ESOF 2014 COPENHAGEN

Vetenskap & Allmänhet

Technical University of Denmark

DTU

Welcome

Should science always be open?

13:30 - 14:45 // June 25 2014
Glyptotek Hall, Carlsberg Museum

Please take a seat in any of the available tables
Avoid sitting next to people you already know

Twitter hashtag: **#ESOFopenness**

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Introduction

Session organisers:

Cissi Askwall

Pedro Parraguez

Ivo Grigorov

Mikael K. Elbæk

Speakers

Mike Taylor → **Open Access**

Roland Harwood → **Open Innovation**

Karin Larsdotter & Kaare Christensen
→ **Public Sector Open Data**

Panel facilitation

Carl Johan Sundberg

SHORT PRESENTATIONS

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MIKE TAYLOR

Open Access

#ESOFopenness

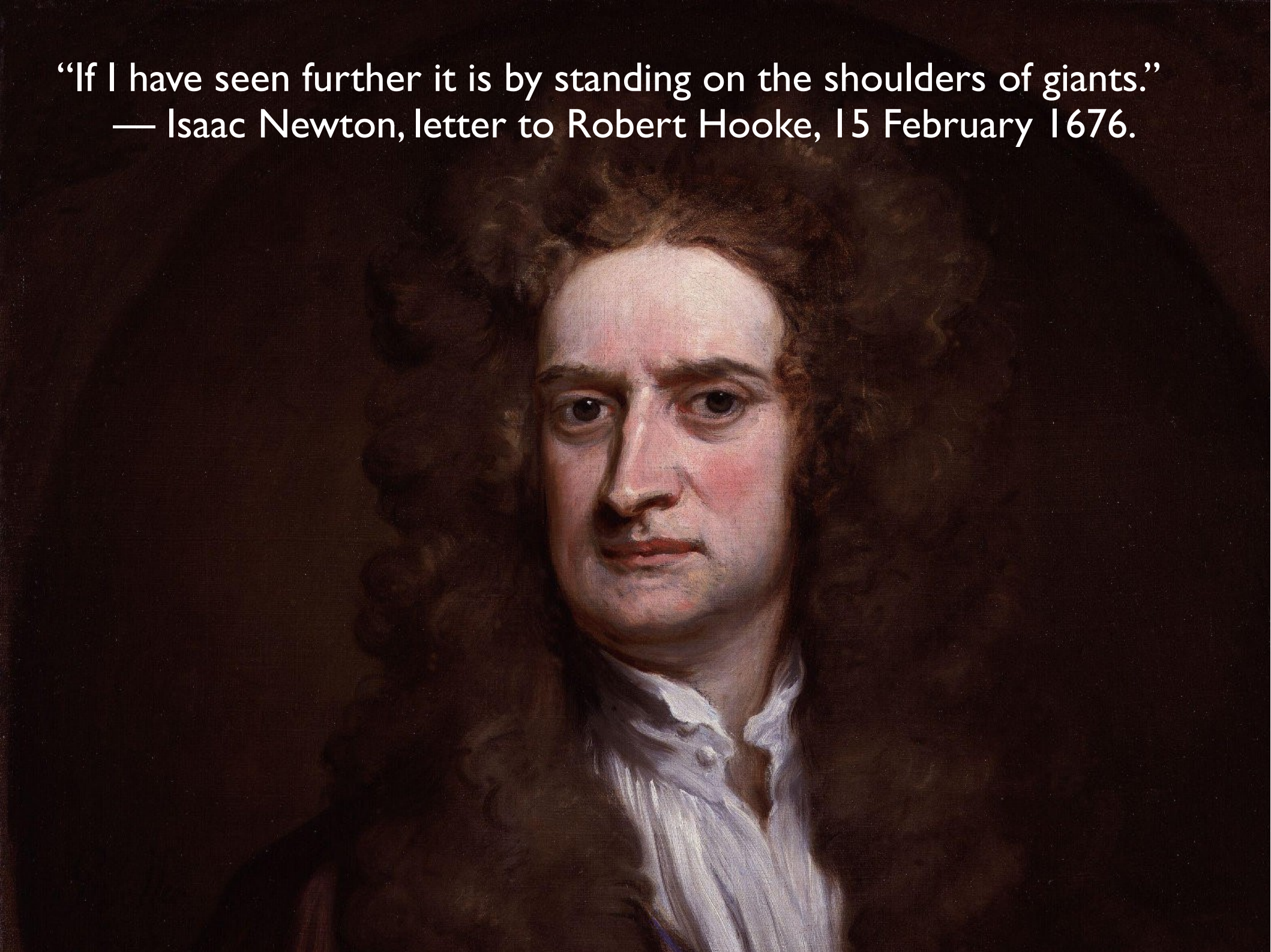
Should science always be open?

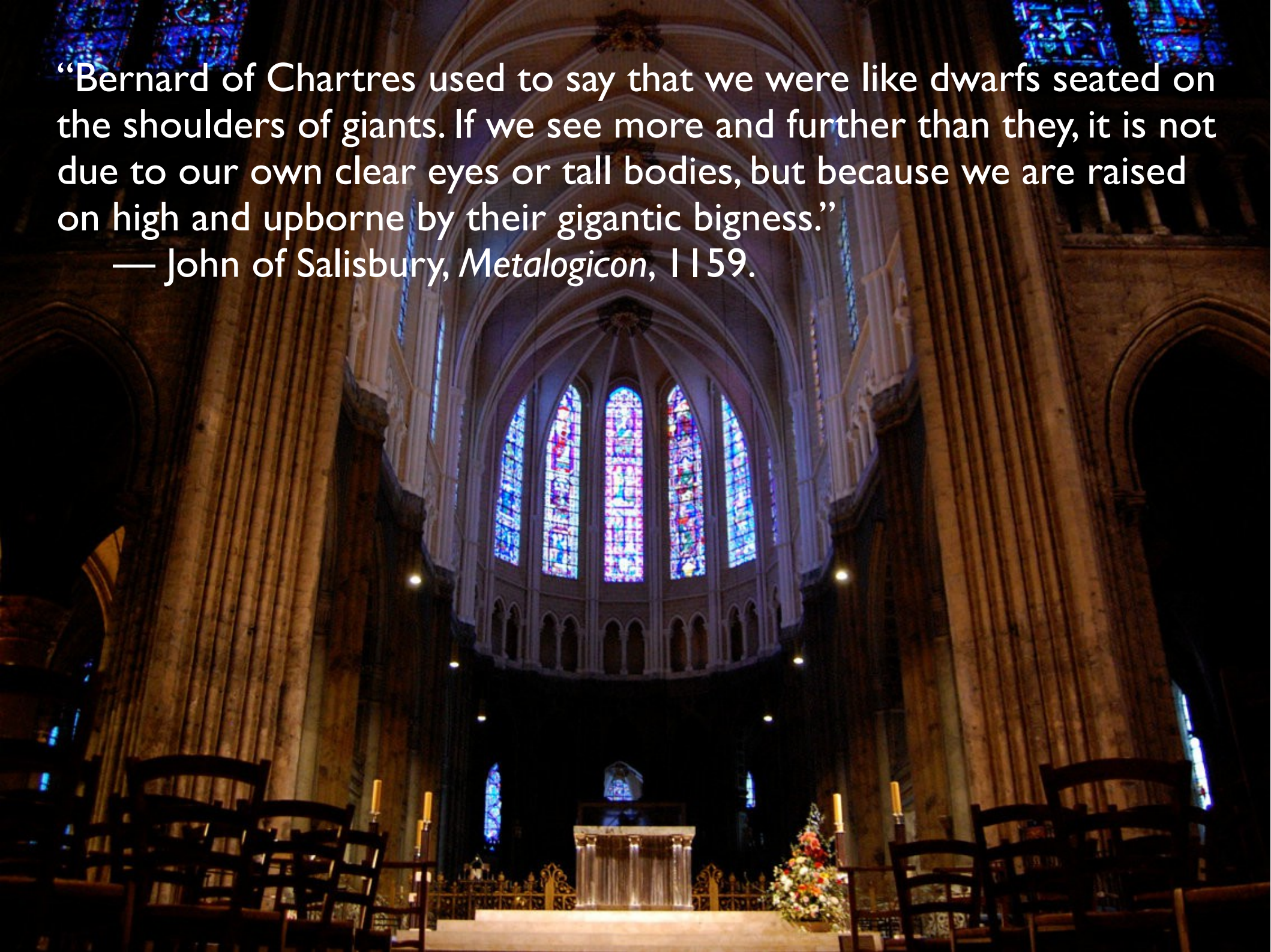
Mike Taylor

Department of Earth Sciences, University of Bristol, UK
—*and*— Index Data Aps, Copenhagen, Denmark

mike@miketaylor.org.uk
@MikeTaylor

"If I have seen further it is by standing on the shoulders of giants."
— Isaac Newton, letter to Robert Hooke, 15 February 1676.




"Bernard of Chartres used to say that we were like dwarfs seated on the shoulders of giants. If we see more and further than they, it is not due to our own clear eyes or tall bodies, but because we are raised on high and upborne by their gigantic bigness."
— John of Salisbury, *Metalogicon*, 1159.

