

Pizza Patents: Getting Started with Tableau Public

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Director, Pizza Appreciation Society

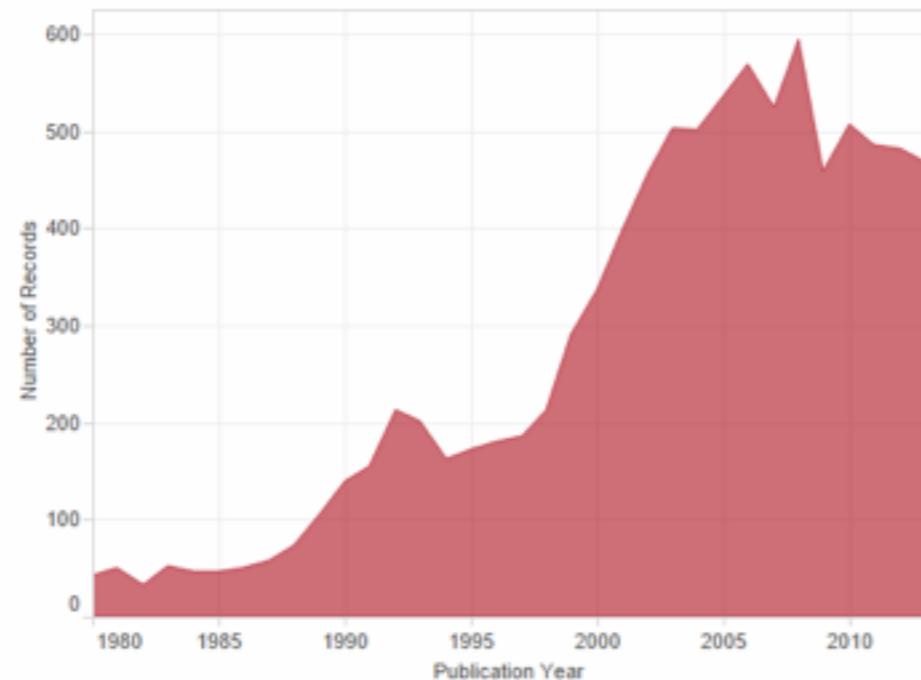
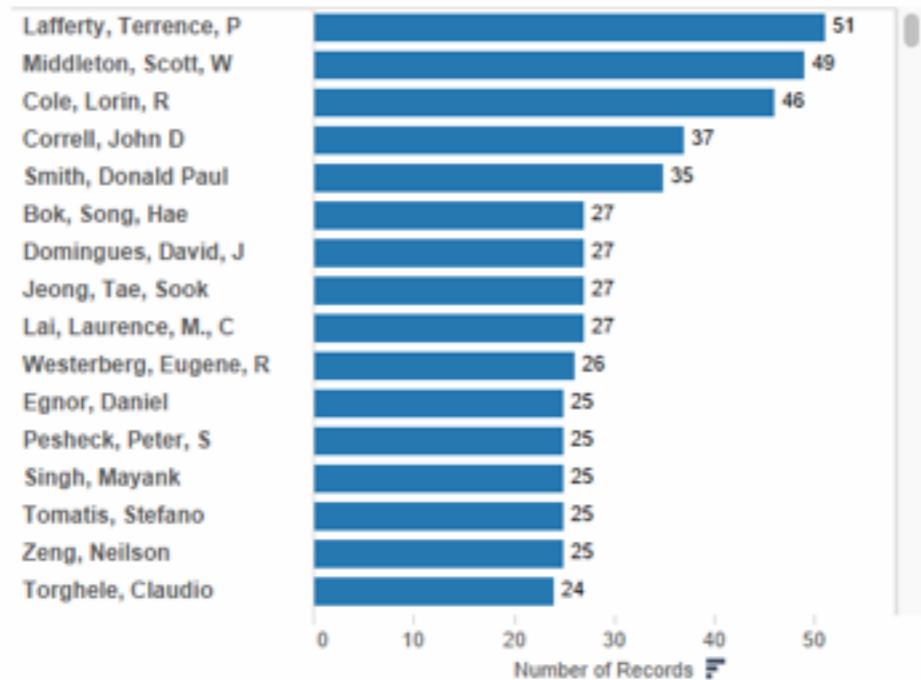
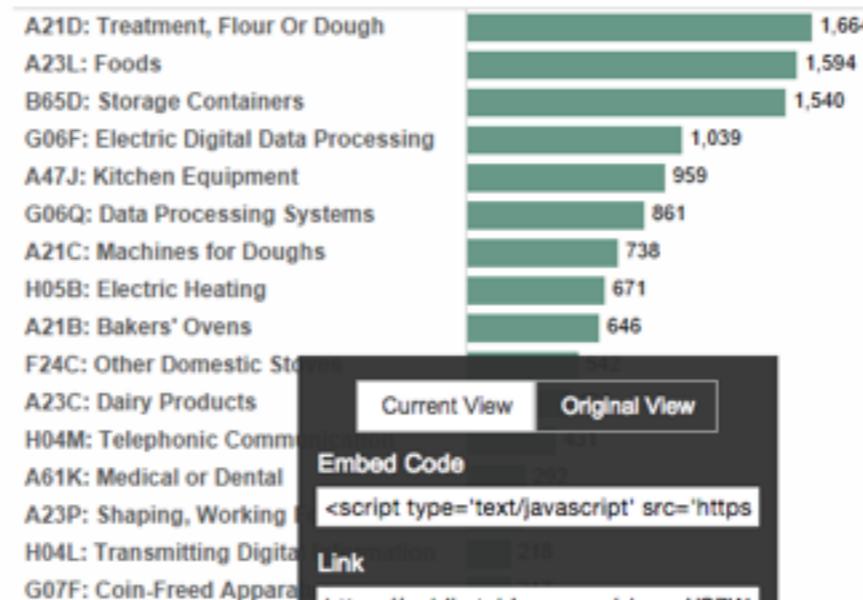
Aim of this Session

- To create a Tableau Public Workbook
- On the pen drive there is a pizza patent dataset.
- This is a dataset of nearly 10,000 documents from WIPO Patentscope that contain the word “pizza” somewhere in the text.
- By the end of the session you will have produced this using this dataset.

►	ewaste
►	pizza_medium
▼	pizza_medium_clean
	applicants_ipc.csv
	applicants_matrix.csv
	applicants.csv
	inventors.csv
	ipc_class.csv
	ipc_detail.xlsx
	ipc_subclass_detail_gephi.xlsx
	ipc_subclass_detail.csv
	pcy.csv
	pizza_medium_clean.zip
	pizza_medium_code_book_15052105
	pizza.csv
►	pizza_sliced
►	pizza_small
►	ritonavir
►	solar_cooking
►	synbio_patents
►	wipo
►	wipo_patents_technology
►	wipo_sequence_data
	readme.txt

[My Profile](#)

1 / 1

[Edit Details](#)[Download Workbook](#)[Overview](#) [Trends](#) [Organisations](#) [Inventors](#) [Technology Area](#) [Applicants Technology Area](#)**Trends****Organisations****Inventors****Technology Area**[Current View](#) [Original View](#)**Embed Code**

<script type='text/javascript' src='https://public.tableau.com/javascripts/api/viz_v1.js'></script>

Link<https://public.tableau.com/shared/S7W>

What is Tableau

- Tableau is a spin out from Stanford University in 2003 and is based on a visual form of SQL (Structured Query Language) called VizQL.
- That is, Tableau focuses on generating graphs to visualize data from relational databases.
- The company has become a market leader in analytics software with revenue of around 127 million on 2012 and the company making a profit.
- Tableau is not Open Source Software... but there is a free version.

Getting Started

- If you have Tableau Public Installed then Open it now
- Please close down, email, Skype, Facebook etc.
- If not:
 - Sign up
 - Download and Install
 - Open the pizza_medium_clean dataset folder

[https://
public.tableau.com](https://public.tableau.com)

DATA IN. BRILLIANCE OUT.



Visualize and Share Your Data in Minutes—For Free

opensourcepatentanalytics@gmail.com

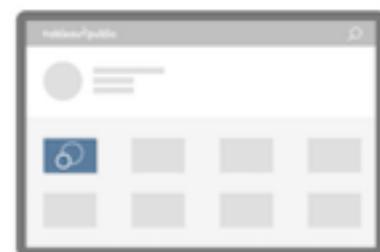
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Available for Windows and Mac | [Privacy Policy](#)



Explore with the App

Open data and explore it with Tableau Desktop Public Edition. Drag & Drop. Create stunning visualizations with ease. [Download the app](#).



Save to your Profile

Save and store your visualizations on your Tableau Public profile. We give you 1GB of space. Personalize your profile and connect with other authors. [Create your profile](#).



Share with the World

Share your visualizations with the world via social media. Or embed them on a site or blog. Your published vizs are always live and interactive. [View the gallery](#).

What the Tableau Public Community is Making



Ramon Martinez
Dimmer

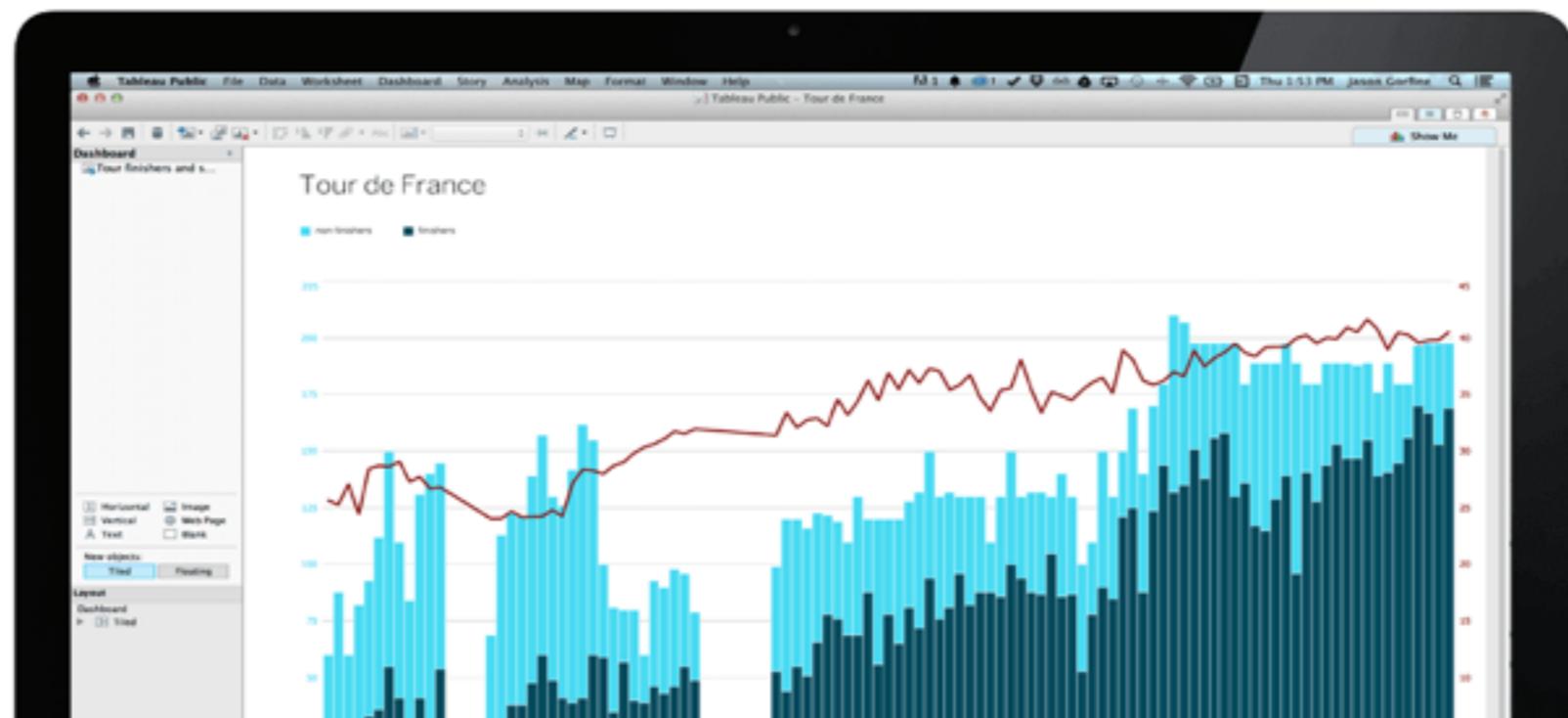
Your Download Should Begin Automatically

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Need a different version?
[32-bit Windows | Mac](#)

Download

Available for Windows and Mac (OS X) | [System Requirements](#)



What's New in 9.0



Instant Visual Analytics

A new Analytics Pane lets you drag reference lines, forecasts, trend lines, box plots, and other analytics right onto your view. When you select any subset of marks, you immediately see how its average, trend, or distribution compares to the whole. Explore your data with tooltips that smoothly follow your mouse. Create calculations right in the view by typing in field names and functions, and answer tough questions by specifying the exact level of detail right in the calculation.



Rich Story Points Formatting

With Tableau Public Stories, you can create a sequence of Story Points that walk your reader through the narrative arc in your data. Both Sheets and Dashboards can be added as Story Points, and now in 9.0, you can customize the font, color, height and width of the Story Point "tiles" that appear across the top of the workbook to better match the look and feel of your site. Great stories guide and captivate viewers. Tell your story your way.



Paul Oldham

Edit

Lancaster, UK

plosone.org

[More About Me](#)

Synthetic Biology Scientific Landscape

2684 views

Now Everybody's Premium!

We used to sell a product called Tableau Public Premium. Starting today, that product is no more, because we're giving all of those features to every Tableau Public user for free.

- A 10 million row limit per workbook
- 10GB of storage space
- The choice of whether to allow people to download your workbook and its data
- No impression limits
- No domain limits for embedded visualizations

In the past five years, we've seen 100,000 authors create more than 400,000 data visualizations about topics we never dreamed of. We can't wait to see what you do with these new features. To learn more, check out our blog.

If you're feeling super-thorough, make sure to read our updated Terms of Service.

