

Innovation Networks

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Week 9

Learning Outcomes

Learning outcome	Assessment mode
1 Explain the concept of network and list the main network indicators	ESS
2 Describe and apply the major techniques for the collection of network data and their statistical analysis	ESS, GPN + GWS
3 Identify the main characteristics of networks by means of network measures	ESS, GPN + GWS
4 Employ network analysis techniques to produce network data-based infographics	GPN + GWS

Note: ESS: Essay; GPN: Group Presentation; GWS: Group Written Submission

Overview

- 1 Bibliometrics/scientometrics
- 2 Mapping of collaboration
- 3 Mapping of cognitive connections

Bibliometrics/scientometrics

Bibliometrics/scientometrics

Definition

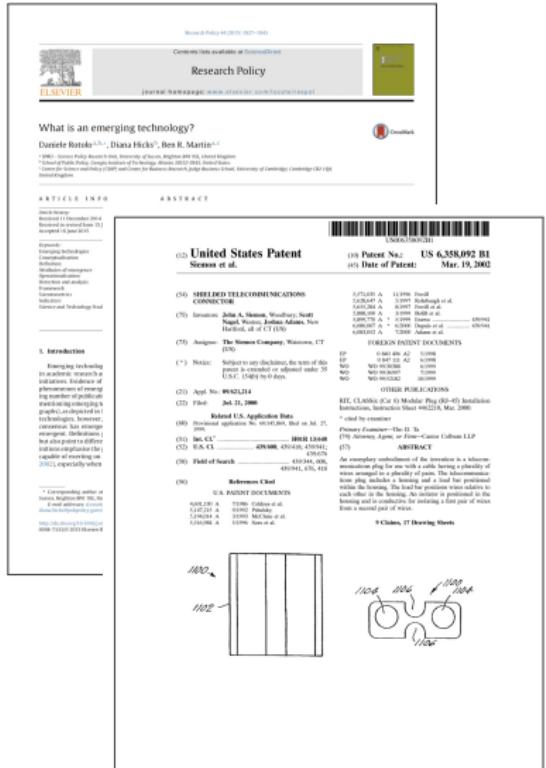
- **Scientometrics** is “the quantitative study of science, communication in science, and science policy”
[Hess, 1997]
- **Bibliometrics** is “the measurement of patterns in written communication”
[Broadus, 1987]
- *Bibliometrics is not restricted to scientific communication, while scientometrics is not restricted to bibliometric measures*
- **Related sub-disciplines:** informetrics, technometrics, research evaluation, altmetrics



[de Solla Price, 1963]

Bibliometrics/scientometrics

Unit of analysis



Documents are the main source of data

- publications
 - patents
 - news articles
 - ...

- Measurement of **impact** (e.g. citation count, h-index, impact factor)
- Understanding of **citation behavior** (e.g. norms)
- **Normalisation** (e.g. comparison across research areas)
- Development of **indicators** to support decision making (e.g. funding)
- **Mapping** of science and technology

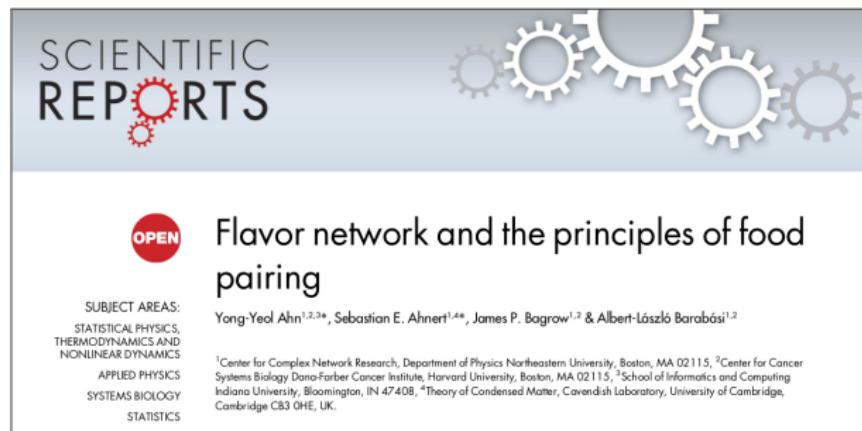
Network analysis has been extensively used in [bibliometrics/scientometrics](#) to map science and technology [Rotolo et al., 2015]

- Mapping of collaboration
- Mapping of cognitive connections

Mapping of collaboration

Mapping of collaboration

Publication data and co-authorship



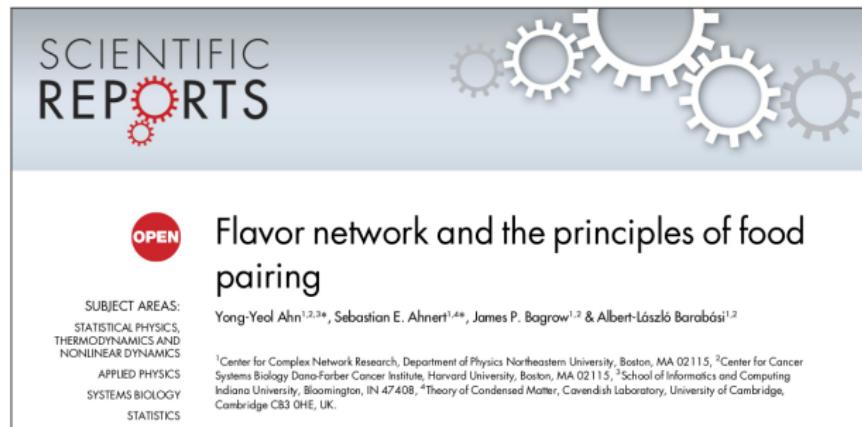
The image shows the front cover of a 'SCIENTIFIC REPORTS' journal issue. The title 'SCIENTIFIC REPORTS' is at the top left, with 'OPEN' in a red circle to its left. To the right of the title are five white gears on a grey background. Below the title, there's a red circular icon with the word 'OPEN'. The main article title 'Flavor network and the principles of food pairing' is centered below the icon. Below the title, the authors' names are listed: Yong-Yeol Ahn^{1,2,3*}, Sebastian E. Ahnen^{1,4*}, James P. Bagrow^{1,2} & Albert-László Barabási^{1,2}. Below the authors, the subject areas are listed: STATISTICAL PHYSICS, THERMODYNAMICS AND NONLINEAR DYNAMICS, APPLIED PHYSICS, SYSTEMS BIOLOGY, and STATISTICS. At the bottom, a note indicates affiliations: ¹Center for Complex Network Research, Department of Physics Northeastern University, Boston, MA 02115, ²Center for Cancer Systems Biology Dana-Farber Cancer Institute, Harvard University, Boston, MA 02115, ³School of Informatics and Computing Indiana University, Bloomington, IN 47408, ⁴Theory of Condensed Matter, Cavendish Laboratory, University of Cambridge, Cambridge CB3 OHE, UK.

Source: [Ahn et al., 2011]

Mapping of collaboration

Publication data and co-authorship

- Authors
- Organisations
- Cities
- Countries



The image shows the front cover of a 'SCIENTIFIC REPORTS' journal issue. The title 'SCIENTIFIC REPORTS' is at the top left, with 'OPEN' in a red circle to its left. To the right of the title are several interlocking white gears on a grey background. Below the title, there's a large red circular icon with the word 'OPEN' in white. The main article title 'Flavor network and the principles of food pairing' is centered below the icon. Below the title, the authors' names are listed: Yong-Yeol Ahn^{1,2,3*}, Sebastian E. Ahnen^{1,4*}, James P. Bagrow^{1,2} & Albert-László Barabási^{1,2}. Below the authors, the subject areas are listed: STATISTICAL PHYSICS, THERMODYNAMICS AND NONLINEAR DYNAMICS, APPLIED PHYSICS, SYSTEMS BIOLOGY, and STATISTICS. At the bottom, there's a note about the Center for Complex Network Research and the Center for Cancer Systems Biology, followed by a source citation: 'Source: [Ahn et al., 2011]'.

