



Social Networking in Technology Transfer

Barry M. Datlof

Licensing Officer

Office of Research and Technology Applications

Medical Research and Materiel Command

United States Army

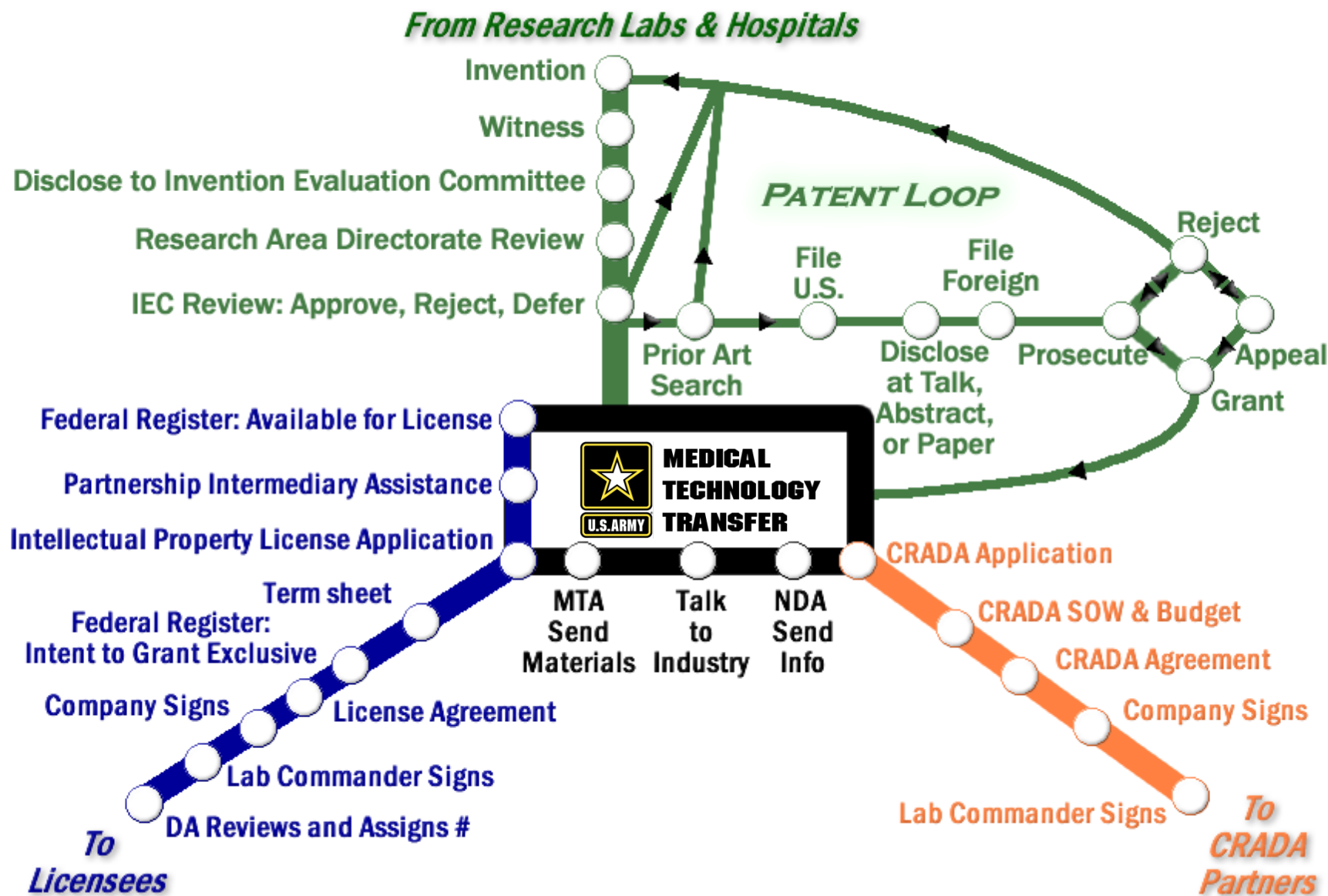
Fort Detrick, Maryland

Social Network

Noun

A social structure made of nodes (which are generally individuals or organizations) that are tied by one or more specific types of interdependency, such as values, visions, ideas, financial exchange, friendship, kinship, dislike, conflict, or trade. [Wikipedia](#)

