Interdisciplinarity, Innovation, Collaboration and Creativity: How to Manage a Research Portfolio

Paleolithic, Neolithic, Holocene, Mediaeval, Industrial, Digital...the disciplines of history and economics.

“I never run for trains.” Nasim Nicholas Taleb (The Black Swan)
Interdisciplinarity, Innovation, Collaboration and Creativity or How to Manage a Research Portfolio

ABSTRACT I will discuss four much abused words: Interdisciplinarity, Innovation, Collaboration and Creativity.

I will describe what they mean for different stakeholder groups and will speak about my own experiences as a research scientist, as a scientific administrator, as an educator and even as a small high-tech businessman.

I will also offer advice that can of course be ignored.

3. Publish the same result several times.  
4. You are more likely to be remembered by your expository work. – Gian-Carlo Rota [1932-1999], “Ten lessons I wish I had been taught” (1996)

See also Teaching and Learning with Technology (2011 ALTC lecture)
Innovation and Creativity (I&C): Some Definitions

((guiding not prescriptive)

in·no·va·tion, noun.  (Webster)
1. the introduction of something new
2. a new idea, method, or device: NOVELTY  [Date: 15th century]

cre·a·tiv·i·ty, noun.  (Webster)
1. the quality of being creative  2: the ability to create
   [Date: 1875]  Main Entry: cre·a·tive adjective  [Date: 1678]
   1. marked by the ability or power to create: given to creating the creative impulse
   2. having the quality of something created rather than rather than imitated: IMAGINATIVE the creative arts
   3. managed so as to get around legal or conventional limits creative financing
      also: deceptively arranged so as to conceal or defraud creative accounting

Our masters often use a different “hard” definition which requires “bringing products and services to market.” (portfolio management)
“My work in this area has convinced me that creativity cannot be understood by looking only at the people who appear to make it happen. Just as the sound of a tree crashing in the forest is unheard if nobody is there to hear it, so creative ideas vanish unless there is a receptive audience to record and implement them. And without the assessment of competent outsiders, there is no reliable way to decide whether the claims of a self-styled creative person are valid.

“According to this view, creativity results from the interaction of a system composed of three elements: a culture that contains symbolic rules, a person who brings novelty into the symbolic domain, and a field of experts who recognize and validate the innovation. All three are necessary for a creative idea, product, or discovery to take place.”

— Talks need audiences, seminars need participants
“An innovation is a new way of doing something. It may refer to incremental and emergent or radical and revolutionary changes in thinking, products, processes, or organizations. Following Schumpeter (1934), contributors to the scholarly literature on innovation typically distinguish between invention, an idea made manifest, and innovation, ideas applied successfully in practice.

– In many fields, something new must be substantially different to be innovative, not an insignificant change, e.g., in the arts, economics, business and government policy. In economics the change must increase value, customer value, or producer value. The goal of innovation is positive change, to make someone or something better. Innovation leading to increased productivity is the fundamental source of increasing wealth in an economy.”
interdisciplinary, adj. (Webster)
1. combining or involving two or more academic disciplines or fields of study: The economics and history departments are offering an interdisciplinary seminar on Asia.
2. combining or involving two or more professions, technologies, departments, or the like, as in business or industry.

[1935–40; INTER- + DISCIPLINARY]

Often tightly coupled with collaboration but not of necessity. How many disciplines sit in your Faculty? How many spill over?

collaborate, v.i. (Webster)
1. to work, one with another; cooperate, as on a literary work: They collaborated on a novel. [1870–75]
2. Nasty meaning: to cooperate, usually willingly, with an enemy nation, He collaborated with the Nazis during World War II.
INTERDISCIPLINARY STUDIES

Chemistry for Geologists 127
Math for Archaeologists 214
Physics for Psychologists 206
Biology for Mathematicians 319
Geology for Entomologists 114
Botany for Astronomers
Anatomy for Physicists
Psychology for Laboratorians
Anthropology for Chemists
Topology for Paleontologists
Nuclear Physics