SCIENTIFIC
REPORTS

OPEN

Flavor network and the principles of food pairing

Yong-Yeol Ahn^{1,2,3*}, Sebastian E. Ahnen^{1,4*}, James P. Bagrow^{1,2} & Albert-László Barabási^{1,2}

SUBJECT AREAS:
STATISTICAL PHYSICS,
THERMODYNAMICS AND
NONLINEAR DYNAMICS
APPLIED PHYSICS
SYSTEMS BIOLOGY
STATISTICS

¹Center for Complex Network Research, Department of Physics Northeastern University, Boston, MA 02115, ²Center for Cancer Systems Biology Dana-Farber Cancer Institute, Harvard University, Boston, MA 02115, ³School of Informatics and Computing Indiana University, Bloomington, IN 47408, ⁴Theory of Condensed Matter, Cavendish Laboratory, University of Cambridge, Cambridge CB3 0HE, UK.

Source: [Ahn et al., 2011]

Mapping of collaboration

Publication data and co-authorship

Wide format

Publication	Authors
PUB1	AU1, AU2
PUB2	AU1, AU3
PUB3	AU3, AU4, AU5
...	...

Mapping of collaboration

Publication data and co-authorship

Wide format

Publication	Authors
PUB1	AU1, AU2
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PUB3	AU3, AU4, AU5
...	...

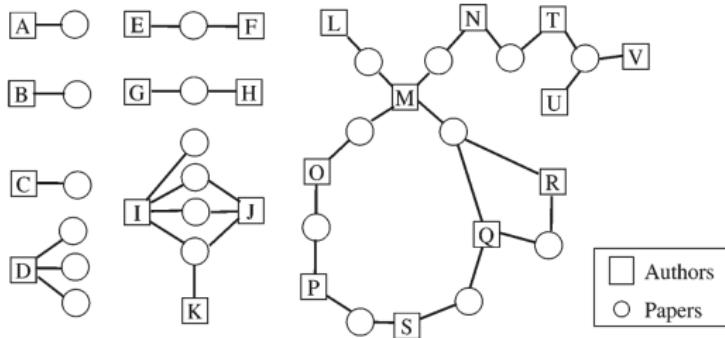
Long format

Publication	Author
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PUB1	AU2
PUB2	AU1
PUB2	AU3
PUB3	AU3
PUB3	AU4
PUB3	AU5
...	...

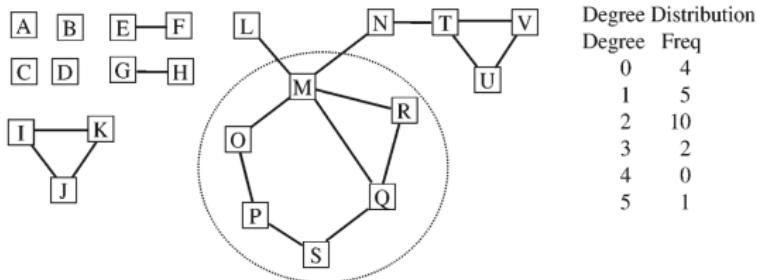
Mapping of collaboration

Publication data and co-authorship

a) Individual Publications



b) Collaboration Network



Source: Construction of the co-authorship network [Moody, 2004]

Mapping of collaboration

Publication data and co-authorship

Pioneering studies on co-authorship

- Increasing collaboration [de Solla Price, 1963]
- Structure and change of collaborative networks [Melin and Persson, 1996]
- Giant component, strength of collaboration, small-world [Newman, 2001]
- Preferential attachment [Albert and Barabasi, 2002]
- ...

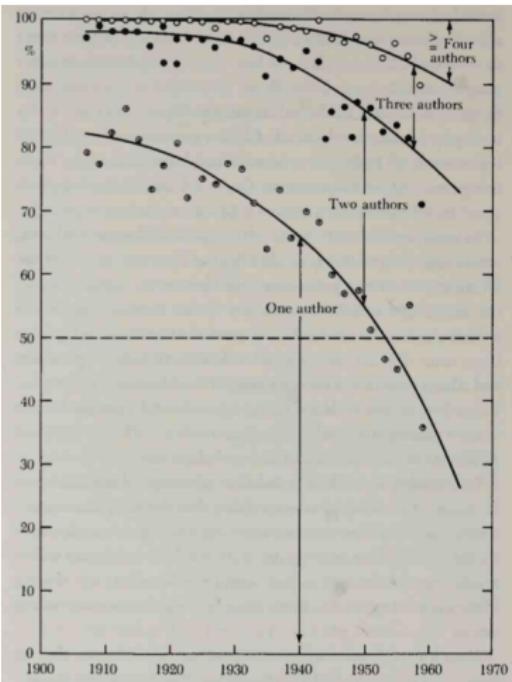


Figure 3.3. Incidence of Multiple Authorship as a Function of Date

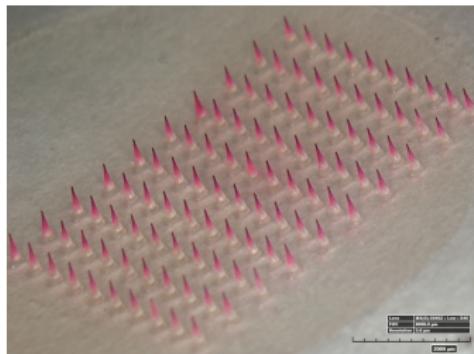
Data from *Chemical Abstracts*, 1910–1960, are here presented showing the percentages of papers having a single author and those with two, three, and four or more. It seems evident that there has been a steadily accelerating change since the beginning of the century.

Source: Invisible colleges [de Solla Price, 1963]

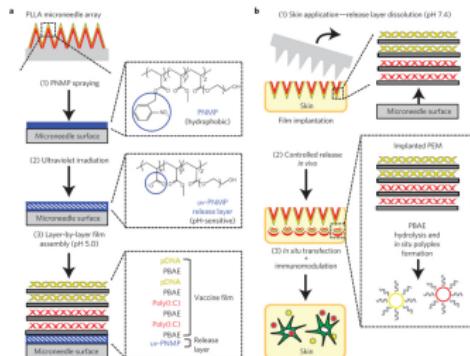
Mapping of collaboration

Publication data and co-authorship (example)

Microneedles: needles the size of which is on the *micrometer* length scale. Expected impact on vaccines, drug delivery, and reduction of biohazard waste



Source: www.news.gatech.edu

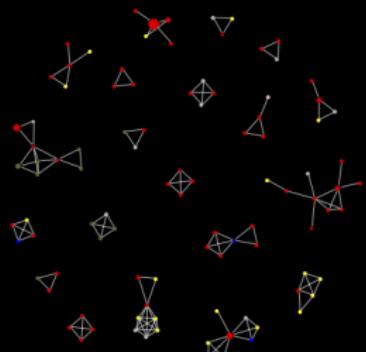


Source: [DeMuth et al., 2013]

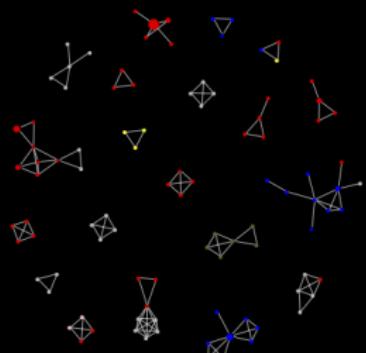
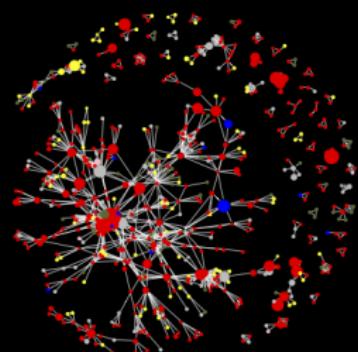
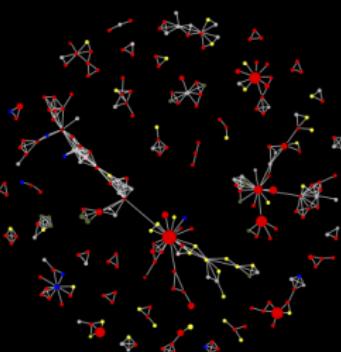
2000–2004

2005–2009

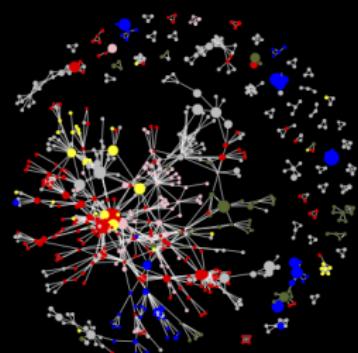
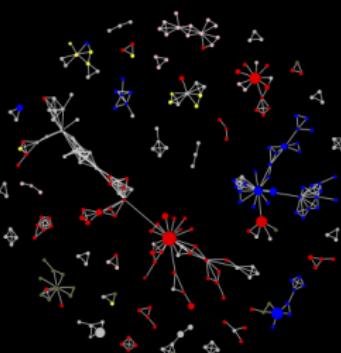
2010–2014



● RHE ● RIN ● IND ● HCP ● GOV ● NGO



● US ● JP ● CN ● UK ● KR ● OT



Source: Co-authorship data in microneedles research (2000–2014)

Mapping of collaboration

Publication data and co-authorship

Publication	Authors
PUB1	AU1, AU2
PUB2	AU1, AU3
PUB3	AU3, AU4, AU5
...	...

