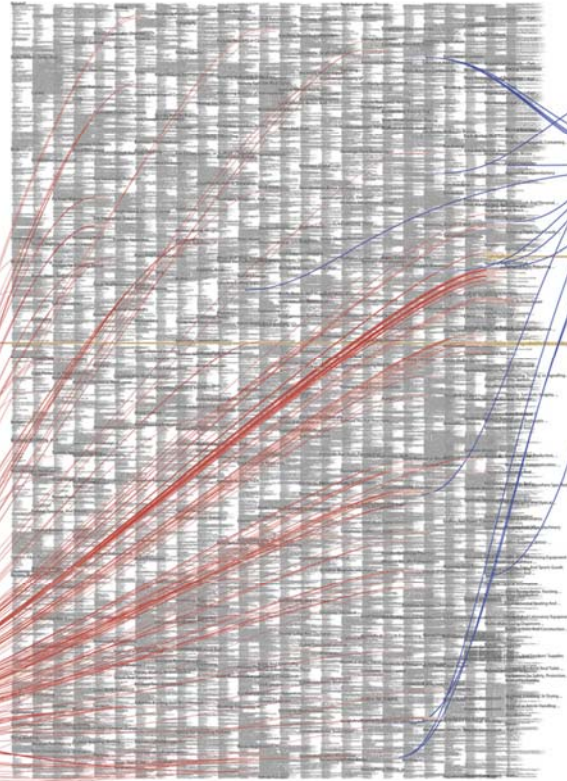
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**Synthetic Resins or Natural Rubber**

**Ion-exchange Polymer or Process of Preparation**

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 Bead

Chemically Treated Solid Polymer

Solid Polymer Derived From Ethylenically Unsaturated Reactant

Solid Polymer Derived From At Least One 1,2-epoxy Containing

Solid Polymer Derived From Aldehyde or Derivative

From Ethylenically Unsaturated Reactant Only

From Aldehyde or Derivative

**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 C

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

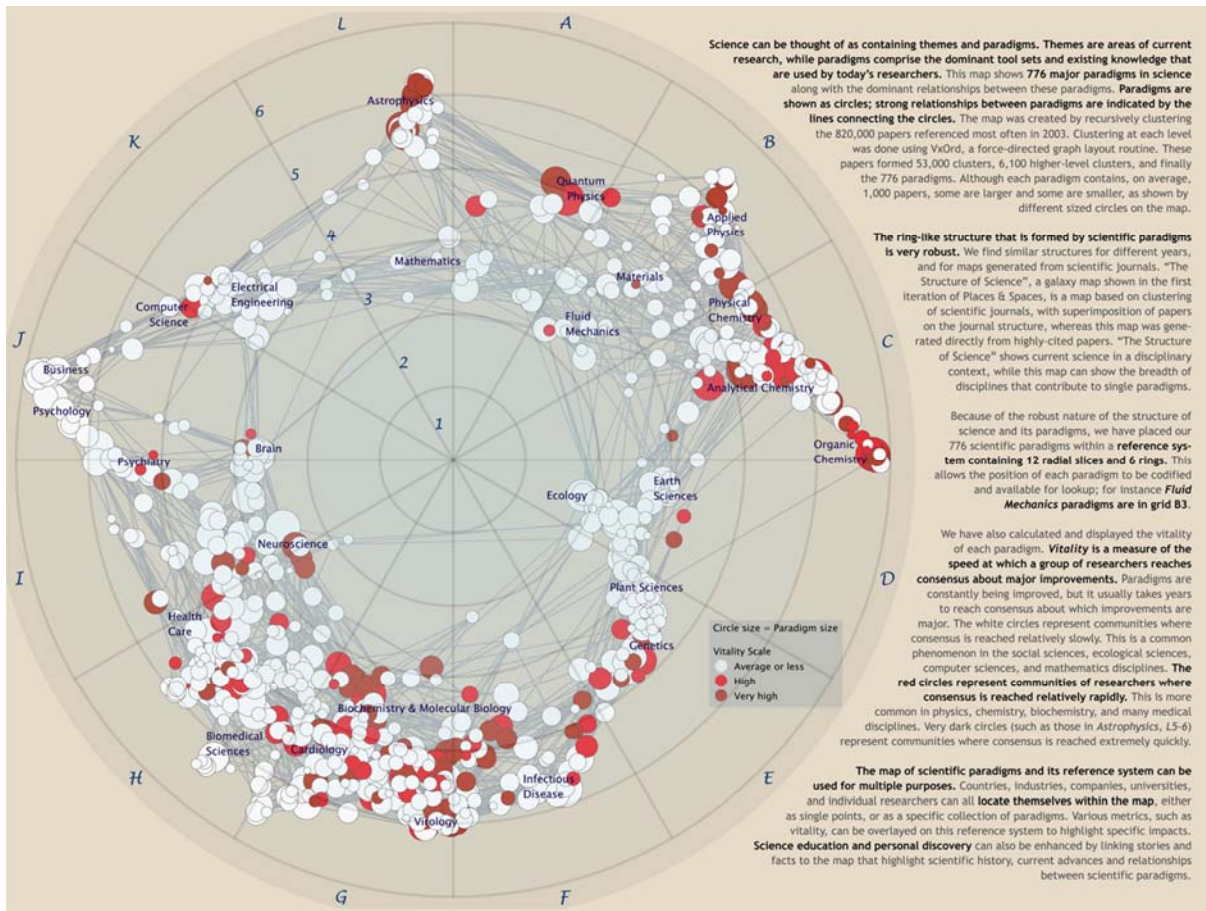
**Cellular Products or Processes of Preparing**

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



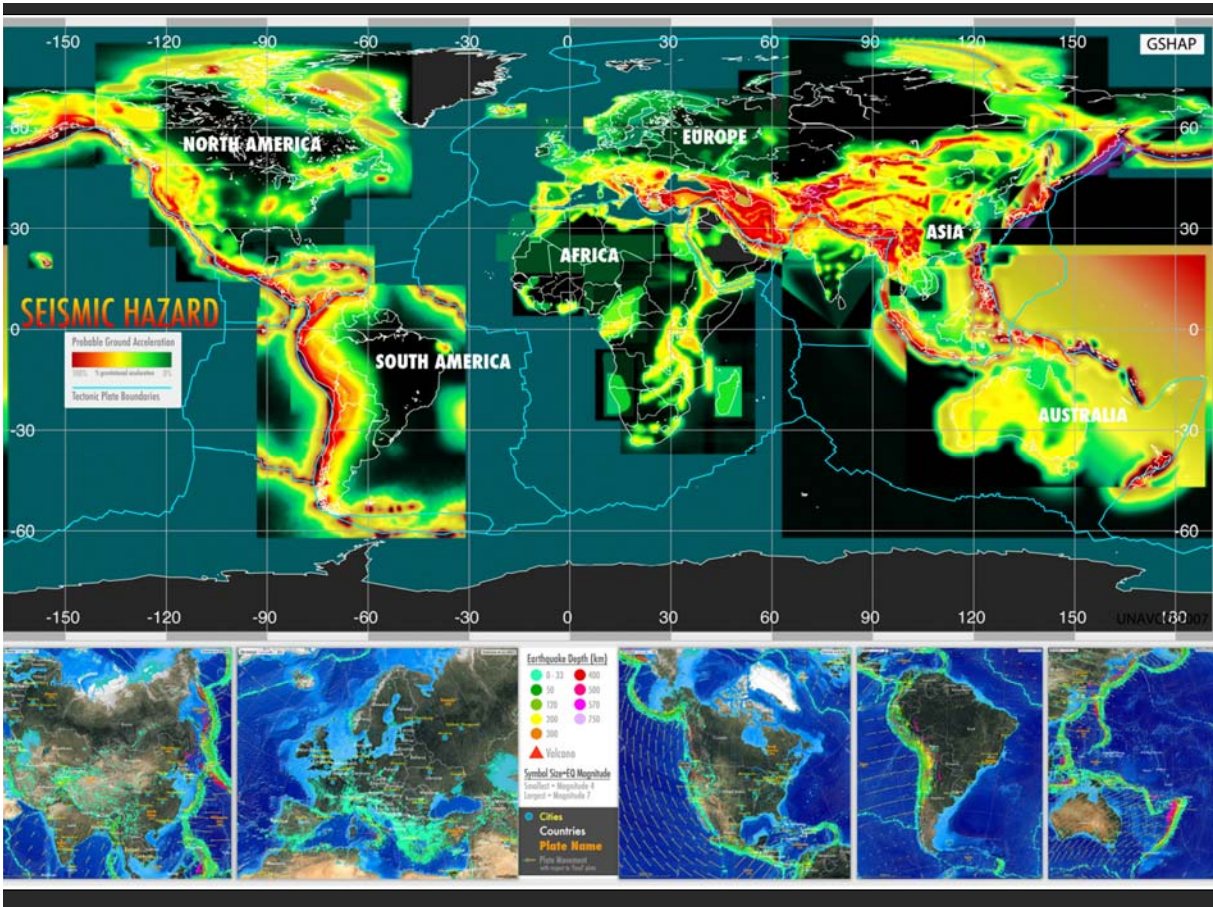
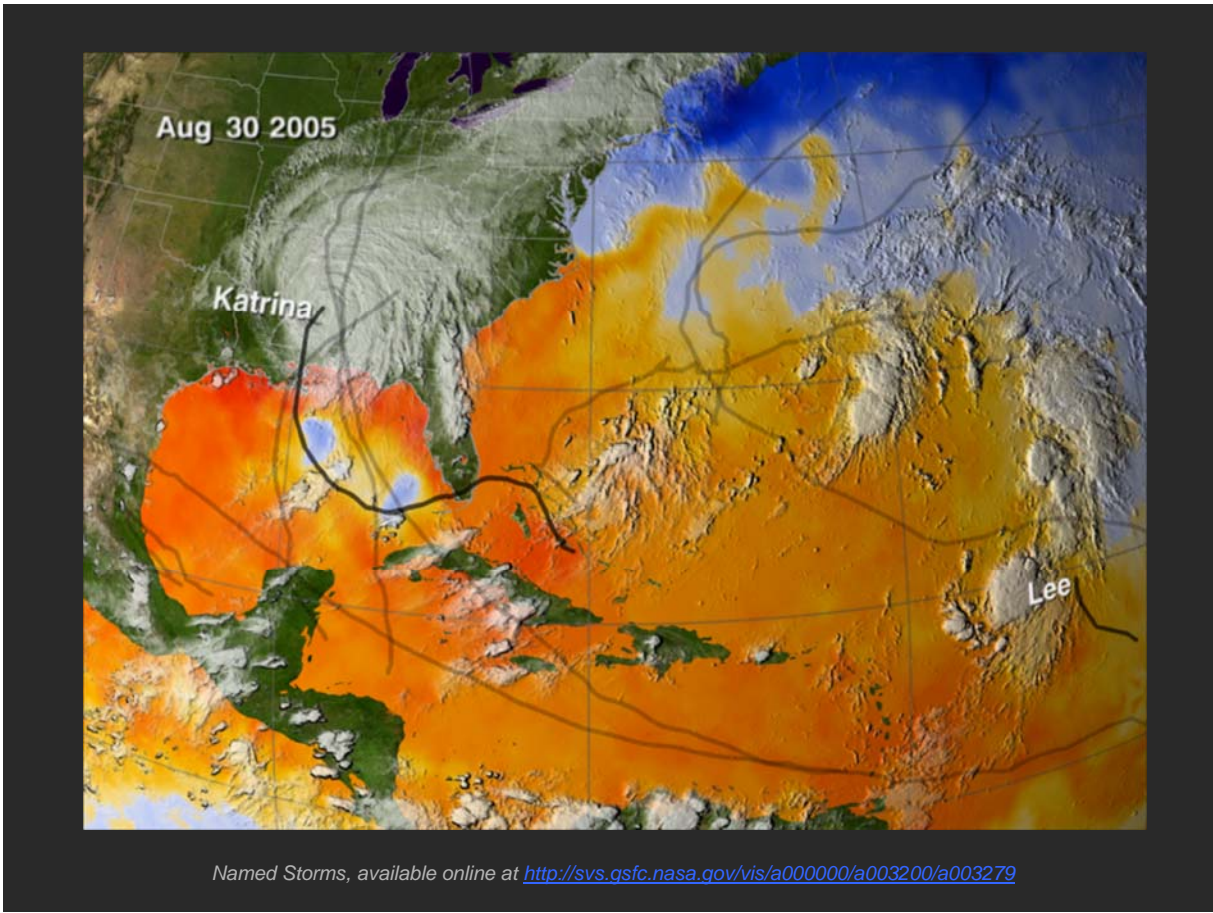
# The Power of Forecasts