Technology Transfer Transit Map



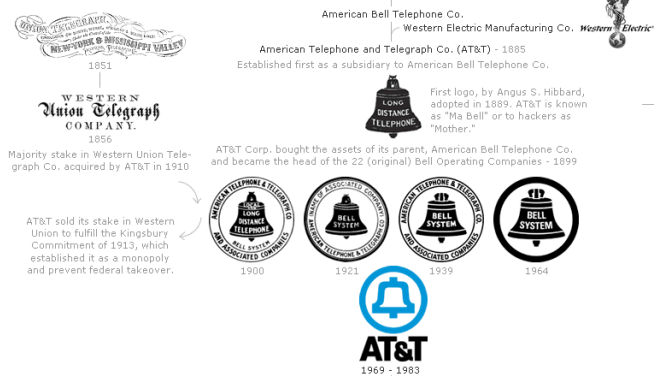
US Army Medical Research and Materiel Command

- Headquartered at Fort Detrick, MD
- The R&D arm of the Army Medical Command
- Army's medical materiel developer
- ~\$3 billion funding in FY 2009
- ~5,000+ employees and contractors world wide

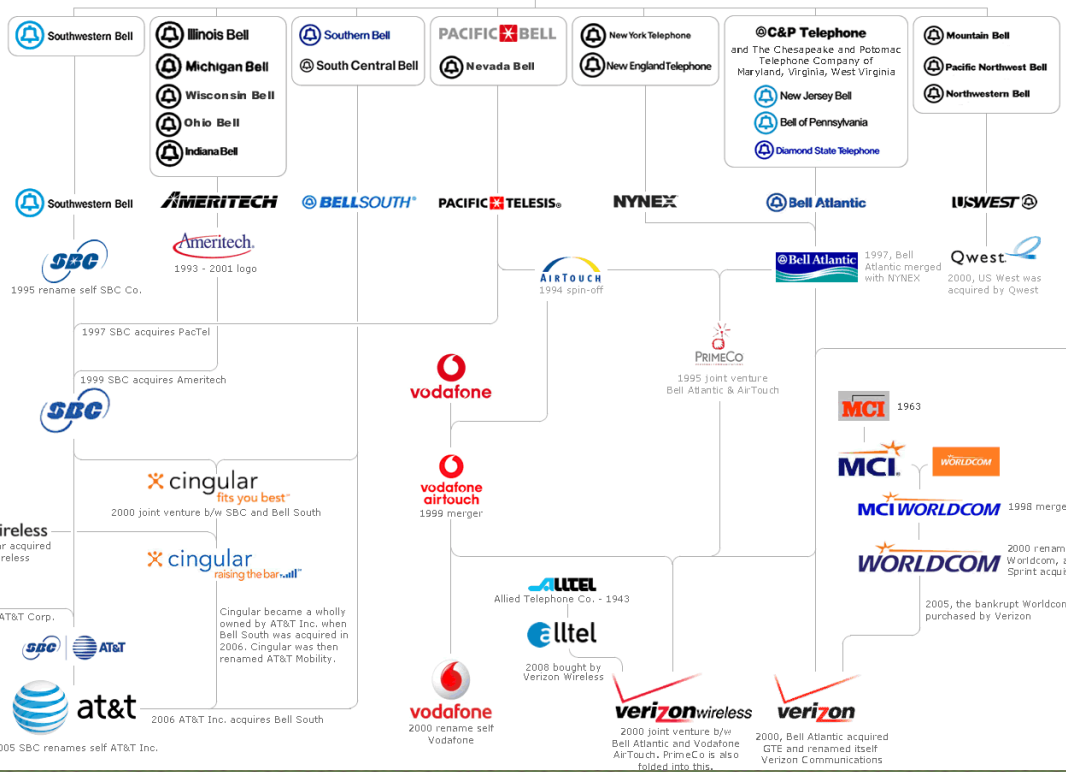


FAMILY TREE OF TELECOMMUNICATION COMPANIES

WITH FOCUS OF TELEPHONE CO.
heatorium.com



THE BREAKUP OF AT&T - 1984
 The 22 Bell Operating Companies are divested from AT&T Corp. and organized into 7 Regional Bell Operating Companies or "Baby Bells"



The Road to Becoming Dialtone

We all email and attend FLC

But can we live with the latency?