When using co-authorship data to map
collaboration networks,
do we make any **assumption**?

Mapping of collaboration

Publication data and co-authorship



Research Policy 26 (1997) 1-18

research
policy

What is research collaboration? ¹

J. Sylvan Katz, Ben R. Martin *

Science Policy and Research Evaluation Group, ESRC Centre for Science, Technology, Energy and Environment Policy, Science Policy Research Unit, University of Sussex, Falmer, Brighton BN1 9RF, UK

Accepted 11 January 1995

Abstract

Although there have been many previous studies of research collaboration, comparatively little attention has been given to the concept of 'collaboration' or to the adequacy of attempting to measure it through co-authorship. In this paper, we distinguish between collaboration at different levels and show that inter-institutional and international collaboration need not necessarily involve inter-individual collaboration. We also show that co-authorship is no more than a partial indicator of collaboration. Lastly, we argue for a more symmetrical approach in comparing the costs of collaboration with the undoubtedly benefits when considering policies towards research collaboration. © 1997 Elsevier Science B.V. All rights reserved.

Source: [Katz and Martin, 1997]

Mapping of collaboration

Patent data and co-authorship

		 US006358092B1
(12)	United States Patent Siemon et al.	(10) Patent No.: US 6,358,092 B1 (45) Date of Patent: Mar. 19, 2002
(54)	SHIELDED TELECOMMUNICATIONS CONNECTOR	5,571,035 A 11/1996 Ferrill 5,628,647 A 5/1997 Rohrbaugh et al. 5,655,284 A 8/1997 Ferrill et al. 5,688,100 A 3/1999 Bofill et al. 5,899,770 A * 5/1999 Ezawa 439/941 6,080,007 A * 6/2000 Dupois et al. 439/941 6,083,052 A 7/2000 Adams et al.
(75)	Inventors: John A. Siemon , Woodbury; Scott Nagel , Weston; Joshua Adams , New Hartford, all of CT (US)	EP 0 840 406 A2 5/1998 EP 0 847 111 A2 6/1998 WO WO 99/30388 6/1999 WO WO 99/36997 7/1999 WO WO 99/52182 10/1999
(73)	Assignee: The Siemon Company , Watertown, CT (US)	FOREIGN PATENT DOCUMENTS
(*)	Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.	

Source: Patent US 6,358,092

Mapping of collaboration

Patent data and co-authorship

- Inventors
- Organisations
- Cities
- Countries
- Assumptions

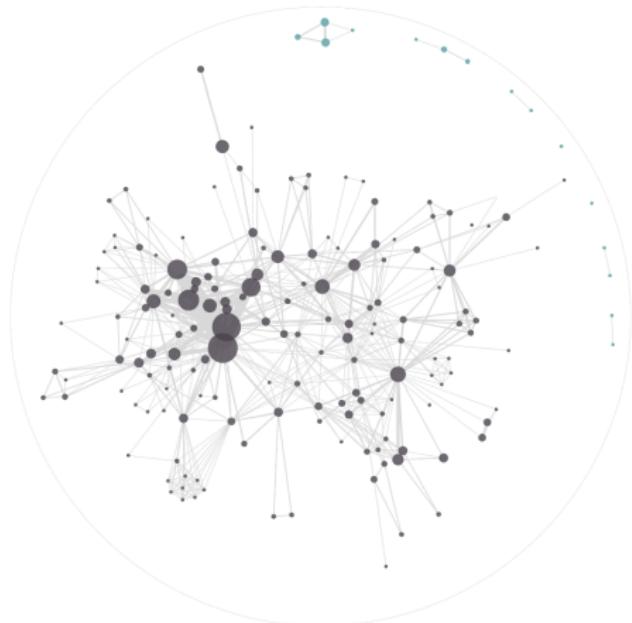
(12) United States Patent		US 6,358,092 B1	
Siemon et al.		(45) Date of Patent: Mar. 19, 2002	
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(*)	Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.	EP 0 840 406 A2	5/1998
		EP 0 847 111 A2	6/1998
		WO WO 99/30388	6/1999
		WO WO 99/36997	7/1999
		WO WO 99/52182	10/1999

Source: Patent US 6,358,092

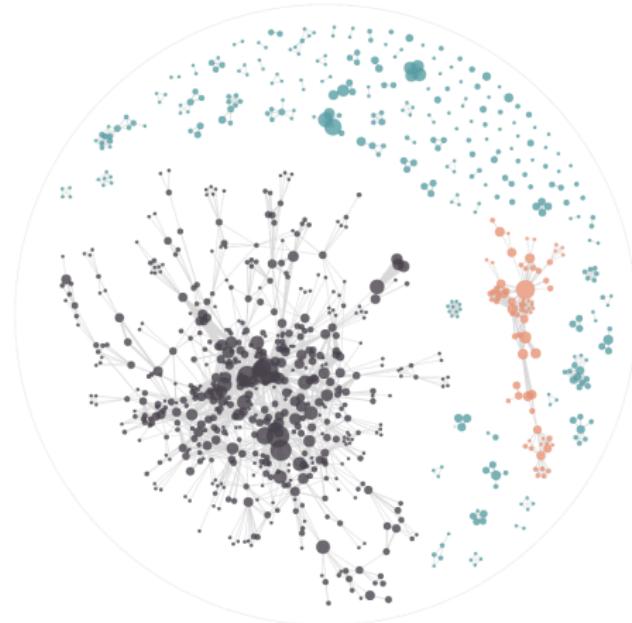
Mapping of collaboration

Patent data and co-authorship (example)

Tesla



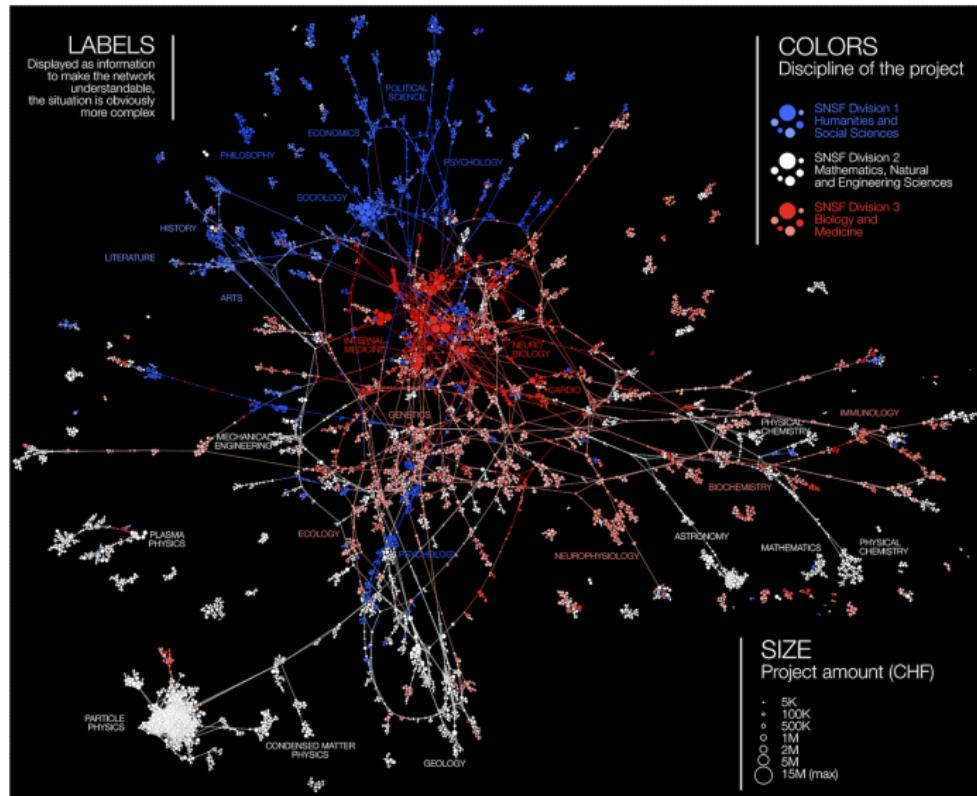
Facebook



Source: Co-patenting network [<http://www.periscopic.com/news/exploring-innovation-signatures-in-patent-data>]