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

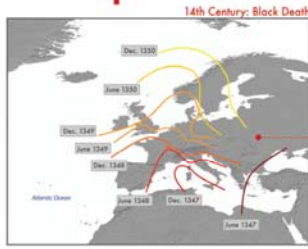


*(3<sup>rd</sup> Iteration of Places & Spaces Exhibit - 2007)*





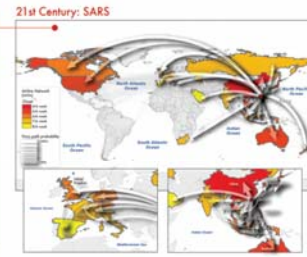
# Impact of Air Travel on Global Spread of Infectious Diseases



**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; 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).



## Forecasts of the Next Pandemic Influenza

### 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, onset of symptoms, 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

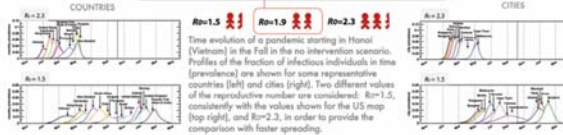
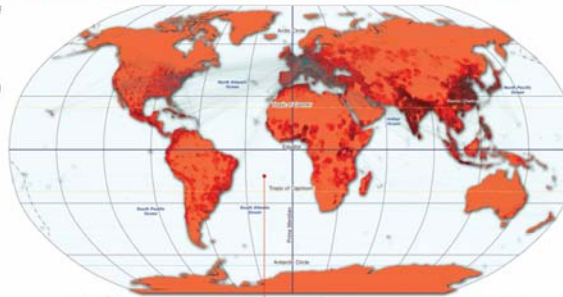


Numerical simulations provide results for the temporal and geographic evolution of the pandemic influenza in 3,100 urban areas located in 220 different countries. The model allows to study different spreading scenarios, characterized by different initial outbreak conditions, both geographical and seasonal.

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.



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.



The model includes 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  $R_0$ , 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 ( $R_0$ )



### Intervention



Can one forecast science?

What 'science forecast language' will work?





A map is a tool for navigating an unknown terrain. In the case of this map, Science & Technology Outlook: 2005–2055, the terrain we're navigating is the uncharted territory of science and technology (SAT) in the next 50 years. However, the map of the future is not a tool for prediction or, for that matter, the product of predictions. Nor is it comparable to modern navigation techniques in which we rely on a shrinking number of strong signals, like GPS coordinates, to show the right path. Rather, it's a more akin to classical low-tech navigational techniques with their reliance on an array of weak signals, such as wind direction, the look and feel of the water, and the shape of cloud formations. Taken together, these signals often prove more useful for navigation than high-tech methods because, in addition to aiding travelers in selecting the "right" path, the signals contextualize information and reveal interdependencies and connections between seemingly unrelated events, thus enriching our understanding of the landscape. That's precisely the intention of this map of the future of SAT—to give the reader a deeper contextual understanding of the landscape and to point to the intricacies and interdependencies between trends.

While developing this map, the Institute for the Future (IFF) team listened for and connected a variety of weak signals, including those generated during interviews and workshop conversations in 100 more than 100 eminent U.S. and U.S. experts in SAT—academicians, policymakers, futurists, and corporate researchers. The IFF team also compiled a database of outlooks on developments that are likely to impact the full range of SAT disciplines and practice areas over the next 50 years. We also relied on IFF's 40 years of experience in formulating SAT developments to create the map and an accompanying set of SAT Perspectives that discuss trends emerging in the SAT regions and are important for organizations, policymakers, and society-at-large to understand.

On this map, the themes are woven together across the 50-year horizon, often resulting in surprising breakthroughs. These are supported by key technologies, innovations, and discoveries. In addition to the six themes, three meta-themes—democratized innovation, transdisciplinary, and emergence—will weave the future SAT landscape influences from our mind, learn about, and practice science. Finally, SAT trends won't operate in a vacuum. Wider social, demographic, political, economic, and environmental trends will both influence SAT trends and will be influenced by them. Some of these trends are highlighted around the map to remind us of the larger picture.

**MAP THEMES**

- Small World**  
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 impact 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—which assemblers build mechanical systems from individual atoms—toward one in which molecular biology and biochemistry contribute essential tools (such as proteins that build nanowires). 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 milieu that emphasize heterogeneity.
- Intentional Biology**  
For 3.5 billion years, evolution has governed biology on this planet. But today, Mother Nature has a collaborator: imaginative tools to read and write the genetic code of life will bootstrap our ability to manipulate biology from the bottom up. We'll not only genetically engineer animals like lab animals, but we'll also create new life forms with purpose. Still, we will be slow to adopt nature's pace to teach us. Evolution's elegant engineering at the smallest scales will be a rich source of inspiration as we build the bio-manufacturing of the next 50 years.
- Autonomous Self**  
In the next 50 years, we will be faced with broad opportunities to reimagine our minds and bodies in profoundly different ways. Advances in biotechnology, brain science, information technology, and robotics

- will result in an array of methods to dramatically alter, enhance, and extend the mental and physical hand that nature has dealt us. Wielding these tools in ourselves, humans will begin to define a variety of different "transhumanist" paths—that is, ways of being and living that extend beyond what we today consider natural for our species. In the very long term, following these paths could sometime lead to an evolutionary leap for humanity.
- Mathematical World**  
The ability to process, manipulate, and ultimately understand patterns in enormous amounts of data will allow decoding of previously mysterious processes in everything from biological to social systems. Scientists are learning that at the core of many biological phenomena—proteins, growth, repair, and others—are computational processes that can be decoded and simulated. Using techniques of computational science to answer such patterns—whether these are physical, biological, or social—will likely occupy an increasing share of computing cycles in the next 50 years. Such massive computation will also make simulation widespread. Computer simulation will be used not only to help make decisions about large complex scientific and social problems, but also to help individuals make better choices in their daily lives.
- Sensory Transformation**  
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 extract contextual clues about the physical, social, and even emotional state of people and things in their surroundings. As a result, increasing demands will be placed on our visual, auditory, and other sensory abilities. Information previously encoded as text and numbers will be deployed in their sensory forms—as graphics, pictures, patterns, sounds, smells, and tactile experiences. This enriched sensory environment will coincide with major breakthroughs in our understanding of the brain—on how we process sensory information and connect various sensory functions.

