

Now is the Time

How to Increase the Public Value of Scientific Research

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National Science Foundation



SBE Goals

- ✓ Advance science
- ✓ Grow the economy
- ✓ Enhance safety & security
- ✓ Improve quality of life







Social Science Today

- Worldwide impact
- Increasingly rigorous, increasingly diverse.
- Integrated & networked w/science & society





- Why should we **pay** for what you do?
- Why should we **trust** what you do?

Proposed Adaptations

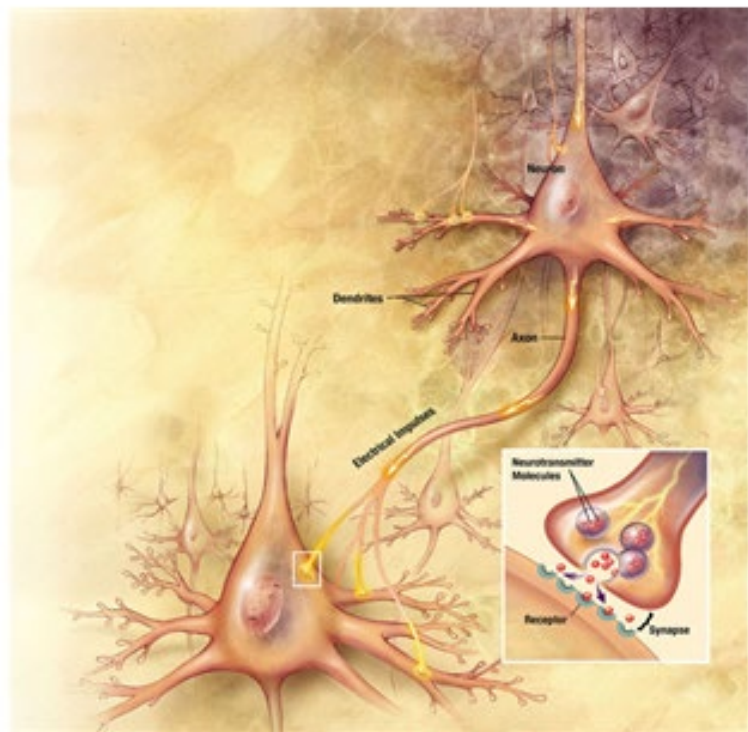
- Greater Transparency
- Better Communication*
- Greater Engagement*

STRATEGIC COMMUNICATION



Source:

http://blogs.discovermagazine.com/intersection/files/2011/04/truth_425x320.jpg



Source: www.c2internet.org/index.php?id=183





GREATER ENGAGEMENT

Three Examples

1. Rethinking Broader Impacts
2. Values-Based Design in Future of Work
3. A Renewed Focus on Ethics



Updating Broader Impacts

1. Describe **the likely communicative products**.
2. Who will the communicative products empower – and how?
3. For whom will this empowerment **improve quality of life**?



VALUES-BASED DESIGN IN THE FUTURE OF WORK



Image: AB Volvo

THE FUTURE OF WORK: EXAMPLE

- An Exoskeleton that
 - Empowers workers and
 - Improves productivity



Image: Sarcos Robotics

Make the Value Apparent



- Ethical & Responsible Research
 - Law & Science
 - Science of Science: Discovery, Communication, & Impact
 - Science and Technology Studies
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- Human Networks & Data Science
 - Dynamic Language Infrastructure
 - Science of Learning & Augmented Intelligence
 - Accountable Institutions & Behavior
 - Security & Preparedness

Proposed Adaptations

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- Better Communication*
- Greater Engagement*





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Thank you! @ArthurLupia