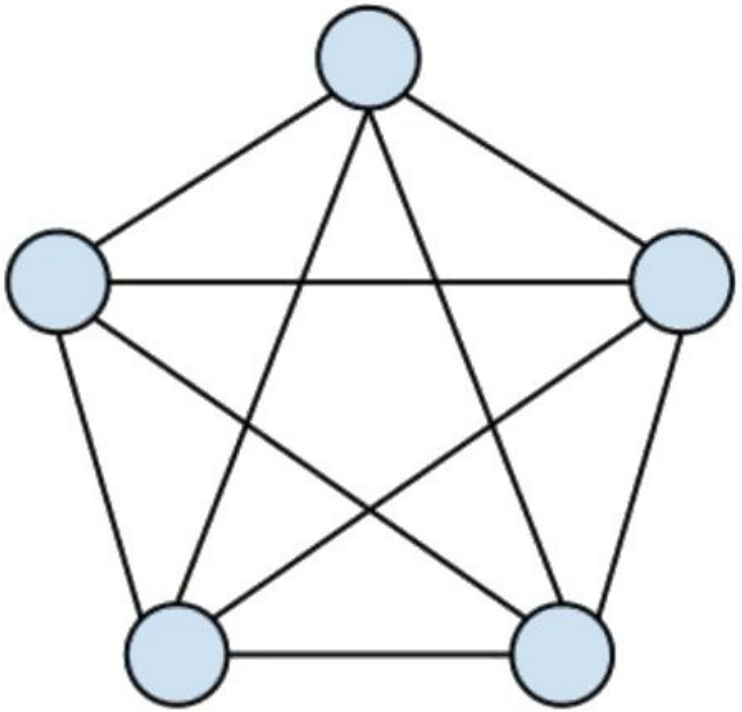
Where progress comes from

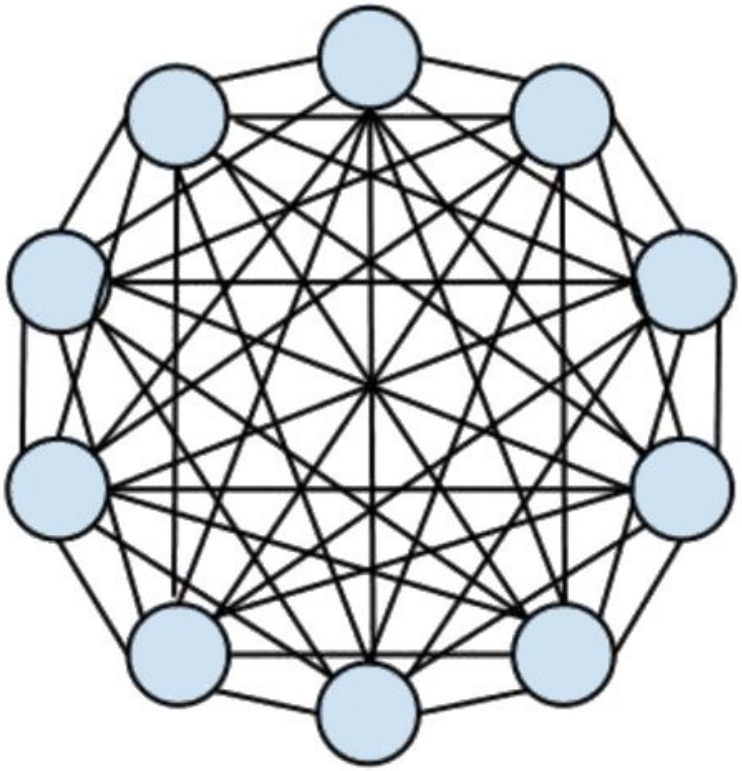
Silicon Valley

The Impressionist painters

Renaissance Florence

Network effects hugely increase the value of research.