- Humans will become much more sophisticated in their ability to understand, create, and manage sensory information and ability to perform such tasks will become keys to success.
- Lightweight Infrastructures**  
A confluence 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 macro-economic 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 social connectivity, mitigate the environmental impacts of rapid global urbanization, and offer new future paths in energy.
- Meta-Themes**  
**Democratized Innovation**  
Before the 20th century, many of the greatest scientific discoveries and technical inventions were made by amateur scientists and independent inventors. In the last 100 years, a professional class of scientists and engineers, supported by universities, industry, and the state, pushed amateurs aside as a creative force. At the national state, the capital-intensive character of scientific research made world-class research the property of prosperous advanced nations. In the new century, a number of trends and technologies will lower the barriers to participation in science and technology again, both for individuals and for emerging countries. The result will be a renaissance of the serious amateurs, the growth of new scientific and technical centers of excellence in developing countries, and a more global distribution of world-class scientists and technologists.
- Transdisciplinary**  
In the last few centuries, natural philosophy and natural history fractured into the now-familiar disciplines of physics, chemistry, biology, and so on. The sciences evolved into their current form in response to intellectual and professional opportunities, philanthropic priorities, and economic and state needs. Through most of the 20th century, the growth of the sciences, and academic and career pressures, encouraged ever-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 phenomena 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 timely suggestion as a way of thinking about designing complex, robust technological systems. Finally, emergence is an accessible and vivid metaphor for understanding nature. Just as classical physics profited from popular treatments of Newtonian mechanics, we too will scientific study and technical reproductions of emergent phenomena that draw benefits from the popularization of its underlying concepts.

113 Years of Physical Review

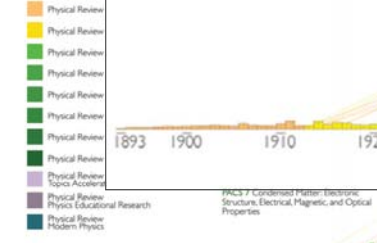
The evaluation aggregates 381977 articles published in 122 volumes of Physical Review from 1893 to 2005. The 10,300 articles published from 1973 to 1975 are not included in this map. In 1973 the Physical Review established the Physics and Astronomy Classification Scheme (PACS) codes and the traditional subdivisions into the four PACS sections. The 21,000 articles from 1973 to 2005, for which good citation data are available, are the middle layer on this map. The 86,000 articles from 2000 to 2005, for which good citation data is available, lie at the top of the map.

Each article bar is subdivided vertically into the journals that appear in it with height proportional to the number of papers that each journal's published horizontally (the middle layer of the journal appearing in the volume).

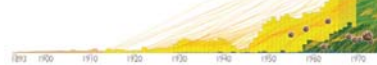
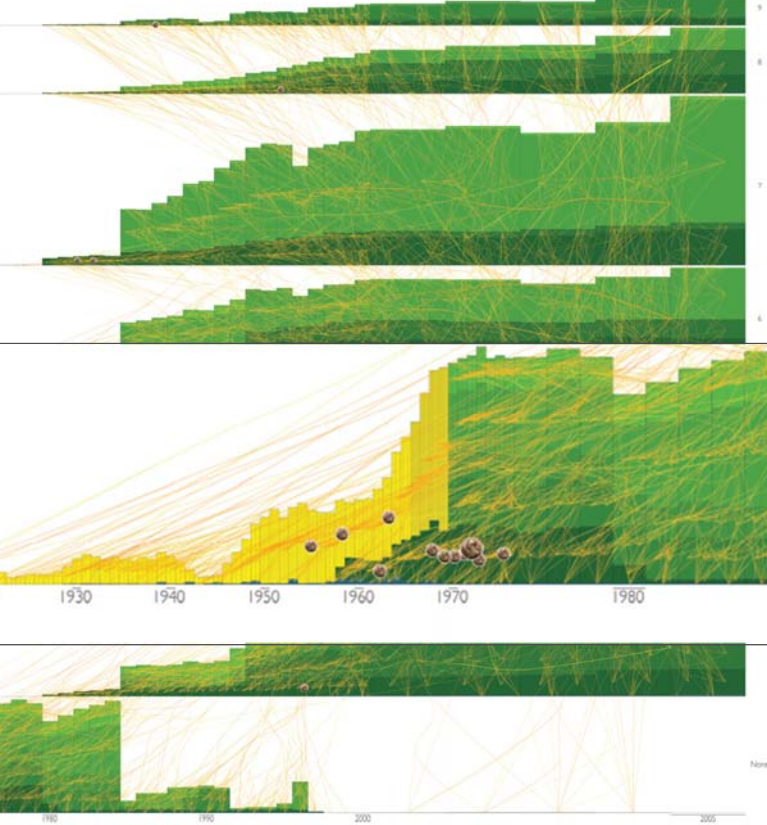
Nobel Prizes in Physical Review

- 2005 Roy J. Glauber, John L. Hall, and Theodor W. Hänsch (1962, 1971)
- 2004 David J. Gross, H. David Politzer, and Frank Wilczek (1973, Thomson CD successfully predicted a winner in this year, with the following paper: Gross CD, Politzer, F. Ultraviolet Behavior of Non-Abelian Gauge Theories, Physical Review Letters 16(16), 1336, 1973)
- 2003 Arthur J. Leggett (1970)
- 2002 Raymond Davis Jr., Masatoshi Koshiba, and Riccardo Giacconi (1962, 1968, 1987)
- 2001 Eric A. Cornell, Wolfgang Ketterle, and Carl E. Wieman (1995, 1996)
- 1998 Robert B. Laughlin (1982, 1983)
- 1997 Steven Chu and Claude Cohen-Tannoudji (1982, 1983)
- 1996 David M. Lee, C.
- 1995 Martin L. Perl
- 1994 Brian N. Cox
- 1990 Jerome I. Friedman

Bar Graph



PACS 7 Condensed Matter: Electronic Structure, Electrical, Magnetic, and Optical Properties



# MAPS OF SCIENCE

Forecasting Large Trends in Science

This map of science was constructed by sorting more than 16,000 journals into disciplines. Disciplines, represented as nodes, are sets of journals that cite a common literature. The links between disciplines are pairs of disciplines that share a common literature. A three-dimensional model was used to determine the position of each discipline on the surface of a sphere based on the linkages between disciplines. The model treats links the rubber bands, always trying to bring two disciplines close to each other. Pairs of disciplines without links tend to end up on different sides of the map.

The spherical map, which is not shown here, was unfolded in a Mercator projection (the same one used to show the continents of the earth) on a two-dimensional map, to give the large map shown below. This projection shows perspective of the entire map of science at once, but that the disciplines tend to stray along the middle of the map - if this were a map of the earth it would be like a single continent extending along the equator. There are no disciplines at the top (north pole) or the bottom (south pole). Mercator projections also introduce distortions. We tried to forget that the left side is connected to the right side, and assume that the middle is most important. In this map, the social sciences (yellow) on the right connect with the computer sciences (pink) on the left in one continuous swath.

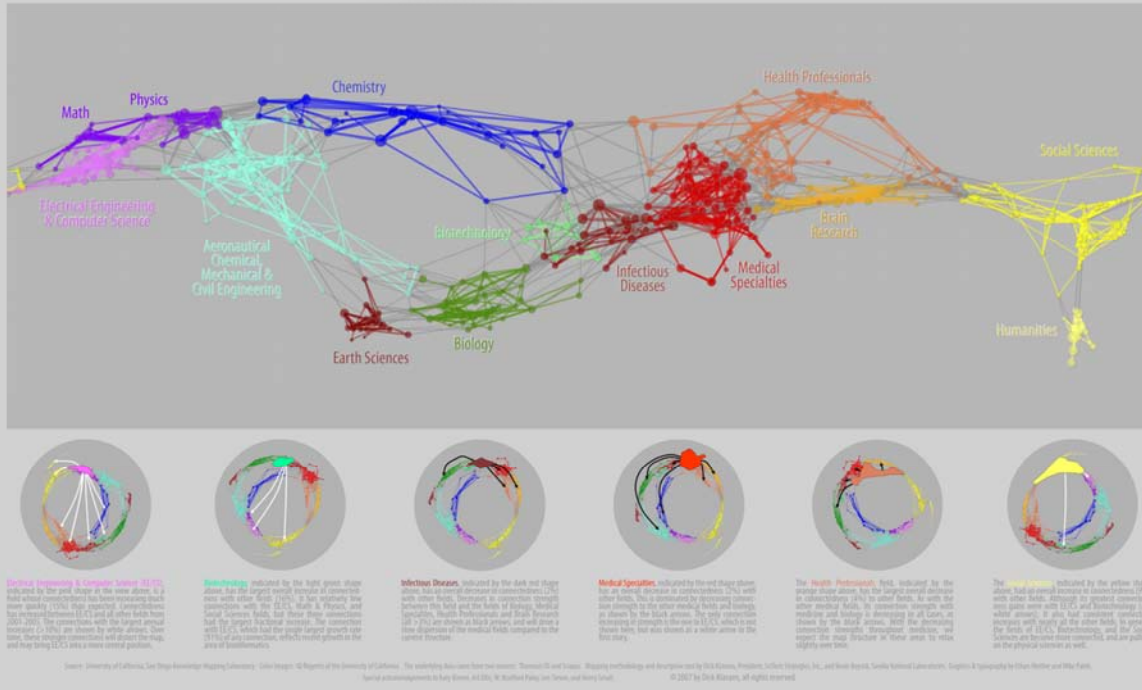
The six map projections shown at the bottom are images of what one would see if looking directly down at the south pole of the map, at six different stations. When viewed this way, the map looks like a wheel with an inner ring and outer ring. The wheel of science compounds very closely with the two-dimensional maps we have previously produced.

