

THE POLICY SCIENCES CENTER, INC.

Project Director: DR. LLOYD ETHEREDGE
7106 Bells Mill Rd.
Bethesda, MD 20817-1204
Tel: (301)-365-5241
E-mail: lloyd.etheredge@policyscience.net

December 27, 2010

Dr. Alice Huang, President
AAAS
1200 New York Ave., NW
Washington, DC 20005

Dear President Huang:

I write, as an AAAS member, to suggest that you expand online services to accelerate the creative process across national boundaries. Specifically, a free service modeled on <http://www.videocast.nih.gov> will allow recognized research Centers and professional associations to share leading-edge research with all interested members of the international scientific community.

- Historically, fast crossbreeding information systems have helped to accelerate scientific innovation. This use of the global Internet to capture and widely share ideas at an earlier stage of the creative process, 1-2 years before print publication, will be an exciting experiment for energy research and other fields where we are seeking creative breakthroughs and solutions to urgent global problems.

This global service also will help to sustain scientific innovation in all fields, in a period of painful cutbacks in funds for international (physical) travel, even in advanced countries, that is likely to last several years.

Financing

Each Center or professional association could record and digitize its current speakers' series at its own expense, with the expectation of contributing, in a cooperative spirit, to shared resources. The service could be open to AAAS members and to members of its 272 affiliated societies and academies of science.

The online service also might be supported by grants and/or advertising. For example, an Energy Research "space" could receive corporate support from leading R&D corporations, on the model of MIT's Industrial Liaison Program.¹ New forms of online advertising - for example, 2-3 minute recruiting videos - also could increase revenue to AAAS, as could the expanded traffic for what is likely to become a site that is visited daily by researchers and students in all countries.²

The Evolution of Large-Scale Collaboration Systems

AAAS and our Divisions also could build on this first step to create new tools for searching, for

The Policy Sciences Center Inc. is a public foundation.

The Center was founded in 1948 by Myres S. McDougal, Harold D. Lasswell, and George Dession. It may be contacted c/o Prof. Michael Reisman, Chair, 127 Wall St., Room 322, P. O. Box 208215, New Haven, CT 06520-8215. (203)-432-1993.

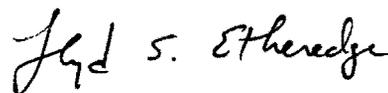
URL: <http://www.policyscience.net>

cross-fertilization, and large-scale collaboration systems. The AAAS service and archives also will help to establish claims to scientific priority.

Additional Benefits

An AAAS global service initiative, in the spirit of our Science Without Borders meeting in February, will have second-order benefits beyond accelerating the creative process *per se*: 1.) Science helps to knit together our world, in common purposes; 2.) The AAAS service will, overnight, enrich the intellectual life and resources available at every university and four-year college in the world;³ 3.) The video component is likely to bring, to all students worldwide, the excitement and energy of leading edge science.

Yours truly,



Dr. Lloyd S. Etheredge, Director
International Scientific Networks Project

cc: AAAS Board (Agre, Fedoroff, Shaw, Leshner, Katehi, Knowlton, Mayo, Murray, Phillips, Rosser, Sabatini, Woolsey)

1. Corporate researchers would receive the benefits of being able to survey the best and latest ideas from all international sources as quickly as possible, 1-2 years before print publication, on their desktops.

A global corporate audience also could be valuable to individual academic researchers and Centers: They could, in effect, advertise to the world's R&D companies to elicit support for their new lines of research and for consulting relations.

2. It is likely that online advertising will provide a net increase in revenue to AAAS, without detracting from the revenue of print advertising in Science. This is partly due to the vastly increased traffic if the AAAS site is established as the daily portal for scientists across all countries and fields.

3. Leading researchers can feel, already, at the point of information overload and well-supplied with pre-prints in invisible college networks. An AAAS service can help these leading researchers to make a more productive use of their time: It will allow them to view or skim leading edge presentations of the best and latest ideas from anywhere in the world on their desktop.