...
Some General Observations

• Modern Research is **Global** and increasingly demands Interdisciplinary Collaboration
  • building knowledge & social networks is crucial
  • virtual and actual networks are complementary

• Proposals, Papers, Presentations must simultaneously reach diverse groups
  • experts are rare; knowledge is not; information is over abundant

• Success rates are low (20%?)
  • so ideas must be repurposable

• Interdisciplinary collaboration can be great fun or very painful:
  • **every** University has both many collegial assets and serious institutional impediments
Further General Observations

• distinct mediocre competences do not often make a good interdisciplinary marriage; but

  • Faraday  "A centre of excellence is, by definition, a place where second class people may perform first class work."

  • Robin Wilson  "At Oxford they thought me a second-rate research mathematician and a first-rate teacher. At the OU just the opposite..."

• You/we are your/our own best proponents (sales-people)
  • but bullshit is really obvious

• E.g., I advocate Experimental (Inductive) Mathematics ≠ sloppy experiment + missing proofs
  (though many try to publish such)
Computing is to mathematics as telescope is to astronomy: it might not explain things, but it certainly shows ‘what’s out there.’ The authors are expert in the discovery of new mathematical ‘planets,’ and this book is a beautifully written expose of their values, their methods, their subject, and their enthusiasm about it. A must read.”

—Prof. Herbert S. Wilf, author of generatingfunctionology

“From within the ideological blizzard of the young field of Experimental Mathematics comes this tremendous, clarifying book. The authors—all experts—convey this complex new subject in the best way possible, namely, by fine example. Let me put it this way: Discovering this book is akin to finding an emerald in a snowdrift.”

``The first [axiom] said that when one wrote to the other (they often preferred to exchange thoughts in writing instead of orally), it was completely indifferent whether what they said was right or wrong. As Hardy put it, otherwise they could not write completely as they pleased, but would have to feel a certain responsibility thereby.

The second axiom was to the effect that, when one received a letter from the other, he was under no obligation whatsoever to read it, let alone answer it, --- because, as they said, it might be that the recipient of the letter would prefer not to work at that particular time, or perhaps that he was just then interested in other problems....
The third axiom was to the effect that, although it did not really matter if they both thought about the same detail, still, it was preferable that they should not do so.

And, finally, the fourth, and perhaps most important axiom, stated that it was quite indifferent if one of them had not contributed the least bit to the contents of a paper under their common name; otherwise there would constantly arise quarrels and difficulties in that now one, and now the other, would oppose being named co-author.”

- Pretty good rules for collaboration a century later
- Shared (even expressed) expectations are crucial!
- IP issues & treatment of students often need addressing (dot-com)
Modern academic life on one slide

"The Royal Academy of Science is willing to pay you for this apple tree, if you'll share with us any ideas you get from it."

"On the Internet, nobody knows you're a dog."
IIC&C: My own Evolution

- Pure Math (71) → Optimization (Multicriteria Choice, DPhil 74) → OR + Computational Science (84) → High Performance Comp, Imaging (94) → Collaborative Technology (04) → CARMA (08)
  - Spun off MathResources Inc (90-94) IRAP/Angel funding (97-03) $3M Reg. Dev.
  - Many employees, products, prizes, partners (SGI, Casio, Maple, NSF, MAA), no IPO.

- I wouldn’t have felt comfortable writing my recent books without having studied some Logic, Philosophy & History (of Science)

- One of my most challenging experiences was building WestGrid and coauthoring and advocating the 2005 Long Range Plan for Advanced Computation in Canada (2003-2005) for all disciplines
  - E.g., to Science Advisor, Grant Councils, Space Agency, Politicos
  - Led to recent $350 million infusion for Compute Canada

Historic CERN Discovery Made Possible in Part by Compute Canada Resources (Higgs)
Three Rings: National HPC Needs

High Performance Computing Needs

The array of Canadian research projects each have unique high performance computing requirements.

