Fostering Creativity and Collaboration in the Academy

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Managing Director & Director of Research, The Norman Lear Center
Annenberg School for Communication & Journalism
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think differently.
The Norman Lear
CEN-TER-TAINMENT
Studying and Shaping the Impact of Entertainment & Media on Society
Creativity
Commerce & Culture
How Technology Shapes Art, Media & Markets
Artists, Technology & the Ownership of Creative Content

Creative Control in the Digital Age:
Scenarios for the Future
EXT. PICKET LINE - DAY
Several men and women are outside of a record store protesting. They are holding signs depicting the band The Brutish Boys with a red mark through them.

JOYCE (V.O.)
The new Brutish Boys CD Straight from the Sewer was released today but instead of rushing to record stores to buy it, many fans rushed stores to protest, calling this popular group, "a pack of thieves."

(A MAN approaches the camera. Joyce holds a microphone out to him.)

MAN
My name is Kevin Willis, I coined the phrase "a pack of thieves."

JOYCE
Why do you consider The Brutish Boys thieves?
Ready to Share: Fashion & The Ownership of Creativity

Edited by David Bollier and Laurie Racine

USC Annenberg
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INNOVATION & CREATIVITY IN THE FASHION INDUSTRY
Newspaper Circulation Decline
2003-2009

Source: Project for Excellence in Journalism
ecology of creativity
ecology of creativity
interdisciplinarity
interdisciplinarity
reputation
reputation
marketing
distribution
Supreme Court to Hear File-Sharing Dispute

David G. Savage and Jon Healey

The Supreme Court, heeding the pleas of the entertainment industry, agreed Friday to consider calling a halt to Internet file sharing that allows millions of computer users to obtain free copies of music and movies. Legal experts said the case, due to be decided in the spring, could be the most important test of copyright law in the computer era. If the court imposes new rules on consumers..."Estimates of lost music sales range from $700 million to several billion dollars a year..."

which they say is 'inflicting catastrophic, million-dollar harm' on their businesses. Estimates of lost music sales range from $700 million to several billion dollars a year, they said.

At issue is whether owners of copyrighted works can bar software makers from giving computer users the means to copy those works freely from one another's computers. If the answer is no, then "copyright soon will mean nothing on the Internet," lawyers for the entertainment industry told the high court.

The owners of the Grokster and Morpheus file-sharing networks countered that they are not making illegal copies themselves. Instead, millions of individuals are copying movies and music from one another with the help of their technology.

Just as the maker of a photocopier is not liable if a user illegally runs off thousands of copies of a copyrighted book.
audience
audience
audience
outside the academy

inside the academy

product
knowledge
University Inc.: The Corporate Corruption of Higher Education

Jennifer Washburn

knowledge
YOCHAI BENKLER

The Wealth of Networks
How Social Production Transforms Markets and Freedom
“Science is built by many people contributing incrementally – not operating on market signals, not being handed their research marching orders by a boss – independently deciding what to research, bringing their collaboration together and creating science. What we see in the networked information economy is a dramatic increase in the importance and the centrality of information produced in this way.”