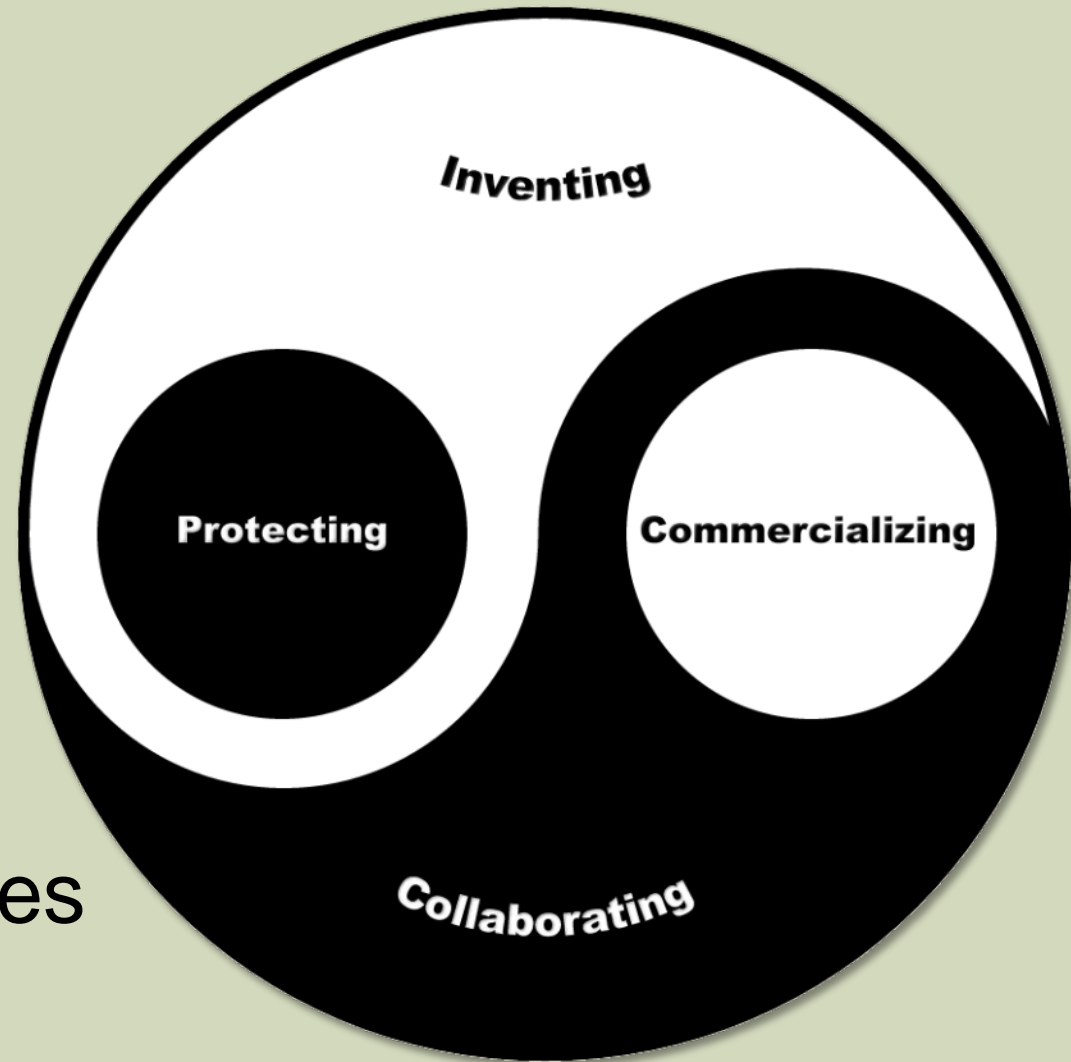


What Do We Want in Social Networks?

- Solutions now
 - Knowledge not information
 - Assistance not lip service
 - Instant not tomorrow
- A sense of belonging
- Pity, sympathy, envy, relaxation, etc.
- Personal whuffie
- Career advancement opportunities