**Ring 1**
- Desktop Computers
  (1-64 processors)

**Ring 2**
- Small Cluster System
  (64-300 processors)

**Ring 3**
- Supercomputers / Terascale System

Tera-Peta-Bigga
Changing Research Landscape: a new Triad

Computational
(dry science)

Experimental
(wet science)

Theoretical
(hard science)

“When the facts change, I change my mind. What do you do, sir?”
(John Maynard Keynes)

Granting Council and Faculty boundaries are a huge impediment
My Labs in Canada and Oz: time is the new distance

D-Drive’s Nova Scotia location lends us unusual freedom when interacting globally. Many cities around the world are close enough in a chronological sense to comfortably accommodate real-time collaboration.

240 cpu Glooscap at Dal

Dalhousie Distributed Research Institute and Virtual Environment
Since 2005: C2C Biweekly National Colloquium: Samples: from Simon Fraser and Edmonton

Local Presentation
Speaker
Presentation Slides

Remote Presentation
Remote Audience
Local Camera Placement

Sci Com 2012. Production not demo -- everything is rehearsed and carefully planned
~28 BITS OF ENTROPY
\[ 2^{28} = 3 \text{ days at 1000 guesses/sec} \]
(Plausible attack on a weak remote web service. Yes, cracking a stolen hash is faster, but it's not what the average user should worry about.)

DIFFICULTY TO GUESS: EASY

WAS IT TROMBONE? NO, TROUBADOR. AND ONE OF THE O's WAS A ZERO?
AND THERE WAS SOME SYMBOL...

DIFFICULTY TO REMEMBER: HARD

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\~44 BITS OF ENTROPY
\[ 2^{44} = 550 \text{ years at 1000 guesses/sec} \]

DIFFICULTY TO GUESS: HARD

THAT'S A BATTERY STAPLE. CORRECT!

DIFFICULTY TO REMEMBER: YOU'VE ALREADY MEMORIZED IT

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Through 20 years of effort, we've successfully trained everyone to use passwords that are hard for humans to remember, but easy for computers to guess.
IIC&C: Success Relies On

• Willingness to take **reasonable risks**
  • but should be viewed like portfolio diversification
    • the Andrew Wiles model is not recommended

• Lack of fear & mutual **respect** for the other’s discipline:
  "**Hardy asked ‘What's your father doing these days. How about that esthetic measure of his?’ I replied that my father's book was out. He said, 'Good, now he can get back to real mathematics.'"** (Garrett Birkhoff on his father’s book *Aesthetic Measures*, 1933).
  • many physicists fear mathematicians; who are often uncomfortable or dismissive of informal reasoning and ‘physical or economic intuition’

• **Sufficient common language**
  • a slow process as I found in a decade working with Vancouver Hospital’s Medical Imaging Group (especially clinicians and Siemens). Several PhDs, 2 patents ...
    • web and ‘cloud-computing` tools ; modeling and computing help

• Above all, a **real project** which interests all
  • not grant *foraging* or publication snaring
  • much facilitated by good shared senior HRD students/PDFS
  • weak under-prepared students drown
Interdisciplinarity: Success Relies On?

- The view of one of the enthusiasts Roy (2000):
  - “there is no successful single institution example of ‘I3R’”
    - most Uni’s are clueless about technology transfer and IP
    - we are not Harvard or even Melbourne
  - are things changing now?
  - MITACS as a model?

The key findings include the following: The entire research enterprise demands and is moving toward "interactive research" (Interactive includes inter-disciplinary, inter-institutional, and inter-sectoral research); The university world has, by and large, failed to organize itself to respond to this new reality; Specific hindrances to I3R are the traditional peer review process and academic intellectual property practices; New directions proposed include: funding largely on past performance and matching fund strategies.
"I'm on the verge of a major breakthrough, but I'm also at that point where chemistry leaves off and physics begins, so I'll have to drop the whole thing."
"Keynes distrusted intellectual rigour of the Ricardian type as likely to get in the way of original thinking and saw that it was not uncommon to hit on a valid conclusion before finding a logical path to it.