Mapping of collaboration

Mapping collaborations (example)



Source: SNSF-funded projects (2006-2015; link representing shares of researchers)
[www.martingrandjean.ch/complex-network-visualisation-interdisciplinarity/]

Mapping of cognitive connections

Mapping of cognitive connections

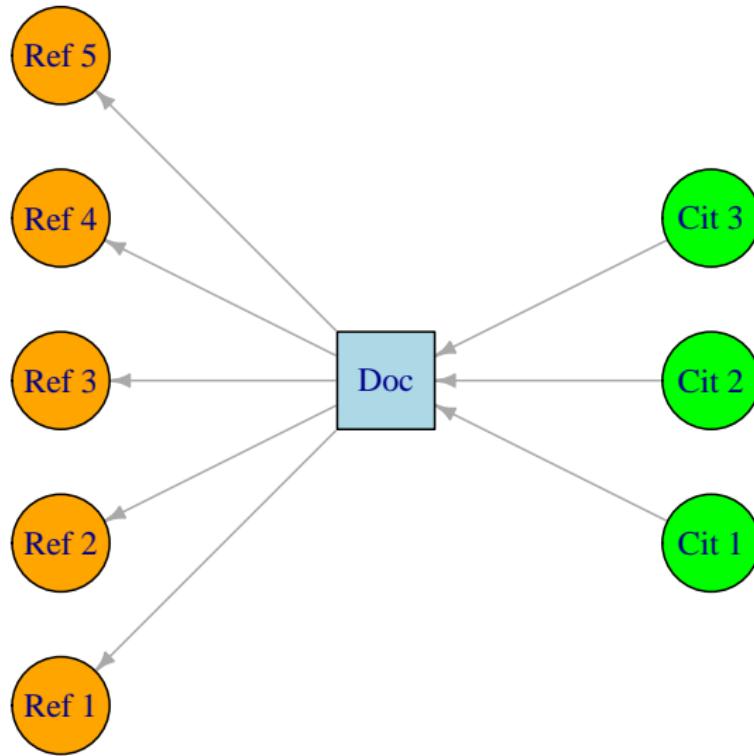
Cognitive connections

Main scientometrics/bibliometrics **mapping techniques**

- Citation analysis
 - ▶ Direct citation analysis [Garfield et al., 1964]
 - ▶ Co-citation analysis [Small, 1973]
 - ▶ Bibliographic coupling [Kessler, 1963]
- Co-word analysis [Callon et al., 1983]
- Overlay mapping [Rafols et al., 2010]

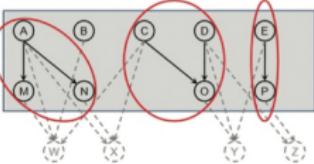
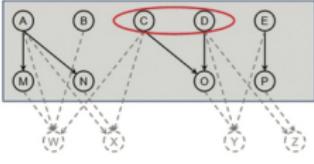
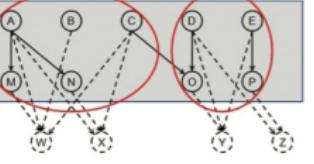
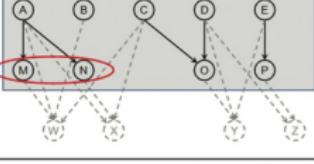
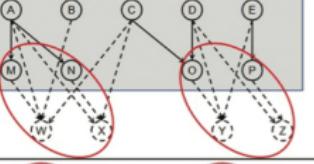
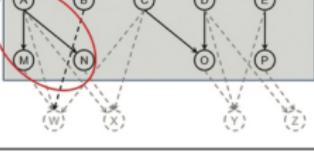
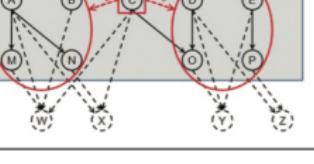
Mapping of cognitive connections

Citation analysis



Mapping of cognitive connections

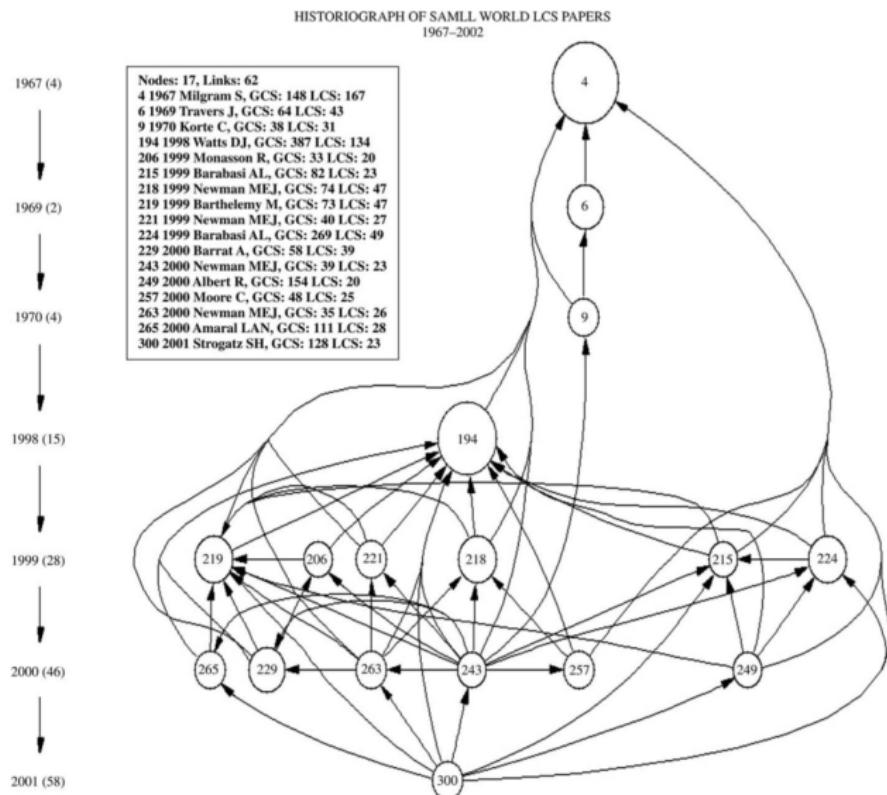
Citation analysis

	Within set only	Including external references
Direct citation		
Bibliographic coupling		
Co-citation clustering		
Co-citation analysis		

Source: [Boyack and Klavans, 2010]

