TOPIC: The New ABCs of Research: Achieving Breakthrough Collaborations
SPEAKER: Ben Shneiderman (Univ of Maryland)
DATE: Thursday, April 21st, 2016
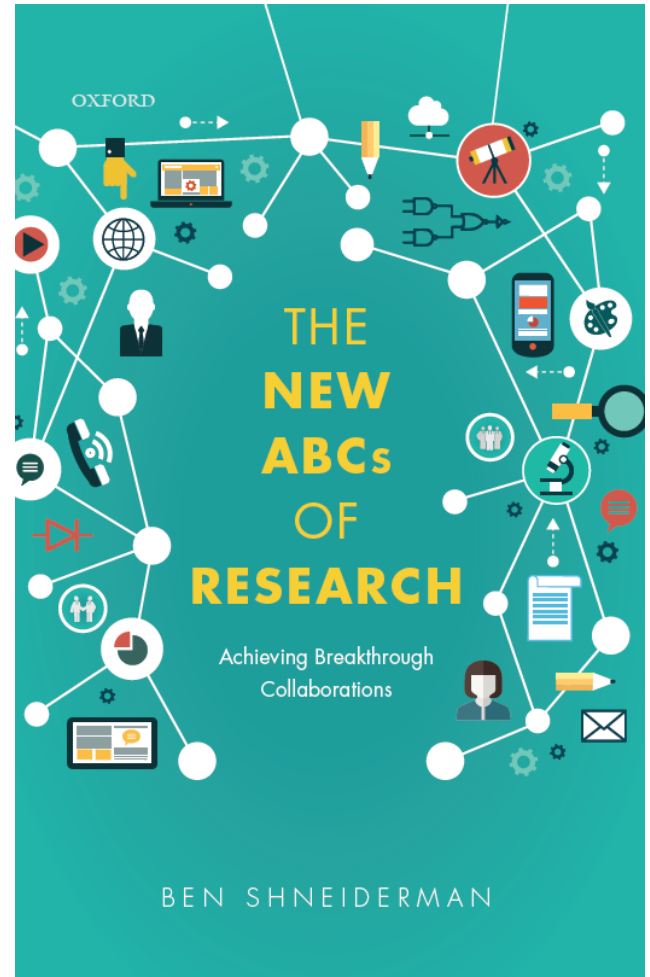**TIME:** 12:30-1:45PM *Lunch will be served at 12:15PM.
PLACE: KMC 3-50

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. These new guiding principles will enable students, researchers, business leaders, and government policy makers to accelerate discovery and innovation.

Oxford University Press:
   http://ukcatalogue.oup.com/product/9780198758839.do

Book website:
   http://www.cs.umd.edu/hcil/newabcs

BEN SHNEIDERMAN (http://www.cs.umd.edu/~ben) is a Distinguished University Professor in the Department of Computer Science, Founding Director (1983-2000) of the Human-Computer Interaction Laboratory (http://www.cs.umd.edu/hcil/), and a Member of the UM Institute for Advanced Computer Studies (UMIACS) at the University of Maryland. He is a Fellow of the AAAS, ACM, IEEE, and NAI, and a Member of the National Academy of Engineering, in recognition of his pioneering contributions to human-computer interaction and information visualization. His contributions include the direct manipulation concept, clickable highlighted web-links, touchscreen keyboards, dynamic query sliders for Spotfire, development of treemaps, novel network visualizations for NodeXL, and temporal event sequence analysis for electronic health records.

Ben is the co-author with Catherine Plaisant of *Designing the User Interface: Strategies for Effective Human-Computer Interaction* (6th ed., 2016) http://www.awl.com/DTUI/. With Stu Card and Jock Mackinlay, he co-authored *Readings in Information Visualization: Using Vision to Think* (1999). His book *Leonardo's Laptop* (MIT Press) won the IEEE book award for Distinguished Literary Contribution. He co-authored, *Analyzing Social Media Networks with NodeXL* (www.codeplex.com/nodexl) (Morgan Kaufmann) with Derek Hansen and Marc Smith. Shneiderman's latest book is *The New ABCs of Research: Achieving Breakthrough Collaborations* (Oxford, February 2016).

Photo at: http://www.cs.umd.edu/~ben/Photos/ben_6_10/5.jpg