[Got It](#)

10Gb of Space but you must save files publicly (not for sensitive data)



Eichhornia crassipes - Googlesheets · opensource-patent-analytics · GitHub, Inc. [US] https://github.com/poldham/opensource-patent-analytics/tree/master/2_datasets

This repository Search Pull requests Issues Gist

poldham / opensource-patent-analytics Unwatch 1

Branch: master · opensource-patent-analytics / 2_datasets / +

adding pay file ...

 poldham authored 9 days ago latest commit 8cd13bf335

..

 ewaste	reload	10 days ago
 pizza_medium	reload	10 days ago
 pizza_medium_clean	adding pay file	9 days ago
 pizza_sliced	reload	10 days ago
 pizza_small	reload	10 days ago
 ritonavir	reload	10 days ago
 solar_cooking	reload	10 days ago

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A repository with working datasets

← → ⌂ ⌂ GitHub, Inc. [US] https://github.com/poldham/opensource-patent-analytics/tree/master/2_datasets/

This repository Search Explore Gist Blog Help

poldham / opensource-patent-analytics

branch: master Unwatch

adding zipped folder

poldham authored 3 days ago latest commit 216d48b96f

..

File	Description	Time
~lock.inventors_all_short.csv#	Adding pizza_medium_clean file as training dataset	3 days ago
applicants.csv	Adding pizza_medium_clean file as training dataset	3 days ago
applicants_ipc.csv	Adding pizza_medium_clean file as training dataset	3 days ago
inventors.csv	Adding pizza_medium_clean file as training dataset	3 days ago
ipc_class.csv	Adding pizza_medium_clean file as training dataset	3 days ago
ipc_detail.xlsx	Adding pizza_medium_clean file as training dataset	3 days ago
ipc_subclass_detail.csv	Adding pizza_medium_clean file as training dataset	3 days ago
pizza.csv	Adding pizza_medium_clean file as training dataset	3 days ago
pizza_medium_clean.zip	adding zipped folder	3 days ago
pizza_medium_code_book_15052105.txt	Adding pizza_medium_clean file as training dataset	3 days ago

Using the Repository Datasets Repository with training sets. (Also on workshop pen drives)

Eichhornia crassipes - Googlesheets · opensource-patent-analytics

GitHub, Inc. [US] https://github.com/poldham/opensource-patent-analytics/blob/master/2_datasets/pizza_medium_clean/pizza.csv

This repository Search Pull requests Issues Gist

poldham / opensource-patent-analytics Unwatch 1

Branch: master · opensource-patent-analytics / 2_datasets / pizza_medium_clean / pizza.csv

poldham 10 days ago reload

1 contributor

16688.169 kB

Raw History

This file has been truncated, but you can view the full file.

View Raw

(Sorry about that, but we can't show files that are this big right now.)

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To download the actual file use the Raw button or Right Click View Raw

Connect

To a file

Excel

Text File

To a server

OData

Open

[Open from Tableau Public](#)

Open Tableau Public

▶ [Intro to the Interface](#)

▶ [Dashboard](#)

**VIZ
OF THE
DAY**

Regional Elections in Spain



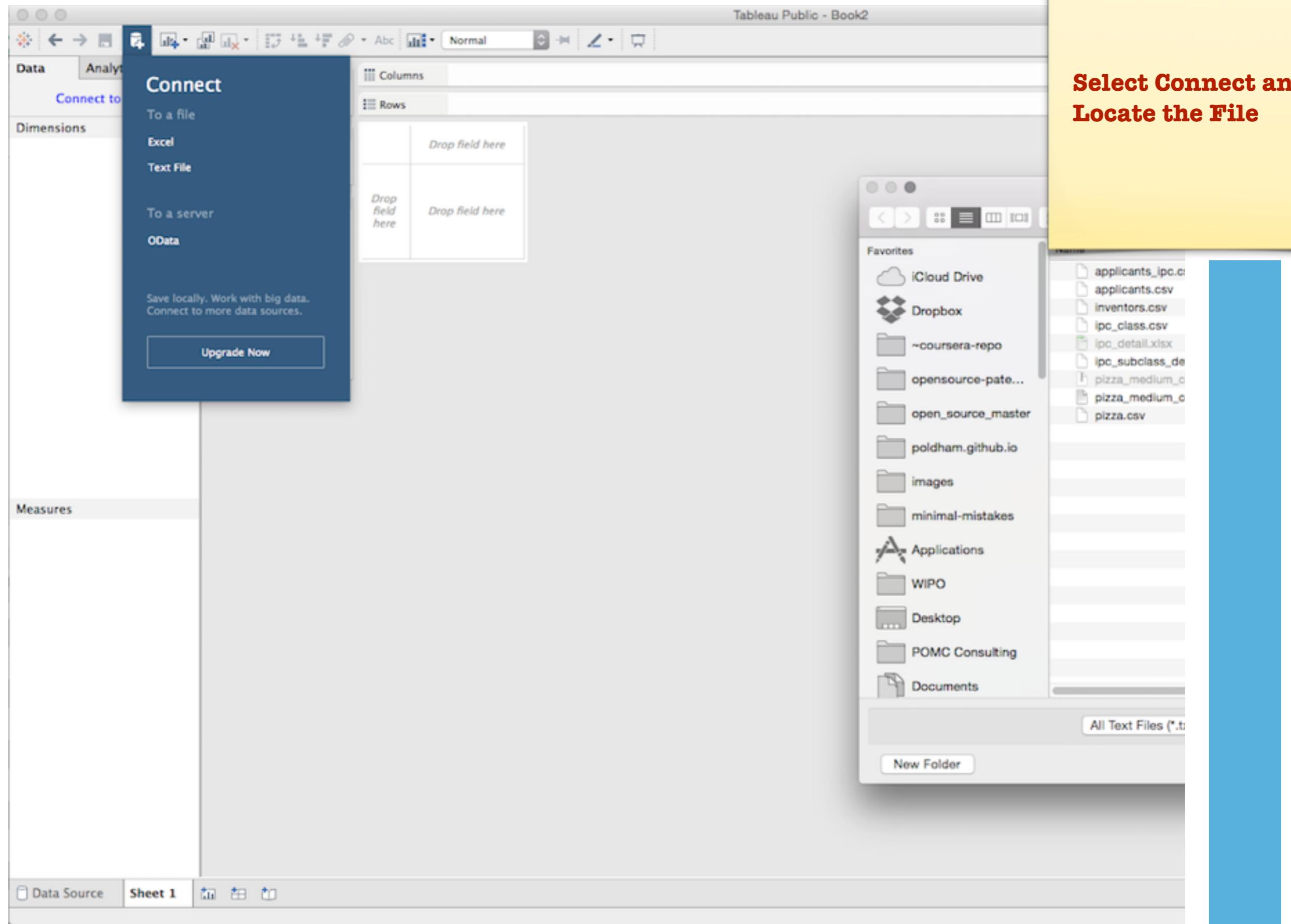
[Blog – Global Crop Production](#)

[Sample Data Sets](#)

[Live Training](#)

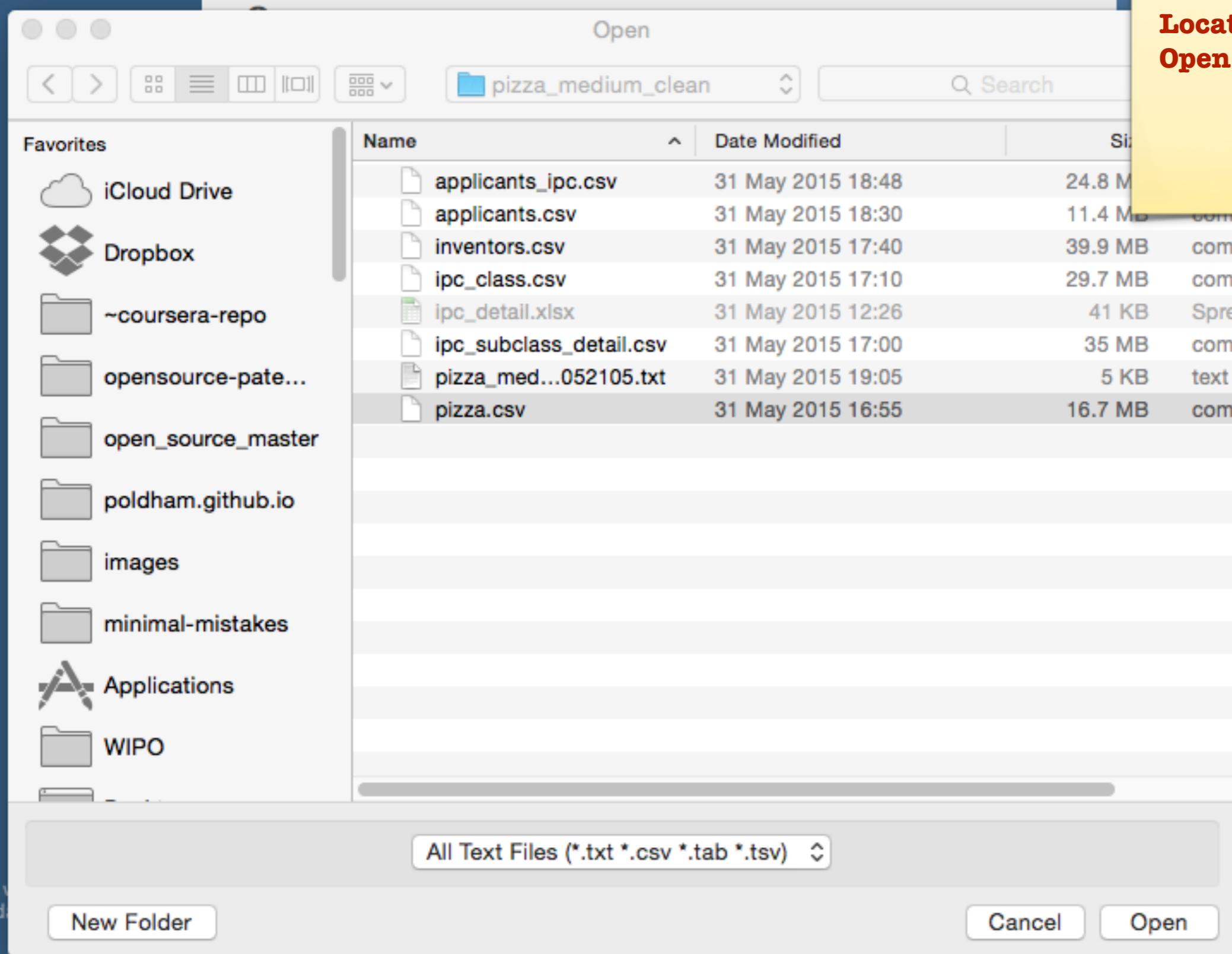
Save locally. Work with big data.
Connect to more data sources.

[Upgrade Now](#)



Select Connect and
Locate the File

Locate the File and
Open it (pizza.csv)



Choose Go to Worksheet in the Bottom Left

pizza

Connected to Text File

Directory

/Users/pauloldham17inch/Desktop/

Files

Enter file name

- applicants.csv
- applicants_ipc.csv
- inventors.csv
- ipc_class.csv
- ipc_subclass_detail.csv
- pizza.csv
- pizza_medi...052105.txt

pizza.csv

Copy

Show aliases Show hidden fields Rows 9,997

Applicants Cleaned Abc	Applicants Cleaned ... Abc	Applicants Organis... Abc	Applicants Original Abc	Inventors Cleaned Abc
NA	People	NA	NA	Sanchez Zarzoso, ...
Ventimiglia Jamie...	People	NA	Ventimiglia Jamie...	Ventimiglia Jamie...
Cordova Robert; ...	People	NA	Cordova Robert;M...	Cordova Robert; ...
Lazarillo De Torm...	Corporate	Lazarillo De Torm...	LAZARILLO DE TO...	Sanchez Zarzoso, ...
NA	People	NA	NA	Depoortere Thomas
Depoortere, Thom...	People	NA	DEPOORTERE, Tho...	Depoortere, Thom...
Frisco Findus Ag	Corporate	Frisco Findus Ag	FRISCO-FINDUS AG	Wadell, Lars Gusta...

Go to Worksheet X

Data Source

Sheet 1



applicants

applicants_ipc

inventors

ipc_subclass_detail

pizza

Dimensions

- Abc Applicants Cleaned
- Abc Applicants Cleaned T...
- Abc Applicants Orgs All
- Abc Applicants Original
- Abc Inventors Original
- Abc Ipc Class
- Abc Ipc Codes
- Abc Ipc Names