A visualization of 7.2 million scholarly documents appearing in over 16,000 journals, proceedings or symposia between Jan, 2001 and Dec, 2005

Calculations were performed using the large colored groupings of disciplines (fields) to determine a date of focus were likely to cause large shifts in the structure of paper over time. Correlation coefficients between fields were calculated for each individual year, 2001-2005. A simple regression analysis was conducted to see if there were significant changes in these correlation coefficients from year to year.

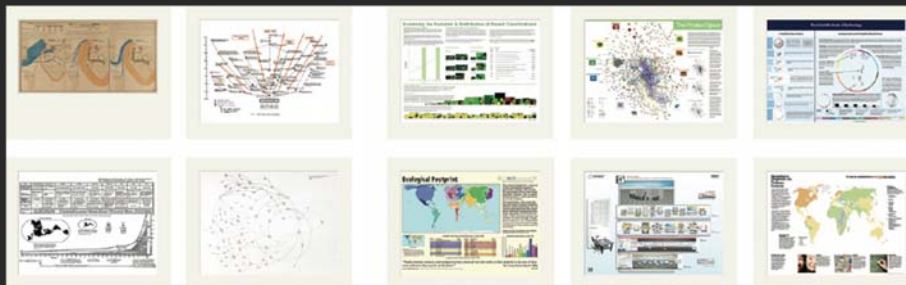
If the structure of science shows below it moving toward stability, we would expect connections between neighboring fields to increase, and connections between distant fields to decrease. We found the opposite, suggesting that the underlying structure is unstable and likely to change dramatically over the next decade.

Six nodes, representing how the structure is likely to change, are provided below. Maps with white arrows represent instances of distant fields that are likely to be pulled closer to each other in the future. Maps with dark arrows represent fields that are currently close but that are likely to become more dispersed. We expect that larger maps of science will show changes in structure corresponding to these observations. Medicine will disperse slightly, while the physical sciences will tighten and draw closer to the medical fields.



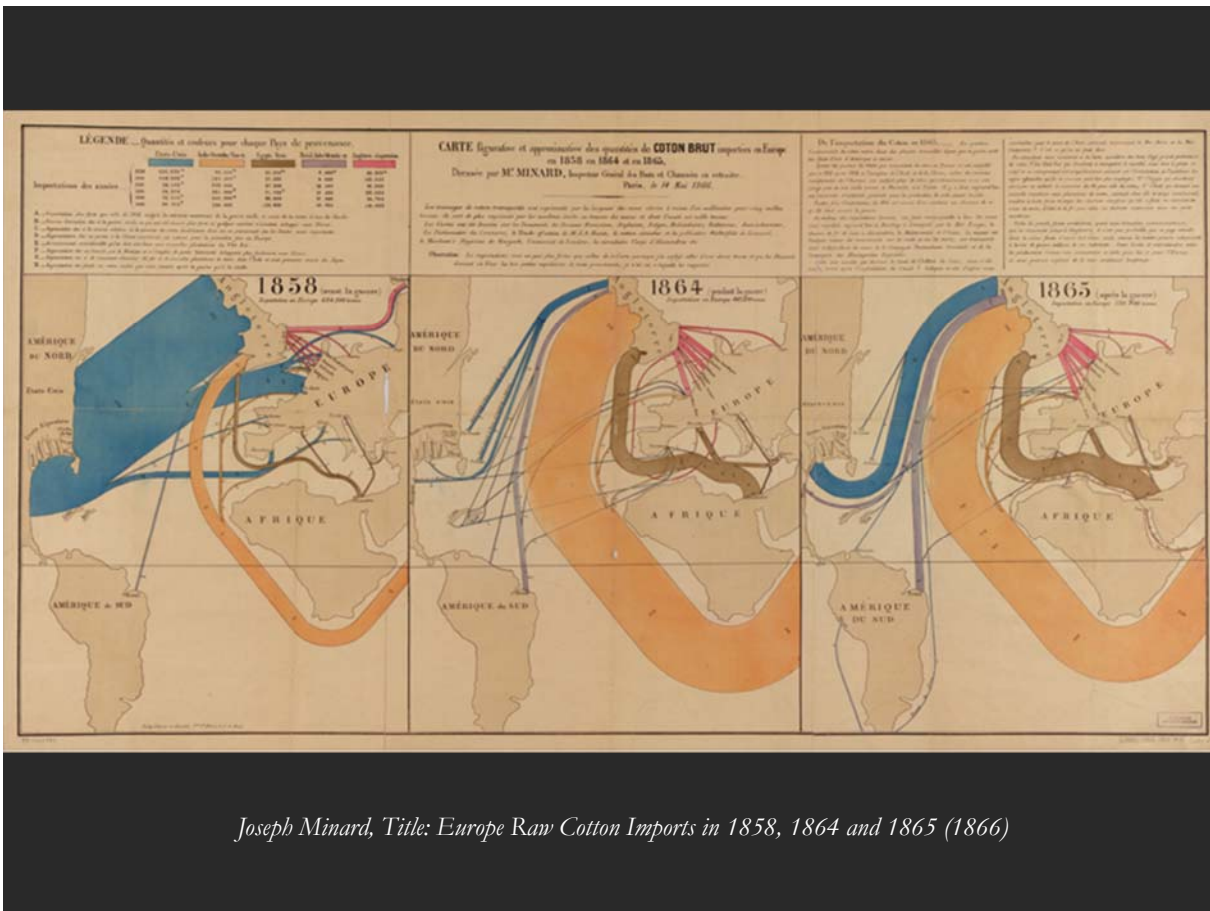
## Science Maps for Economic Decision Making

Four Existing Maps  
VERSUS  
Six Science Maps



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





Joseph Minard, Title: Europe Raw Cotton Imports in 1858, 1864 and 1865 (1866)

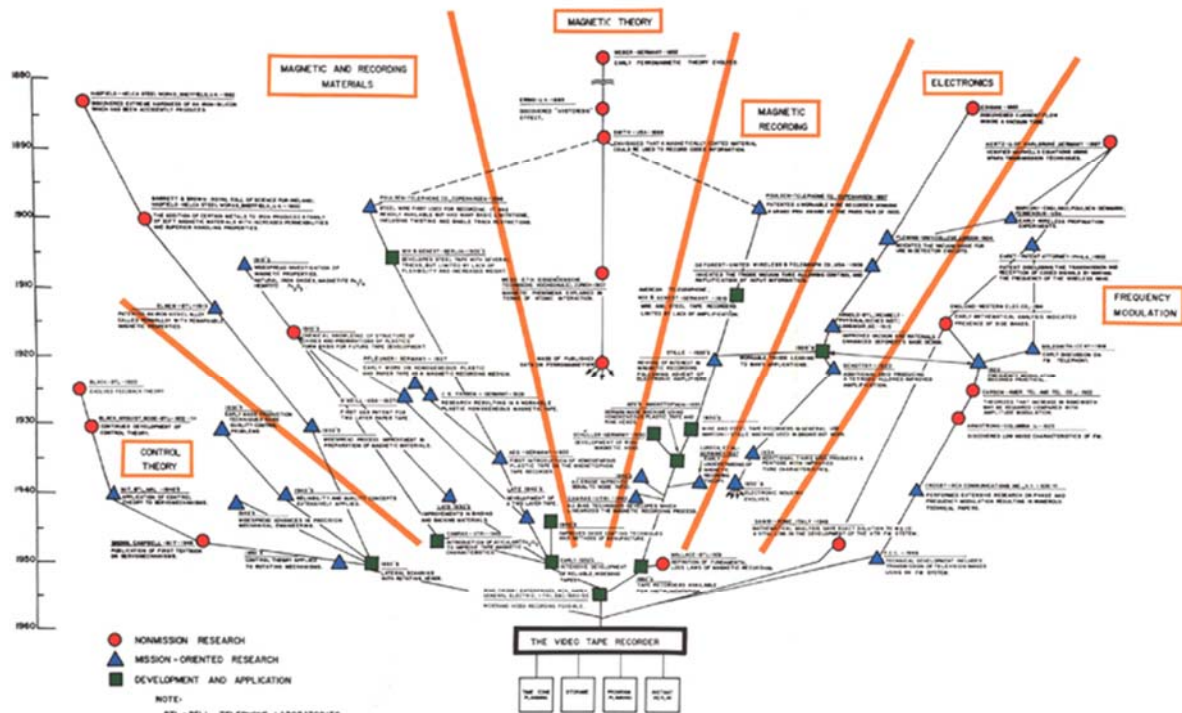
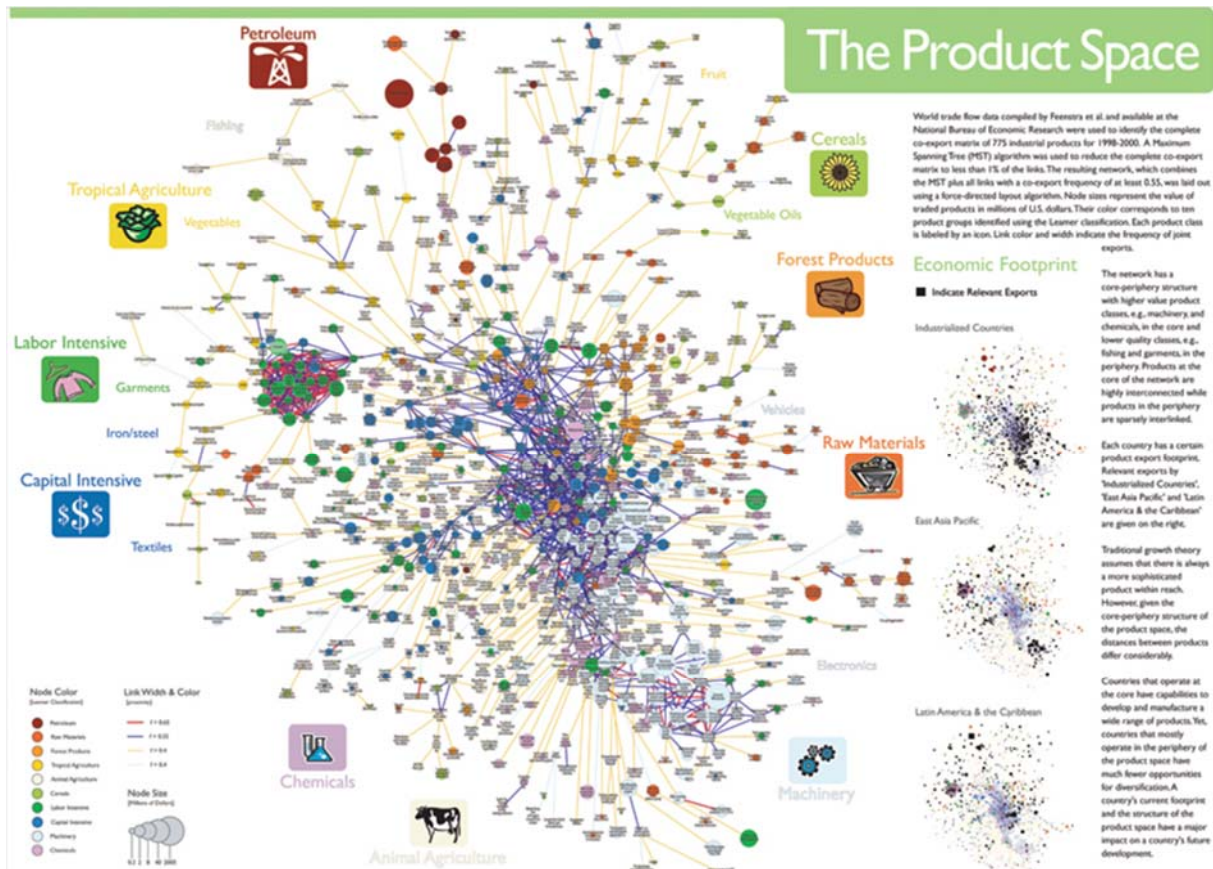