Technology Transfer Mission

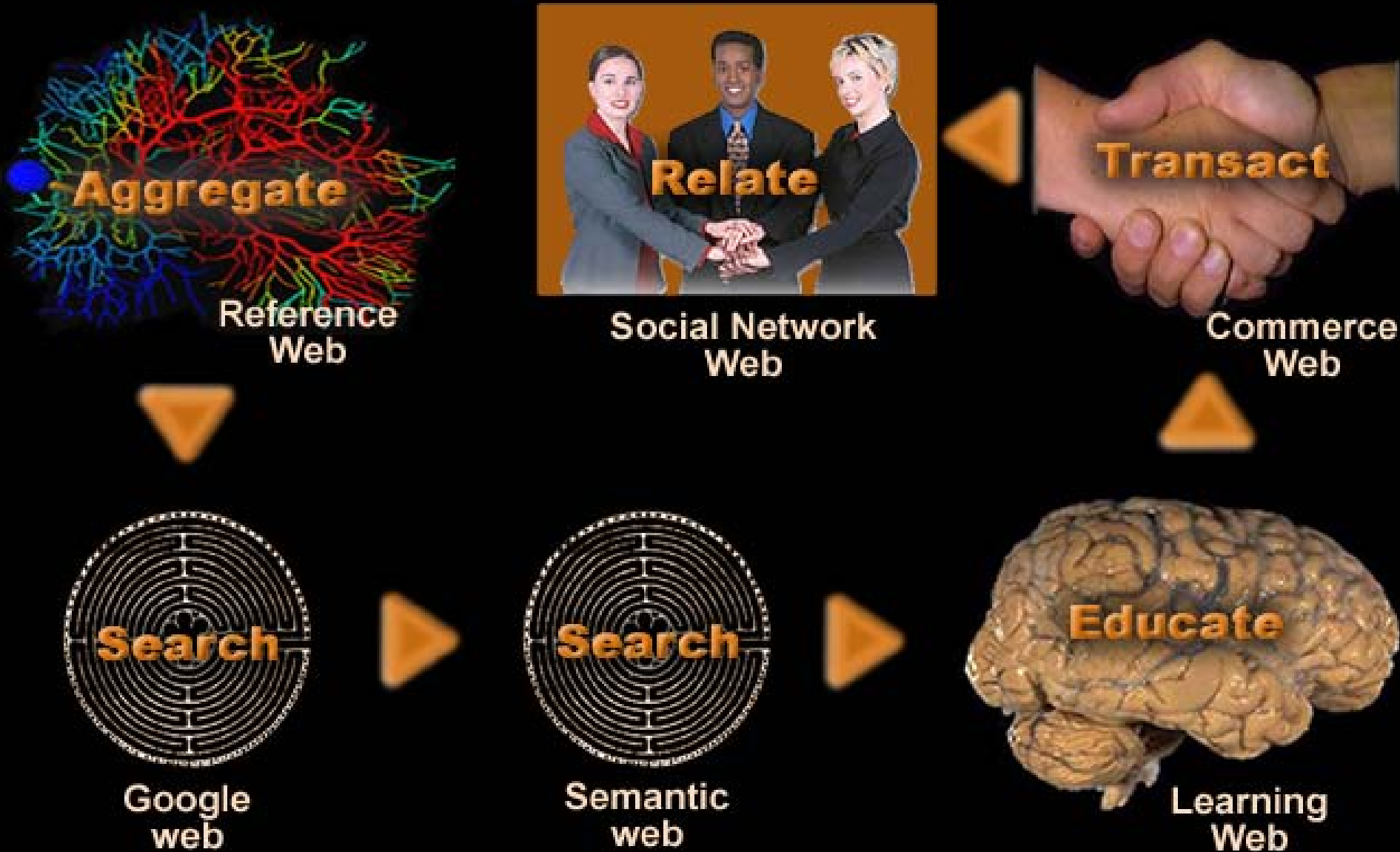
The exchange of knowledge and materials among parties for the development and utilization of new products and services



