

CCIS IS PROUD TO PRESENT DISTINGUISHED LECTURE

Professor Ben Schneiderman

UNIVERSITY OF
MARYLAND



DATE
4.17.18

TIME
3:30pm-
4:45pm

LOCATION
97 Cargill

Talk Title

**The New ABCs of Research: Achieving
Breakthrough Collaborations**

Abstract

Solving the immense problems of the 21st century will require ambitious research teams that are skilled at producing practical solutions and foundational theories simultaneously – that is the ABC Principle: Applied & Basic Combined. Then these research teams can deliver high-impact outcomes by applying the SED Principle: Blend Science, Engineering and Design Thinking, which encourages use of the methods from all three disciplines. These guiding principles (ABC & SED) are meant to replace Vannevar Bush's flawed linear model from 1945 that has misled researchers for 70+ years. Evidence is growing that these new guiding principles produce papers that on average elicit twice as many citations. These principles will enable students, researchers, academic leaders, and government policy makers to accelerate discovery and innovation.

Northeastern University
College of Computer and Information Science

CCIS
LECTURE
SERIES