anne BALSAMO
USC SCHOOL OF CINEMATIC ARTS

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 Cinematic Arts and of Communications 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 Onomy Labs, Inc., a technology design and fabrication company.

sam GUSTMAN
USC SHOAH FOUNDATION INSTITUTE

Sam Gustman has been Chief Technology Officer of the Shoah Foundation since 1994 and was responsible for overseeing the 2006 move of the Foundation's archives to USC. He ensures the archive's accessibility for academic and research communities at USC and around the world. He is responsible for the operation, preservation, and cataloging of the Institute's 105,000 hours of video testimony, the 8 petabyte digital video preservation effort, and 135-terabyte digital library effort, one of the largest public video databases in the world.

tara MCPHERSON
USC SCHOOL OF CINEMATIC ARTS

Professor McPherson teaches courses in digital media, television, and popular culture. She is co-editor of the *Vectors Journal* and co-director of the USC Center for Transformative Scholarship. Her *Reconstructing Dixie: Race, Gender and Nostalgia in the Imagined South* received the 2004 John G. Cawelti Award for the outstanding book published on American Culture, 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.

arden BEMENT
NATIONAL SCIENCE FOUNDATION

From 2004 - 2010, Arden L. Bement, Jr. served as the 12th Director of the National Science Foundation (NSF). During his tenure, Dr. Bement directed the only federal agency that funds research and education in all fields of science and engineering. He directed a budget of more than $6 billion; hundreds of programs that support roughly 200,000 scientists, engineers, educators, and students across the country; and the development of world-class facilities and infrastructure.

randolph HALL
USC VICE PRESIDENT OF RESEARCH

Randy Hall is responsible for leading research initiatives across the university, overseeing research advancement, administration and ethics activities. Hall's experience includes serving as the founder/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.

shrikanth NARAYANAN
USC VITERBI SCHOOL OF ENGINEERING

Shrikanth (Shri) 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 inaugural director of the Ming Hsieh Institute. From 1995-2000 he was with AT&T Bell Labs and AT&T Research. Shri Narayanan is a Fellow of IEEE, the Acoustical Society of America, and the American Association for the Advancement of Science (AAAS).

neil BUCKHOLTZ
NATIONAL INSTITUTES OF HEALTH

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.

krisZtina HOLLY
USC VICE PROVOST FOR INNOVATION

Krisztina "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.

katherine ROWE
BRYN MAWR COLLEGE

Katherine Rowe (PhD, Harvard) teaches and writes about literature and media change. Trained as a scholar of Renaissance drama, she turned her attention to questions of media history and adaptation. A recipient of grants from the NEH, the Mellon Foundation, and the PA Department of Education that support her work in media history, Prof. Rowe is a member of the editorial board of *Shakespeare Quarterly* and Associate Editor (responsible for the online edition) of *The Cambridge World Shakespeare Encyclopedia*.

philip ETHINGTON
USC COLLEGE OF LETTERS, ARTS & SCIENCES

Philip J. Ethington is Professor of History and Political Science at USC, North American Editor and Multimedia Editor of the journal *Urban History* (Cambridge University Press), and Co-Director (with Tara McPherson) of the USC Center for Transformative Scholarship. An interdisciplinary historian, Ethington's scholarship explores the past as a cartography of time. He is currently completing a large-format graphic book, interactive online publication, and public art exhibit called Ghost Metropolis: Los Angeles, since 13,000 BP.

tom JORDAN
USC COLLEGE OF LETTERS, ARTS & SCIENCES

Tom Jordan is the Director of the Southern California Earthquake Center and the W. M. Keck Professor of Earth Sciences at USC. He is responsible for all aspects of SCEC's program, which currently involves over 600 scientists at more than 60 universities and research institutions. He is a member of the California Earthquake Prediction Evaluation Council and the Governing Council of the National Academy of Sciences.

terence SANGER
USC VITERBI SCHOOL OF ENGINEERING

Dr. Terence Sanger is the director of the USC Pediatric Movement Disorders Center. His research focuses on understanding the origins of pediatric movement disorders from both a biological and a computational perspective. Dr. Sanger coordinates the Childhood Motor Study Group (CMSG) and the NIH Taskforce on Childhood Movement Disorders, and he is principal investigator on several research studies at USC.

roger GHANEM
USC VITERBI SCHOOL OF ENGINEERING

Dr. Roger Ghanem is a professor of Civil Engineering at the Viterbi School of Engineering at USC. He has a PhD in Civil Engineering and a Master of Civil Engineering from Rice University and a B.E. in Civil Engineering from American University of Beirut. His research interests include Probabilistic Modeling and Computational Stochastic Mechanics; Quantitative Models for the Propagation of Uncertainty in Physical Systems and Structural Dynamics and Earthquake Engineering.