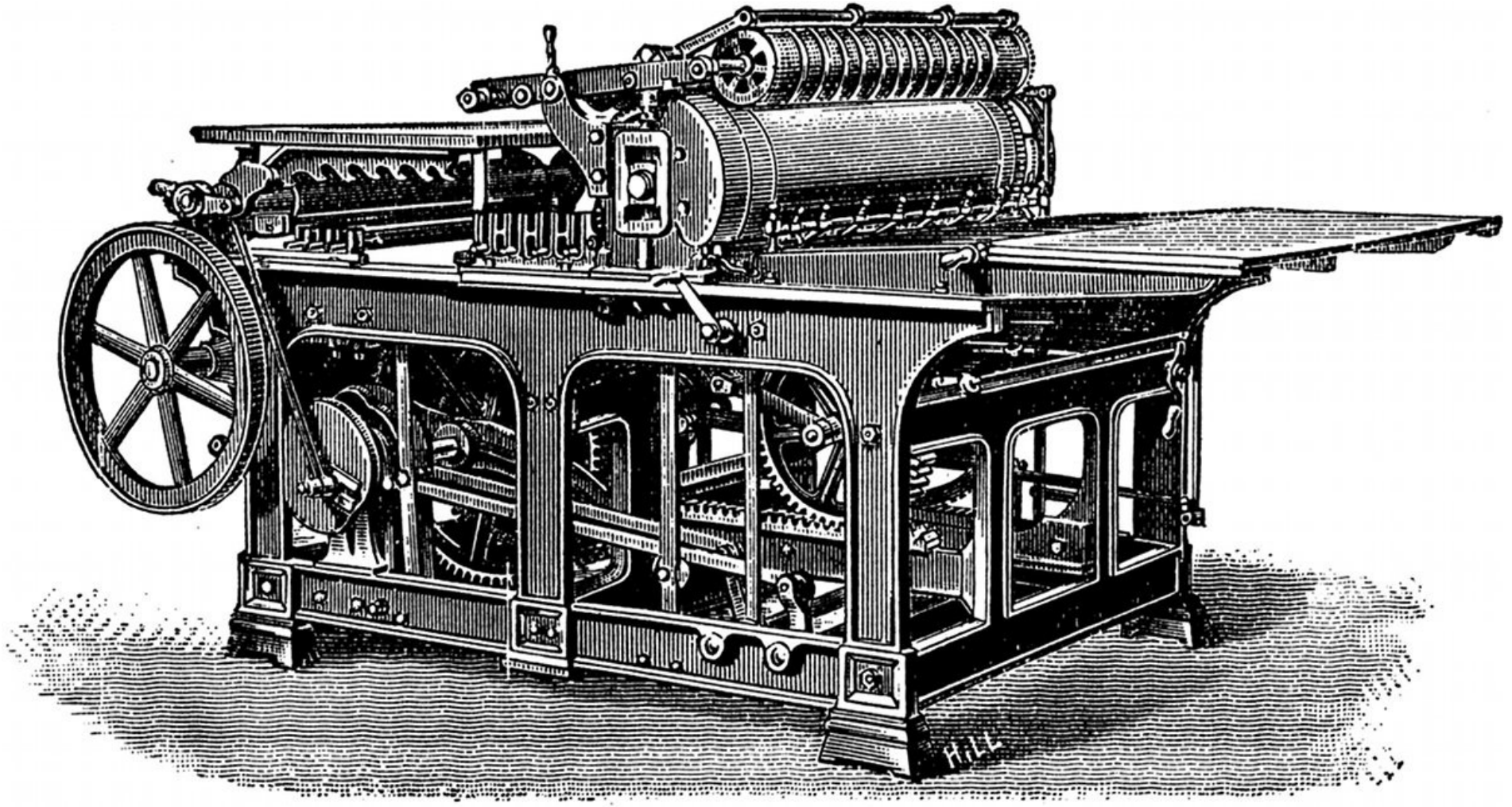




$$y \propto x^2$$

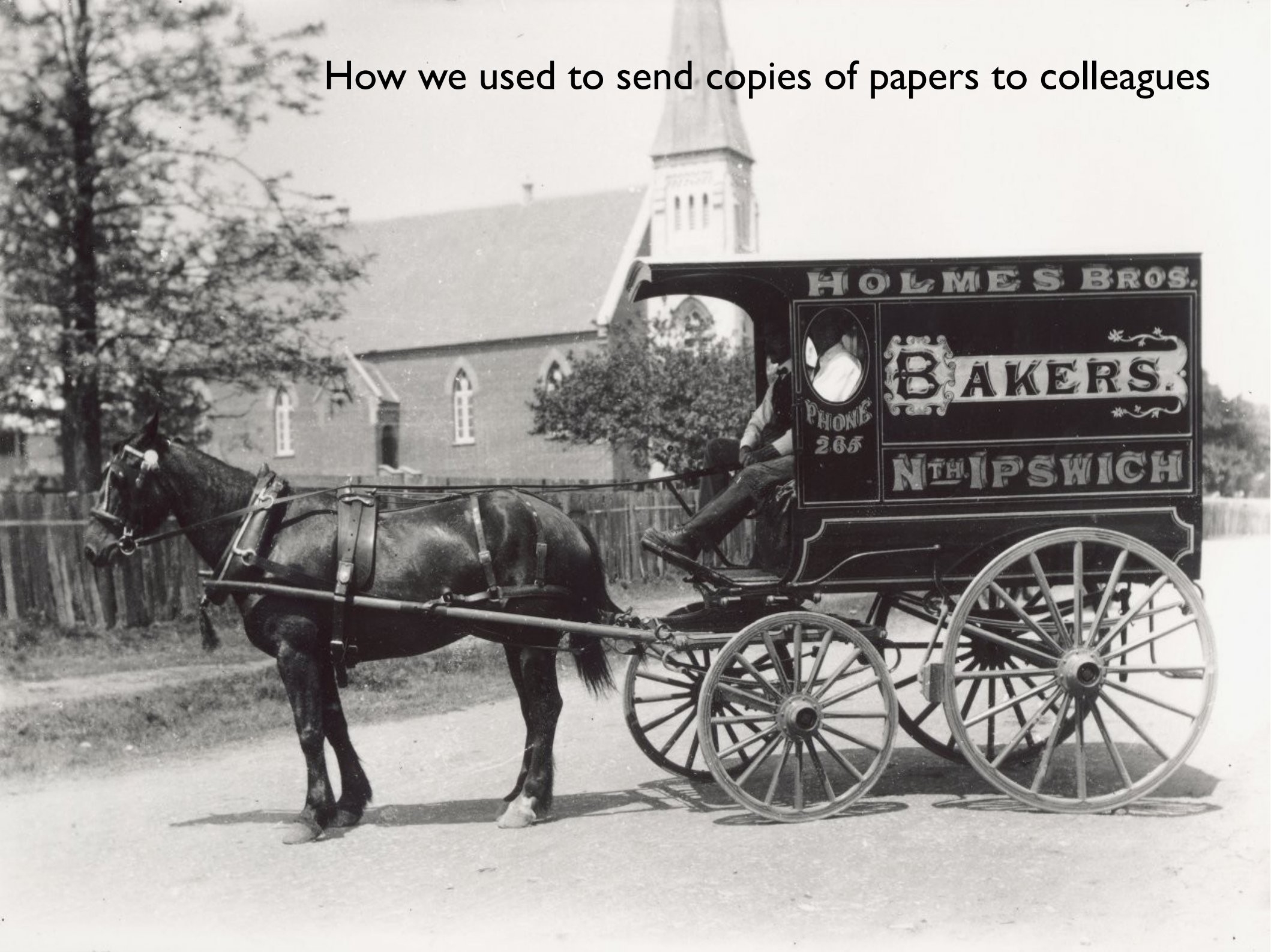
So the natural tendency is to share

How we used to make copies of papers

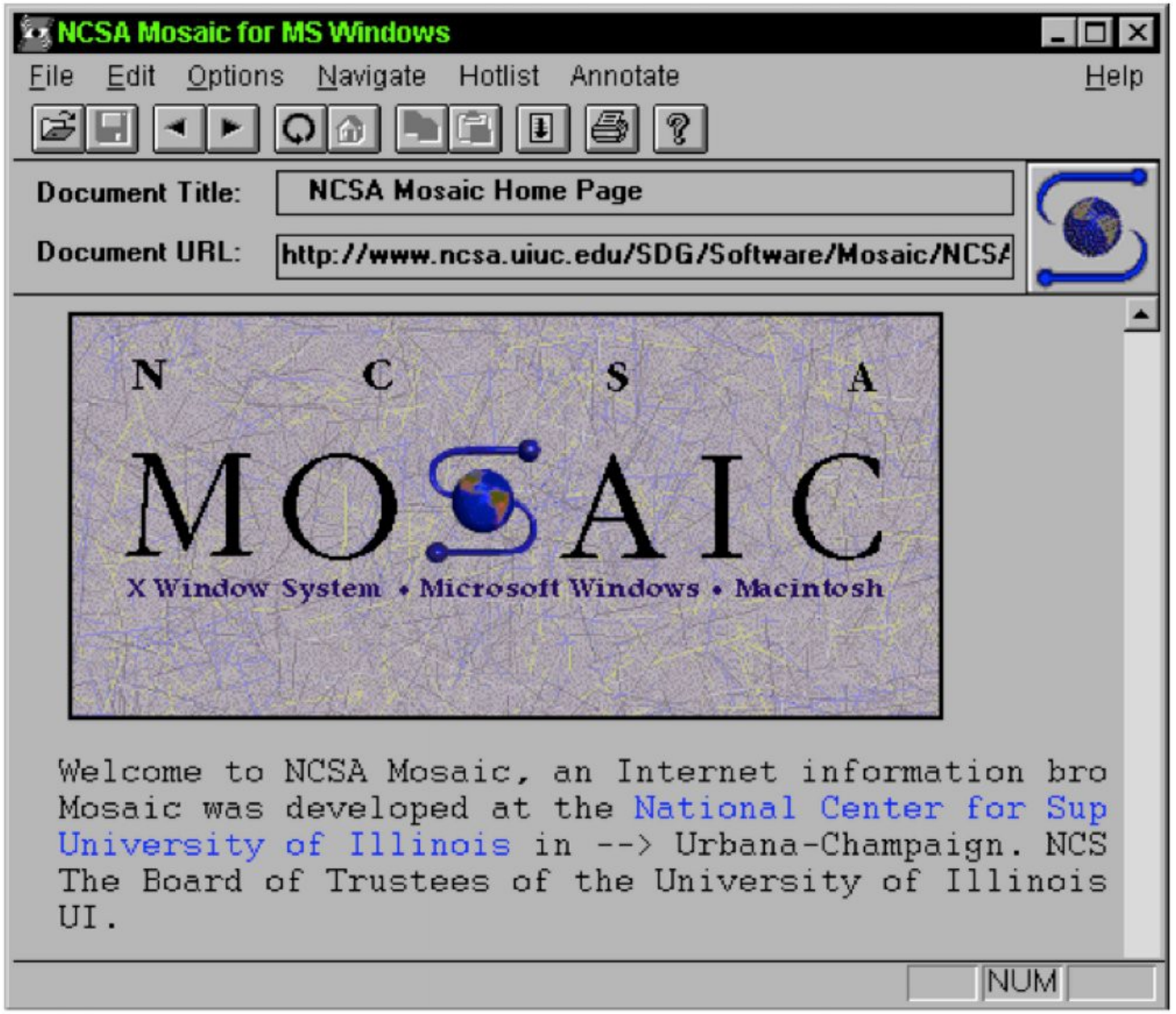


19th Century memory stick

How we used to send copies of papers to colleagues



The World Wide Web was invented to solve exactly this problem



The World Wide Web was invented to solve exactly this problem

```
Message-ID: <6484@cernvax.cern.ch>
Date: 6 Aug 91 14:56:20 GMT
From: timbl@info.cern.ch (Tim Berners-Lee)
Newsgroups: alt.hypertext
Subject: Re: Qualifiers on Hypertext links...

In article <64...@cernvax.cern.ch> I promised to post a short summary
of the WorldWideWeb project. Mail me with any queries.

                WorldWideWeb - Executive Summary

The WWW project merges the techniques of information retrieval and
hypertext to make an easy but powerful global information system.

The project started with the philosophy that much academic information
should be freely available to anyone. It aims to allow information
sharing within internationally dispersed teams, and the dissemination
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```

Here's why this is important

"Like all developments of new communication networks, SMS, fixed telephones, the telegraph, the railways, and writing itself, the internet doesn't just change *how well* we can do things, it qualitatively changes *what* we can do."

"At network scale the system *ensures* that resources get used in unexpected ways. At scale you can have serendipity by design, not by blind luck."

— Cameron Neylon.

Health care

Agriculture

Climate change

