Making it happen

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None of these approaches is perfect.

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- cost
- control
- realism
- ethics

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex

How to partner with the powerful?

- Partner, not I want them to give me their data

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- Start personal relationships

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- Find Pasteur's Quadrant

Consideration of use?

	No	Yes
Yes	Pure basic research (Bohr)	Use-inspired basic research (Pasteur)
No		Pure applied research (Edison)

Quest for fundamental understanding?

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex

Just do it
yourself

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex
Build an experiment	medium	high	medium	relatively easy

Just do it yourself

	Cost	Control	Realism	Ethics
Partner with the powerful	low	medium	high	potentially complex
Use existing systems	low	low	high	potentially complex
Build an experiment	medium	high	medium	relatively easy
Build a product	high	high	high	relatively easy

Just do it yourself

Questions?