Mapping of cognitive connections

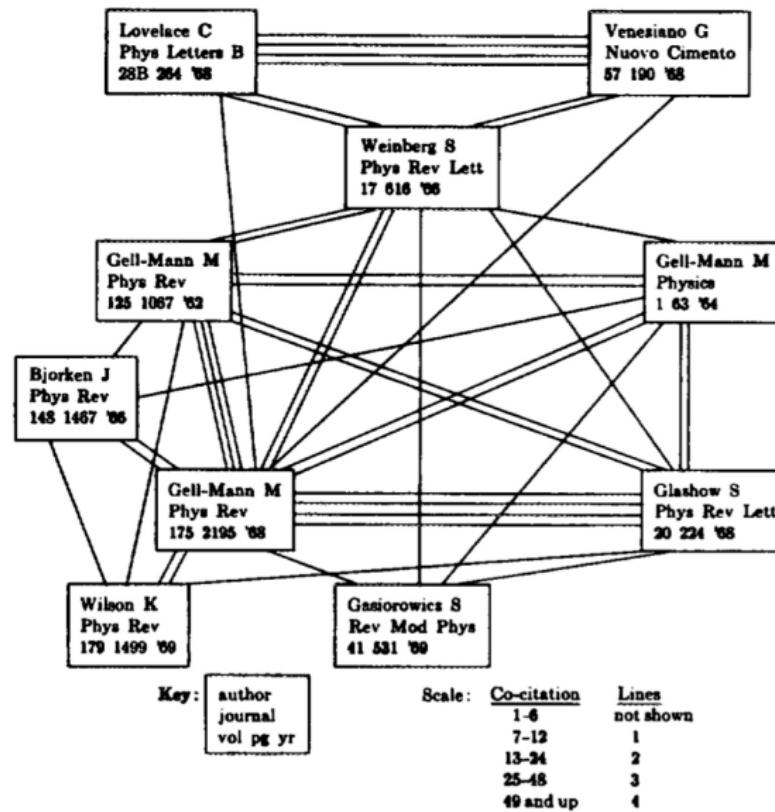
Direct citation analysis



Source: Literature on 'Small World' [Garfield, 2004]

Mapping of cognitive connections

Co-citation analysis

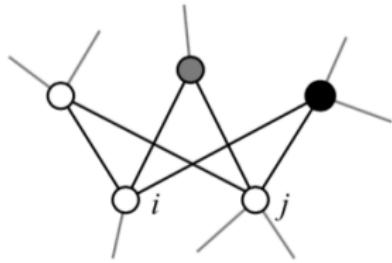


Source: Co-citation of frequently cited papers in particle physics [Small, 1973]

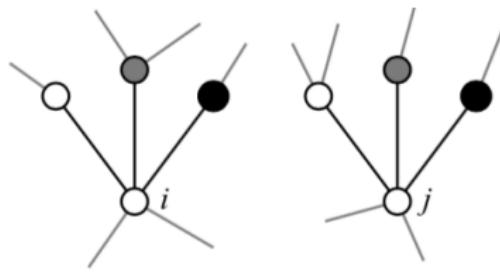
Mapping of cognitive connections

Structural equivalence vs. regular equivalence

- **Structural equivalence:** nodes that share many network neighbours (e.g. documents cited by the same set of documents)
- **Regular equivalence:** nodes that have neighbours that are similar to themselves (e.g. directors that have connections to their managers)



(a) Structural equivalence



(b) Regular equivalence

Source: [Newman, 2010]

Mapping of cognitive connections

Cognitive distance

To calculate the **weight of cognitive connections**, we focus on structural equivalence:

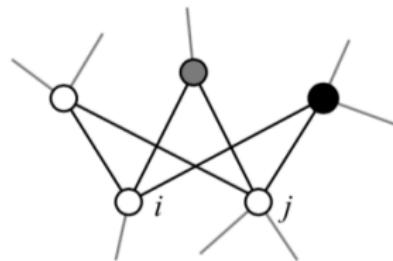
$$\text{Co-occurrence} = n_{ij} = \sum_k A_{ik} A_{kj}$$

$$\text{Euclidean distance} = d_{ij} = \sqrt{\sum_k (A_{ik} - A_{jk})^2}$$

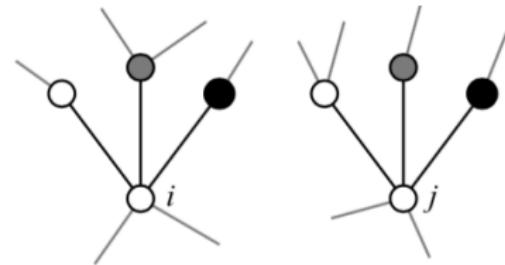
$$\text{Cosine similarity or Salton's cosine} = \sigma_{ij} = \frac{\sum_k A_{ik} A_{kj}}{\sqrt{\sum_k A_{ik}^2} \sqrt{\sum_k A_{kj}^2}}$$

Mapping of cognitive connections

Cognitive distance



(a) Structural equivalence



(b) Regular equivalence

Source: [Newman, 2010]

Assuming the network to be undirected and unweighted:

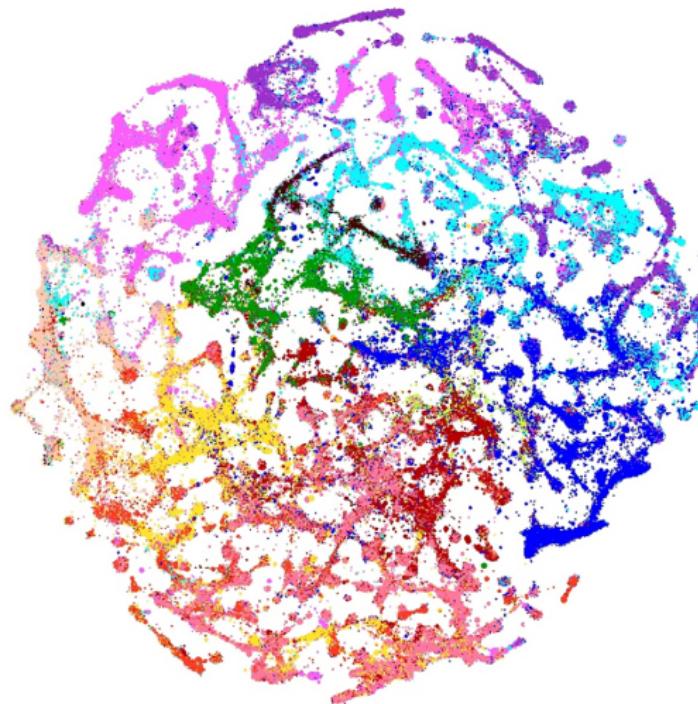
$$\text{Co-occurrence} = n_{ij} = \sum_k A_{ik} A_{kj} = 3$$

$$\text{Euclidean distance} = d_{ij} = \sqrt{\sum_k (A_{ik} - A_{jk})^2} = \sqrt{3} = 1.73$$

$$\text{Cosine similarity or Salton's cosine} = \sigma_{ij} = \frac{\sum_k A_{ik} A_{kj}}{\sqrt{\sum_k A_{ik}^2} \sqrt{\sum_k A_{kj}^2}} = \frac{3}{\sqrt{4} \sqrt{5}} = 0.67$$

Mapping of cognitive connections

Co-citation analysis



- Computer Sciences
- Math / Physics
- Chemistry
- Engineering
- Earth Science
- Biology
- Biotechnology
- Infectious Disease
- Medical Specialties
- Health Sciences
- Brain Research
- Humanities
- Social Sciences

Source: Map of Science (+20M articles and +2M patents from 1996-2011) [Boyack et al., 2014]

Mapping of cognitive connections

Co-word analysis

We can extract **terms/keywords**

- Title
- Abstract
- List of keywords
- Full-text

What is an emerging technology?

Denote Botelho^{a,b,*}, Diana Hicks^a, Ben R. Martin^c

^a 2002 - Science Policy Research Unit, University of Sussex, Brighton BN9 9QH, United Kingdom
^b Institute of Public Policy, George Institute of Technology, Atlanta, 30332-0441, United States
^c Centre for the Study of Emerging Technologies, Department of Business Research, Judge Business School, University of Cambridge, Cambridge CB1 1ER, United Kingdom

ARTICLE INFO

Article history:
Received 1 December 2014
Accepted 10 June 2015
Available online 10 July 2015

Keywords: Emerging technologies; Technological innovation; Technological foresight; Technological prediction; Technological trends; Framework; Indicators; Emerging Technology Watch (ETW)

ABSTRACT

There is considerable and growing interest in the emergence of new technologies, especially from policy-making perspectives. Yet, as an area of study, emerging technologies lack key foundational elements such as a clear definition of what constitutes an emerging technology. This paper aims to fill this gap by developing a definition of emerging technologies and discussing its implications for research and policy-making. It also argues that specific attention must be given to the development of a conceptual framework for the operationalisation of technology emergence. The definition is developed by combining three main dimensions: (1) technological novelty, (2) potential impact, and (3) uncertainty. The discussion on the operationalisation of the concept of emerging technologies is developed by addressing three issues: (1) relatively low priority, (2) relevance for a particular project, and (3) uncertainty and ambiguity. The framework is developed by identifying four main types of indicators that can be used to track the emergence of technologies. To do so, we identify and review major empirical approaches to technology emergence, although not limited to academic literature. The framework is illustrated by the Emerging Technology Watch (ETW), which tracks emerging technologies in five areas: energy, health, information and communication technologies, materials and transport systems, climate change, food and agriculture, space, energy capture, and environment. The ETW illustrates how these can be used to operationalise the concept of emerging technologies.

