

Web Science

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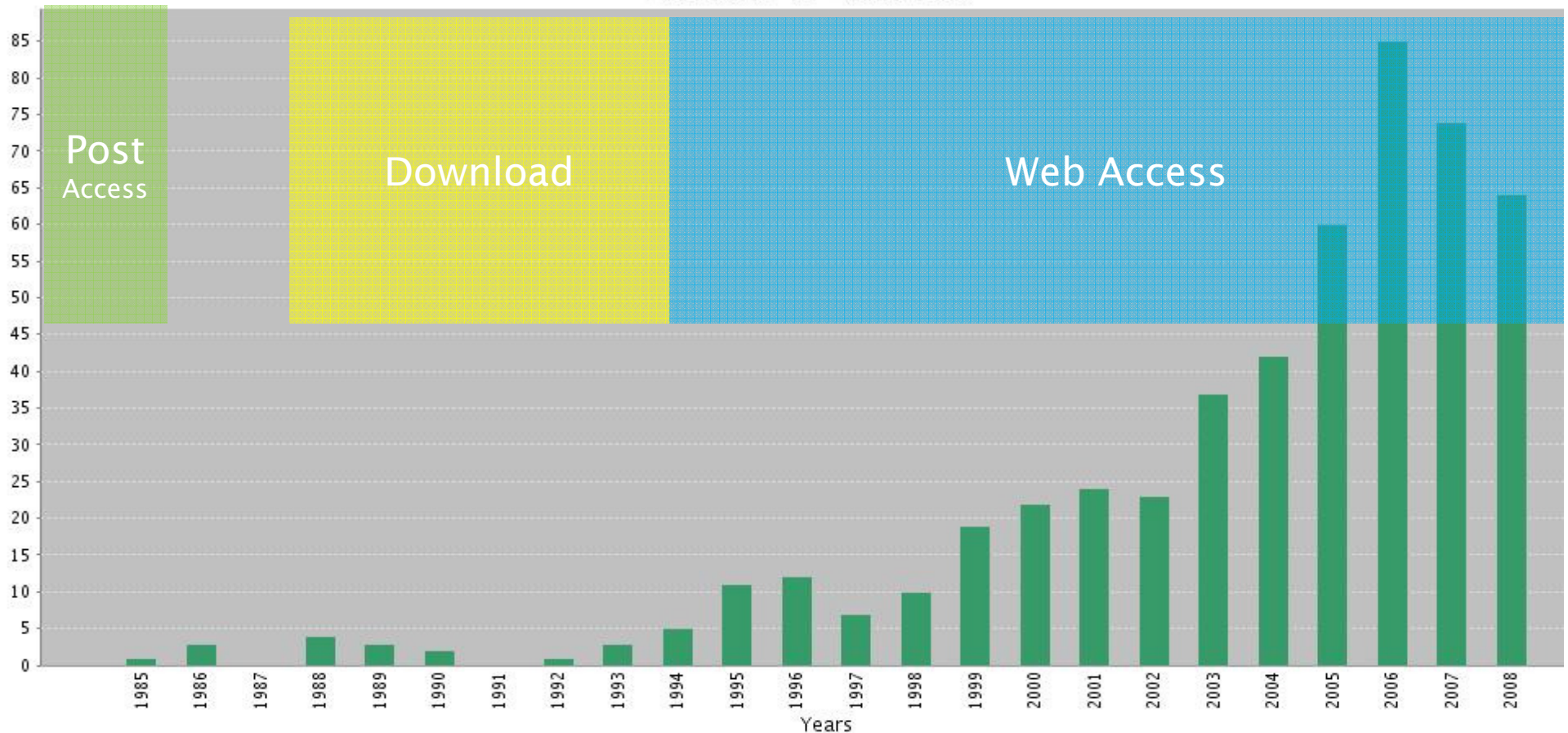


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Data Sharing in Science

example – MRC Psych DB (1985 – 2008)-

Citations in Each Year



The data has stayed the same,
The trust of the community has increased – why ?



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Engineering The Web

1989 – 1994 Invention of the Web

1994-1998 – standardise the core

1998-2004 – regulate the web

- organisational regulation
- apply national legislation to the web
- international governance – UN IGF, ICANN

2004-2008 – new platforms

- combine the web with the well regulated telecoms area
- We need to understand the links between technology, regulation and social outcome.
- We need principled arguments from Web Science to guide regulation



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Social Engineering

Previously applied to transport, urban planning and information propaganda (e.g. soviet era) – now the web.

Propagation of ideas by commercial & government marketing:

Narrowcasting

Viral Marketing

Questions – where to plant the seed idea?

how to put the seed ?

Accelerator Science/Computational Science like Web Science
provide principled ways to guide decisions

Propagation modelling:

Maths: Network Effects + Category Errors

Insight: **techno-social heuristics**



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