Filters

Marks

Automatic

Color

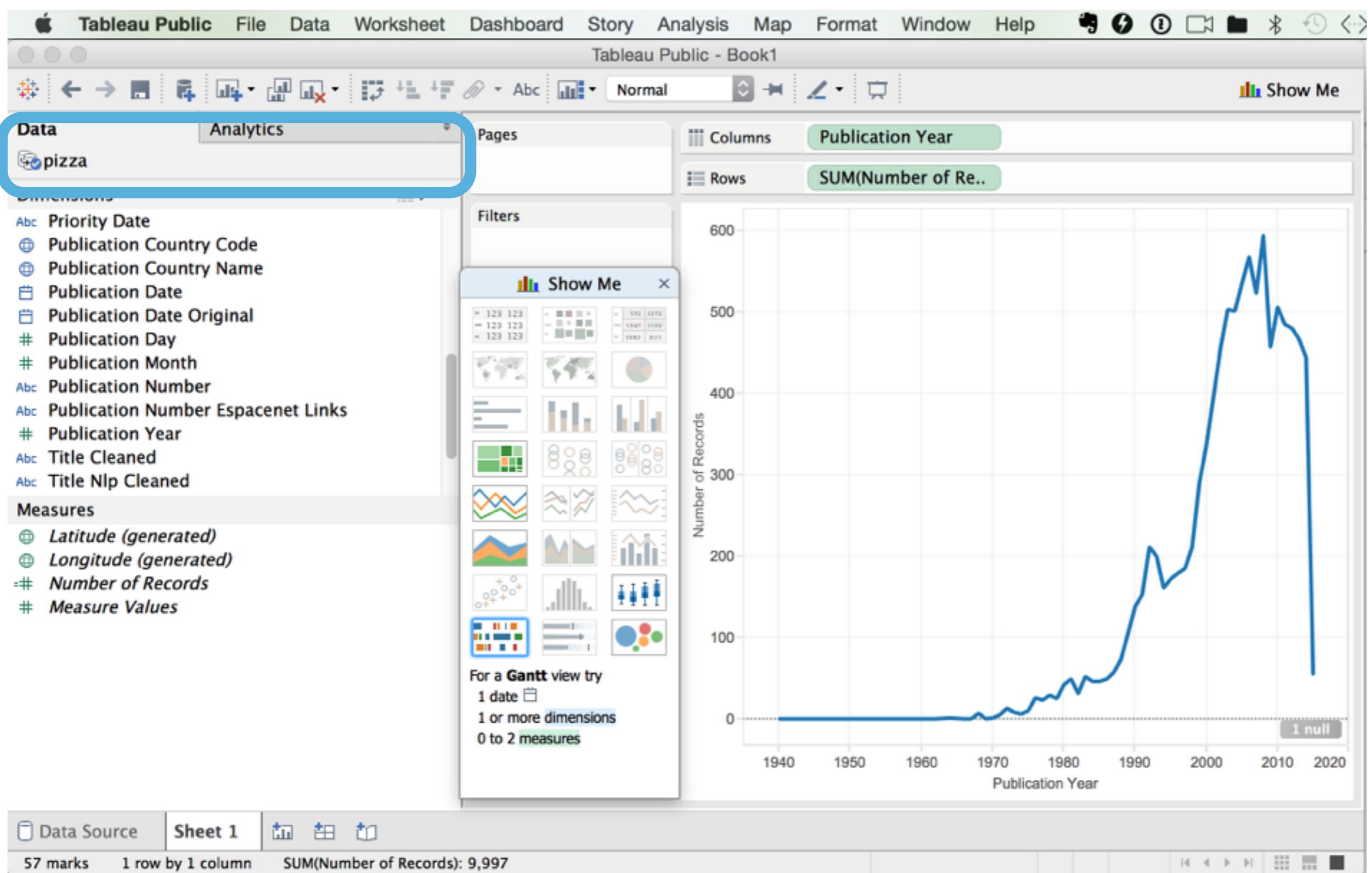
Size

Label

Detail

Tooltip

Repeat this step until
you have these five
files



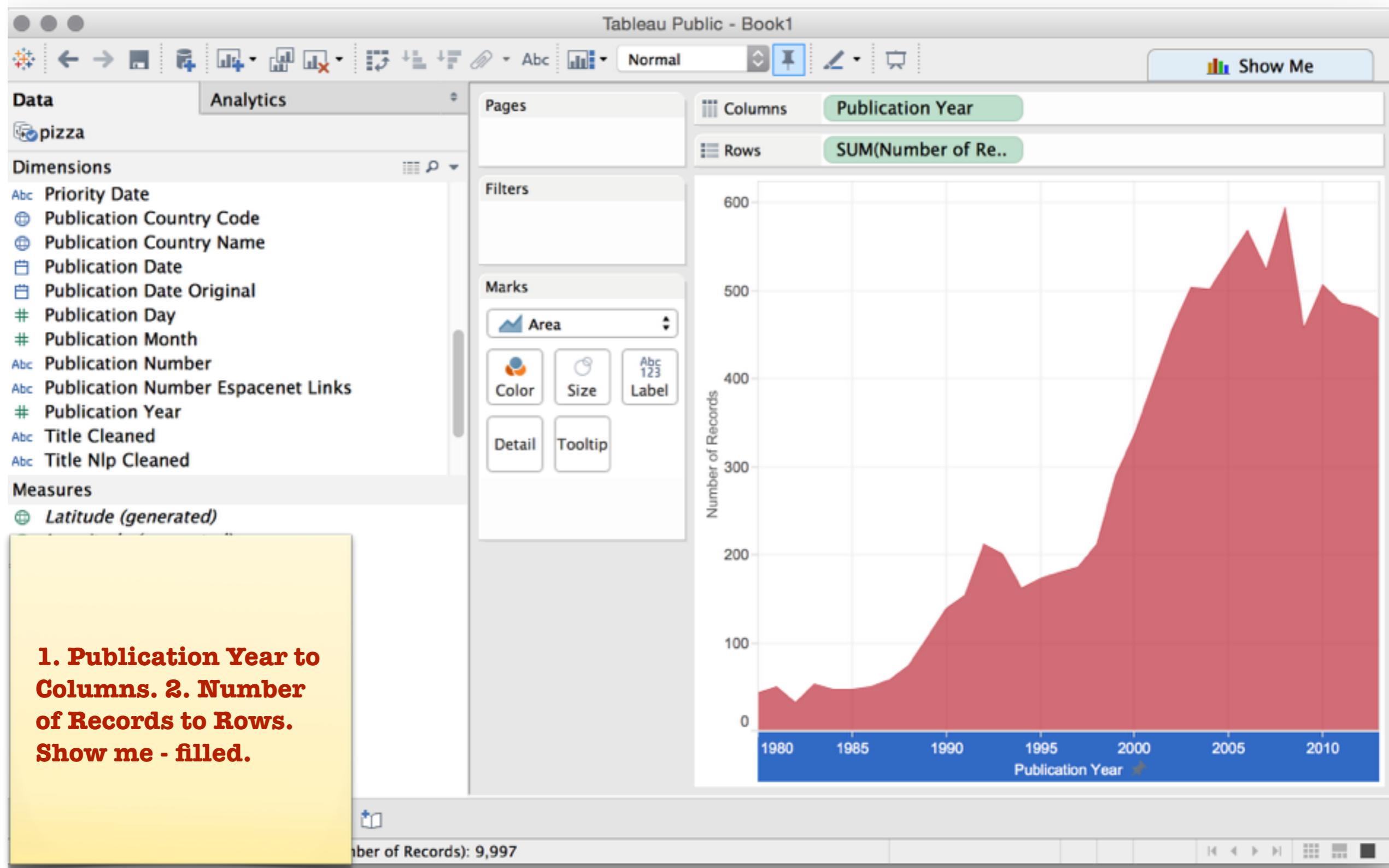
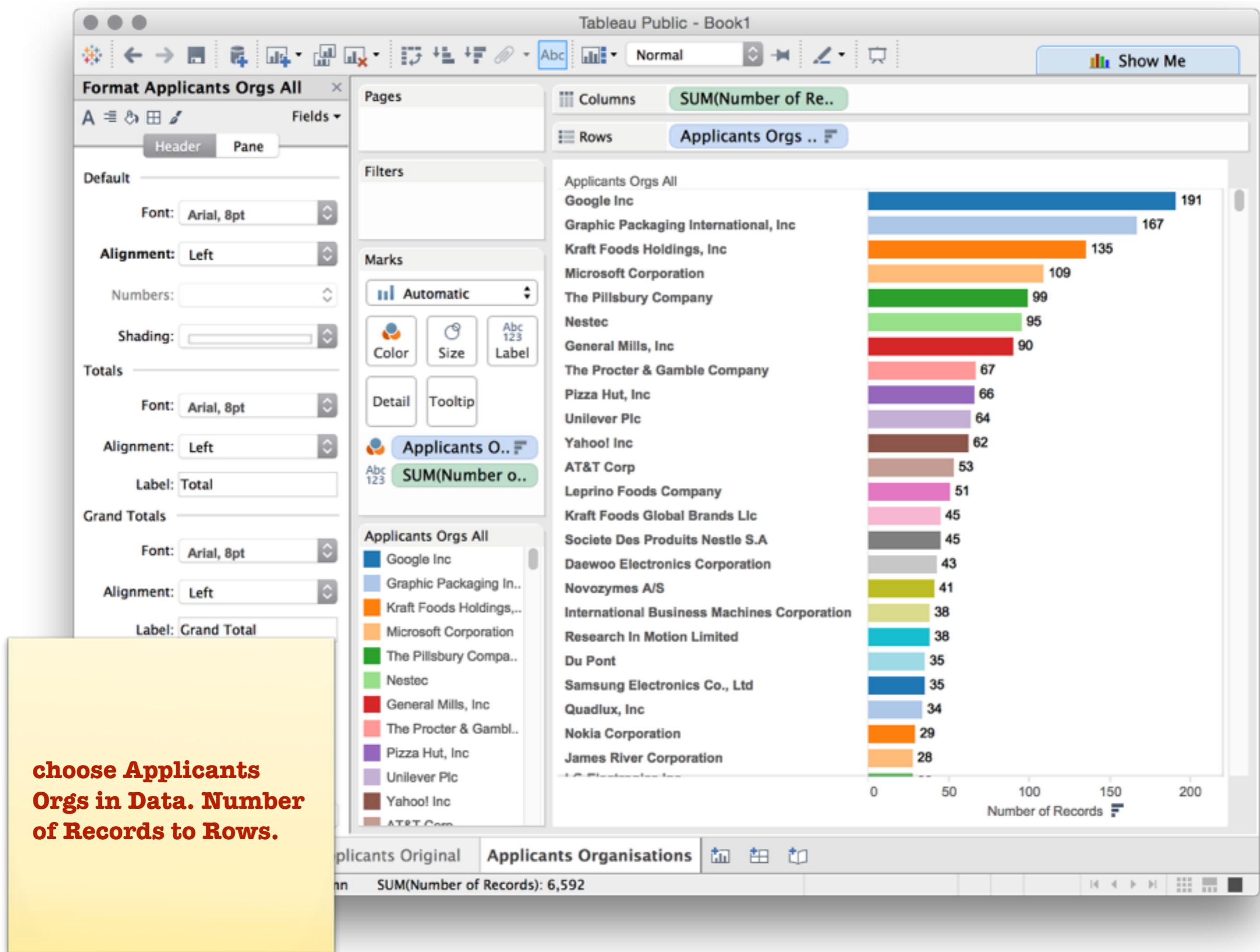
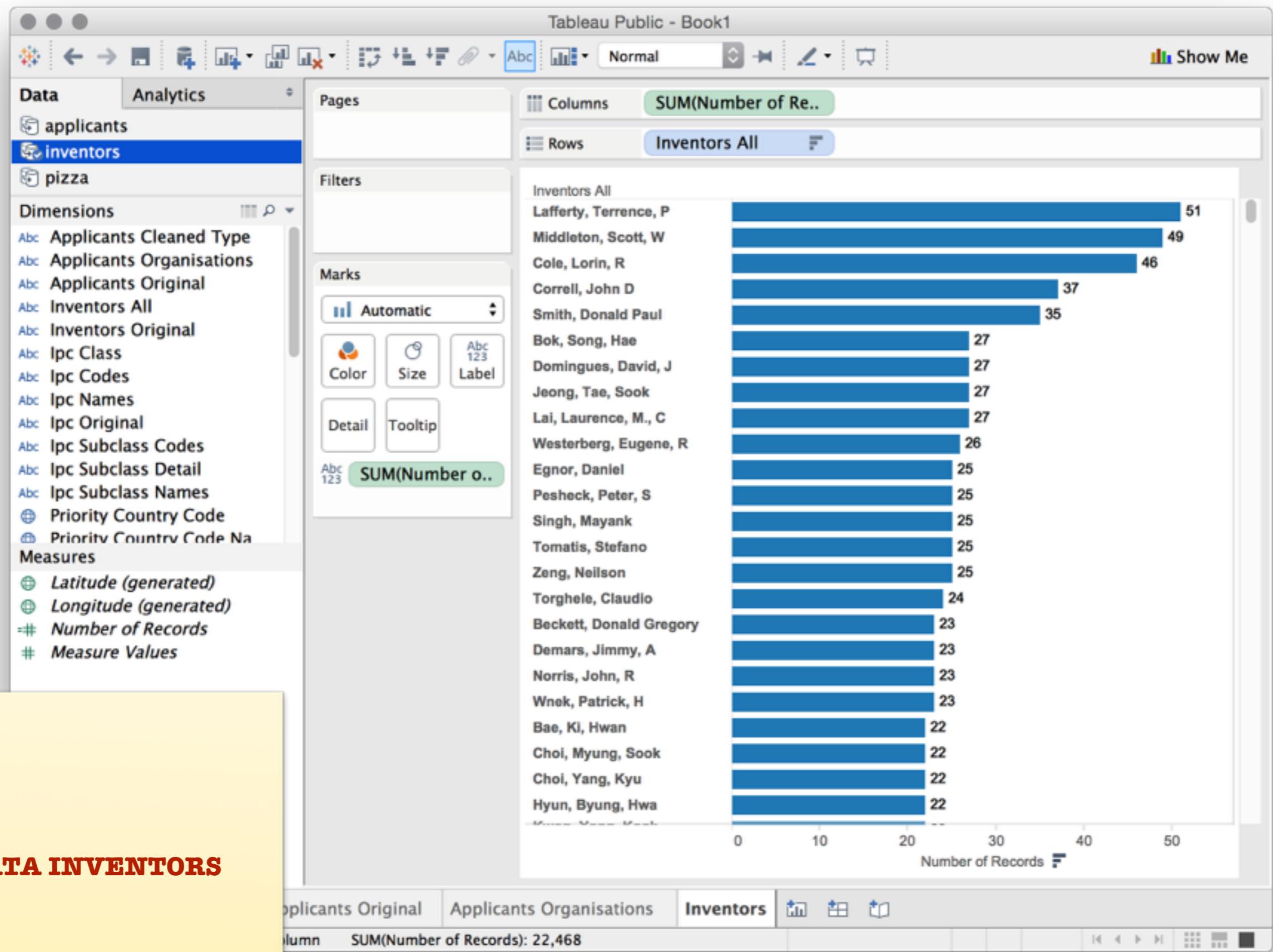