FIG. 7. THE VIDEO TAPE RECORDER

What insight needs to economic decision makers have?

What data views are most useful?





# 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, 2010

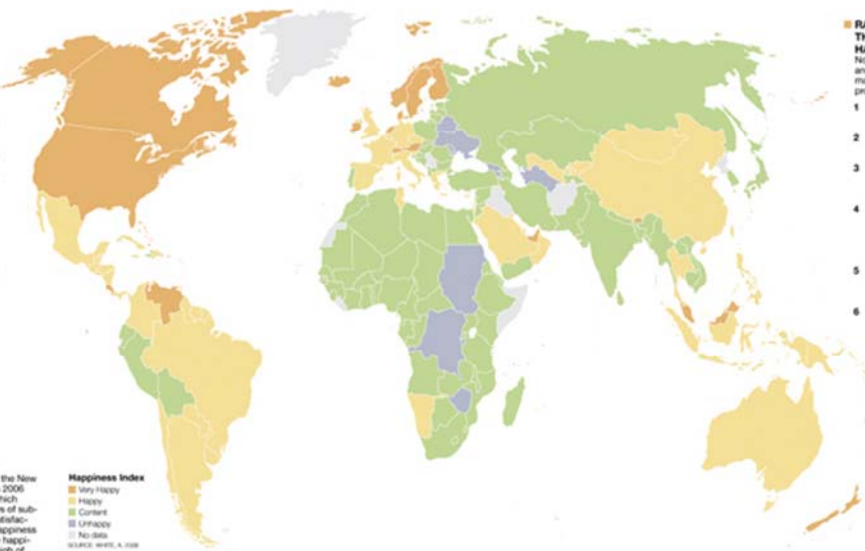
Social scientists are starting to include relative happiness with hard data on economic status, health, and other factors as they assess quality of life. They rely on surveys of "subjective well-being"—how good people feel about their lives. A world map of one "happiness index" shows many, but not all, 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.

### 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).

**Happiness Index**  
 ■ Very Happy  
 ■ Happy  
 ■ Content  
 ■ Unhappy  
 ■ No data  
SOURCE: WFP, A. FISHER



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

### 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. Switzerland, 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 about 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.