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1. Introduction

Emerging technologies have been the subject of much debate in academic research and a central topic in policy discussions and debates. Evidence of the increasing attention being paid to this phenomenon can be seen in the growth in the number of the growing number of publications dealing with the topic and news articles mentioning emerging technologies (see Fig. 1 for a sample of graphs). As depicted in Fig. 1, increasing policy interest in emerging technologies has been accompanied by an increase in the number of citations that have emerged as to what qualifies a technology to be considered as emerging. In other words, there is a general consensus that also points to different characteristics. For example, certain definitions of emerging technologies have been developed with a focus on the capacity of exerting on the economy and society (e.g. Fischer et al., 2001), especially when they are of a more 'generic' nature (Molnár,

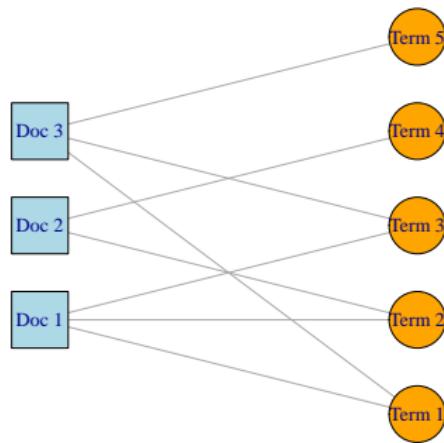
^{*} Corresponding author at: 2002 - Science Policy Research Unit, University of Sussex, Brighton BN9 9QH, United Kingdom. Tel.: +44 1273 603222.
E-mail addresses: d.b.hicks@sus.ac.uk, d.hicks@sussex.ac.uk (D. Hicks); ben.martin@cam.ac.uk (B.R. Martin).

http://dx.doi.org/10.1016/j.respol.2015.06.002
0301-428X/© 2015 Elsevier B.V. All rights reserved.

Source: [?]

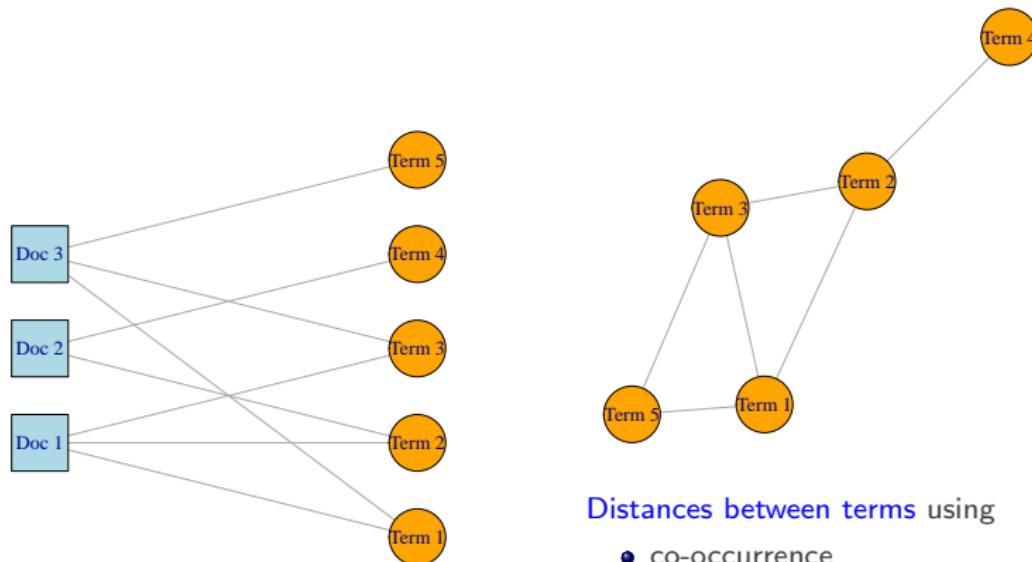
Mapping of cognitive connections

Co-word analysis



Mapping of cognitive connections

Co-word analysis

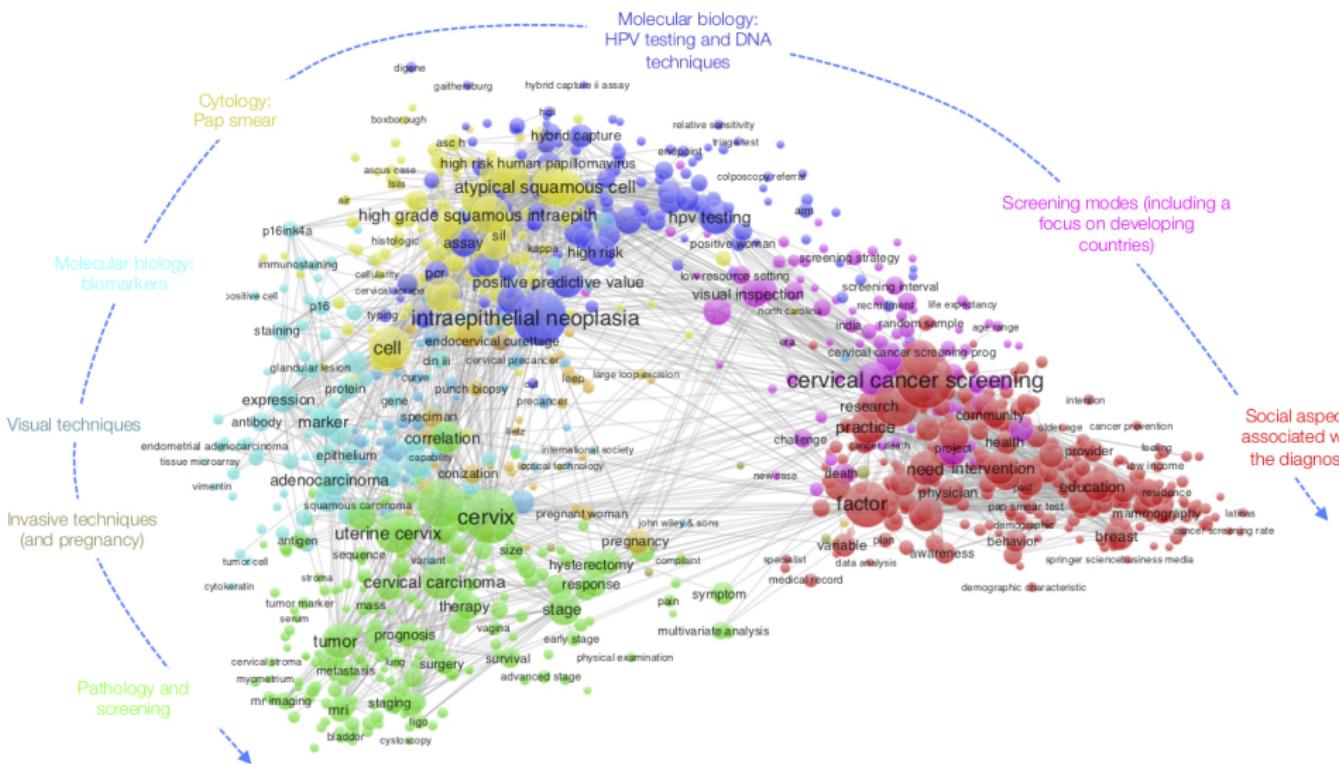


Distances between terms using

- co-occurrence
- euclidean distance
- cosine similarity
- ...