Tableau Public - Book1

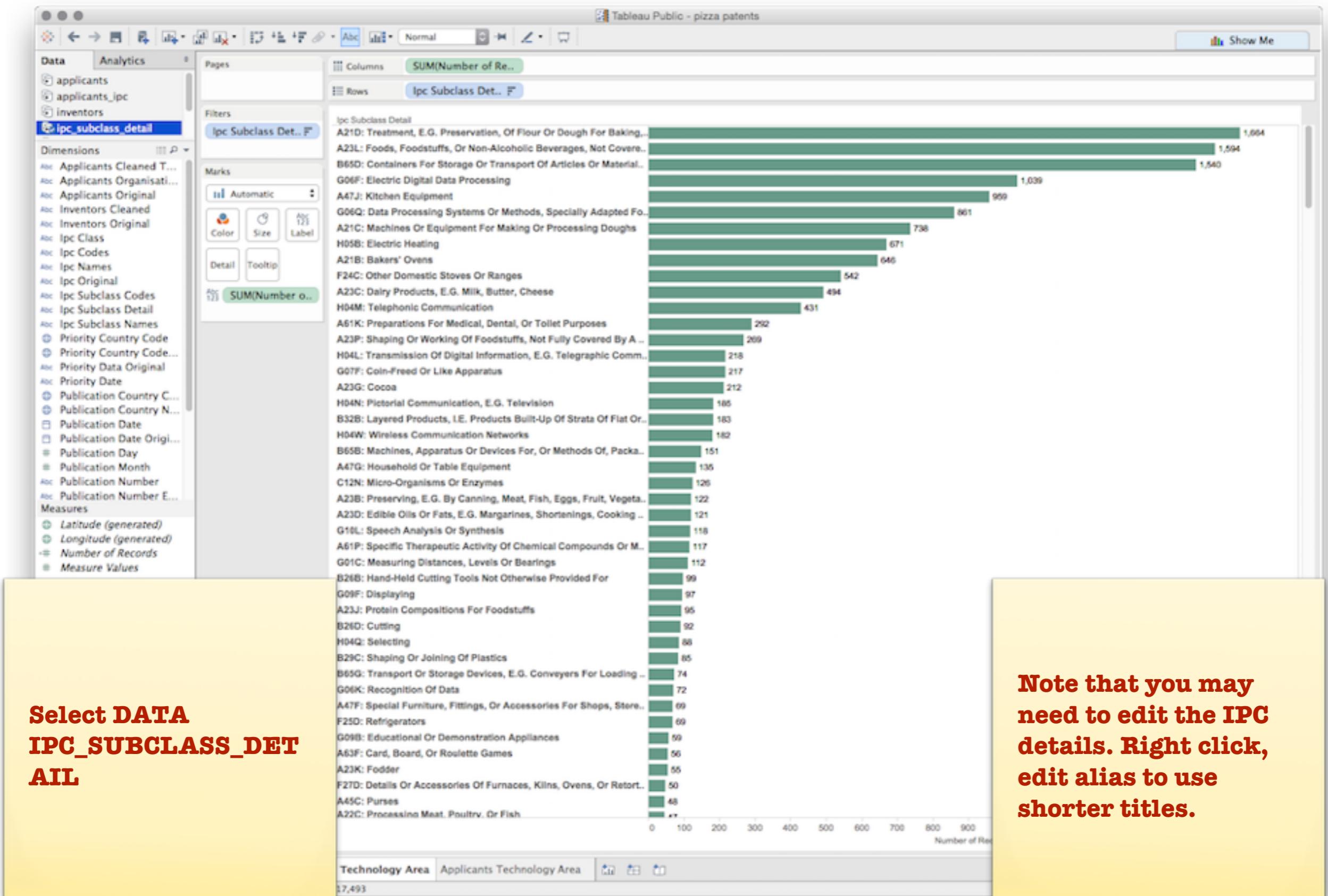
The screenshot shows a Tableau Public dashboard titled "Applicants Orgs ..". The interface includes a top navigation bar with icons for file, edit, and view, and tabs for "Data" and "Analytics". The main area features a horizontal bar chart with "Applicants Orgs All" as the title. The chart lists companies and their counts, such as Google Inc (191), Graphic Packaging International, Inc (167), Kraft Foods Holdings, Inc (135), Microsoft Corporation (109), and The Pillsbury Company (99). The chart is styled with a light blue background and white bars. To the left of the chart is a "Marks" shelf with options for Color, Size, and Text, currently set to "Automatic". Below the chart is a tooltip showing "SUM(Number o...)" with a value of "123". The right side of the screen features a "Show Me" panel displaying various chart and map options. At the bottom, there are tabs for "Data Source", "Trends", "Applicants Original", and "Applicants Organisations", with "Applicants Organisations" selected. The status bar at the bottom shows "2014 marks", "2014 rows by 1 column", and "SUM(Number of Records): 6,592".

Company	Count
Google Inc	191
Graphic Packaging International, Inc	167
Kraft Foods Holdings, Inc	135
Microsoft Corporation	109
The Pillsbury Company	99
Nestec	95
General Mills, Inc	90
The Procter & Gamble Company	67
Pizza Hut, Inc	66
Unilever Plc	64
Yahoo! Inc	62
AT&T Corp	53
Leprino Foods Company	51
Kraft Foods Global Brands Llc	45
Societe Des Produits Nestle S.A	45
Daewoo Electronics Corporation	43
Novozymes A/S	41
International Business Machines Co..	38
Research In Motion Limited	38
Du Pont	35
Samsung Electronics Co., Ltd	35
Quadlux, Inc	34
Nokia Corporation	29
James River Corporation	28
LG Electronics Inc	28





DATA INVENTORS



Select DATA
IPC_SUBCLASS_DET
AIL

Note that you may
need to edit the IPC
details. Right click,
edit alias to use
shorter titles.

Tableau Public - pizza

Dashboard

Publication Year

Inventors Ranked

Inventors Detail

Applicants Ranked

Applicants Details

IPC Subclass Ranked

Horizontal

Vertical

A Text

Image

Web Page

Blank

New objects:

Tiled

Floating

Layout

Dashboard

Size: Range

Min: w 420 h 560

Max: w 650 h 860

Show Title

Data Source

Pizza Patents Overview

Publication Year

Inventors Ranked

Inventors Detail

Applicants Ranked

Applicants Details

Show Me

Drag sheet to dashboard

Drop sheets here

Click the Dashboard Button

Dashboard

The screenshot shows the Tableau Public interface for creating a dashboard. On the left, there's a sidebar with a list of items: 'Publication Year', 'Inventors Ranked', 'Inventors Detail', 'Applicants Ranked', 'Applicants Details', and 'IPC Subclass Ranked'. A blue arrow points from the 'Publication Year' item towards the main workspace. The main workspace is titled 'Drop sheets here' and contains a 'Show Me' panel on the right with various chart preview icons. At the bottom of the interface, there's a navigation bar with tabs for 'Data Source' (selected), 'Publication Year', 'Inventors Ranked', 'Inventors Detail', 'Applicants Ranked', 'Applicants Details', and buttons for 'Tiled' and 'Floating' layouts. A large blue arrow points downwards to the 'Dashboard' button located at the bottom right of the navigation bar.

Use Fit Width to improve readability

Tableau Public - pizza

Fit Width

Publication Year

Number of Records

Applicants Ranked

Company	Number of Applications
Google Inc	191
Graphic Packaging Internati..	167
Kraft Foods Holdings, Inc	136
Microsoft Corporation	109
The Pillsbury Company	99
Nestec	95
General Mills, Inc	90
The Procter & Gamble Comp..	67
Pizza Hut, Inc	66
Unilever Plc	64
Yahoo! Inc	62
AT&T Corp	53
Leprino Foods Company	51
Kraft Foods Global Brands L..	45
Societe Des Produits Nestle ..	45
Daewoo Electronics Corpor..	43
Novozymes A/S	41
International Business Mach..	38
Research In Motion Limited	38
Du Pont	35
Samsung Electronics Co., Ltd	35
Quadlux, Inc	34
Nokia Corporation	29
James River Corporation	28
LG Electronics Inc	28
Nestle Sa	28
Danisco A/S	27
International Paper Company	27
Lincoln Foodservice Product..	27

Show Me

- Go to Sheet
- Duplicate Sheet
- Fit**
- Title
- Caption
- Legends
- Quick Filters
- Show Page Control
- View Toolbar
- Use as Filter
- Ignore Actions
- Floating
- Select Layout Container
- Deselect
- Remove from Dashboard