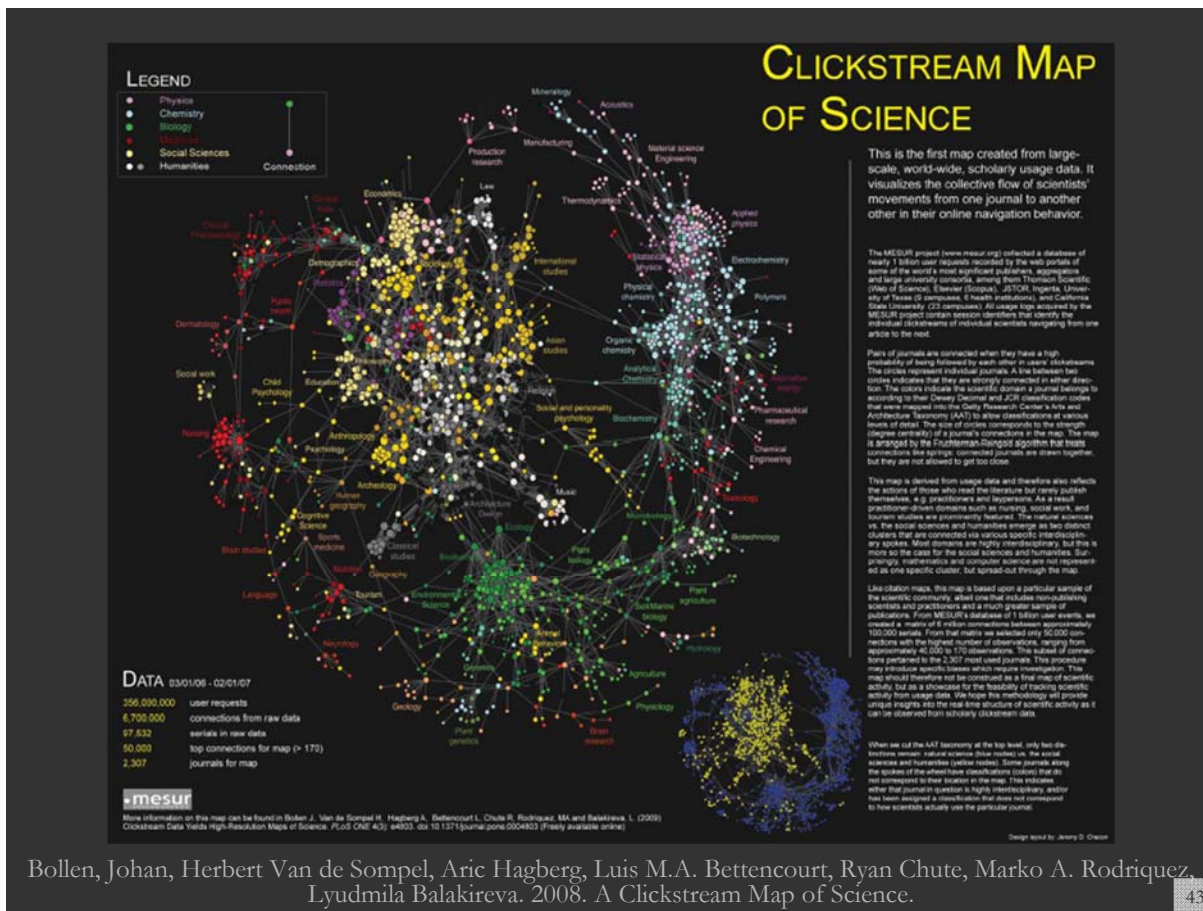
PHOTOS: SHUTTERSTOCK/ANDREW HARRIS; GETTY IMAGES/ANDREW HARRIS

# Science Maps for Science Policy Making

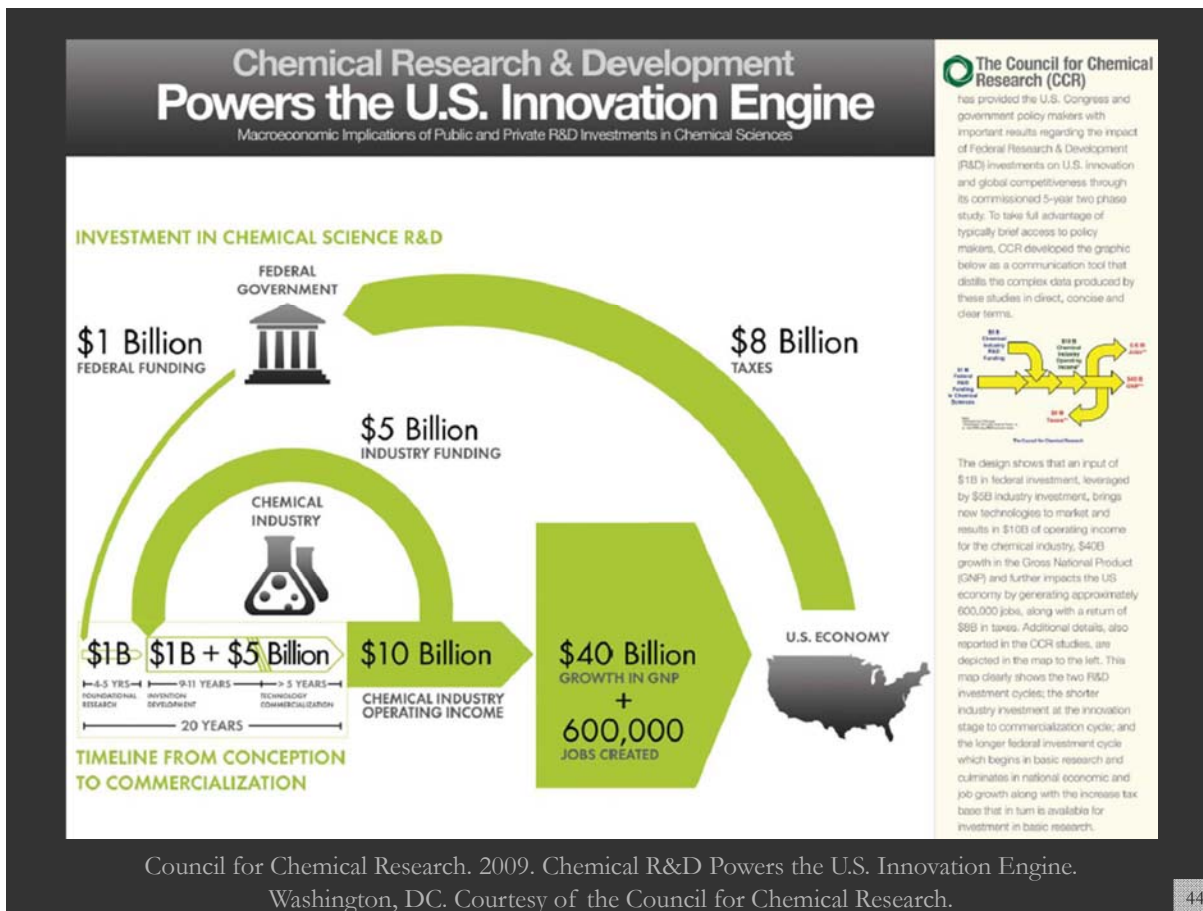
Four Existing Maps  
**VERSUS**  
 Six Science Maps



*(5<sup>th</sup> Iteration of Places & Spaces Exhibit - 2009)*

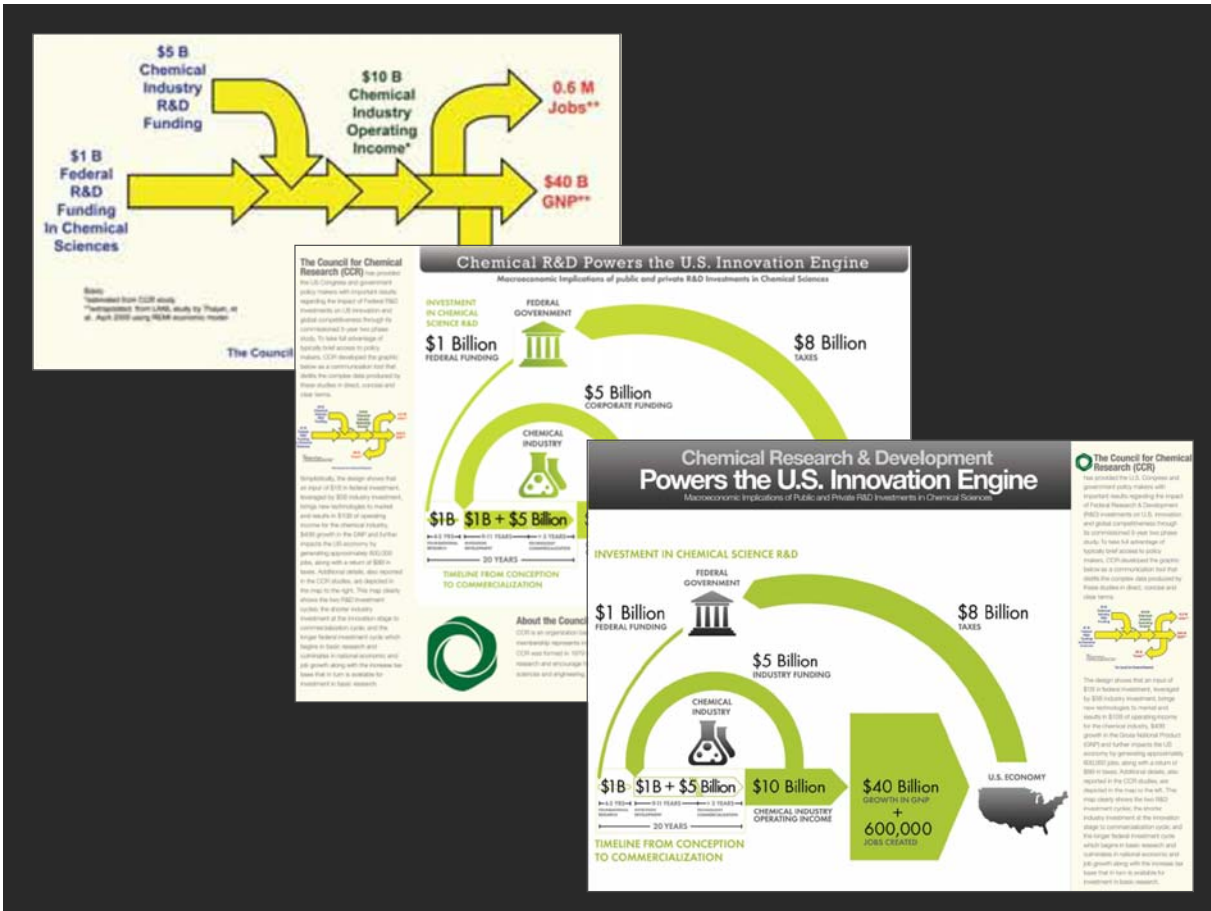


Bollen, Johan, Herbert Van de Sompel, Aric Hagberg, Luis M.A. Bettencourt, Ryan Chute, Marko A. Rodriguez, Lyudmila Balakireva. 2008. A Clickstream Map of Science. 43



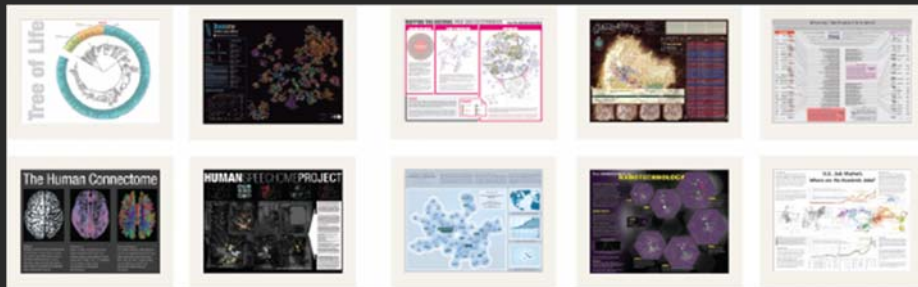
Council for Chemical Research. 2009. Chemical R&D Powers the U.S. Innovation Engine. Washington, DC. Courtesy of the Council for Chemical Research. 44





# Science Maps for Scholars

Four Existing Maps  
VERSUS  
Six Science Maps



(6<sup>th</sup> Iteration of Places & Spaces Exhibit – 2010)





# Science Maps as Visual Interfaces to Digital Libraries

## Four Existing Maps VERSUS Six Science Maps



*(7<sup>th</sup> Iteration of Places & Spaces Exhibit – 2011)*

## WIRED SCIENCE

NEWS FOR YOUR NEURONS



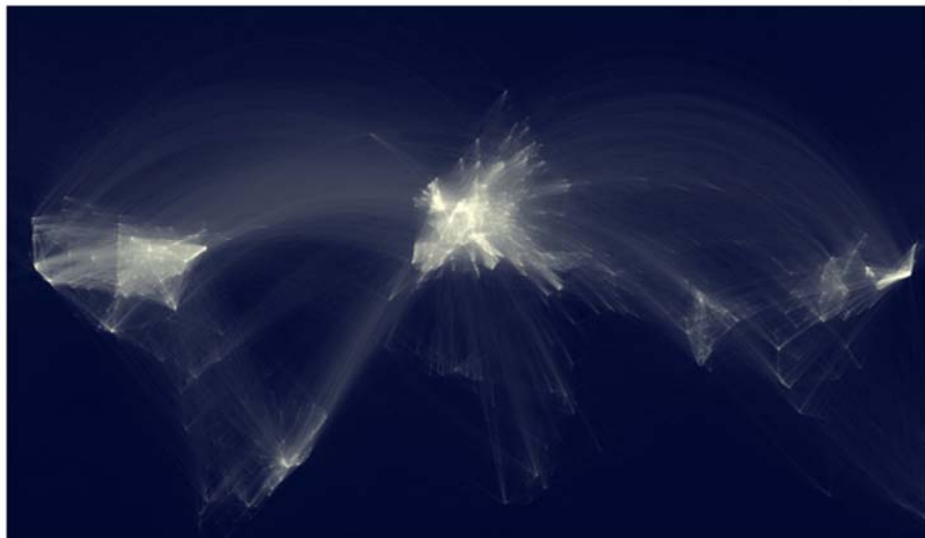
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### Data as Art: 10 Striking Science Maps

By [Dave Mosher](#)  March 8, 2011 | 7:00 am | Categories: [Art](#), [Tech](#)

[<< Previous](#) | [Next >>](#)



# MONDOTHÈQUE

A MULTIMEDIA DESK IN A GLOBAL INTERNET

Paul Otlet (1868-1944), visionary Belgian lawyer fascinated by the problems of access to global knowledge, is often acknowledged as a pioneer of the Internet. His design of 1936 for a multimedia desk for home use, the Mondothèque, integrated access to new documentary formats including multimedia substitutes for traditional books involving all available communications technologies such as microfilm, gramophone, radio and TV. A major resource was a new form of visual encyclopedia, the Encyclopædia Universalis Mundaneum. Connected by the Mondothèque to a network of global collections (Species Mundaneum), the user could access and engage in the international production and dissemination of knowledge.