'I don't really start', he said, 'until I get my proofs back from the printer. Then I can begin serious writing.'" (Alec Cairncross, 1996, in Keynes the Man)

- 50 years after Keynes' death
- GHH & JMK only scientists in Apostles
- I am an unreconstructed Keynesian

``Far better an approximate answer to the right question, which is often vague, than the exact answer to the wrong question, which can always be made precise." (J. W. Tuckey, 1962)
IIC&C: Some of my Major Assessment Experience

- **NSERC** Collaborative Research Initiatives (1992-96)
  - *Big Science* from SNO to NASA and Global Warming
  - the more interdisciplinary the panel, the more protective members become of their own disciplines
    - the gaps in one’s own field are glaring -- in others not so
      ✓ “algorithms will be developed”
    - very few good *metrics* of success are known

  - 2000 a Georgian sat on the committee; Kosovo and Albright intervened

- **NRC-CISTI Board** (1997-2003 Chair 01-03)

- **Killam Committee** of Canada Council for the Arts (2003-06)
  - great good will---but “Two solitudes” (Hugh MacLennan) and “Two Cultures” (CP Snow) both reared their heads
    - The Killam trust is the size of the Nobel

- **Excellence in Research for Australia 2010 and 12** (MIC Committee)
  - I am “non-disclosed” but happy to answer some questions
"You can't imagine how tight our budget is. We can only work with single-digit numbers."
Creativity: Some Consequences

• Many breakthroughs are made on boundaries of disciplines, often by brilliant interlopers
  • You have to speak enough of the new language to contribute; this should influence our graduate curriculum
  • Team Work is becoming the rule not the exception (biology, physics, engineering, finance, social science, ..., even math)

• This is still premised on having a core competence: in a discipline which has one
  • You have to know something substantial to contribute; this should influence our under-graduate curriculum
  • Is Computer Science such a discipline? Michigan thought Geography was not!
  • I question the value of an Interdisciplinary PhD (at Dalhousie the world’s biggest: everyone’s favourite niece?)
    • What’s wrong with a Management PhD which has lots of IT or Sociology?

IIC&C: Further Consequences

Need to know enough about the culture of other discipline or country

- publishing practices & styles: books vs papers vs proceedings
- citation rates differ wildly: “Multidisciplinary journals tend to have low self-citation rates.” (ISI). See 2008 IMU report
- Finance, Economics (social science) rank a lot like Mathematics

Table 1. Comparison of the numbers of citations in different fields of science. Based on the data from Science and Engineering Indicators 2004. National Science Foundation, May 04, 2004.

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<td>20</td>
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<td>5</td>
<td>58818</td>
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- In some countries (UK, Oz) University funding is being driven by such “impact factor” metrics (MPUs, ERA) (know the enemy)
- Europe and the English-speaking world are diverging?
The Jury is still out, somewhat

good research, however performed, will usually rise to the top

“collaboration is associated with higher article citation rates, ... research has suggested that this is, in part, related to the access to a larger social network and the increased visibility of research ...” (2003, NZ study)


SCIENTIFIC COLLABORATION IN FINANCE DOES NOT LEAD TO BETTER QUALITY RESEARCH

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(Received January 27, 1997)

The study reports an empirical comparison of quality of collaborative research with the quality of individual research. Quality of a paper is measured by the citation rate over the four years following the year of publication. Papers published in fourteen Finance journals between 1987–1991 are sampled. There is no significant difference between the quality of collaborative and individual research. Decision-makers should hesitate in interpreting collaborative research as a definitive sign of ability to produce better research.
Most of it isn’t Rocket Science
Views of Recent Nobel prize winners

- They tend to understand **STEM R&D** a lot better than our own administrators or policy makers
- Some become fine administrators (David Baltimore?)

Steve Chu, Secretary of Energy, 1997 Laser cooling Nobelist

Bailey and Perlmutter at LBL, 2011
2007 and 2009 Physics Nobels

2007 German, Frenchman (Fert and Gruenberg) share award for work that lets computers, iPods and other digital devices store masses of data on ever-smaller disks

Mr. Gruenberg told reporters gathered at his institute that he was not too surprised to win the Nobel. “Because I have received a lot of awards, I was often asked: 'When will the big award come?'” Mr. Gruenberg said. He said the prize money would let him do research “without having to apply for grants for every tiny bit.”