"Your job is NOT to get tenure! Your job is to change the world."
— Jon Foley.

"Publish" means "make public"
Publishing is meant to open up the world
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ELSEVIER

Journal of Pharmaceutical and Biomedical Analysis

Volume 48, Issue 3, 4 November 2008, Pages 1011–1014

Short communication

Detecting counterfeit antimalarial tablets by near-infrared spectroscopy

Floyd E. Dowell[a], Elizabeth B. Maghirang[a], Facundo M. Fernandez[b], Paul N. Newton[c, d], Michael D. Green[e]

[a] USDA ARS, Grain Marketing and Production Research Center, Engineering Research Unit, 1515 College Avenue, Manhattan, KS 66502, United States

[b] Georgia Institute of Technology, 901 Atlantic Drive NW, Atlanta, GA 30332-0400, United States

[c] Centre for Tropical Medicine, University of Oxford, Churchill Hospital, Oxford OX3 7LJ, UK

[d] Microbiology Laboratory, Mahosot Hospital, Vientiane, Lao PDR, UK

[e] Centers for Disease Control and Prevention, 1600 Clifton Road, Mailstop F12, Atlanta, GA 30333, United States

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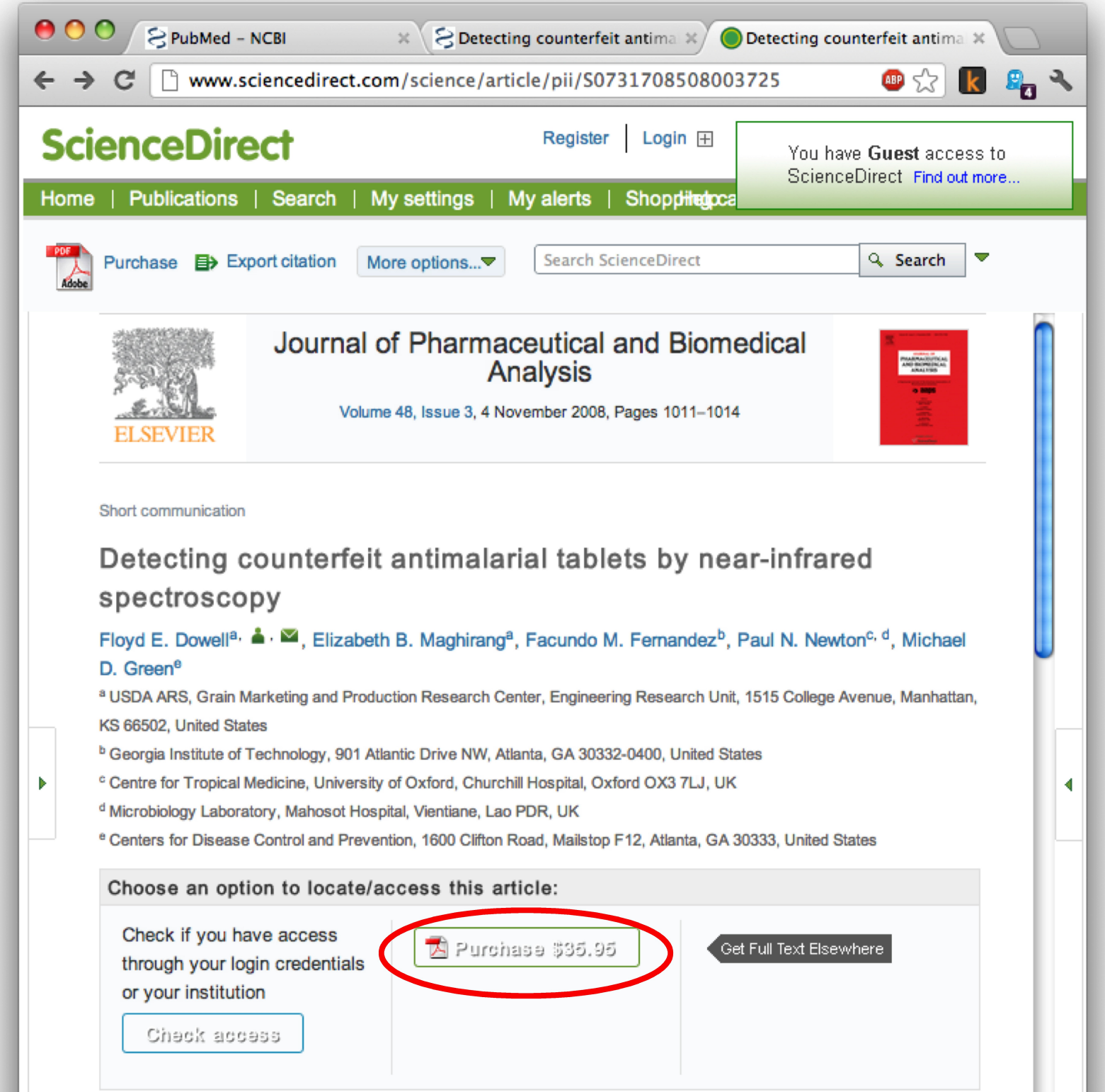
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[d] Microbiology Laboratory, Mahosot Hospital, Vientiane, Lao PDR, UK
[e] Centers for Disease Control and Prevention, 1600 Clifton Road, Mailstop F12, Atlanta, GA 30333, United States
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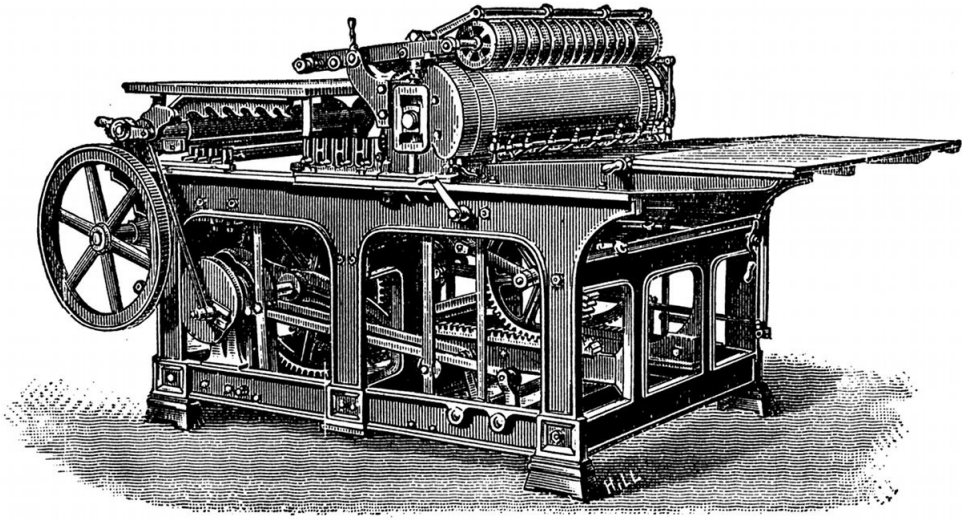
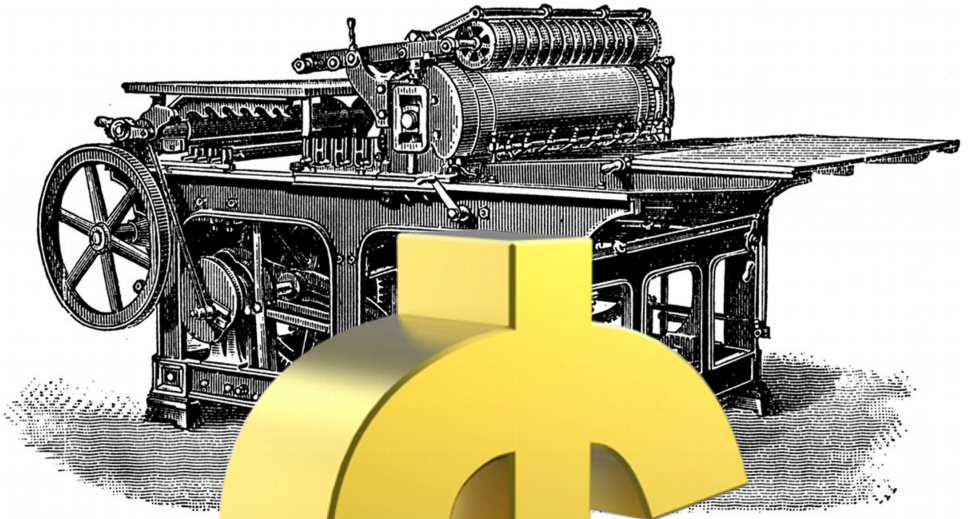
It's a tragedy when “publishing” actually locks the world up

We're still doing publishing this way



Why?



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Taylor & Francis Group