## Paul Otlet Mondothèque

June 8, 1936 | 64 x 67 cm  
Pen and ink on transparent paper  
POM 45/104 21.61  
© Mundaneum Maastricht

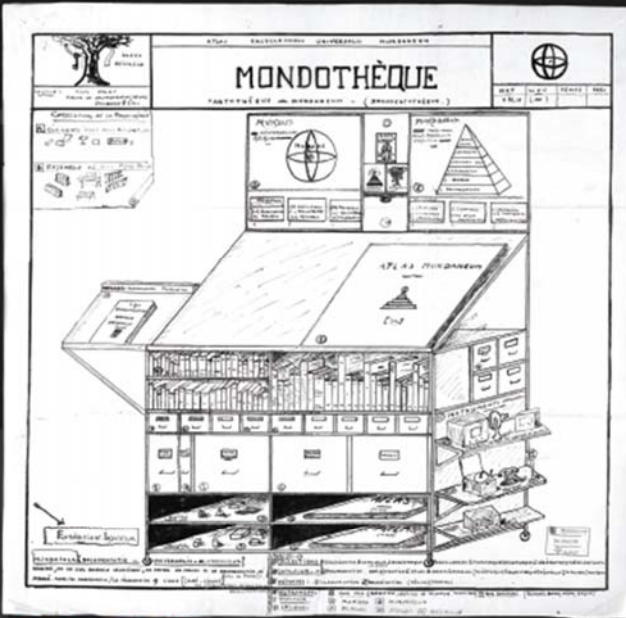
The Mondothèque is a multimedia desk with spaces for essential books, with offices in the form of sheet encyclopaedias, for small freestanding objects and with drawers for bibliographical cards and numerous ordered according to the index of the Universal Decimal Classification system. On its shelves of communication and broadcasting instruments, such as radio, telephone, microphone and film equipment.

\*Oilet's original drawing is on light grey tracing paper. This has been lightened here for legibility and printing purposes.



Paul Otlet  
Species Mundaneum  
January 16, 1937 | 21 x 28 cm  
pen and ink on transparent paper  
EUM 85/4  
© Mundaneum Maastricht

See: Paul Otlet, A Mondothèque - A multimedia desk in a global internet  
Oulet, Paul (1868-1944), *Species Mundaneum*, Technica, E. H. Boyd, Rotterdam, University of Maastricht, Maastricht  
Administrative: Mundaneum Maastricht, Maastricht  
Graphic design: Lucien Kruger, Maastricht, 1937, with the collaboration of Hubert J. Steyer



## MUNDOTECA {Documentatio-Universalis-Mundaneum}

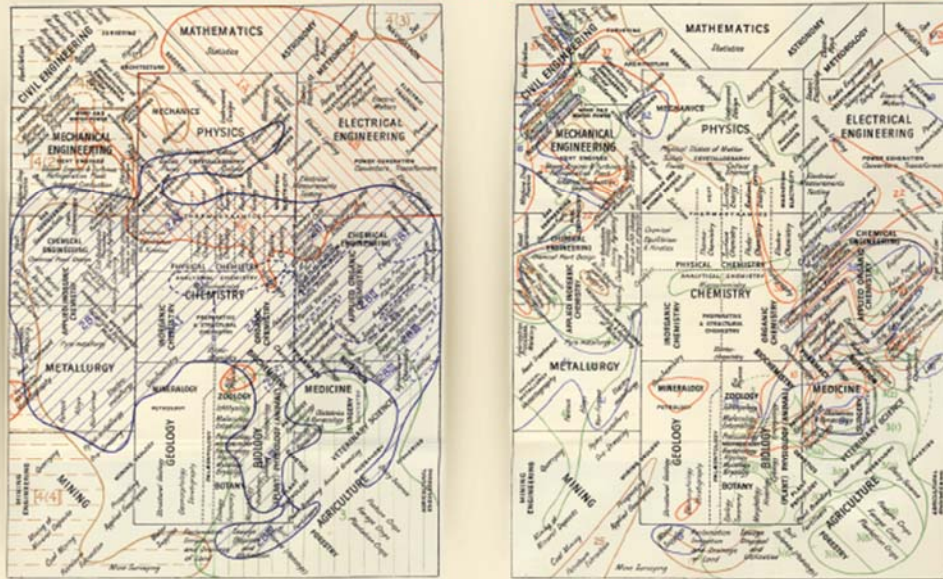
BRINGING TOGETHER OF ALL KINDS OF DOCUMENTATION - (THE 16 KINDS) IN A SINGLE ORDERED GROUPING

An aptly for: (1) conservation, (2) presentation, (3) use (specific or general) - systematic developments in furniture, buildings, galleries.

- COMPONENTS**
- 1. **INDEXING** - 1 Bibliography - 2 Index Catalogue - 3 Library - 4 Encyclopaedia - 5 Photographic Library - 6 Book Library - 7 Film Library - 8 Musical Library - 9 Administration - 10 Periodicals - 11 Archives - 12 Library of Manuscripts, Archives, Prints, and Photographs - 13 Objects - 14 Study Library of Research Objects - 15 Scientific - 16 Music
  - 2. **CLASSIFICATION** - of the Mundaneum for all kinds of documentation
  - 3. **ORGANIZATION** - A Classification - B Organization (Plan, Manual)
  - 4. **INSTRUMENTS** - A Use with Projection, Microfilm reader, Television - B Use with (Telephone, Photograph, Microphone, Radio)
  - 5. **ACCESS** - A Guide of Area - B Desk (from movement) - C Gate

Paul Otlet (1936/37) Mondothèque. Multimedia Desk in a Global Internet.

## TWO CHARTS ILLUSTRATING SOME OF THE RELATIONS BETWEEN THE BRANCHES OF NATURAL SCIENCE & TECHNOLOGY BY H.J.T. ELLINGHAM. 1948



ABSTRACTS OR GROUPS OF ABSTRACTS COVERING A VERY WIDE FIELD-OVERLAY 1

- 1. **ABSTRACTS OR GROUPS OF ABSTRACTS COVERING A VERY WIDE FIELD-OVERLAY 1**
- 2. **OTHER SETS OF ABSTRACTS OVERLAY 2**

OTHER SETS OF ABSTRACTS OVERLAY 2

- 1. **ABSTRACTS OR GROUPS OF ABSTRACTS COVERING A VERY WIDE FIELD-OVERLAY 1**
- 2. **OTHER SETS OF ABSTRACTS OVERLAY 2**

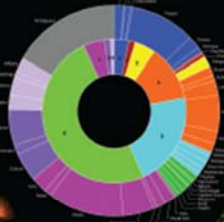
H.J.T. Ellingham (1948) A Chart Illustrating Some of the Relations between the Branches of Natural Science and Technology.



# DESIGN VS. EMERGENCE: VISUALIZATION OF KNOWLEDGE ORDERS

## WIKIPEDIA'S CATEGORY STRUCTURE

The Wikipedia category structure is a complex, hierarchical tree of categories. The categories are organized into a tree structure, with the root category being 'Wikipedia:Categories'. The tree is color-coded by category, with each color representing a different area of knowledge. The categories are organized into a tree structure, with the root category being 'Wikipedia:Categories'. The tree is color-coded by category, with each color representing a different area of knowledge.

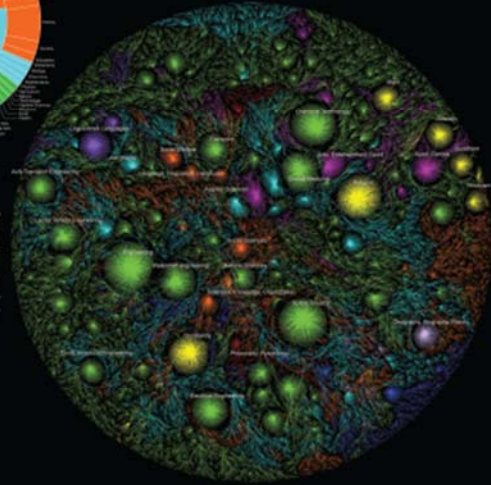


## CATEGORY DISTRIBUTION OF WIKIPEDIA & UDC

This figure shows the distribution of Wikipedia's top categories across the UDC classes. The length of each bar indicates the number of Wikipedia categories that fall into that UDC class. The bars are color-coded to match the categories in the treemap.