2009 A pioneer in fiber optics and two scientists who figured out how to turn light into electronic signals -- work that paved the way for the Internet age

- Charles K. Kao, Willard S. Boyle, George E. Smith
- Kao was VC at CUHK
- Boyle CCD co-discoverer, was a Nova Scotian at its heyday

“What the wheel did for transport, the optical fiber did for telecommunications,” - Richard Epworth, 1960s co-worker of Kao at Standard Telecommunications Laboratories in Harlow, UK
“My specific aims didn't have 'discover telomerase'. I didn't even know I wanted to discover telomerase," she said in *The Australian* of February 24, 2010.

In a follow up piece on collaboration she comments:

“My feeling is not to get too cross-disciplinary and shallow and spread all over the place too quick." Blackburn tells the HES while visiting Monash University, where she is a distinguished visiting professor. "One needs to be able to bring something very substantive to the table because I can see the temptation would be to try to be overly generalised and shallowness would be the consequence.”
In that regard, this year's prize could be considered an anomaly. In the past, a few prizes have quickly spotlighted discoveries that upended the prevailing theory; others have recognized advances that over decades had led to ubiquitous applications. This year's prize, by contrast, honors physics that by all accounts is beautiful but not revolutionary.

“You don't need a new theory" to understand graphene, says Jeroen van den Brink, a theorist at the Institute for Materials Sciences at the Dresden University of Technology in Germany. At the same time, it celebrates the potential for applications yet to come. "Will this really come into the market?" Kim says. "I think it's really difficult to say." Still, everyone interviewed by Science says Geim and Novoselov thoroughly deserve the prize.
The Nobel Prize in Physics was divided, one half awarded to Saul Perlmutter, the other half jointly to Brian P. Schmidt and Adam G. Riess "for the discovery of the accelerating expansion of the Universe through observations of distant supernovae".

- In February at the AMSI forum of national educators in Canberra, Brian Schmidt went so far as to warn that Australia’s resource boom was threatened by a lack of highly-trained engineers, saying:

  “Too many kids who are willing and able to excel at maths are taught by teachers without the competency required to teach the subjects they are teaching.”

"It seemed too crazy to be right so we were a little scared. "I always look to Einstein because he got a lot right. Einstein's idea that space itself has an energy is the simplest reason that the universe could be speeding up."

Brian Schmidt gave $100,000 of his prize money to the AAS for Primary Connections
Did you see the neutrino speed of light thing?

Yup! Good news; I need the cash.

Huh? Cash?

Yeah. When there's a news story about a study overturning all of physics, I used to urge caution, remind people that experts aren't all stupid, and end up in pointless arguments about Gauged.

That sounds miserable and unfulfilling.

Yup. So I gave up, and now I just find excited believers and bet them $200 each that the new result won't pan out.

That's mean.

It provides a good income, and if I'm ever wrong, I'll be too excited about the new physics to notice the loss.
Changing Cognitive Styles

- Stroop effect
- "Strategic reading"
- Wolfram Alpha

Moore’s Law is Still in Effect

- The media will look very different in ten years
- Human beings will not and have to learn to cope
Changing User Expectations

What is attention? (*Stroop test*, 1935)

1. Say the **color** represented by the **word**
2. Say the **color** represented by the **font color**

(young) multi-taskers perform #2 easily and are (too) good at suppressing information?

Hypnotism works: *Sleight of mind*

Acknowledgements: Cliff Nass, CHIME lab, Stanford  (interference and twitter?)
Strategic Reading, Ontologies, and the Future of Scientific Publishing

Allen H. Renear* and Carole L. Palmer

The revolution in scientific publishing that has been promised since the 1980s is about to take place. Scientists have always read strategically, working with many articles simultaneously to search, filter, scan, link, annotate, and analyze fragments of content. An observed recent increase in strategic reading in the online environment will soon be further intensified by two current trends: (i) the widespread use of digital indexing, retrieval, and navigation resources and (ii) the emergence within many scientific disciplines of interoperable ontologies. Accelerated and enhanced by reading tools that take advantage of ontologies, reading practices will become even more rapid and indirect, transforming the ways in which scientists engage the literature and shaping the evolution of scientific publishing.