Springer

WILEY-
BLACKWELL

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Taylor & Francis
Taylor & Francis Group

36% 32%

Profitability (2010)

34% 42%

Springer

WILEY-
BLACKWELL

What is the cost to publishers of being open?

What is the cost to the world of *not* being open?

What is the cost to the world of not being open?

Remember the mission

We're not groping towards cost savings.

We're transforming what research is and how it's used.

Should science always be open?

Mike Taylor

Department of Earth Sciences, University of Bristol, UK
—*and*— Index Data Aps, Copenhagen, Denmark

mike@miketaylor.org.uk
@MikeTaylor

Should science always be open?

Of *course* science should always be open!

Mike Taylor

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@MikeTaylor

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ROLAND HARWOOD

Open Innovation

#ESOFopenness

100 Open

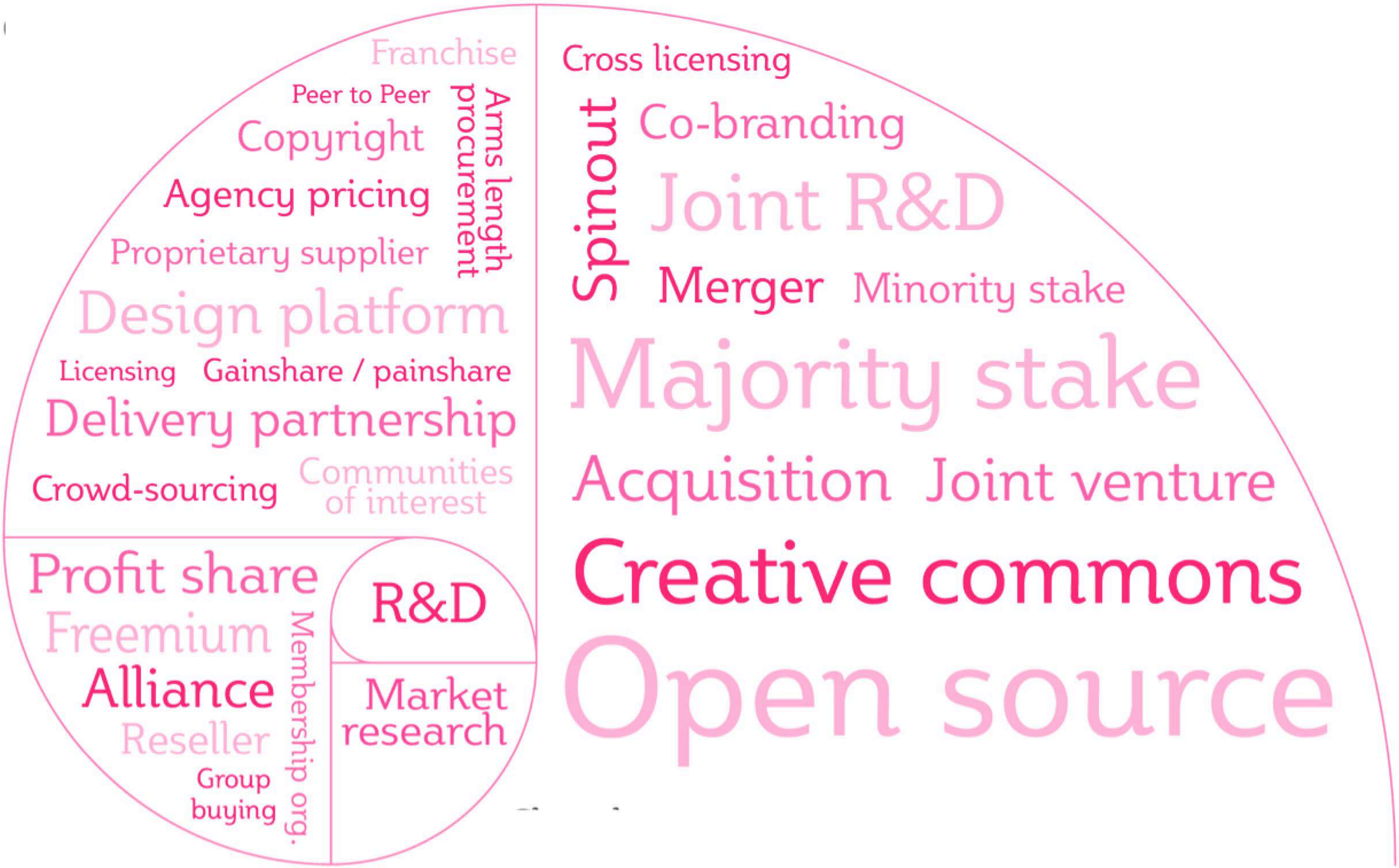
Open Innovation @ ESOF2014

Roland Harwood 100%Open

"No matter who you are, most of the smartest people work for someone else."

Bill Joy, Sun Microsystems

Innovating with partners by sharing the risks and the rewards.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Peer to Peer
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Copyright
Agency pricing
Proprietary supplier
Design platform
Licensing
Gainshare / painshare
Delivery partnership
Crowd-sourcing
Communities of interest
Profit share
Freemium
Alliance
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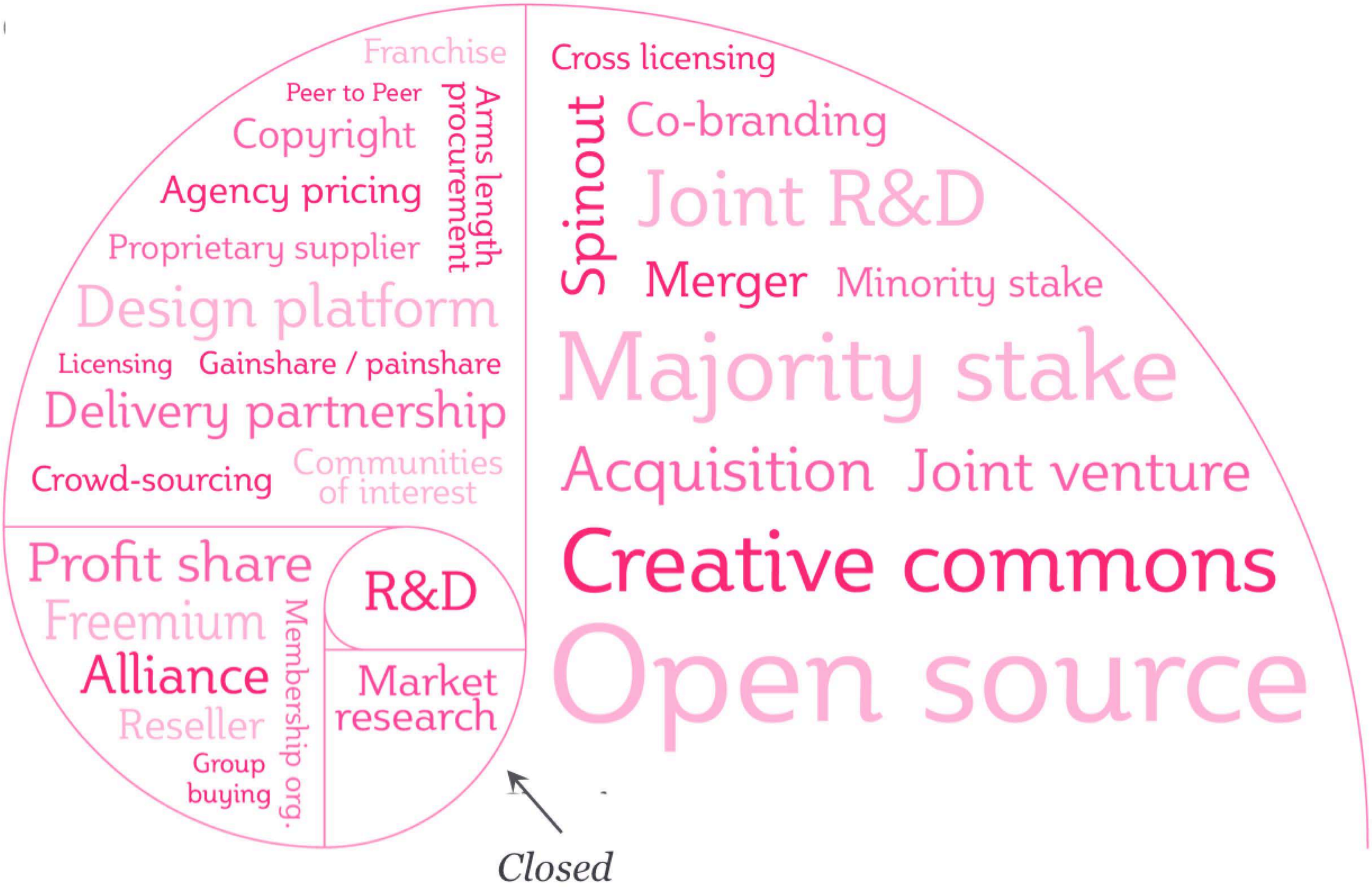
Membership org.
R&D
Market research
Cross licensing
Spinout
Co-branding
Joint R&D
Merger