## UNIVERSAL DECIMAL CLASSIFICATION

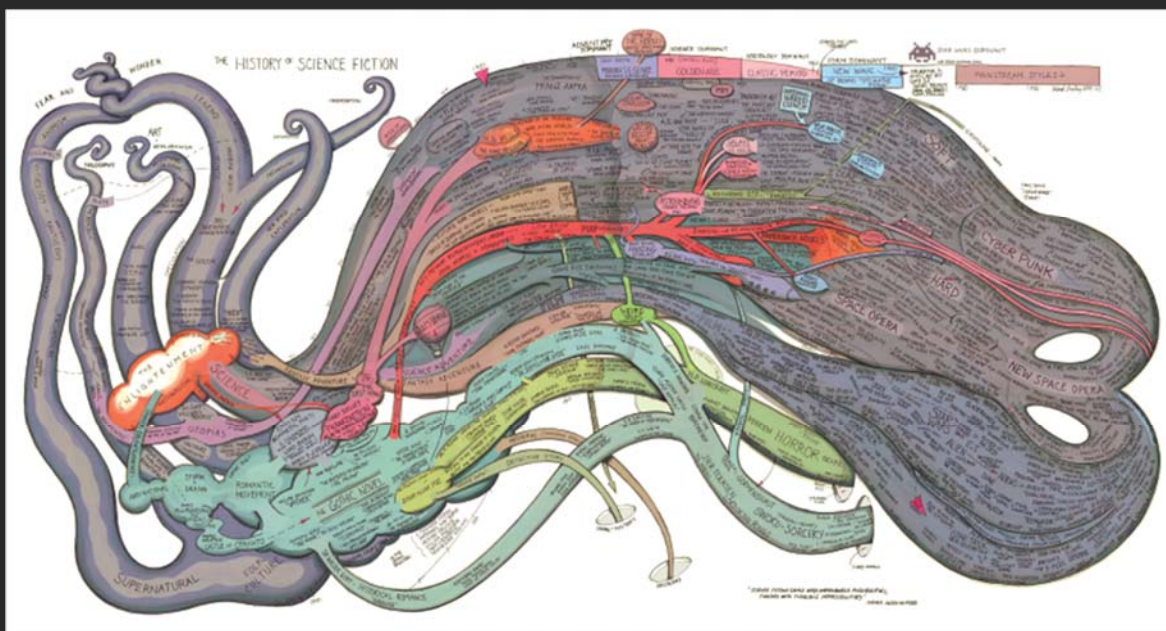
The UDC is a hierarchical system of knowledge classification. It is based on the Dewey Decimal Classification (DDC) and is used by libraries and other organizations to organize their collections. The UDC is a hierarchical system of knowledge classification. It is based on the Dewey Decimal Classification (DDC) and is used by libraries and other organizations to organize their collections.



## WIKIPEDIA TO UDC: BAR CHART

This bar chart shows the distribution of Wikipedia's top categories across the UDC classes. The length of each bar indicates the number of Wikipedia categories that fall into that UDC class. The bars are color-coded to match the categories in the treemap.

Almila Akdag Salah, Cheng Gao, Krzysztof Sucheci, and Andrea Scharnhorst (2011) Design vs. Emergence: Visualization of Knowledge Orders.



Ward Shelley. 2011. History of Science Fiction.

The local host at the University of North Texas (UNT) is **Kathryn Masten**, Associate Director of the Texas Center for Digital Knowledge (TxCDK). Many thanks go to **William Moen**, Director, Texas Center for Digital Knowledge (TxCDK).



Major UNT sponsors of the exhibit are the **College of Information, UNT Libraries, and the Office of Research & Economic Development (ORED)**. Additional UNT sponsors include the **Center for the Study of Interdisciplinarity (CSID), Center for Student Affairs (CSA), College of Visual Arts & Design (CVAD), Research and Visualization Environment (RAVE), and the Elm Fork Education Center.**

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







Contact the map makers or the exhibit curators:

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References

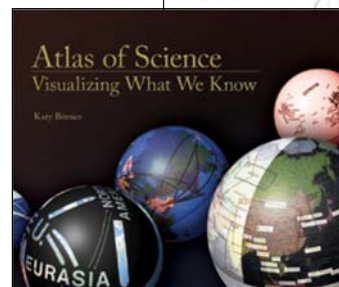
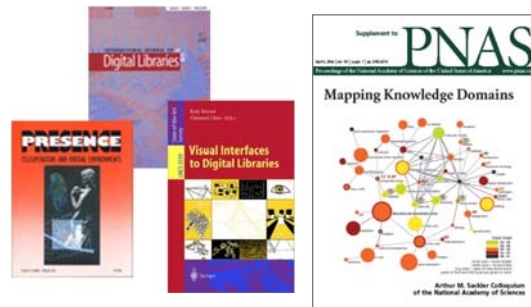
Börner, Katy, Chen, Chaomei, and Boyack, Kevin. (2003). **Visualizing Knowledge Domains**. In Blaise Cronin (Ed.), *ARIST*, Medford, NJ: Information Today, Volume 37, Chapter 5, pp. 179-255. <http://ivl.slis.indiana.edu/km/pub/2003-borner-arist.pdf>

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

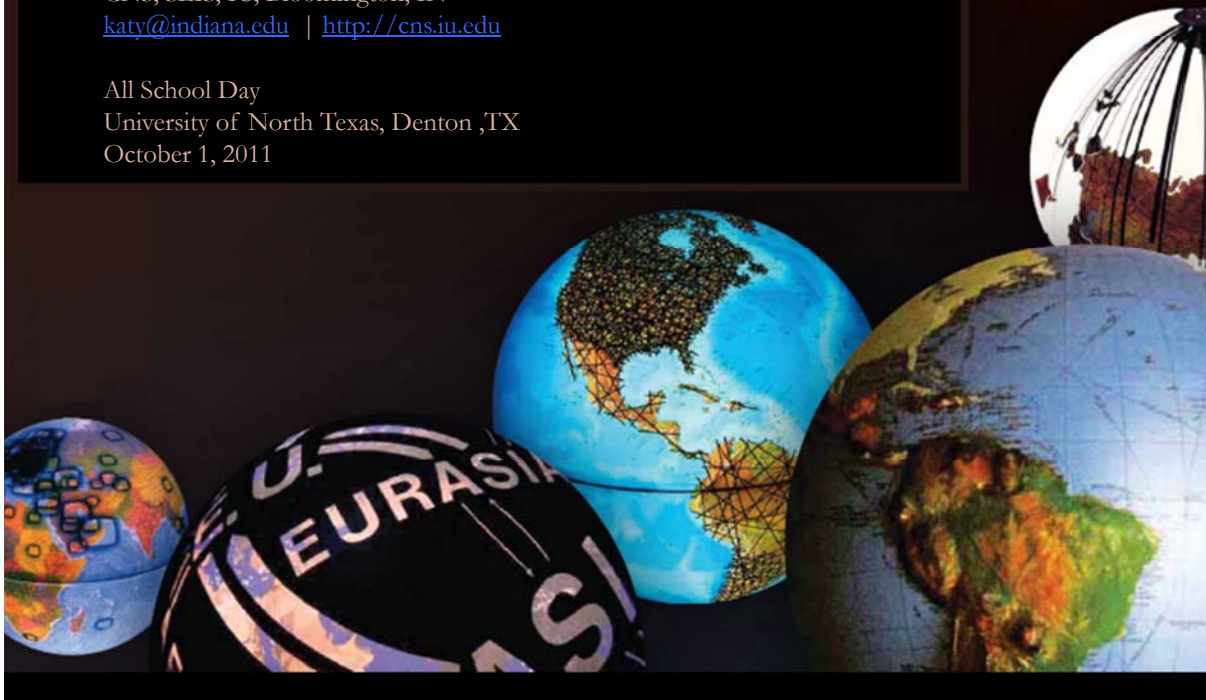
Scharnhorst, Andrea, Börner, Katy, van den Besselaar, Peter (2011) **Models of Science Dynamics**. Springer Verlag.



# Atlas of Science

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



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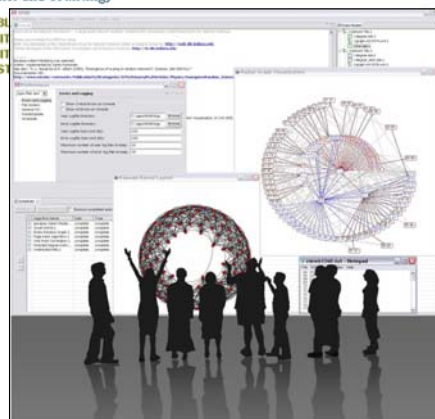


Fumbling the Future

Computer and  
Information Science  
and Engineering:  
One Discipline,  
Many Specialties

B.Y.O.C (1,342  
Times and Counting)

TABU  
DIGIT  
DIGIT  
PAST



Börner, Katy. (2011).  
*Plug-and-Play Macroscopes.*  
*Communications of the*  
*ACM*, 54(3), 60-69.



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



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



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



Epidemics Cyberinfrastructure  
<http://epic.cns.iu.edu>





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MAPPING SCIENCE



technology

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 **Places & Spaces: Mapping Science**  
Ingo Gunther's globes are lighting up and the Illuminated Diagrams are now in action at UNT.



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