✓ Potentially hostile to many research patterns
“An acclaimed tradition in the history and sociology of science emphasizes the role of the individual genius in scientific discovery (1, 2). This tradition focuses on guiding contributions of solitary authors, such as Newton and Einstein, and can be seen broadly in the tendency to equate great ideas with particular names, such as the Heisenberg uncertainty principle, Euclidean geometry, Nash equilibrium, and Kantian ethics. The role of individual contributions is also celebrated through science's award-granting institutions, like the Nobel Prize Foundation (3).”
Trends for individual fields are presented in table S1. In the sciences, areas like medicine, biology, and physics have seen at least a doubling in mean team size over the 45-year period. Surprisingly, even mathematics, long thought the domain of the loner scientist and least dependent of the hard sciences on lab scale and capital-intensive equipment, showed a marked increase in the fraction of work done in teams, from 19% to 57%, with mean team size rising from 1.22 to 1.84. In the social sciences, psychology, economics, and political science show enormous shifts toward teamwork, sometimes doubling or tripling the propensity for teamwork. With regard to average team size, psychology, the closest of the social sciences to a lab science, has the highest growth (75.1%), whereas political science has the lowest (16.6%). As reflected in Fig. 1A, the humanities show lower growth rates in the fraction of publications done in teams, yet a tendency toward increased teamwork is still observed. All areas of patents showed a positive change in both the fraction of papers done by teams and the team size, with only small variations across the areas of patenting, suggesting that the conditions favoring teamwork in patenting are largely similar across subfields.
Fig. 1. The growth of teams

My morale has never been higher than since I stopped asking for grants to keep my lab going.

Robert Pollack, Columbia biologist, on "the crisis in scientific morale", Sept. 19, 1996 at GWU symposium Science in Crisis at the Millennium. (p. 1805, 27/09/96 Science)

FAMILIARIZE yourself with these or like URLS


AAAS-Science http://sciencenow.sciencemag.org

• Keep up on trends and policy issues

Editors' Choice: Highlights of the recent literature 17 August 2012, 337 (6096)

The Cost of Improvement Brad Wible

With increased emphasis on the role of science and technology in economic prosperity come increased efforts to improve science education. In the United States, science-focused education efforts occur on a backdrop of broader efforts to improve public education by using standardized tests of student achievement, largely limited to literacy and math. Because low test scores often come with steep consequences, the pressure to "teach to the test" can corrupt the system and undermine the very educational processes that are being monitored. Indeed, research has shown that high-stakes standardized tests focused on literacy and math in primary school can lead to decreases in the instructional time dedicated to other topics such as science. Maltese and Hochbein studied U.S. high schools in Indiana and found that despite school-level improvement of some schools on measures of math and literacy as reflected on a statewide standardized test used for evaluating schools (ISTEP), student-level performance in those improving schools did not demonstrate improvement in literacy or math on a separate, widely used college-entrance examination (ACT). Furthermore, school-level improvement on ISTEP math and literacy was generally associated with lower individual student-level science achievement on ACT. J. Res. Sci. Teach. 49, 804 (2012).

Nature http://www.nature.com or New Scientist, THES, Scientist, Science Weekly, Science Daily, American Scientist, ... the Edge, TED
What are the implications for
• Australian Mathematics?
• Australian (Social) Science?
• This University?
• Universities?
• Australia?

'BE CAREFUL! ALL YOU CAN TELL ME IS 'BE CAREFUL'?
Moore’s law This picture is worth 100,000 ENIACs

Inventors: Eckert & Mauchly (1946)

The number of ENIACS needed to store the 20Mb TIF file the Smithsonian sold me

THANK YOU