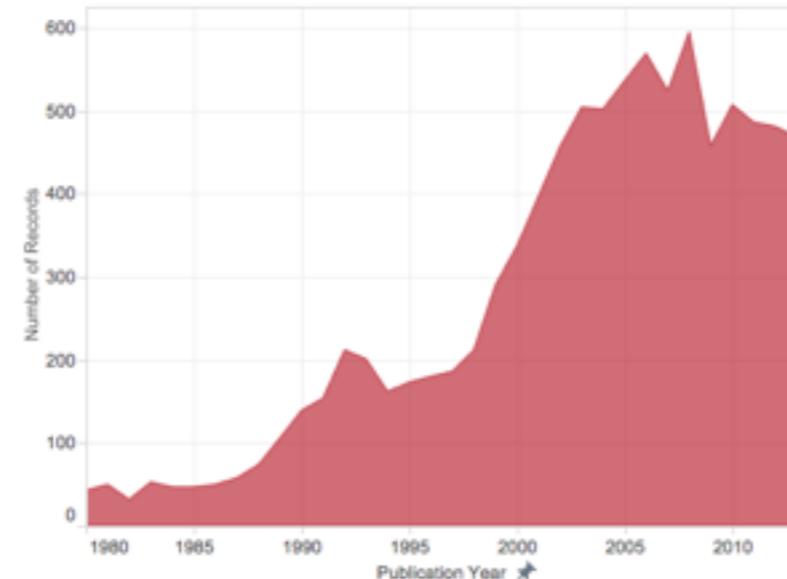
Normal

Fit Width

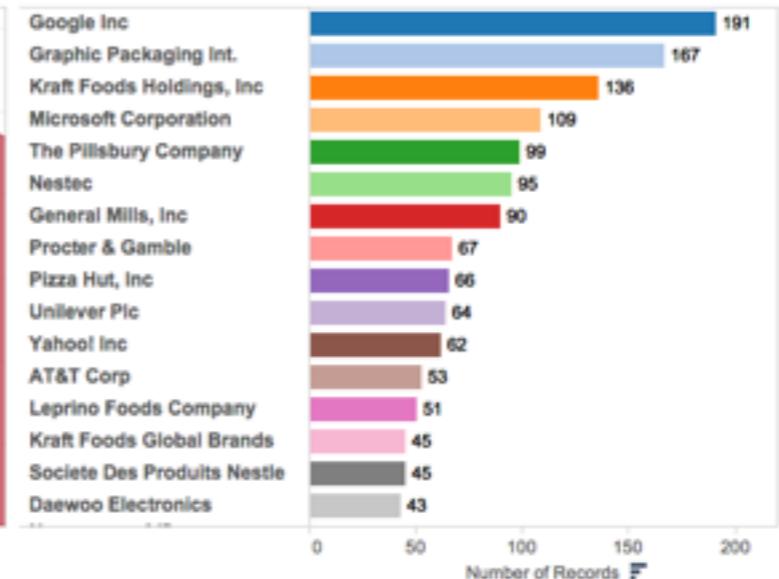
Fit Height

Entire View

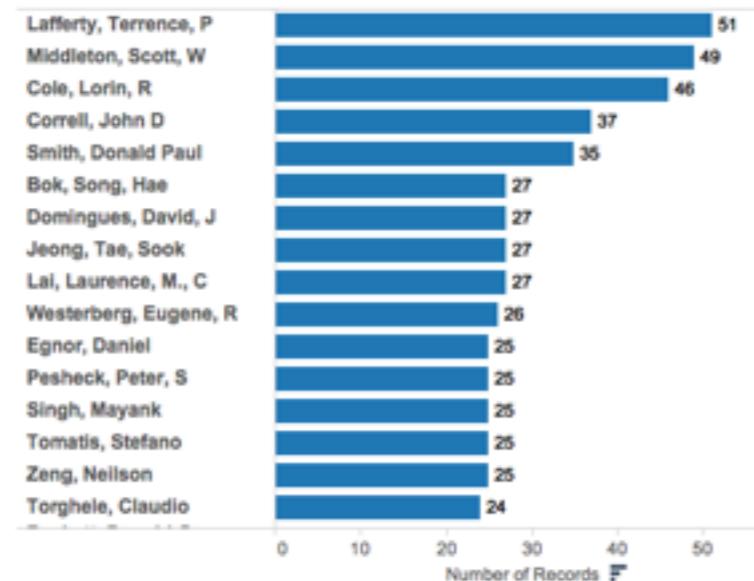
Trends



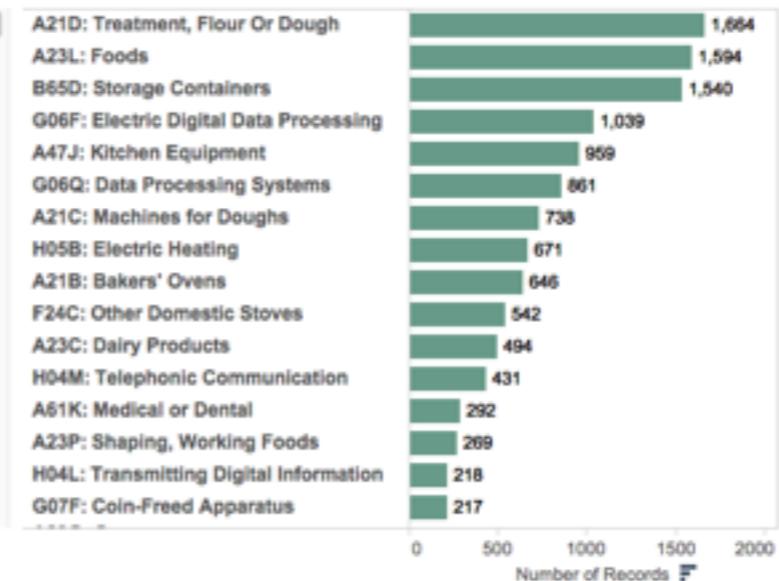
Organisations



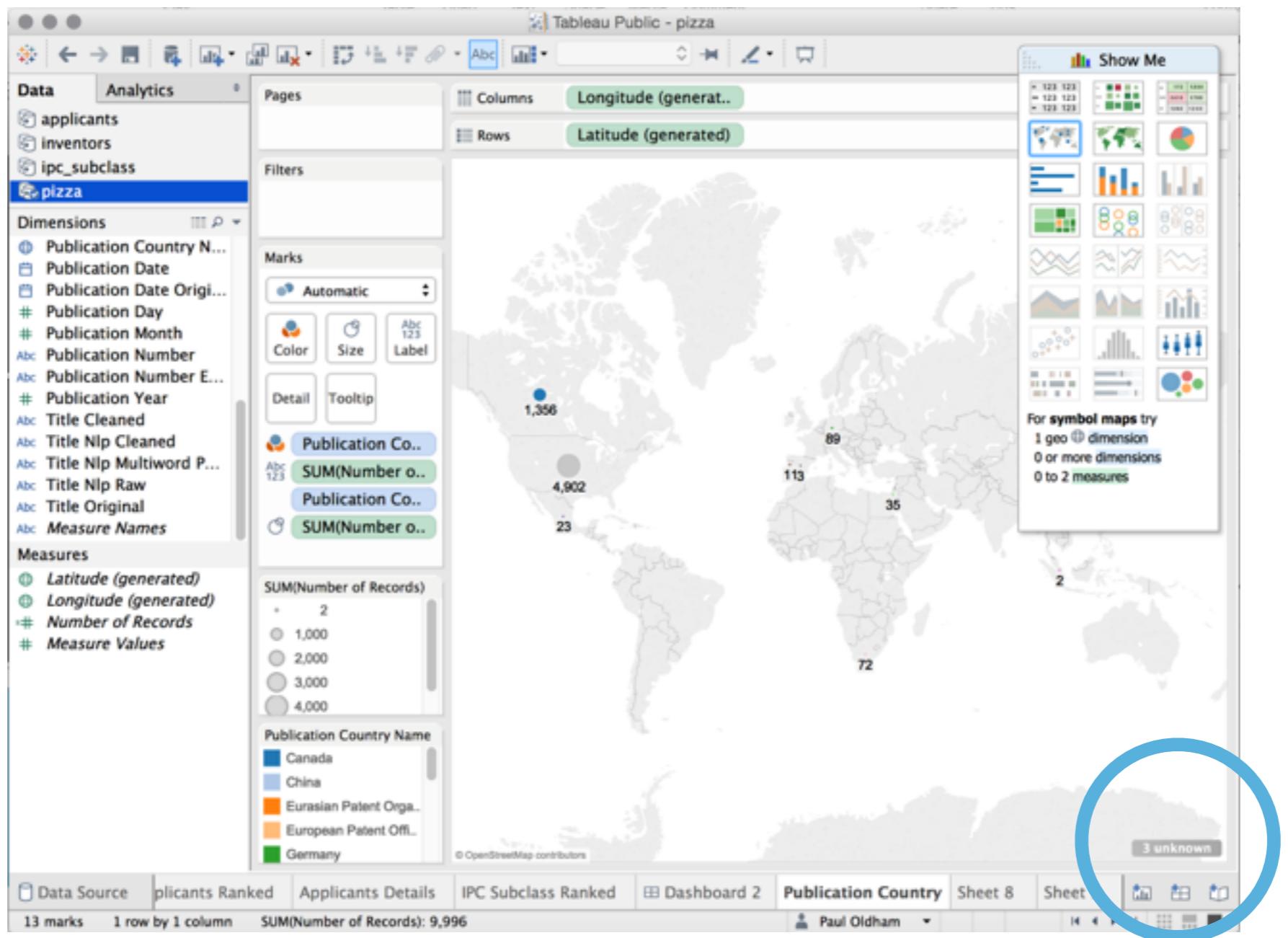
Inventors



Technology Area



Drag Inventors & IPCs onto the Dashboard. Use the fit width icon.
You should end up with a final dashboard that looks like this.



New Worksheet - Data = pizza

Drag Publication Country Name into the Rows, then Number of Records into the Columns. Now from show me choose the Map with dots (then colour, size, label). Note the three missing at the bottom.

ipc_subclass

Filters

Edit Locations

Geographic roles

Country/Region: Publication Country Name ! 3 issues

Match values to locations

! Country/Region

Your Data	Matching Location
Eurasian Patent Organization	Unrecognized
European Patent Office	Unrecognized
Patent Co-operation Treaty	Unrecognized
Canada	Canada
China	China
Germany	Germany
Israel	Israel
Japan	Japan
Korea, Republic of	South Korea

Show only unmatched location in drop down list

Reset Matches Cancel OK

China

11

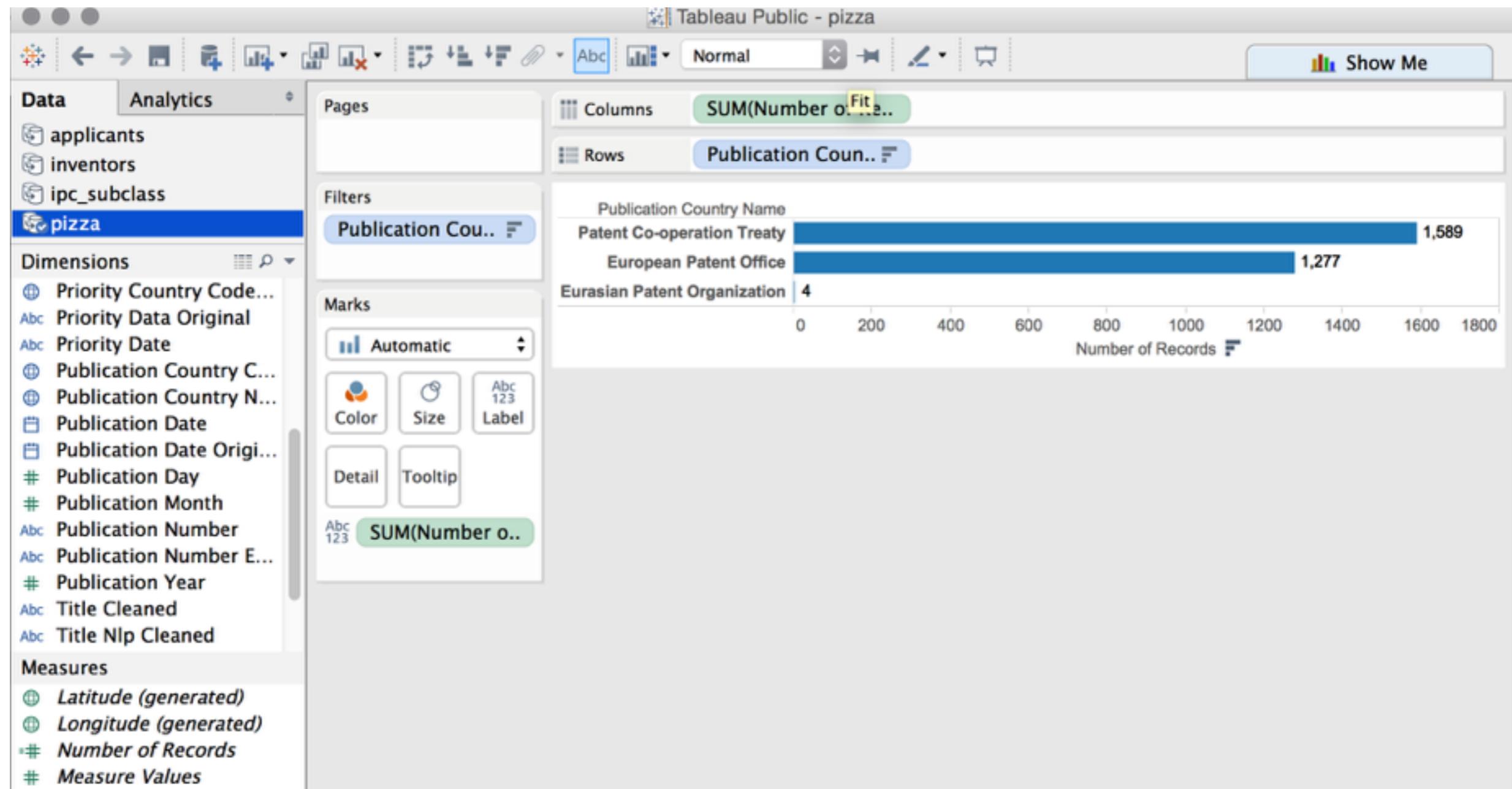
72

345205

2

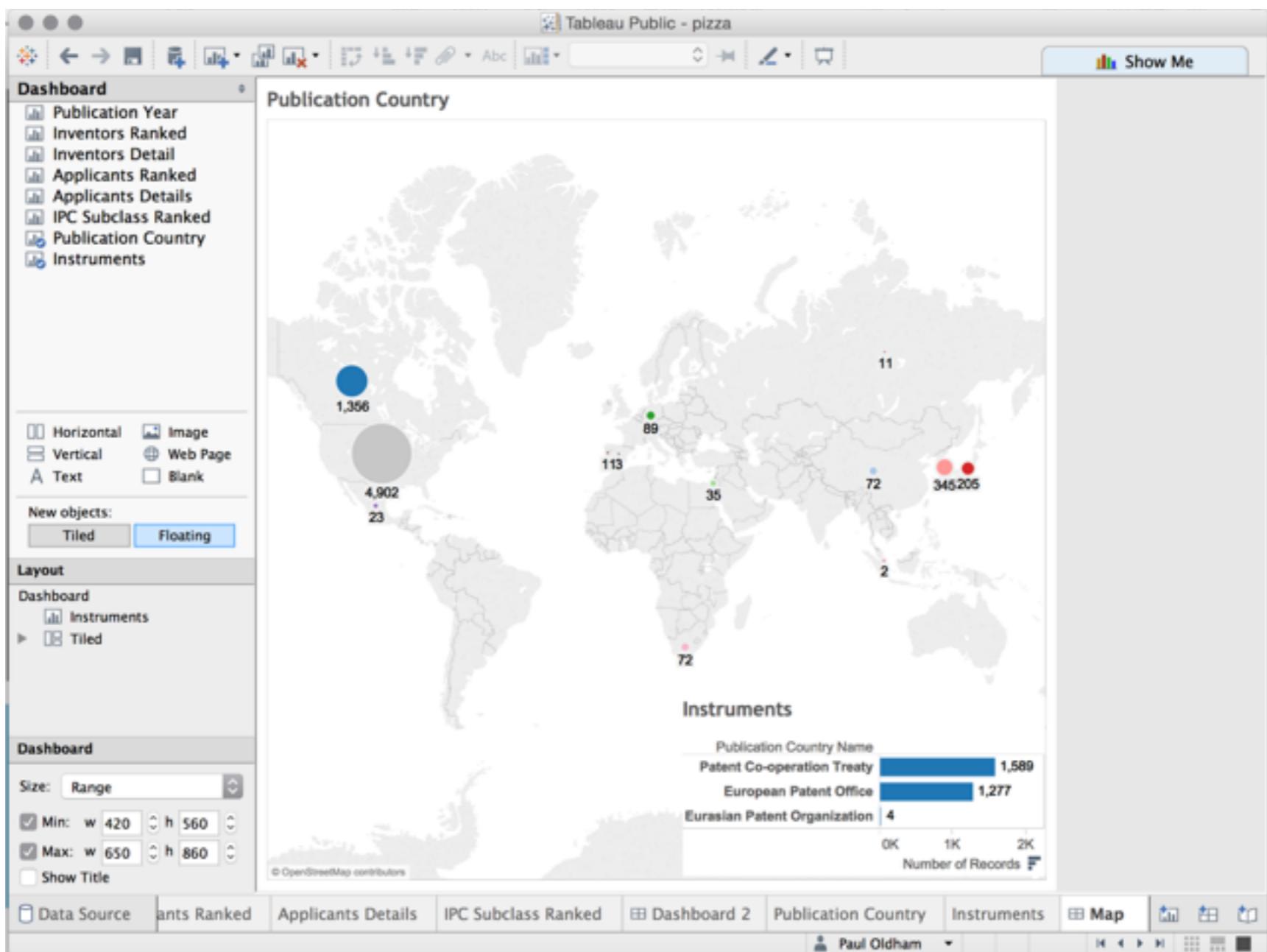
Tableau can't recognise these locations

Solution - Duplicate the Worksheet. Then convert to Bars from show me. Now, Add Publication_Country_Names to the Filters - select none, then three offices



Drag Publication Country Names into Filters

View the Filter and then select None. Now select the three instruments. Now drag number of records to the Label box. Next New Dashboard called Map.



New Dashboard called Map.

Drag Publication Country onto the Dashboard. Then in New Objects - choose Floating. Drag Instruments onto the Map (then resize and choose position).

The screenshot shows the Tableau Public interface with a worksheet titled "Tableau Public - pizza". The data source selected is "pizza". The worksheet has "Pages" and "Columns" sections. In the "Rows" section, "Publication Number" is the primary key and "Title Cleaned" is the secondary key. The "Marks" section is set to "Automatic" and includes options for "Color", "Size", and "Text". The main data table lists 18 rows of publication numbers and their titles:

Publication Number	Title Cleaned	Abc
CA787672	Method And Apparatus For Forming Pizza Shells	Abc
CA872567	Cutter For Pizza Pies And The Like	Abc
CA888653	Process For Making A Covered Pizza	Abc
CA892506	Pizza Flour	Abc
CA906838	Pizza Sauce Machine	Abc
CA909070	Pizza Product And Its Preparation	Abc
CA914505	Pizza Topping Apparatus And Method	Abc
CA942636	Machine For Slicing Sausage And Applying The Slices ..	Abc
CA973758	Pizza Processing Machine	Abc
CA983780	Pizza Oven Or Similar Article	Abc
CA1005657	Heatable Pizza Pie Support	Abc
CA1027798	Process For Preventing Spoilage In Partially Baked Piz..	Abc
CA1027799	Process For Retarding Mold Growth In Partially Baked ..	Abc
CA1042264	Cheese Product And Process For Its Production	Abc
CA1044016	Visual Display With Odor Producing Apparatus	Abc
CA1047826	Packaged, Coated, Electrically Conducting Food Produ..	Abc
CA1048460	Valve System For Filling Machines	Abc
CA1050201	CarpenterS Tool	Abc

Going Interactive

New Worksheet (Data = Pizza). Put Publication Number into Rows. Then Put Title Cleaned into Rows. Call the Worksheet Title.



Europäisches
Patentamt
European
Patent Office
Office européen
des brevets

Espacenet

Patent search

Deutsch English

Change c

« About Espacenet Other EPO online services ▾

Search

Result list

My patents list (0)

Query history

Settings

Help

Smart search

Advanced search

Classification search

Quick help

- [How many search terms can I enter per field?](#)
- [How do I enter words from the title or abstract?](#)
- [How do I enter words from the description or claims?](#)
- [Can I use truncation/wildcards?](#)
- [How do I enter publication, application, priority and NPL reference numbers?](#)
- [How do I enter the names of persons and organisations?](#)
- [What is the difference between the IPC and the CPC?](#)
- [What formats can I use for the publication date?](#)
- [How do I enter a date range for a publication date search?](#)

Advanced search

Select the collection you want to search in [i](#)

Worldwide - collection of published applications from 90+ countries [▼](#)

Enter your search terms - CTRL-ENTER expands the field you are in

Enter keywords in English

Title: [i](#)

plastic and bicycle

Title or abstract: [i](#)

hair

Enter numbers with or without country code

Publication number: [i](#)

WO2008014520

CA787672

Application number: [i](#)

DE19971031696

Write down a publication number and enter into espacenet
We are looking for the hyperlink format for the publication number to use with
our data here. I used CA787672



[Refine search](#) → Results

Smart search

Advanced search

Classification search

Quick help

- [Can I subscribe to an RSS feed of the result list?](#)
- [What does the RSS reader do with the result list?](#)
- [Can I export my result list?](#)
- [What happens if I click on "Download covers"?](#)
- [Why is the number of results sometimes only approximate?](#)
- [Why is the list limited to 500 results?](#)
- [Can I deactivate the highlighting?](#)
- [Why is it that certain documents are sometimes not displayed in the result list?](#)
- [Can I sort the result list?](#)
- [What happens if I click on the star icon?](#)
- [What are XP documents?](#)
- [Can I save my query?](#)

Result list

Select all (0/1)

Compact

Export (CSV | XLS)

Download covers

1 result found in the Worldwide database for:

CA787672 as the publication number

1. METHOD AND APPARATUS FOR FORMING PIZZA SHELLS



Inventor:

GROTH FRED A

Applicant:

PASQUALE ASSOCIATES

CPC:

IPC:

Publication info:

CA 787672 (A)

Priorit

1969-06-18

Untitled 44.txt — Edited

[http://worldwide.espacenet.com/searchResults?
submitted=true&locale=en_EP&DB=EP0DOC&ST=advanced&TI=&AB=&PN=CA787672](http://worldwide.espacenet.com/searchResults?submitted=true&locale=en_EP&DB=EP0DOC&ST=advanced&TI=&AB=&PN=CA787672)

Copy the address link upto the end of the number

We will now use this link to hyperlink the worksheet. Go to Worksheet <- Add Actions.