Minority stake
Majority stake
Acquisition
Joint venture
Creative commons
Open source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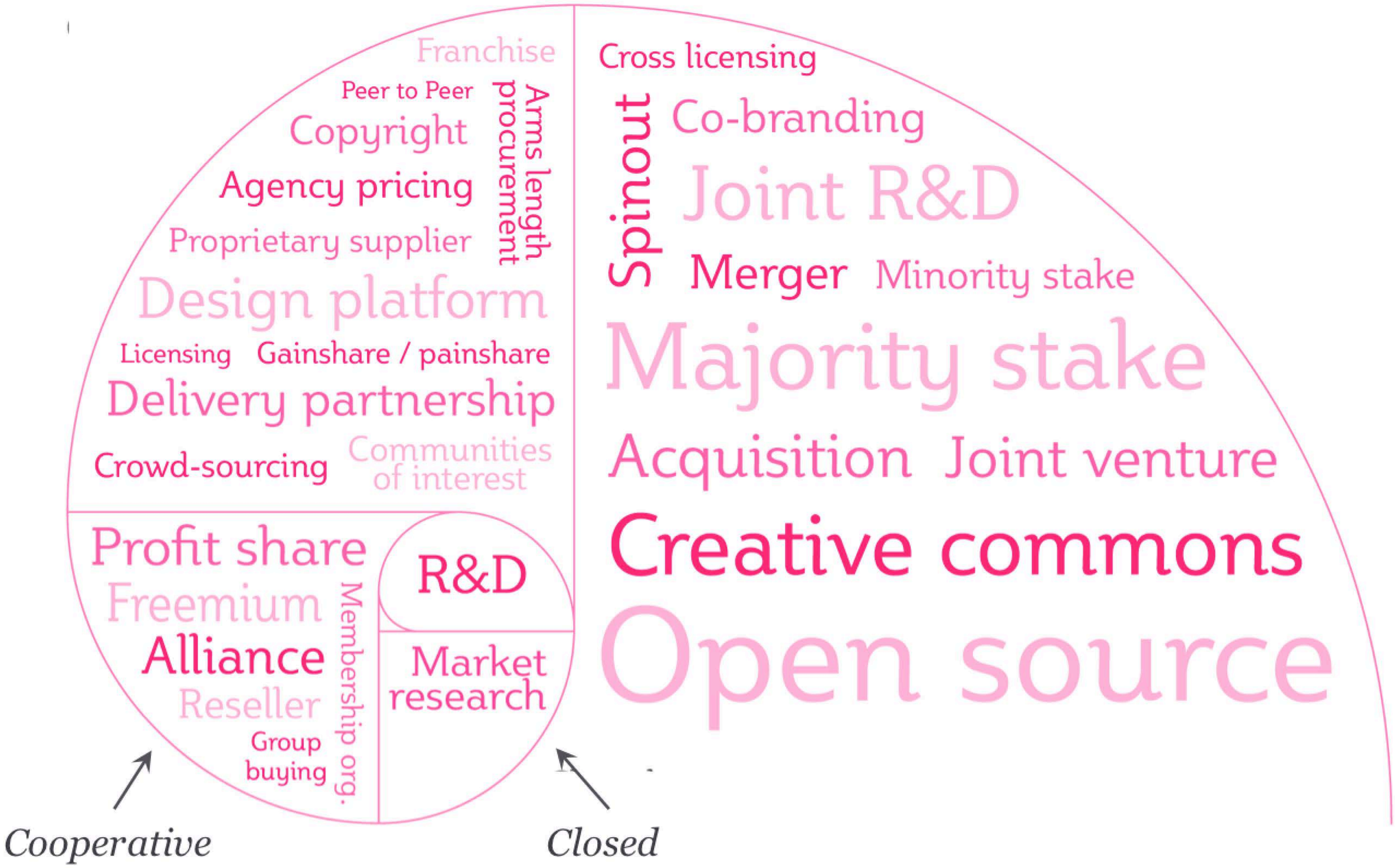
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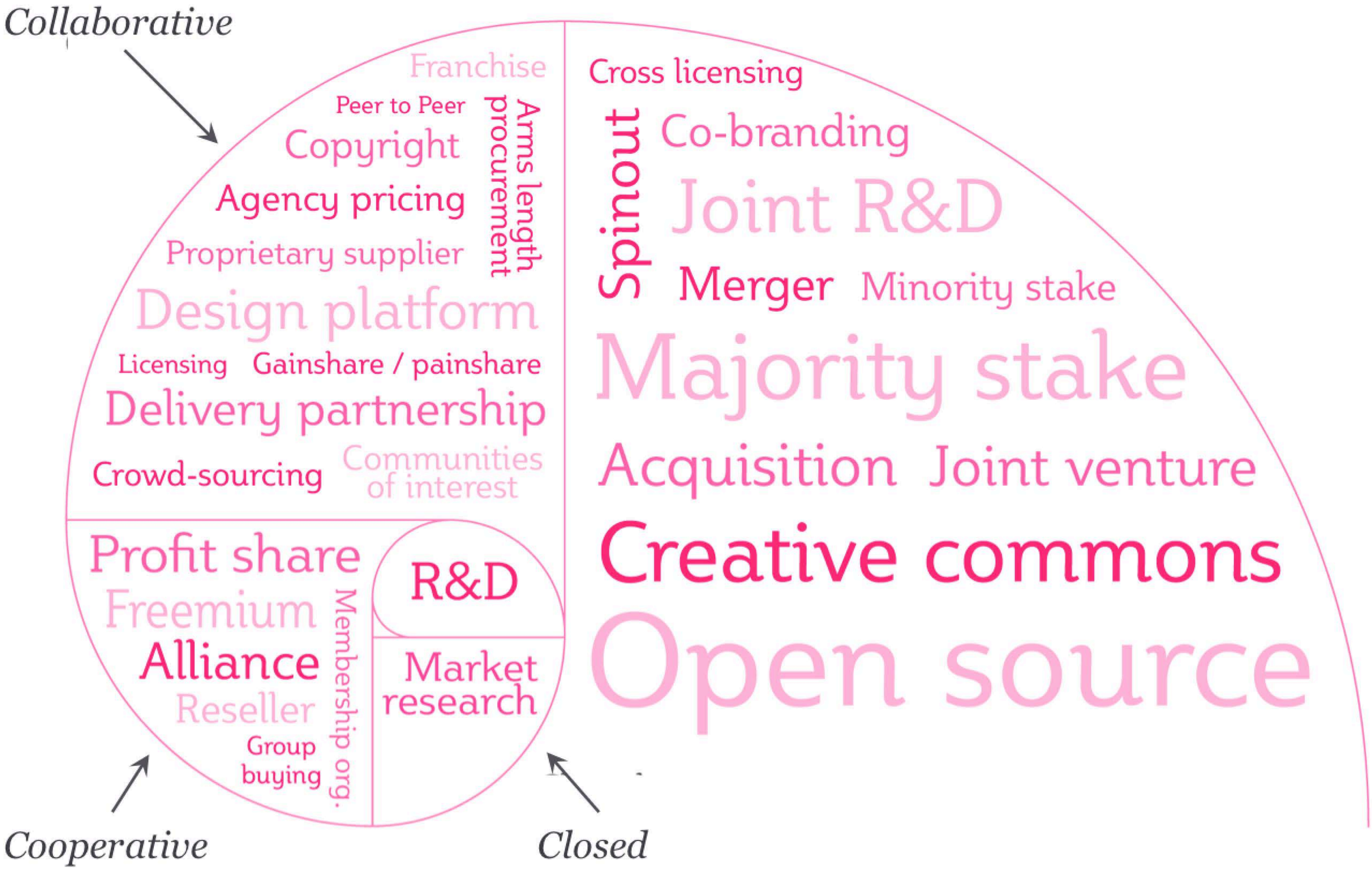
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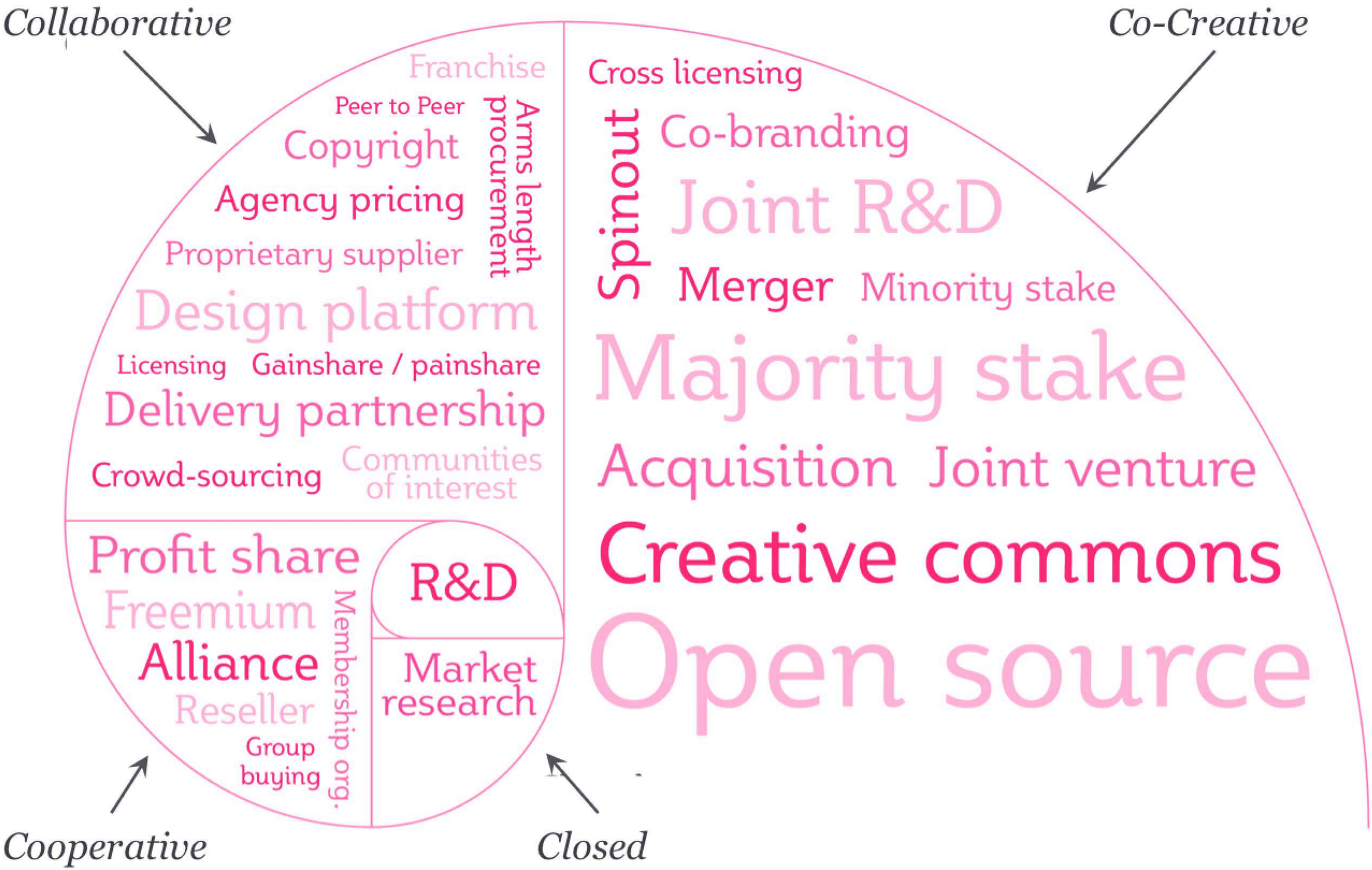
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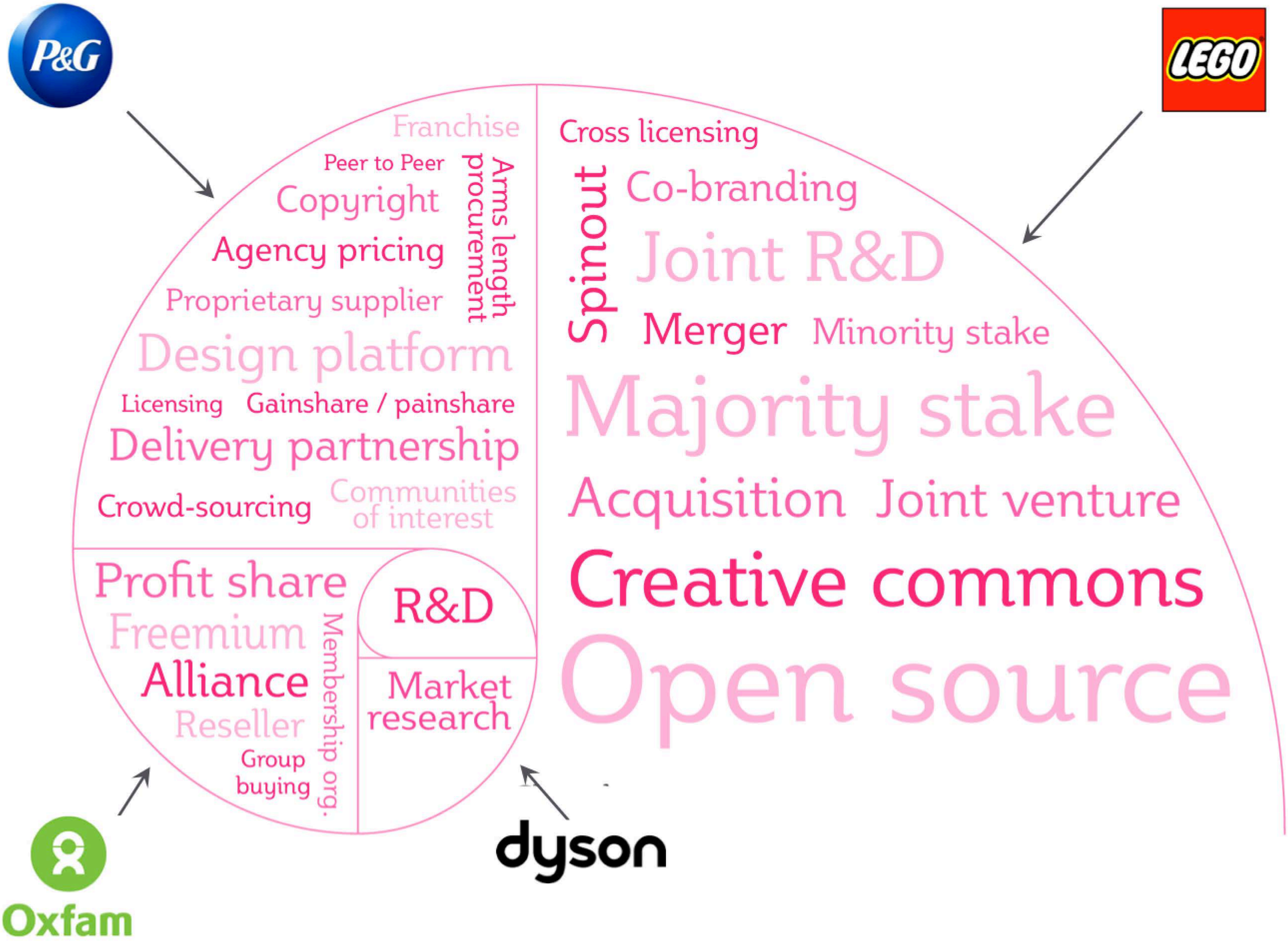
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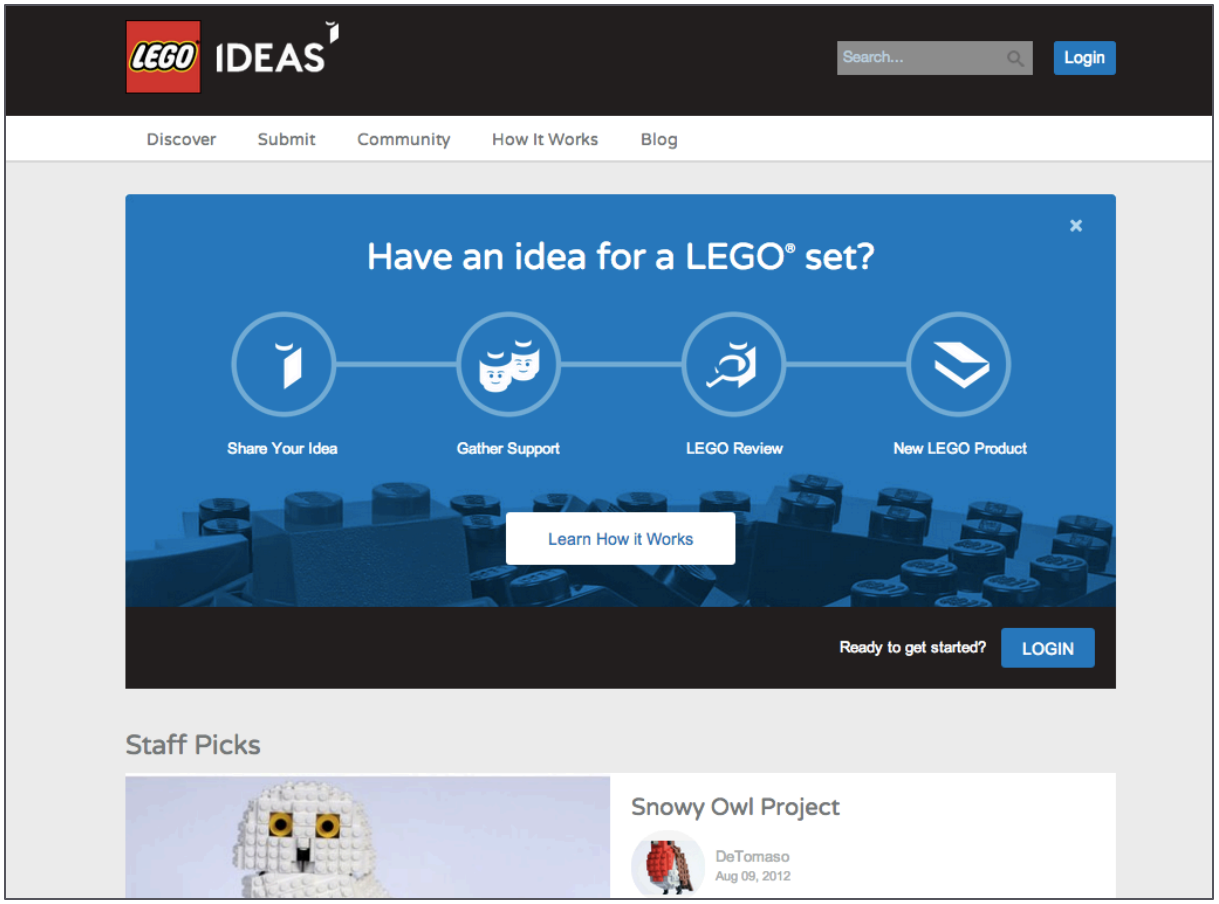
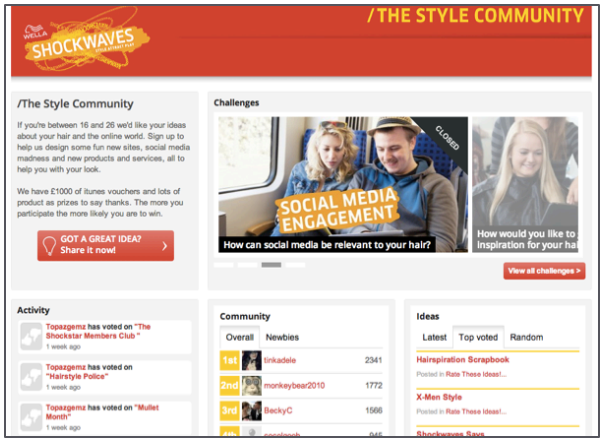
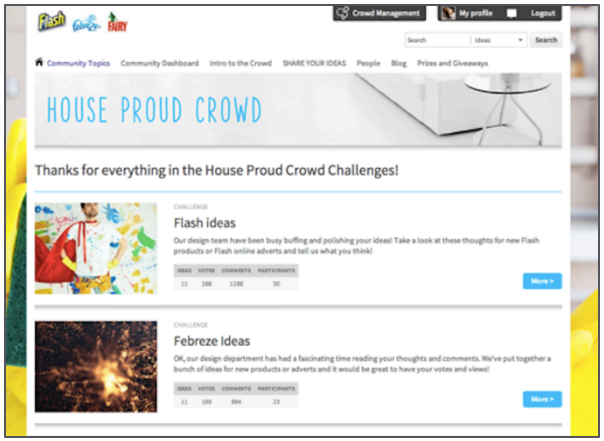
Open source
Oxfam
dyson

We helped LEGO create their open innovation strategy and develop an ideas platform rolled out to all employees and to an external community of 500,000 people.



We have designed and ran various open innovation challenges with P&G, creating new productive partnerships with their customers, suppliers and other brands.





We worked with Oxfam to train their senior leadership team in innovation and to design a new innovation toolkit and internal innovation platform.

© 100%Open 2014

"Connect on your similarities, and benefit from your differences."

Valdis Krebs

Should science always be open?

Business	*Science*
Closed	Open
Solutions	Problems
Institutions	Individuals
Markets	Reputations
Brands	Paradigms
Breadth	Depth
Synthesis	Creativity
Implementation	Ideas
Context	Content
Saliency	Fidelity
Competitive	Cooperative
Empathy	Analysis
Bandwidth	Echo
Efficient	Eloquent
Conservative	Liberal
Investors	Funders
Private	Public
Reactive	Proactive

"If you want to go fast go alone. If you want to go far, go together"

