

Brief Bio and (PR)²: Problems & Pitches – Raves & Rants by *Anthony Townsend*

In preparation for the Science (Weather) Forecasts Workshop on October 26th, 2006 at the New York Hall of Science, NYC, we ask you to provide a brief bio and your input to the questions below. Feel free to concentrate on the questions for ‘Map Makers’, for ‘Funding Agencies / Clients’, or answer both sets.

We plan to make your input available at http://scimaps.org/meeting_061026.php before the meeting to ease introduction of participants and to structure the workshop more effectively.

Thank you for your time.

Biography (about 250 words)

(Please provide a photo of yourself and a link to your home page and relevant sites and publications.)

Anthony has been researching the implications of new technology on cities and public institutions for over a decade. At IFTF, Anthony's work focuses on several inter-related topics: pervasive computing, the urban environment, economics and demographics, public and nonprofit organizations, and the media industry. Prior to joining IFTF, Anthony enjoyed a brief but productive academic career at New York University, where he directed research sponsored by the National Science Foundation and the Department of Homeland Security. Anthony is active in international futures research networks, and received a Fulbright scholarship in 2004 to study the social impacts of broadband in South Korea. He was one of the original founders of NYCwireless, a pioneer in the municipal wireless movement. Anthony received his Ph.D. in urban and regional planning from Massachusetts Institute of Technology in 2003.

General Questions

What is your main interest in attending the workshop?

I am looking forward to meeting others from whom I can learn and hopefully exchange some useful insights.

What is your main interest in ‘mapping science’ or ‘forecasting science’?

The Institute for the Future is constantly engaged in forecasting science to help inform our clients and the general public about trends and directions, and social and economic drivers and outcomes. So from a business perspective I am mainly interested in how maps of science can help us better understand where to invest our R&D resources. I'm also interested from a public policy perspective how these efforts can help us make more sustainable technology choices, that are flexible I in a world of rapidly evolving threats and challenges (which are themselves very difficult to forecast - aren't we all supposed to have starved to death by now?)

What is the best static visualization of dynamic phenomena, e.g., growth or diffusion processes, you have ever seen? Examples could come from science, art, or any other field of human endeavor.

Guitar tablature! It takes a very kinetic, dynamic and creatively interpreted process and records it on a graph that is so simple it can even be represented in ASCII. It was so powerful, viral, and persistent it was systematically banned and scrubbed from the Internet.

Questions for Map Makers

Please provide higher resolution images, a brief description, and if available citation references for up to three science maps you have created and are most proud of. Use one page per map.

Attached is a map we created for the UK government

What opportunities / solutions do maps / forecasts of science offer for what stakeholders?

What main challenges do you foresee for designing effective maps of science or science forecasts?

Questions for Funding Agencies / Clients

What information needs / knowledge management needs do you have? Explain your 'dream tool'.

Dream tool would be a collaborative mapping tool for the web that we can use to convene groups of experts for limited periods of time (a couple of weeks) for forecasting/mapping exercises. We are prototyping text-based versions, but do not have multimedia capability yet.

Which part(s) of your daily work might most benefit from advanced science mapping / forecasting tools?

See above

What would you like to learn / achieve at the workshop?

More about how others conduct mapping exercises with groups of experts, especially online.

*Please send the completed document by Thursday October 19th, 2006
to Katy Borner <katy@indiana.edu> and Elisha Hardy <efhardy@indiana.edu>*