The screenshot shows the Tableau interface with a sidebar containing dimensions and measures. A specific sheet titled 'pizza' is selected. In the center, there's a 'Filters' shelf with a single filter applied. Below it is a 'Marks' shelf. A context menu is open over the 'Actions [Title]' button, with 'URL...' highlighted. The main area displays two tables of patent data.

Dimensions

- Priority Country Code...
- Priority Data Original
- Priority Date
- Publication Country C...
- Publication Country N...
- Publication Date
- Publication Date Orig...
- Publication Day
- Publication Month
- Publication Number
- Publication Number E...
- Publication Year
- Title Cleaned
- Title Nlp Cleaned

Measures

- Latitude (generated)
- Longitude (generated)
- Number of Records
- Measure Values

Filters

Publication Number	Title Cleaned	Source
CA787672	Method And Apparatus For Forming Pizza Shells	Abc
CA872567	Cutter For Pizza Pies And The Like	Abc
CA999993	Process For Making A Covered Pizza	Ahc

Marks

Actions [Title]			
Connect sheets to external web resources using URL actions, or to other sheets in the same workbook using Filter actions and Highlight actions.			
Name	Run On	Source	Fields

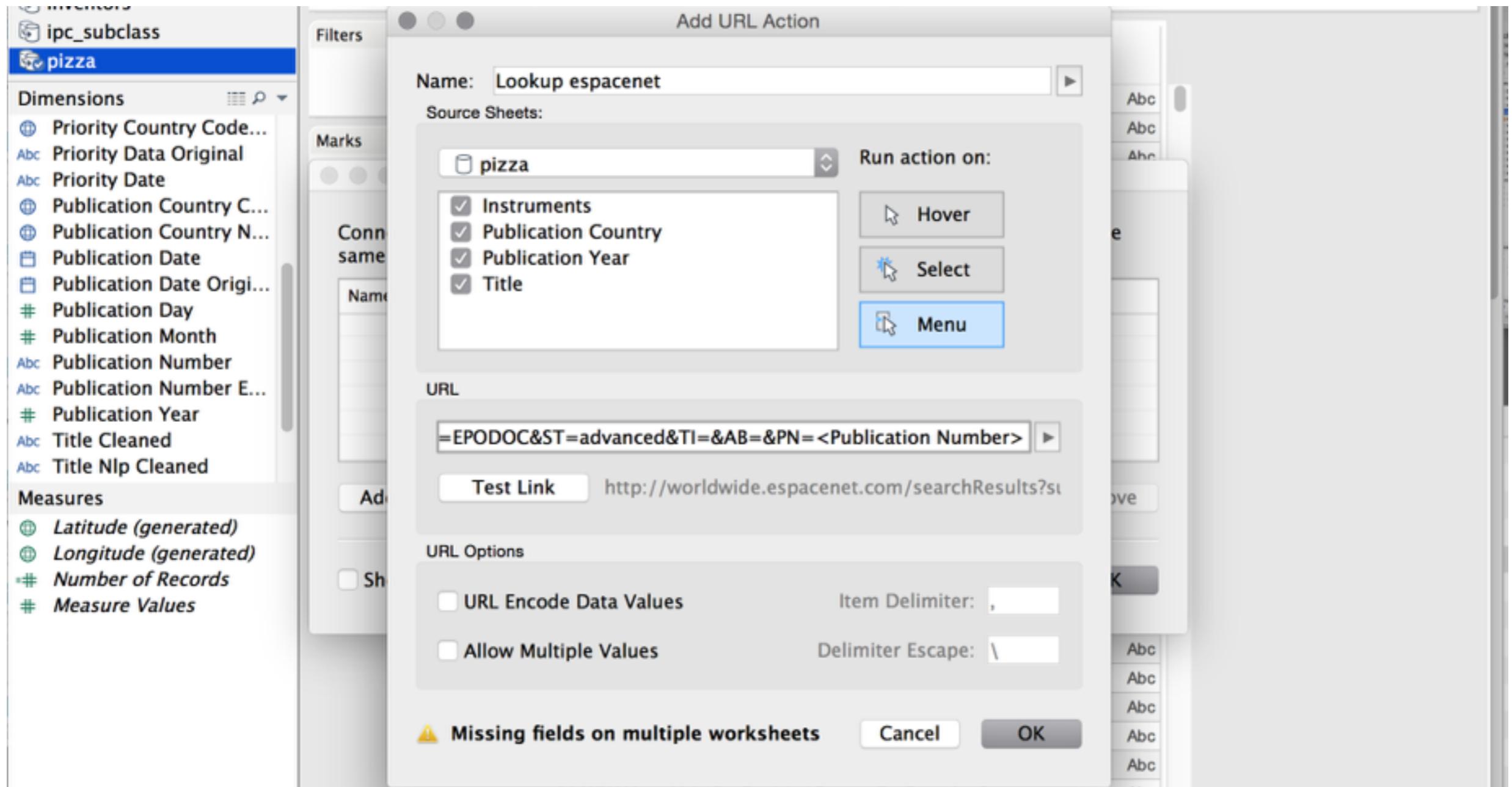
Add Action > Filter... Highlight... URL...

Show actions for all sheets in this workbook

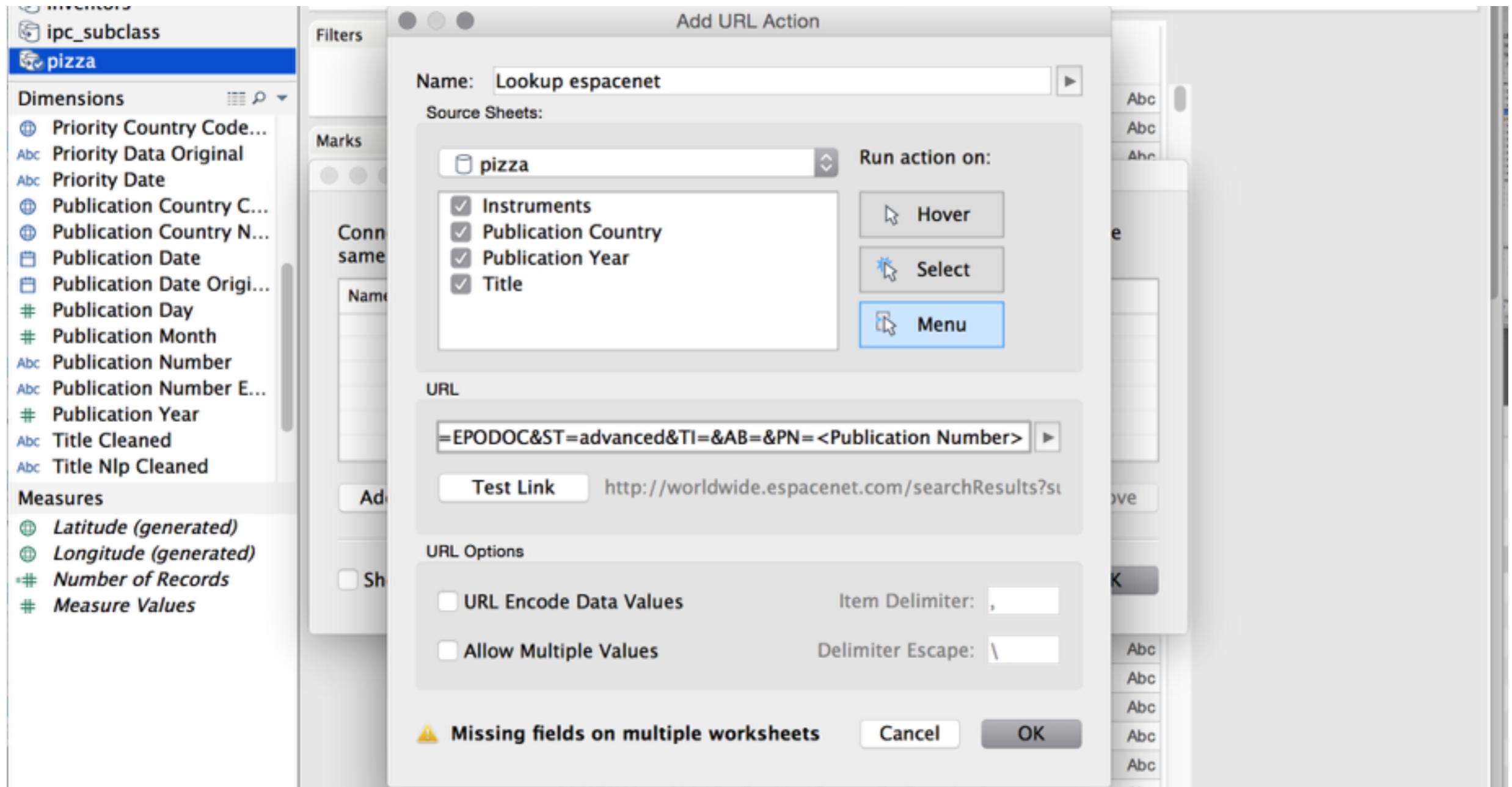
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CA1058441	Pizza Crust, Pizza Prepared From The Same And Meth..	Abc
CA1062536	Vegetable Sauce Composition	Abc
CA1066551	Synergistic Combination Cheese Extender	Abc
CA1067338	Cheese Extender	Abc
CA1070164	Powder Cheese Production	Abc

Add an Action (Worksheet > Actions)



Having selected the Publication Number Field - Test the Link



Having selected the Publication Number Field - Test the Link
Tableau will test the link - it uses a fairly random entry from the field.

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Related links +

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1 result found in the Worldwide database for:
CA787672 as the publication number

1. METHOD AND APPARATUS FOR FORMING PIZZA SHELLS

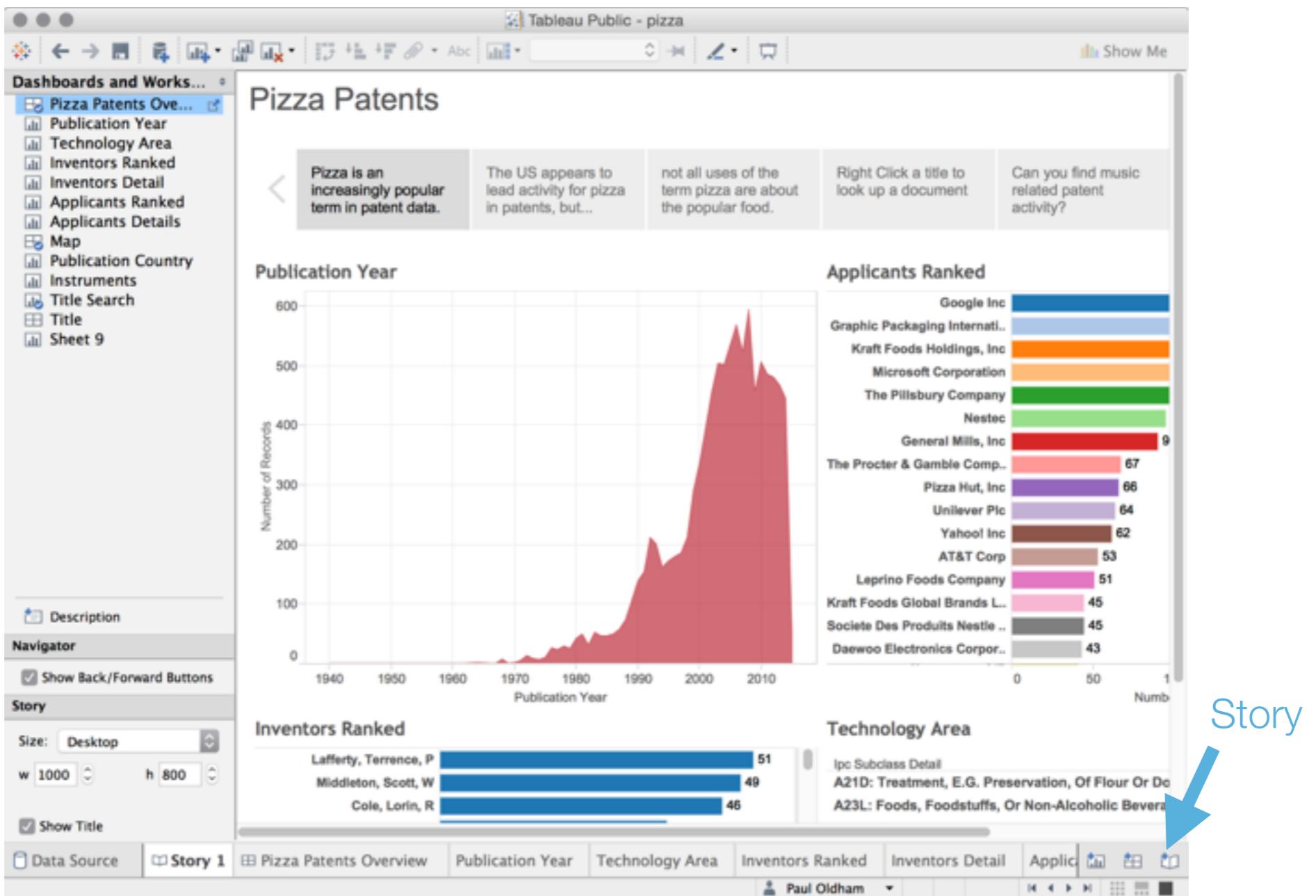
★	Inventor: GROTH FRED A	Applicant: PASQUALE ASSOCIATES	CPC:	IPC:	Publication info: CA 787672 (A) 1968-06-18	Priority date:
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The screenshot shows the Tableau Data Prep interface. On the left, the 'Data' pane lists datasets: applicants, inventors, ipc_subclass, and pizza (selected). Under 'Dimensions', there are various fields like Priority Country Code, Priority Date, Publication Country C, Publication Country N, Publication Date, Publication Date Orig, Publication Day, Publication Month, Publication Number, Publication Number E, Publication Year, Title Cleaned, Title Nlp Cleaned, and Title Nlp Multiword P. Under 'Measures', there are Latitude (generated), Longitude (generated), and Number of Records. The main workspace shows a table with columns: Pages, Columns, Rows, Publication Number, and Title Cleaned. The 'Title Cleaned' column is highlighted. A 'Filters' panel on the left shows a dropdown for 'Title Cleaned' with 'Title Cleaned' selected. A 'Marks' panel below it includes options for Color, Size, Text, Detail, and Tooltip, with 'Automatic' selected. The table data consists of 20 rows of patent information, each with a publication number and a cleaned title.

