

These slides were presented at the conference:

## Oxford eResearch 2008

11-13 September 2008

University of Oxford

Conference website:

<http://www.oii.ox.ac.uk/microsites/eresearch08/index.cfm>

Conference papers collection:

<http://ora.ouls.ox.ac.uk/objects/uuid%3A64aa6f39-7e81-4d42-a008-ee2d7524bd67>

Conference organisers:

Oxford Internet Institute

University of Oxford

1 St Giles, Oxford OX1 3JS

<http://www.oii.ox.ac.uk/>

email: [enquiries@oii.ox.ac.uk](mailto:enquiries@oii.ox.ac.uk)

Oxford e-Research Centre

University of Oxford

7 Keble Road, Oxford OX1 3QG

<http://www.oerc.ox.ac.uk/>



# Web Science

Michael Wilson  
STFC Rutherford Appleton Laboratory

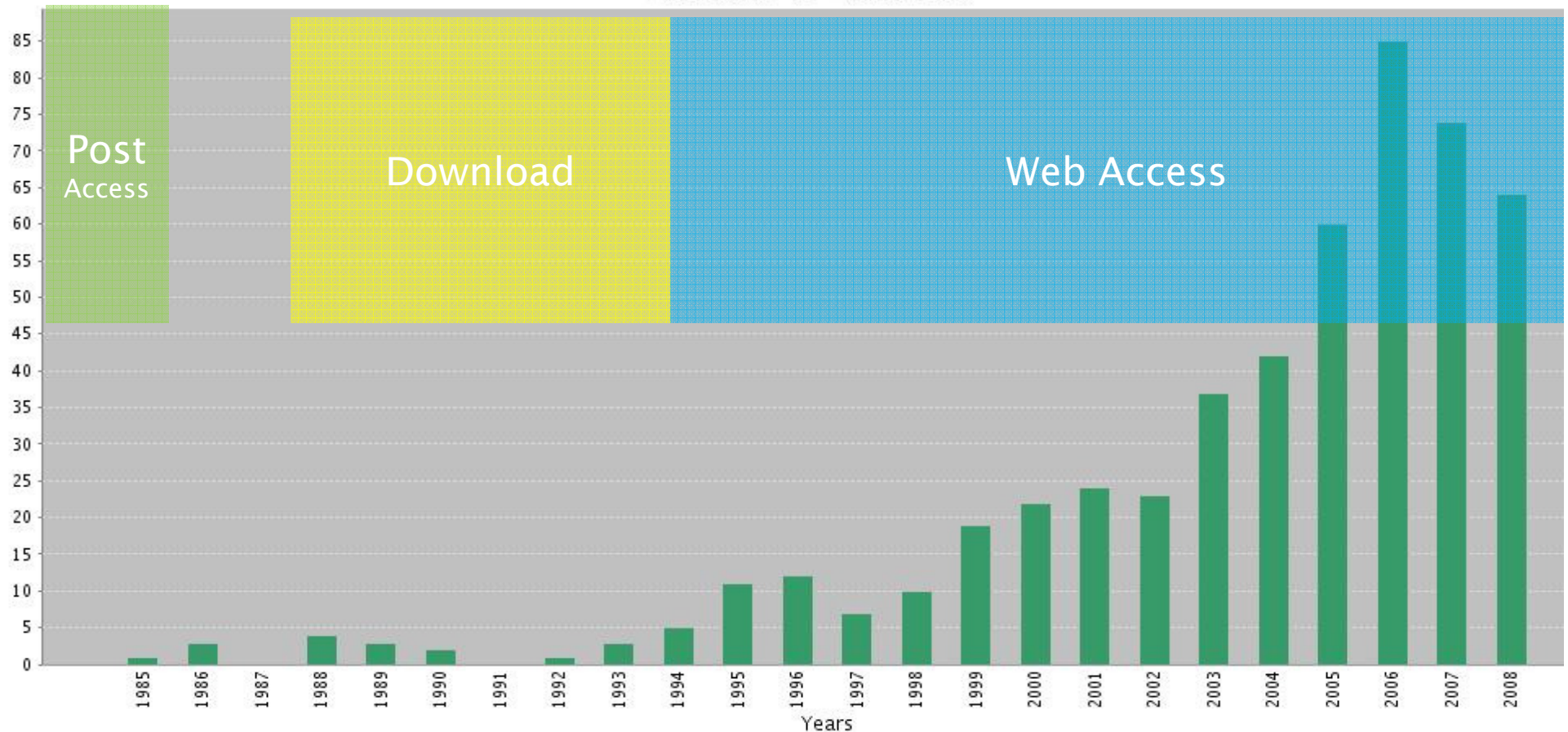


Science & Technology Facilities Council  
e-Science

# 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 ?

# 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**



# 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**