– Yochai Benkler
Organizing Genius

The Secrets of Creative Collaboration

Warren Bennis
Patricia Ward Biederman

Foreword by Charles Handy

Copyrighted Material
## Taxonomy of Collaboration Technologies

<table>
<thead>
<tr>
<th></th>
<th>Asynchronous communication (different place/different time)</th>
<th>Synchronous electronic encounters (different place/same time)</th>
<th>Synchronous face-to-face meetings (same place/same time)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Communication Systems</strong></td>
<td>• fax&lt;br&gt;• email&lt;br&gt;• voicemail&lt;br&gt;• video mail&lt;br&gt;• social media</td>
<td>• telephone/mobile/audio systems&lt;br&gt;• video conferencing&lt;br&gt;• chat systems</td>
<td>• microblogging&lt;br&gt;• screen sharing</td>
</tr>
<tr>
<td><strong>Information Sharing Systems</strong></td>
<td>• RSS feeds&lt;br&gt;• document sharing systems&lt;br&gt;• message boards and blogs&lt;br&gt;• cloud computing&lt;br&gt;• websites &amp; intranets</td>
<td>• teleconsultation systems&lt;br&gt;• co-browsing software</td>
<td>• presentation systems</td>
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<tr>
<td><strong>Cooperation Systems</strong></td>
<td>• document co-authoring tools</td>
<td>• shared CAD systems&lt;br&gt;• virtual whiteboards&lt;br&gt;• brainstorming software</td>
<td>• group decision support systems</td>
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<tr>
<td><strong>Coordination Systems</strong></td>
<td>• group calendars&lt;br&gt;• shared workflow management systems&lt;br&gt;• event managers</td>
<td>• notification systems</td>
<td>• command and control support systems</td>
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<tr>
<td><strong>Social Encounter Systems</strong></td>
<td></td>
<td>• telepresence&lt;br&gt;• media spaces&lt;br&gt;• computer games&lt;br&gt;• virtual worlds</td>
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Based on a taxonomy from “Working with Groupware” by J.H. Erik Andriessen
Creativity & Collaboration
Technology & The Future of Research IN THE ACADEMY

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<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 11, 2010</td>
<td>Networked Scientific Research</td>
</tr>
<tr>
<td>February 23, 2010</td>
<td>Digital Arts and Humanities</td>
</tr>
<tr>
<td>March 3, 2010</td>
<td>Social Science Research, and Studying the Effects of Technology on Collaboration</td>
</tr>
<tr>
<td>March 10, 2010</td>
<td>Engineering and Technology to Support Collaboration</td>
</tr>
<tr>
<td>March 23, 2010</td>
<td>Collaboration in the Health Sciences</td>
</tr>
</tbody>
</table>
What are the best practices in research collaboration that you know?

What are the barriers to research collaboration at USC?

How can USC further develop a culture of innovation that supports creative ways to conduct and collaborate on research?
Best practices

Interdisciplinary visiting scholars

University of Michigan
Syracuse University
Radcliffe Institute for Advanced Study
Center for Advanced Study in the Behavioral Sciences at Stanford University

Collaborative research

Clinical Translational Science Institute
The NCI’s Transdisciplinary Research on Energetics and Cancer Centers

Innovative funding programs
new publishing models

Biology
Engineering
Economics
Earth Sciences

best practices
Physical distance, difficulty of collaborative authoring, learning curves, lack of centralized datasets, incompatible metadata, disciplinary silos, different standards, loss of control, incompatible datasets, conflicting priorities, unfundable collaborative infrastructure, difficulty of synchronizing, tenure guidelines, barriers.
Social spaces

Collaborative workspace

Revamp tenure

Technical training for researchers and “translators”

Support for alternate models for scholarly publication

Digital publishing

Fresh blood

On-campus visitors center

Student incentives

Inter-generational collaboration

Innovative mentoring programs

Compile best practices in collaborative research

Funding – including mini-grants for small projects

Recruit creative collaborators

Informal interdisciplinary salons

Skunkworks

Match.com for collaborative research

Videoconferencing technology & facilities

Training to use digital libraries

Interactive learning environments

New criteria for selecting students

solutions
change the rules!
Symposium on Innovative Ways That Universities Do Research
December 3, 2010

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CREATIVITY & COLLABORATION
USC in the academy Dec 3, 2010

CARL KESSELMAN
GLOBAL INFRASTRUCTURE
VIRTUAL ORGANIZATION

NEIL BUCKHOLTZ
NEURIMAGING DATABASE PUBLIC ACCESS

INNOVATIVE COMMUNITY
OPEN REVIEW PEER ACCESS

KATHERINE ROWE
MARK TWAIN EARLY ADAPTOR

EDITORS SHAKESPEARE QUARTERLY

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collaboration fund

Game Theory and Human Behavior
Engineering | Psychology | Architecture | Law | Communication

The USC Water Institute
Engineering | Biology

Center for Transformative Scholarship Digital Scholars Program to Support Digital Humanities Publishing
History | Cinematic Arts | Communication

moving forward
online resources

moving forward
Wednesday, October 19

SHARING AS INFRASTRUCTURE
John Wilbanks
VP of Science, Creative Commons

Tuesday, November 1

HOW LEADERS COLLABORATE
Warren Bennis
USC University Professor

moving forward
Fostering Creativity and Collaboration in the Academy

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