Publication Number	Title Cleaned
CA787672	Method And Apparatus For Forming Pizza Shells
CA872567	Cutter For Pizza Pies And The Like
CA888653	Process For Making A Covered Pizza
CA892506	Pizza Flour
CA906838	Pizza Sauce Machine
CA909070	Pizza Product And Its Preparation
CA914505	Pizza Topping Apparatus And Method
CA942636	Machine For Slicing Sausage And Applying The Slices ..
CA973758	Pizza Processing Machine
CA983780	Pizza Oven Or Similar Article
CA1005657	Heatable Pizza Pie Support
CA1027798	Process For Preventing Spoilage In Partially Baked Piz..
CA1027799	Process For Retarding Mold Growth In Partially Baked ..
CA1042264	Cheese Product And Process For Its Production
CA1044016	Visual Display With Odor Producing Apparatus
CA1047826	Packaged, Coated, Electrically Conducting Food Produ..
CA1048460	Valve System For Filling Machines
CA1050201	CarpenterS Tool

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Drag Title onto Filter and then Right Click Filter and Show Quick Filter. It should look like this. Next create a new Dashboard and call it Title. Drag the worksheet onto it.



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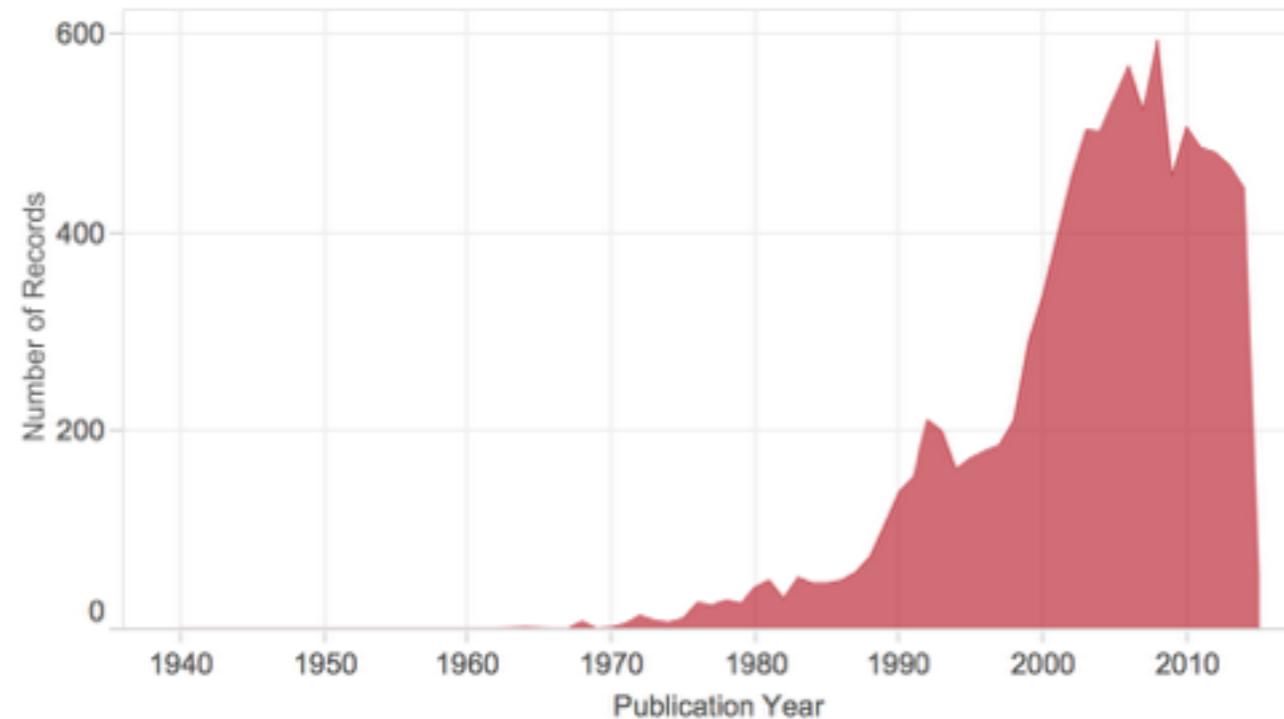
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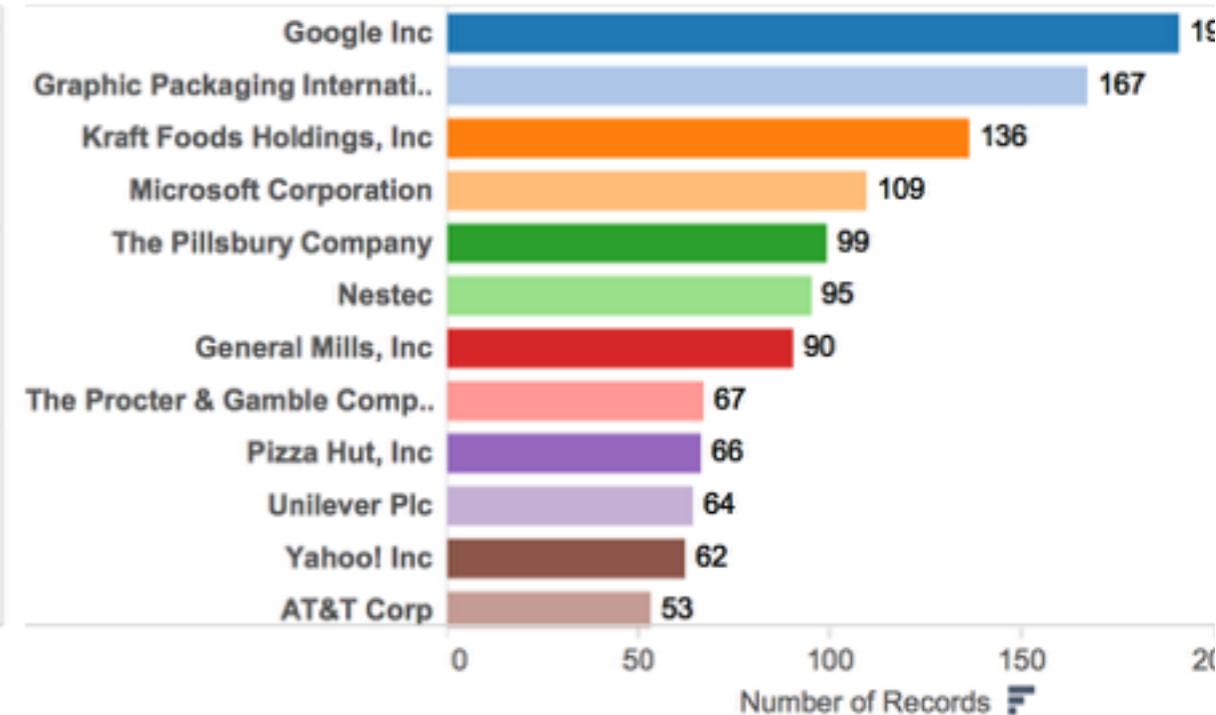
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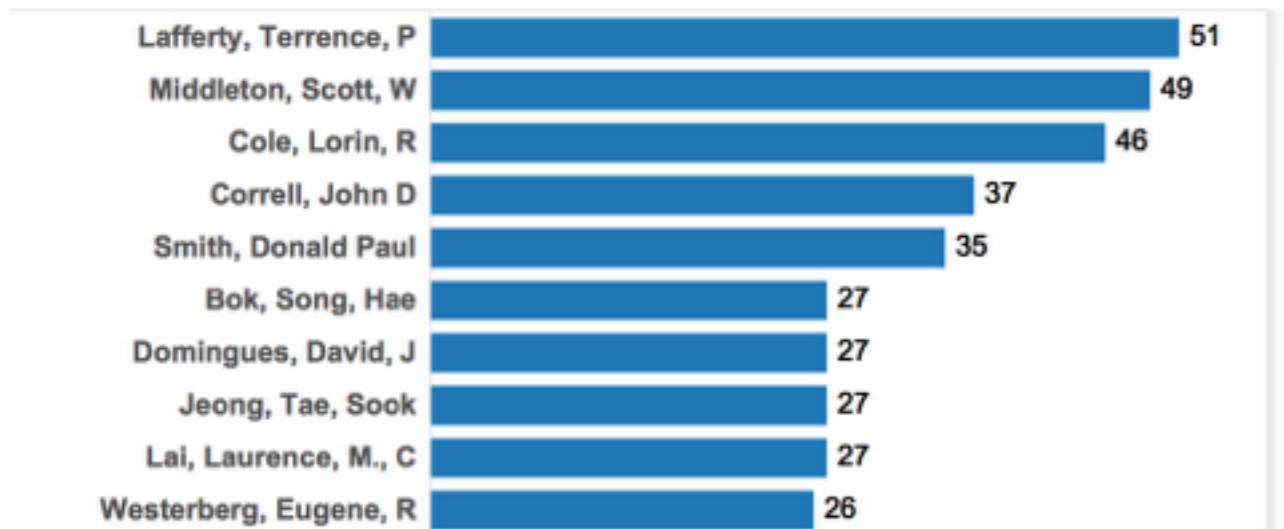
Publication Year



