



The New ABCs of Research: Achieving Breakthrough Collaborations

By Ben Shneiderman

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The problems we face in the 21st century require innovative thinking from all of us. Be it students, academics, business researchers or government policy makers. Hopes for improving our healthcare, food supply, community safety and environmental sustainability depend on the pervasive application of research solutions.

The research heroes who take on the immense problems of our time face bigger than ever challenges, but if they adopt potent guiding principles and effective research lifecycle strategies, they can produce the advances that will enhance the lives of many people. These inspirational research leaders will break free from traditional thinking, disciplinary boundaries, and narrow aspirations. They will be bold innovators and engaged collaborators, who are ready to lead, yet open to new ideas, self-confident, yet empathetic to others.

In this book, Ben Shneiderman recognizes the unbounded nature of human creativity, the multiplicative power of teamwork, and the catalytic effects of innovation. He reports on the growing number of initiatives to promote more integrated approaches to research so as to promote the expansion of these efforts. It is meant as a guide to students and junior researchers, as well as a manifesto for senior researchers and policy makers, challenging widely-held beliefs about how applied innovations evolve and how basic breakthroughs are made, and helping to plot the course towards tomorrow's great advancements.

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The New ABCs of Research: Achieving Breakthrough Collaborations By Ben Shneiderman **Bibliography**

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Editorial Review

Review

"*The New ABCs of Research* deserves a readership for the boldness of its ambition and the promise of its ideas. They deserve debate and implementation." --*Nature*

"It's excellent... a critically important research manifesto in the spirit of Vannevars Bush's (1945) *Science: The Endless Frontier*." --*Rita Colwell, Director, U.S. National Science Foundation (1998-2004)*

"This is a must-read book for those of us that want to create radical innovations and breakthrough scientific advances to solve the 'wicked' problems surrounding us in the 21st Century." --*John Seely Brown, Former Chief Scientist, Xerox Corporation and Director of its Palo Alto Research Center (Xerox PARC)*

"I absolutely love it all! *The New ABCs of Research* captures, catalogues and advocates for exactly what we need to be doing in research and scholarship at a major research university. It beautifully describes the combination of basic, interdisciplinary, and translational research with partners that is so powerful and so needed." --*Mary Ann Rankin, Provost, University of Maryland*

"This book will be compelling reading for anyone thinking about building an effective research organization for the 21st century." --*John Hennessy, President, Stanford University*

"Ben Shneiderman's *New ABCs of Research* presents a compelling, evenhanded argument for a new paradigm for interdisciplinary collaboration that puts engineering and design on an equal footing with basic science. This well-written book is full of sound observations and sage advice for students and young researchers alike, while at the same time providing plenty of food for thought for established researchers and policy makers." --*Henry Petroski, Aleksandar S. Vesic Professor of Civil Engineering and Professor of History, Duke University; author of *The Essential Engineer: Why Science Alone Will Not Solve Our Global Problems* and *The Road Taken: The History and Future of America's Infrastructure**

"*The New ABCs of Research* celebrates the way the Web has changed research methods and goals. It's about teamwork, community, and sharing. It's about making a better society and better lives for everyone. It's about passion, hard work, and hope. It's what we need for the next hundred years." --*Dame Wendy Hall, Univ of Southampton & Web Science Trust*

"Ben Shneiderman's *The New ABCs of Research* explodes the myth that innovation is the product of lone inventors and shows how the key lies in collaboration and conducting applied and basic research together. It's a must read for those who are looking to spur innovation in the academic, corporate, startup and urban innovation communities." --Richard Florida, *University of Toronto, author Rise of the Creative Class*

"I am in complete harmony with the theme presented. I have no doubt about the accelerated progress gained by connecting the most fundamental thinking to potential applications." --Dan Mote, *President, National Academy of Engineering*

"Shneiderman's message distills key learnings from the last three decades of academic research and commercial innovation. His prescription for integrated and iterative applied and basic research should be read by every student, faculty member, university president, and funding agency lead." --Deborah Estrin, *Professor, Computer Science and Founder of Health Tech Hub, Cornell Tech*

"Real breakthroughs come when applied and basic research resonate and collide. Then science, engineering, and design team up to speed the flow of innovation. Shneiderman's new book shows how." -Vint Cerf, *VP and Chief Internet Evangelist, Google*

"This strong, highly readable book presents well-reasoned arguments combined with powerful case studies." --Don Norman, *Prof. and Director, The Design Lab, University of California, San Diego, former Vice President of Apple, and Author of "The Design of Everyday Things"*

"*The New ABC's of Research* is a brilliant synthesis about the creation of knowledge that matters. It does for Applied/Basic Research & for Science/Engineering/ Design what CP Snow did for Science/Humanities in *The Two Cultures* and the Scientific Revolution. The content is rich and thoughtful, the writing is crystalline in its clarity, and the chapters on Science, Engineering, and Design are each one worth the price of admission. By using captivating case vignettes to illustrate, the book expresses its own message of working in both theory and practice. I love this book." -Mark Smith, *Chief Innovation Officer, MedStar Health; Director, MedStar Institute for Innovation*

"Professor Shneiderman has written an original, carefully thought out and trenchantly argued manifesto for a new way of doing research in universities, which has implications for all of us...not only is this required reading for decision makers in universities and government, but designers of socio-technical systems of all kinds can learn something from it." -- BCS

"I found it hard to find anything in Shneiderman's book I disagreed with ... I found myself in agreement with Shneiderman's narrative and the examples he presents, including the fact that the dominant players in the Internet space such as Google, Facebook, Microsoft, and Apple are applying the ABC and SED principles

successfully." -- *Big Data*

About the Author

Ben Shneiderman, *University Professor, University of Maryland*

Ben Shneiderman is a Distinguished University Professor in the Department of Computer Science and Founding Director (1983-2000) of the Human-Computer Interaction Laboratory at the University of Maryland. His development of user interfaces such as the highlighted clickable link for the web, small touchscreen keyboards, and information visualization concepts earned him membership in the National Academy of Engineering.

Users Review

From reader reviews:

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What do you concerning book? It is not important along with you? Or just adding material if you want something to explain what you problem? How about your time? Or are you busy person? If you don't have spare time to complete others business, it is make you feel bored faster. And you have spare time? What did you do? Everybody has many questions above. The doctor has to answer that question because just their can do in which. It said that about book. Book is familiar in each person. Yes, it is right. Because start from on pre-school until university need this *The New ABCs of Research: Achieving Breakthrough Collaborations* to read.

Isaias McGee:

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