Mapping of cognitive connections

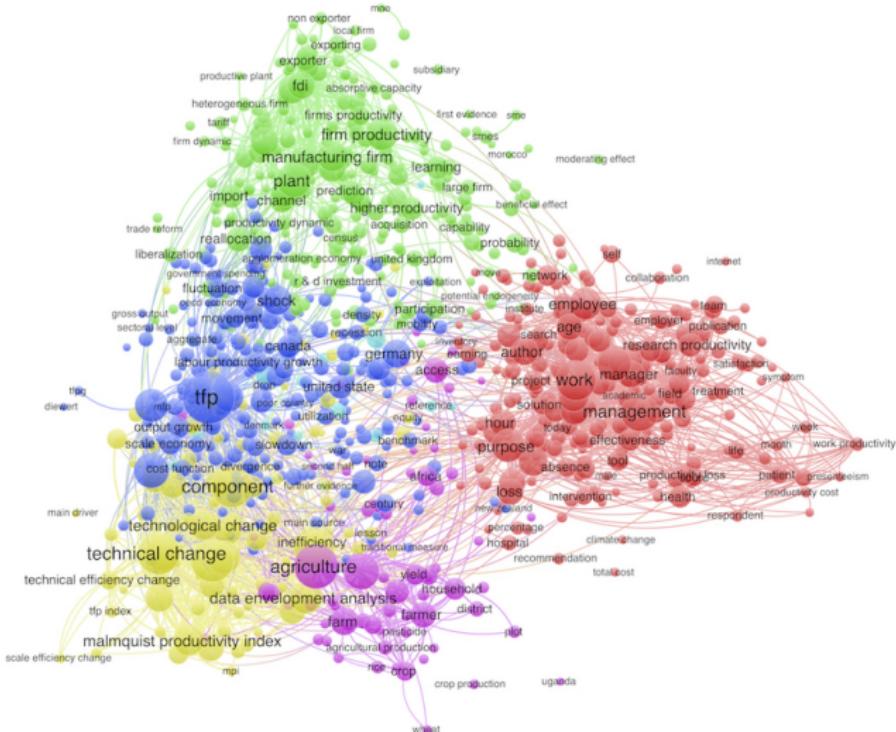
Co-word analysis



Source: Terms extracted from the titles and abstracts of 4,921 publications on the diagnosis of cervical cancer (1980-2011 period)

Mapping of cognitive connections

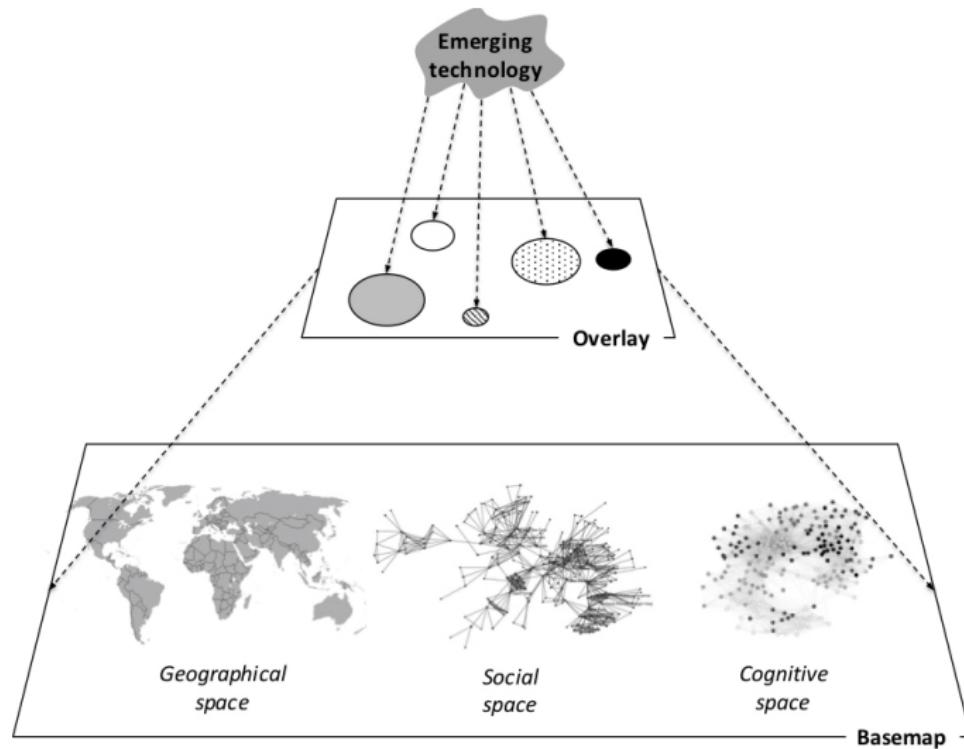
Co-word analysis



Source: Terms extracted from the titles and abstracts of 6,676 articles in business, management, and economics research areas that included the term "productivity" in their titles (1957-2016 period)

Mapping of cognitive connections

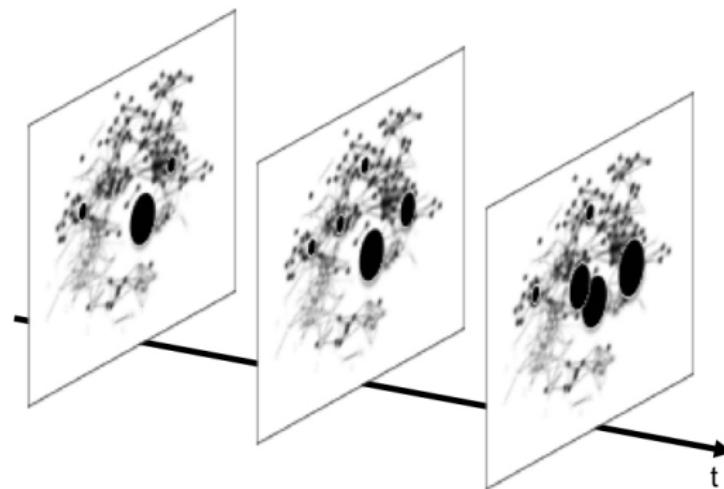
Overlay mapping



Source: Overlay mapping [Rotolo et al., 2017]

Mapping of cognitive connections

Overlay mapping



Source: Overlay mapping [Rotolo et al., 2017]

Mapping of cognitive connections

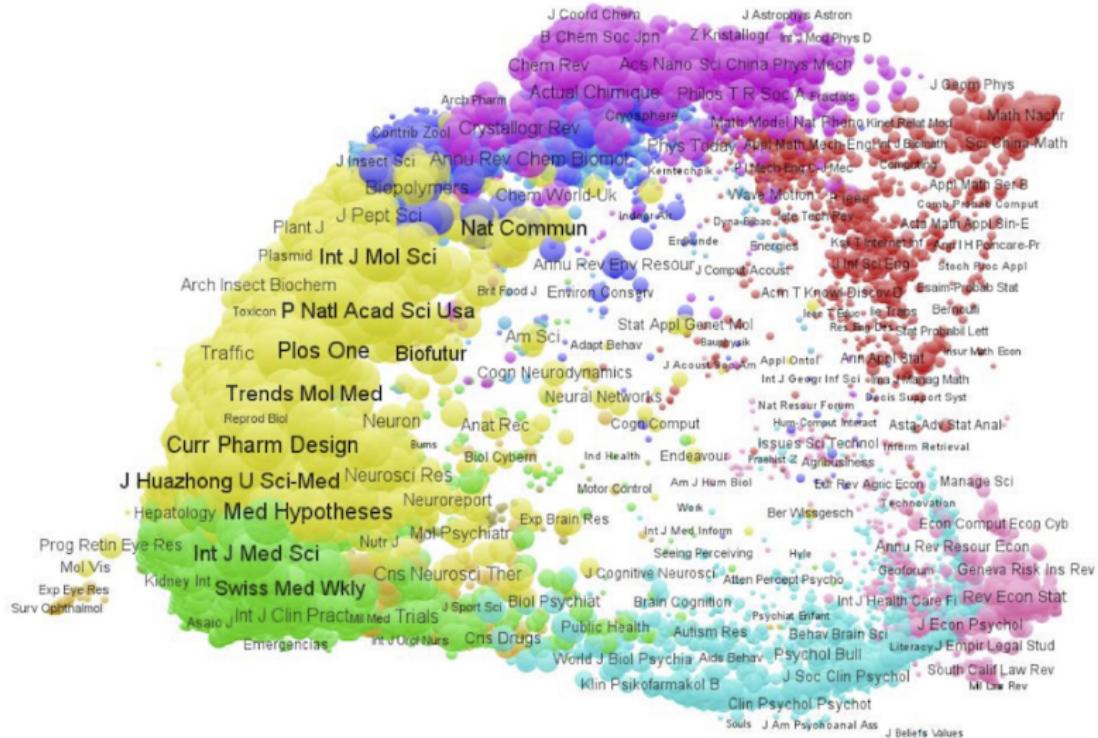
Overlay mapping

A number of **basemaps** have been generated [Rotolo et al., 2017]

