200,000 scientists, engineers, educators, and students across the country, and more than $6 billion; hundreds of programs that support roughly 100,000 scientists, engineers, educators, and students across the country, and the development of world-class facilities and infrastructure.

Ethington’s scholarship explores the past as a cartography of time. He is currently on the editorial board of the American Education Research Journal and a member of the California Earthquake Prediction Evaluation Council and the Governing Council of the National Academy of Sciences.

Dr. T erence Sanger is the director of the USC Pediatric Movement Disorders Institute, and he is also a professor in the School of Pharmacy. He is the co-director of the Children's Hospital of Los Angeles, an MS in Electrical Engineering from USC, and a Bachelors degree in computer science from the University of California, Los Angeles. He received the Kovacs Book Award from the Society for Cinema and Media Studies. He received the USC's Phi Kappa Phi award for outstanding scholarship, and was a finalist for the Kovacs Book Award from the Society for Cinema and Media Studies.

Shrikanth Narayanan is the Andrew J. Viterbi Professor of Engineering at USC, and he holds appointments as Professor of Electrical Engineering, Computer Science, Linguistics, and Psychology. He is also the director of the Ming Hsieh Institute for Information Technology. From 1995-2000 he was with AT&T Labs and AT&T Research. Shri Narayanan was the first chair of the National Academy of Engineering, and the American Association for the Advancement of Science (AAAS).

Anne Balsamo’s work focuses on the relationship between culture and technology. This focus informs her practice as a scholar, researcher, new media designer and entrepreneur. She is currently a Professor of Interactive Media in the School of Cinema-Television, and Professor of Communication in the Annenberg School for Communication & Journalism. From 2004-2007 she served as the Director of the Institute for Multimedia Literacy. In 2002, she co-founded Ochoa Labs Inc., a technology design and fabrication company.

Randolph Hall is responsible for leading research initiatives across the university, overseeing research advancement, administration and ethics activities. Hall’s experience includes serving as the founding/principal investigator for two national research centers, the Center for Risk and Economic Analysis of Terrorism Events and the National Center for Metropolitan Transportation Research. He also served as senior associate dean for research in the Viterbi School of Engineering for four years.

Neil S. Buckholtz, PhD, is Chief of the Dementias of Aging Branch of the Division of Neuroscience at the National Institute on Aging at the National Institutes of Health (NIH). This involves overall programmatic responsibility for development, coordination, and implementation of basic and clinical Alzheimer’s disease (AD) research. Specifically Dr. Buckholtz is the program administrator for grants and contracts portfolios including AD drug discovery and development and AD neuroimaging and biomarker research.

Kristinna Z. Holly is an innovation expert who lives, works, and plays at the intersection of entrepreneurship, technology design, and academia. As vice provost for innovation at the University of Southern California and executive director for the USC Stevens Institute for Innovation, she leads a team of over 30 to translate USC’s most groundbreaking ideas to market and develop educational programs to help faculty and students make maximum impact with their ideas.

Anne Balsamo
USC SCHOOL OF CINEMATIC ARTS

Sam Gustman has been Chief Technology Officer of the Shockey Foundation since 1994 and was responsible for overseeing the 2006 move of the Foundation’s archives to USC. He ensures the archives’ accessibility for academic and research communities at USC and around the world. He is responsible for the operation, preservation, and cataloging of the Institution’s 65,000 hours of home video testimony, the 8 petabyte digital video preservation effort, and a 135-terabyte digital library effort, one of the largest public video databases in the world.

Randolph Hall
USC VICE PRESIDENT OF RESEARCH

Sam Gustman
SAM GUSTMAN
USC SHOAY FOUNDATION INSTITUTE

Randolph Hall is responsible for leading research initiatives across the university, overseeing research advancement, administration and ethics activities. Hall’s experience includes serving as the founding/principal investigator for two national research centers, the Center for Risk and Economic Analysis of Terrorism Events and the National Center for Metropolitan Transportation Research. He also served as senior associate dean for research in the Viterbi School of Engineering for four years.
Technology has enabled university research to become more rapid, more dynamic and more collaborative, but at the same time it has challenged – even upended – some academic traditions and practices.

• As information is retrieved, distributed and shared more easily, quickly and cheaply than ever before, how will peer-review evolve and keep pace with innovation?

• What is the role of departments and disciplines within research that increasingly requires networking and mobilizing multiple fields and institutions?

• As teamwork has become a hallmark of innovation, how should the appointment and promotion process be modernized to reward and motivate collaborative achievements?

• How do we balance technology’s ability to surmount distance, with the benefits of serendipitous personal encounters that occur on a bricks and mortar campus?

This conference – with participants from across USC and beyond – will spotlight novel ways that research communities use technology and innovative practices to foster creativity and collaboration; it will showcase some of the research products emerging from those communities; and it will address the tensions between traditional academic culture and cutting-edge methods to expand knowledge and benefit society.

The Lear Center will produce an innovative online publication that captures the conversations that take place here, as well as a rich Web resource that gathers together the best online materials (including articles, Web sites, videos and podcasts) about innovative practices in university research.

ABOUT THE PROJECT

The Norman Lear Center is a nonpartisan research and public policy center that studies the social, political, economic and cultural impact of media & entertainment on the world. The Lear Center translates its findings into action through testimony, journalism, strategic research and innovative public outreach campaigns. On campus, from its base at the USC Annenberg School for Communication & Journalism, the Lear Center builds bridges between schools and disciplines whose faculty study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between the entertainment industry and academia, and between them and the public. One of the Lear Center’s longest running projects, Creativity, Commerce & Culture, explores innovative new ways of discussing and depicting the artistic, legal and ethical issues that creative people face in the digital age. For more information, please visit http://learcenter.org.

USC OFFICE OF RESEARCH

The University of Southern California is one of a small number of premier research institutions on which the nation depends for a steady stream of new knowledge, art and technology. USC has nearly $560 million in annual research expenditures, and has ranked among the top 10 private universities in federal supported research activity. USC is rapidly expanding its research activity through a strategy that emphasizes collaboration across multiple disciplines and meeting societal needs. For more information, please visit http://www.usc.edu/research.

THE NORMAN LEAR CENTER

The Norman Lear Center is a nonpartisan research and public policy center that studies the social, political, economic and cultural impact of media & entertainment on the world. The Lear Center translates its findings into action through testimony, journalism, strategic research and innovative public outreach campaigns. On campus, from its base at the USC Annenberg School for Communication & Journalism, the Lear Center builds bridges between schools and disciplines whose faculty study aspects of entertainment, media and culture. Beyond campus, it bridges the gap between the entertainment industry and academia, and between them and the public. One of the Lear Center’s longest running projects, Creativity, Commerce & Culture, explores innovative new ways of discussing and depicting the artistic, legal and ethical issues that creative people face in the digital age. For more information, please visit http://learcenter.org.

TWITTER.COM/USCCREATIVITY