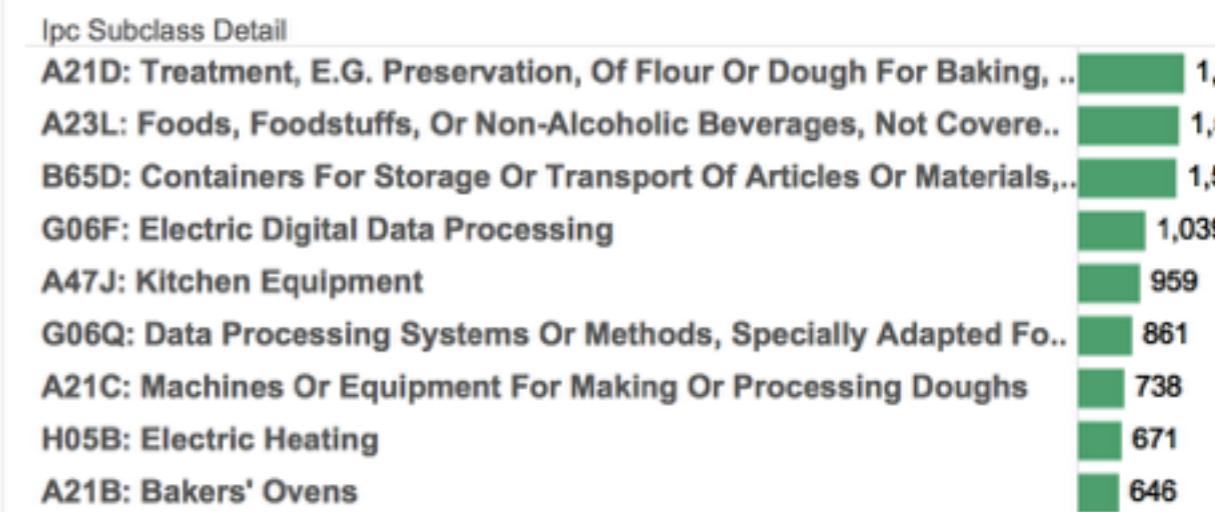
Applicants Ranked

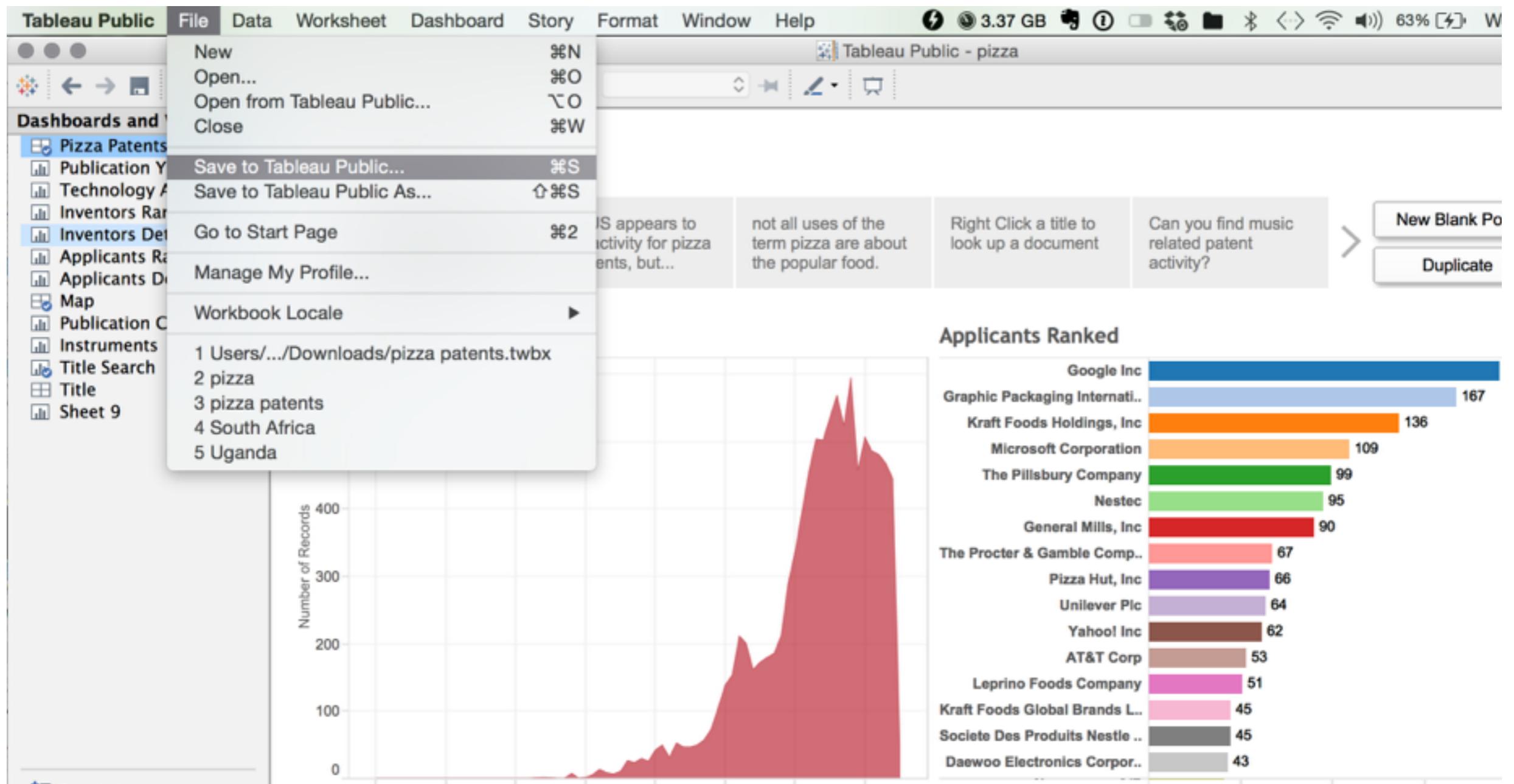


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Technology Area





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Publication Year

Number of Records

Publication Year

Applicants Ranked

Applicant	Number of Records
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Graphic Packaging Internat..	167
Kraft Foods Holdings, Inc	136
Microsoft Corporation	109
The Pillsbury Company	99
Nestec	95
General Mills, Inc	90
The Procter & Gamble Comp..	67
Pizza Hut, Inc	66
Unilever Plc	64
Yahoo! Inc	62
AT&T Corp	53
Leprino Foods Company	51
Kraft Foods Global Brands L...	45
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Technology Area



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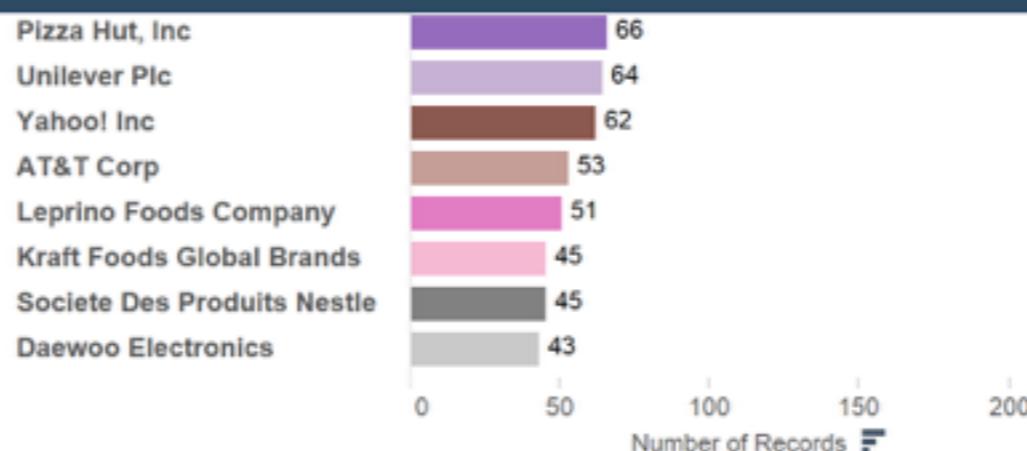
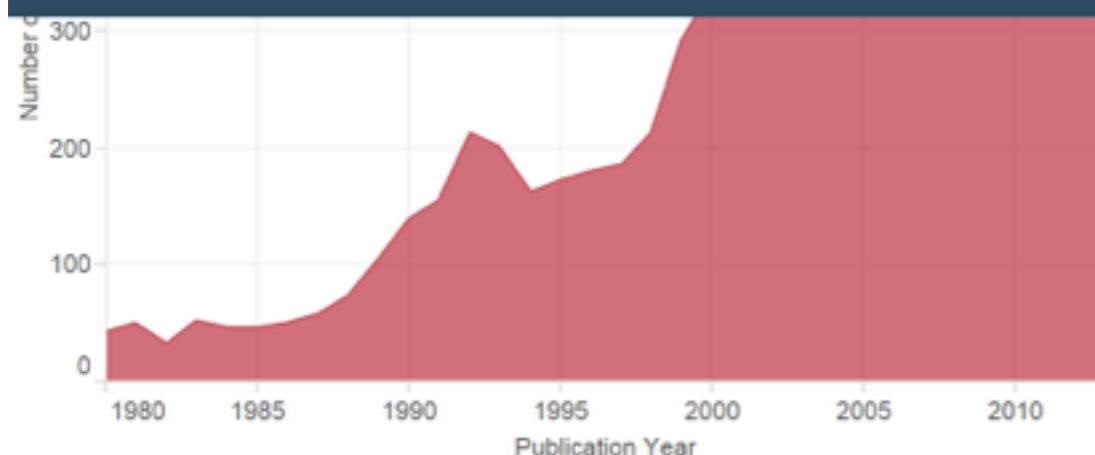
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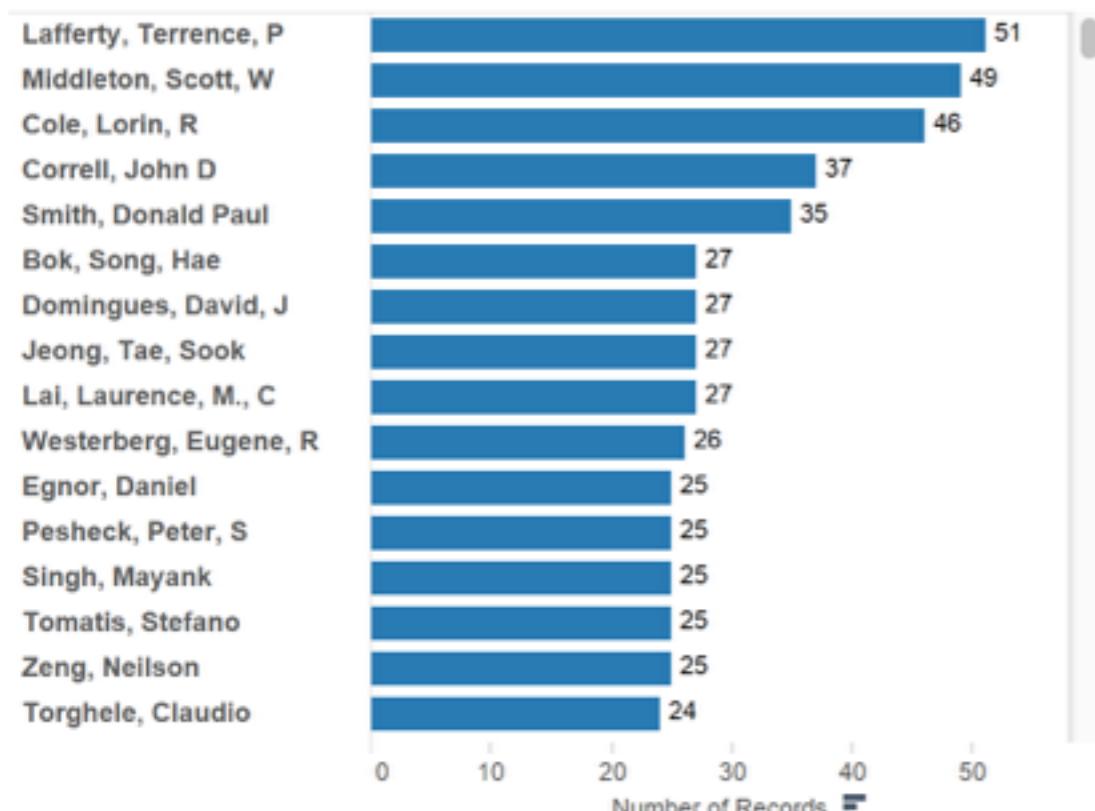
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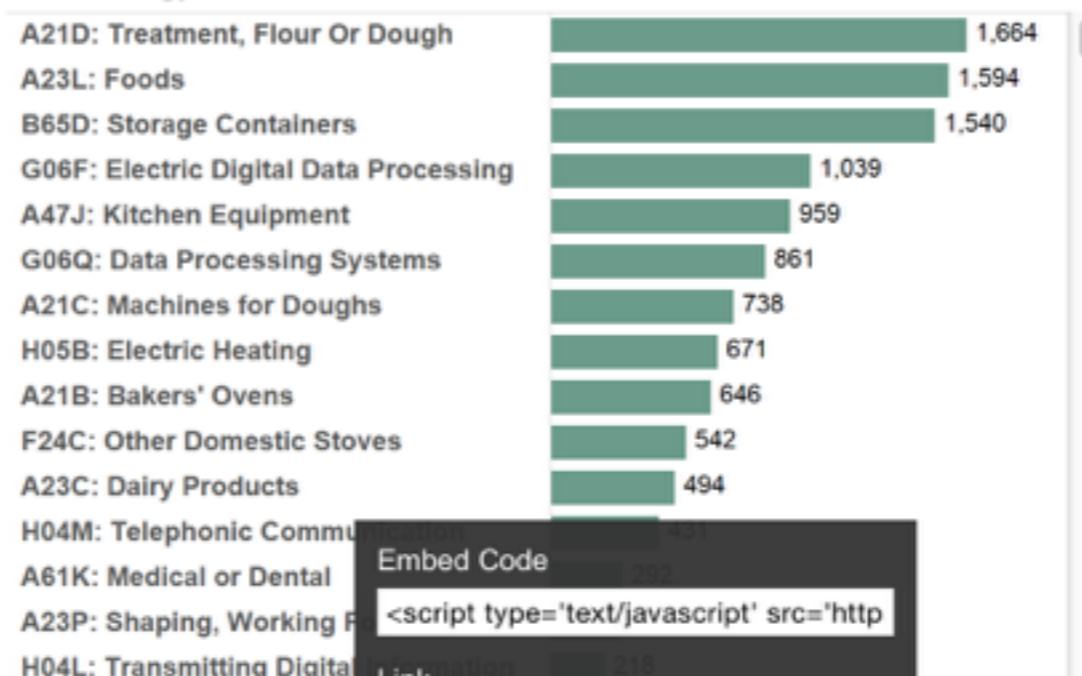
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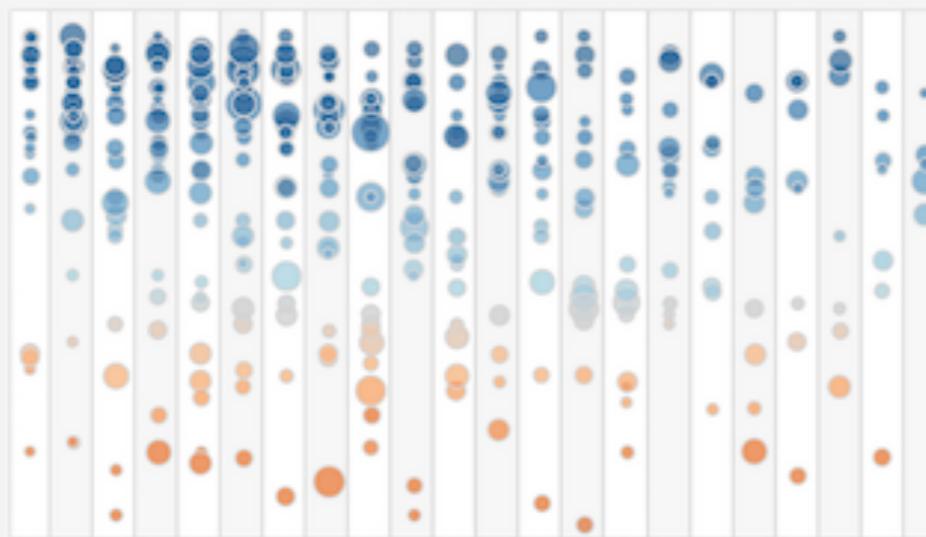
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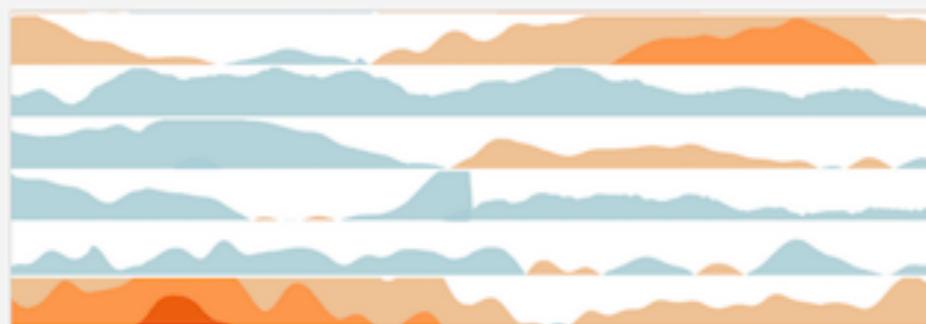
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Paul Oldham , Stephen Hall, Geoff Burton

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Abstract

This article uses data from Thomson Reuters *Web of Science* to map and analyse the scientific landscape for synthetic biology. The article draws on recent advances in data visualisation and analytics with the aim of informing upcoming international policy debates on the governance of synthetic biology by the Subsidiary Body on Scientific, Technical and Technological Advice (SBSTTA) of the United Nations Convention on Biological Diversity. We use mapping techniques to identify how synthetic biology can best be understood and the range of institutions, researchers and funding agencies involved. Debates under the Convention are likely to focus on a possible moratorium on the field release of synthetic organisms, cells or genomes. Based on the empirical evidence we propose that guidance could be provided to funding agencies to respect the letter and spirit of the Convention on Biological Diversity in making research investments. Building on the recommendations of the United States Presidential Commission for the Study of Bioethical Issues we demonstrate that it is possible to promote independent and transparent monitoring of developments in synthetic biology using modern information tools. In particular, public and policy understanding and engagement with

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