African Proverb

Project contacts

Roland Harwood
Co-Founder & Networks Partner

100%Open | Somerset House | South Building | London | WC2R 1LA
Phone: +44 (0)20 7759 1050| +44 (0)7811 761 435
Email: roland@100Open.com
Web: www.100Open.com
Twitter: @100Open

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KARIN LARSDOTTER & KAARE CHRISTENSEN

Public Sector Open Data

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Register based research

- Large amounts of data
- Longitudinal studies
- Merge data from different registers
- Swedish government study on how to facilitate register based research

Karin Larsdotter

Vetenskap & Allmänhet, VA

Vetenskap & Allmänhet

The VA barometer

- Annual survey into the public's attitude to science and researchers
- Telephone interviews, 1 008 respondents
- 2013: specific questions regarding attitude to register based research

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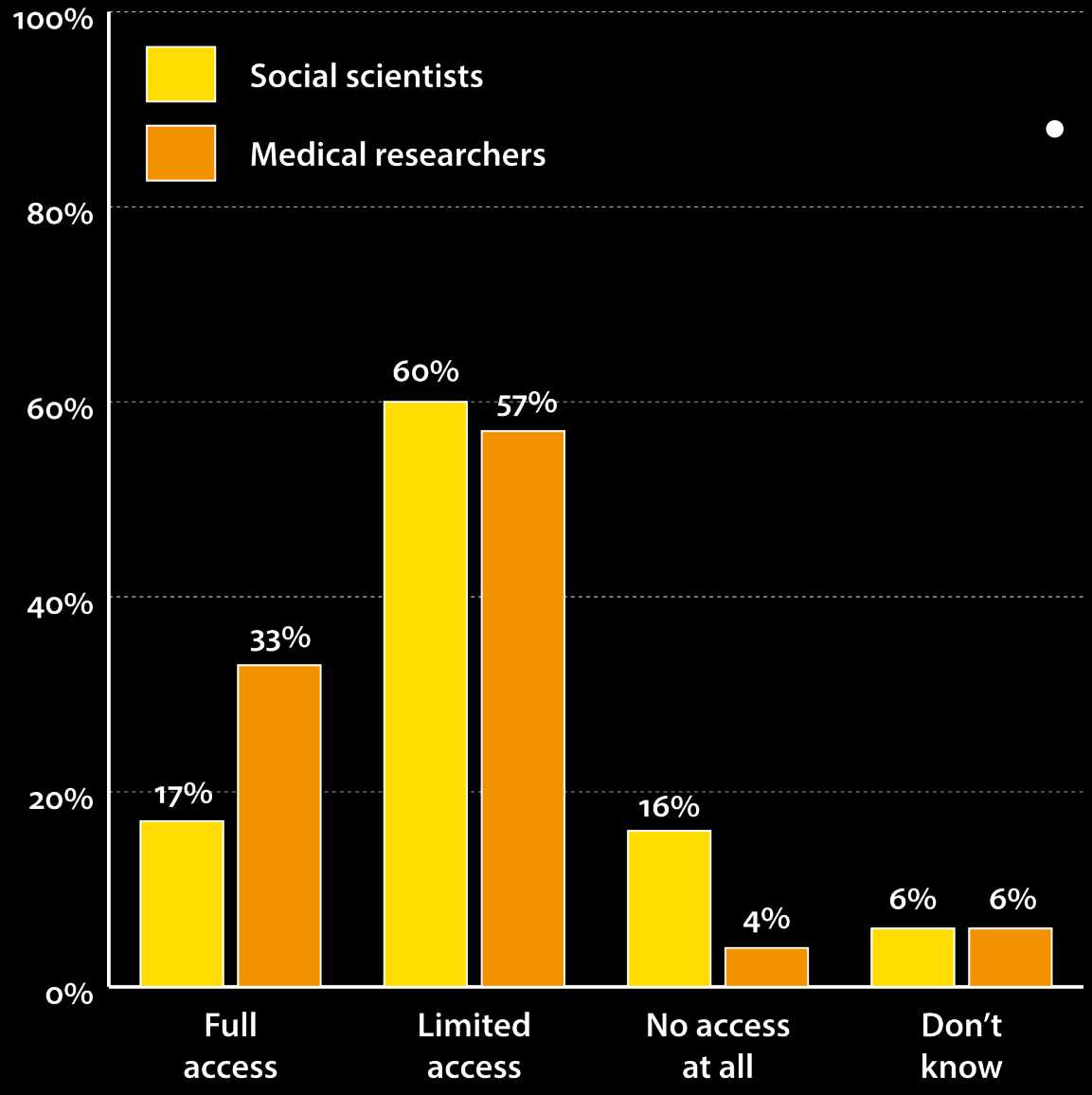
PROTECT PERSONAL INTEGRITY



- Should researchers have access to databases with personal data?

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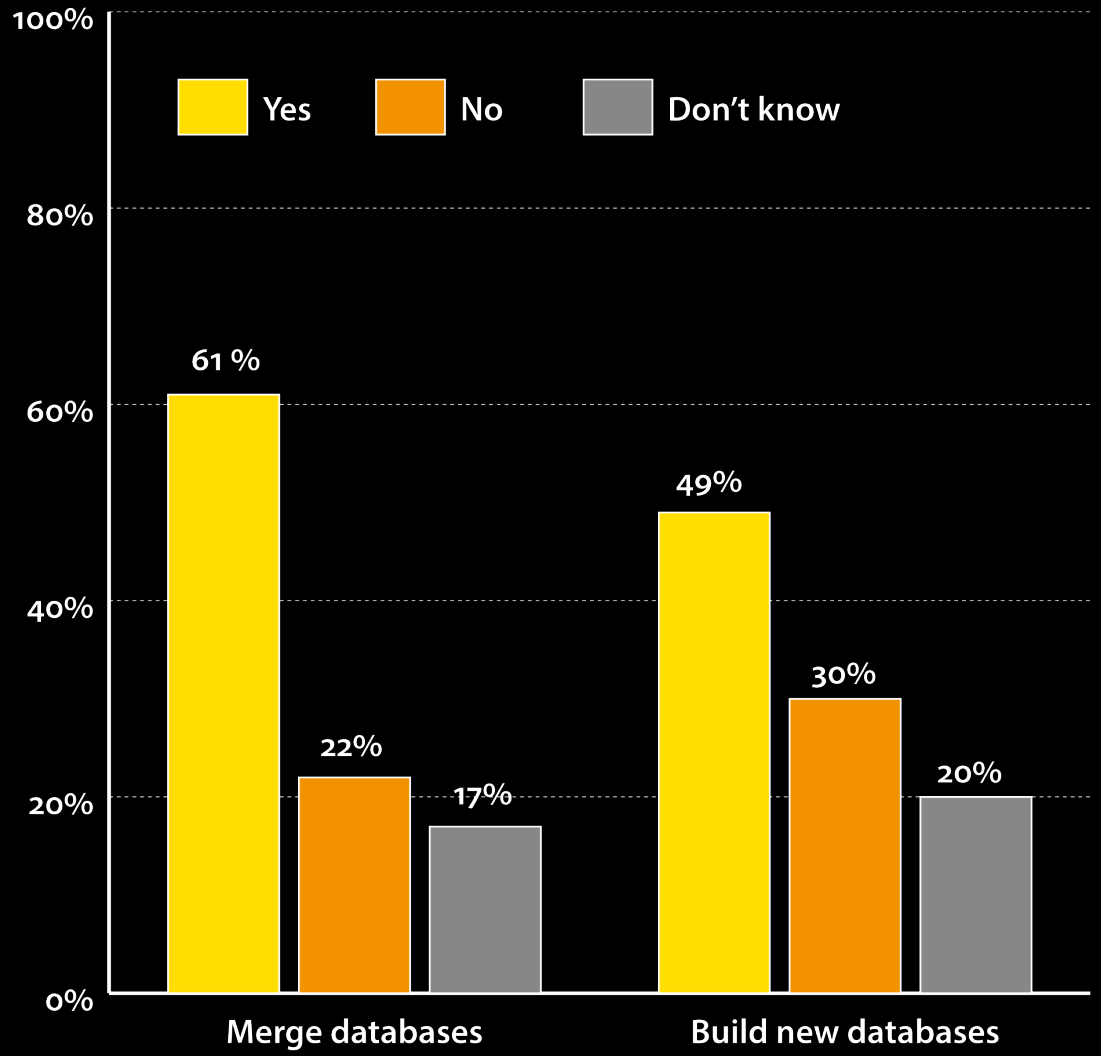
ALLOW RESEARCHERS TO MERGE DATA AND BUILD DATABASES



- Should researchers be allowed to merge different databases with personal data, and to build new databases with e.g. genetic information?

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karin@v-a.se
www.v-a.se
twitter/FB: vetenskapoallm

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TABLE DISCUSSIONS

Questions

Tables #1: "What are the potential benefits and risks of **open access** when combined with **open innovation and/or open data**?"