carl KESSELMAN
USC VITERBI SCHOOL OF ENGINEERING

Dr. Carl Kesselman is Professor of Industrial and Systems Engineering and a Fellow in the Information Sciences Institute in the USC Viterbi School of Engineering. He is the co-director of the Medical Information Systems Division at ISI and co-director of the Center for Health Informatics. He received a PhD in Computer Science from the University of California, Los Angeles, an MS in Electrical Engineering from USC, and Bachelors degrees in Electrical Engineering and Computer Science from the University at Buffalo.

USC ANNENBERG NORMAN LEAR CENTER

martin KAPLAN

Martin Kaplan, director of the Norman Lear Center, is the Norman Lear Chair in Entertainment, Media and Society at the USC Annenberg School for Communication & Journalism. A *summa cum laude* in molecular biology from Harvard College, where he was president of *The Harvard Lampoon*, he was a Marshall Scholar in English at Cambridge University and has a PhD from Stanford in modern thought and literature.

johanna BLAKLEY

Johanna Blakley, PhD, is the deputy director of the Norman Lear Center, a research and public policy institute that explores the convergence of entertainment, commerce and society. Blakley performs research on a wide variety of topics, including global entertainment, cultural diplomacy, celebrity culture, digital media and intellectual property law.

david BOLLIER

David Bollier is a senior fellow at the Norman Lear Center and this event's rapporteur. He is an author, activist, blogger and consultant who studies the commons as a new paradigm of economics and culture. He has pursued this work over the past ten years with a variety of international and domestic partners, including the Commons Strategy Group, an international consulting project that he recently co-founded, and a new blog, Bollier.org.

genevieve GIULIANO
USC SCHOOL OF POLICY, PLANNING & DEVELOPMENT

Genevieve Giuliano, PhD, conducts research on relationships between land use and transportation, transportation policy analysis, and information technology applications in transportation. Her current research includes analysis of regulatory policies aimed at reducing impacts of freight in metropolitan areas, development of metropolitan freight flow models, and analysis of changes in metropolitan spatial structure.

martin LEVINE
USC VICE PROVOST FOR FACULTY AFFAIRS

Martin L. Levine serves as the Vice Provost for Faculty Affairs at the University of Southern California. He is the UPS Foundation Chair in Law, and Gerontology and Professor of Psychiatry and the Behavioral Sciences, with joint appointments in the schools of Law, Gerontology, and Medicine. His book, *Age Discrimination and the Mandatory Retirement Controversy*, received the Phi Kappa Phi Faculty Recognition Award. As Vice Provost, he serves as the senior executive officer responsible to the Provost for USC's 4300 faculty.

PROGRAM

9:30-10:00
Registration & continental breakfast
Second Floor Lobby

10:00 - 10:05
Opening remarks by RANDOLPH HALL
Board Room

10:05 - 10:15
Lessons Learned from our Workshops
JOHANNA BLAKLEY & MARTY KAPLAN
Board Room

10:15 - 11:15
Innovative Research Communities
Board Room

KRISZTINA HOLLY
(moderator)
NEIL BUCKHOLTZ
CARL KESSELMAN
KATHERINE ROWE

11:15 - 12:30
Digital Scholarship
Board Room

TARA MCPHERSON
(moderator/panelist)
ANNE BALSAMO
ROGER GHANEM
SAM GUSTMAN

12:30 - 1:15
Lunch
Vineyard Room

1:15 - 2:00
Networked Research Communities
ARDEN BEMENT
Board Room

2:00 - 3:00
New Methods for Evaluating Scholars
& Their Research - a panel discussion
Board Room

MARTY KAPLAN
(moderator)
PHIL ETHINGTON
GEN GIULIANO
TOM JORDAN
MARTY LEVINE
SHRI NARAYANAN
TERENCE SANGER

3:00 - 3:15
Closing by David Bollier & Randy Hall
Board Room

3:15 - 4:00
Cookies, coffee and conversation
Second Floor Lobby

ABOUT THE PROJECT

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.

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.

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Creativity&
Collaboration
IN THE ACADEMY

A SYMPOSIUM ON
INNOVATIVE WAYS THAT
UNIVERSITIES DO RESEARCH

UNIVERSITY OF
SOUTHERN CALIFORNIA

DECEMBER 3, 2010