- Geographical maps (e.g. Google Maps)
- Disciplines (Subject Categories oft Web of Science)
- Journals map
- MeSH (Medical Subject Headings) map
- IPC technological classes map (for patent data)

Mapping of cognitive connections

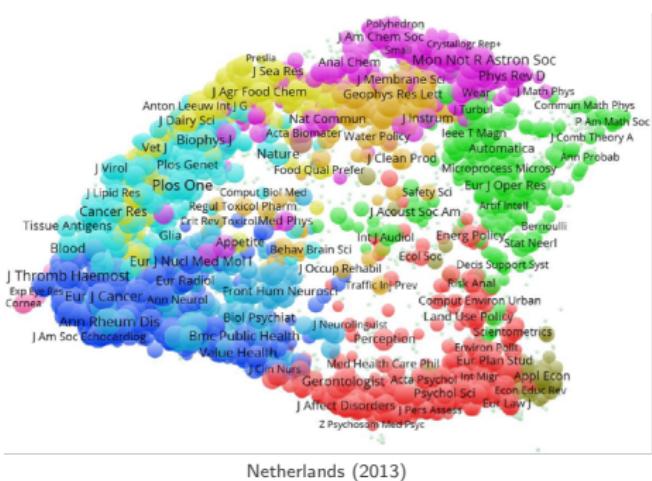
Overlay mapping



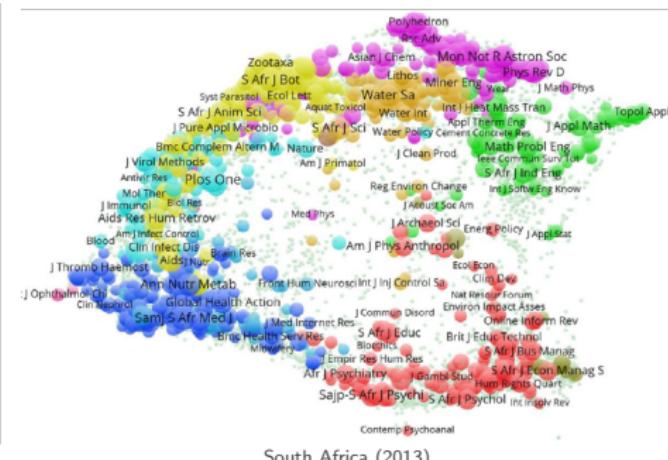
Source: Journal basemap (+10,000 journals) [Leydesdorff and Rafols, 2012]

Mapping of cognitive connections

Overlay mapping

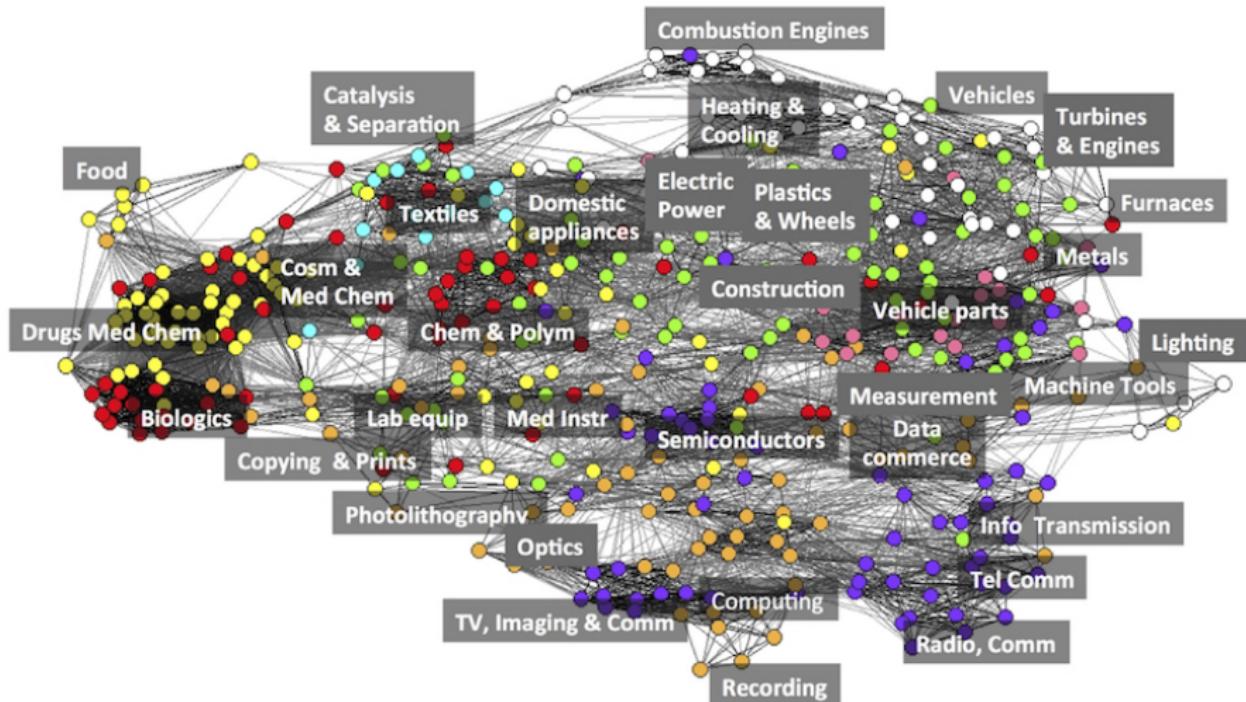


Source: Journal overlay map [Leydesdorff et al., 2016]



Mapping of cognitive connections

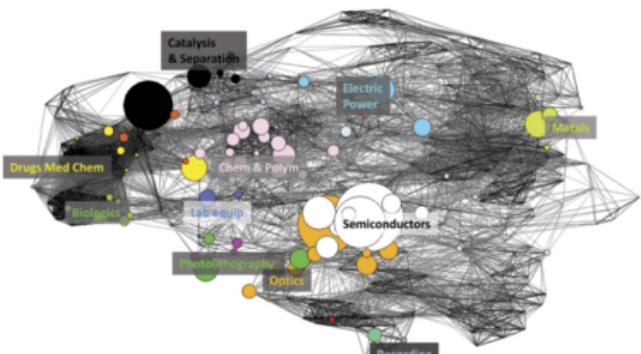
Overlay mapping



Source: Patent basemap (466 IPC) [Kay et al., 2014]

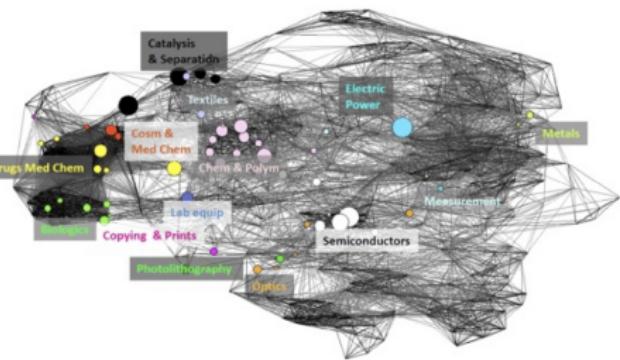
Mapping of cognitive connections

Overlay mapping



Samsung

Source: Patent basemap and overlays [Kay et al., 2014]



Dupont

Questions

Next time ...

Next time ...

- Seminar: Innovation networks
 - ▶ Practice with VOSViewer
- Lecture: Social network theories
 - ▶ Social capital
 - ▶ Strength of weak ties
 - ▶ Structural holes

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