Tables #2 : "What are the potential benefits and risks of **open innovation** when combined with **open access and/or open data**?"

Tables #3: "What are the potential benefits and risks of public sector **open data** when combined with **open access and/or open innovation**?"

Please write short answers/ideas to your questions in the post-its

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TABLE DISCUSSIONS

Questions

Tables #1: "What are the potential benefits and risks of **open access** when combined with **open innovation and/or open data**?"

1A: Karin
1B: Ivo*
1C: Cissi

Tables #2 : "What are the potential benefits and risks of **open innovation** when combined with **open access and/or open data**?"

2A: Kaare
2B: Mikael
2C: Carl

Tables #3: "What are the potential benefits and risks of public sector **open data** when combined with **open access and/or open innovation**?"

3A: Roland
3B: Pedro
3C: Mike

Please write short answers/ideas to your questions in the post-its

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PANEL
Facilitated by Carl Johan Sundberg

MIKE TAYLOR
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KARIN LARSDOTTER &
KAARE CHRISTENSEN
Public sector open data

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CONCLUDING REMARKS

MIKE TAYLOR
Open Access

ROLAND HARWOOD
Open Innovation

KARIN LARSDOTTER &
KAARE CHRISTENSEN
Public sector open data

1 Min per speaker

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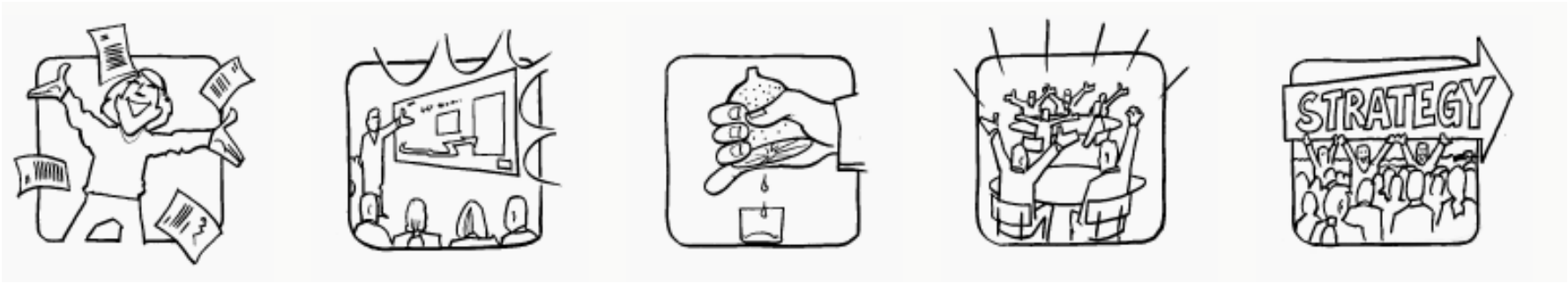
Graphic wrap-up



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Thanks!

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