Collaborative Computing Relies on Actionable Knowledge Sharing

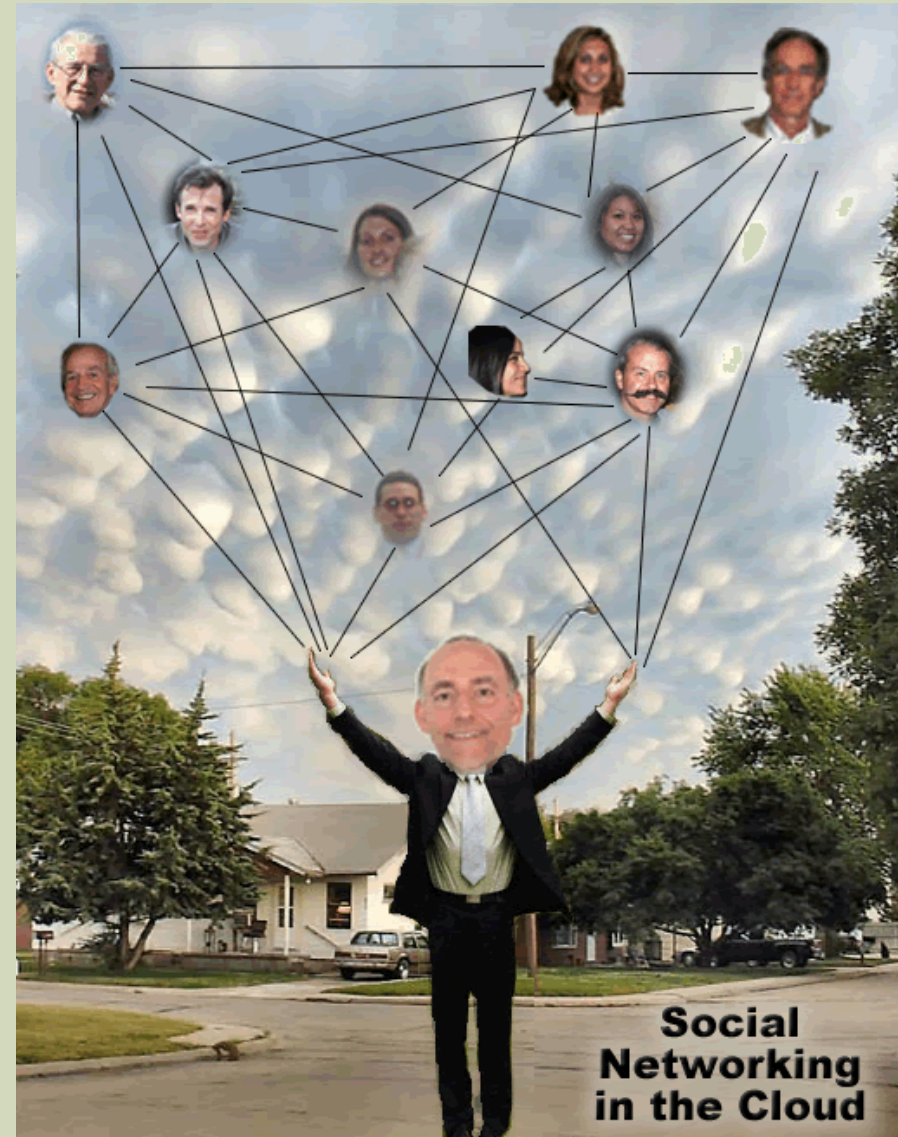
- Knowledge Connectivity
 - Direction: top down, bottom up, inside out, etc.
 - Speed: need real-time
 - Retention: keep retiring expertise
 - Findability: if only we had semantic search
 - Reusability: silos of knowledge – we must break down the walls
 - Creditability: do we reward knowledge sharing or information hoarding?
 - Language: translate our content

ASSET^R = Evolution of Technology Transfer on the Web



How Do We Store & Share Knowledge?

- Phone & Mail
- Professional societies
- Conferences
- Email
- Listservs
- Web
- Social Networks
- Daily Professional Portal





FOR people facilitating technology commercialization

WHO need to cooperatively create, modify, store, discuss, present and use information

Matilda is a web-based, **daily portal and social network**

THAT allows multiple authors, editors, and users to share knowledge, Q&As, reference material, slides, feedback and other information;

UNLIKE older methods that have a limited scope of sharing and inherently lead to information sequestration and expiration

Matilda leverages collective wisdom and facilitates ongoing **daily** input and utilization by emphasizing collaborative input, reuse, and personalization

Daily Portal is the Best Tool for Social Networking



Mind Access = Mind Control

Do not think about popcorn

Daily Utilization Facilitates
 News and knowledge sharing Training
 Social networking Polls and Surveys

Tools of the Social Networker

- **KM** – Knowledge management is the big picture concept : I/O challenge
- **Listserv** – individuals post emails which are sent to a large group
- **Wiki** – Website that allows multiple editors to create reference content
- **RSS** – Really Simple Syndication is a news ticker style subscription
- **SMS/IM** – Short/instant messaging on cell phones/web
- **Chat** – Online messaging exchange in real time
- **Blogs** – Pundits post their view of the world on a regular basis
- **Webinars** – few to many text/slide/audio sharing in real time
- **Delphi/Oracles** – group of experts who proclaim and profess
- **Groups** – People with common interests post text/pics
- **CoP** – Communities of Practice facilitate social learning
- **Virtual Worlds** – immersive and interactive role-based web world

Common Social Software Tools

Category	Example 1	Example 2	Example 3
Blogging	Blogger	Wordpress	TypePad
Microblogging	Twitter	Pownce	Plurk
Wikis	Pbwiki	WetPaint	WikiDot
Social Networks	Facebook	LinkedIn	Plaxo
Bookmarking	Delicious	Ma.gnolia.com	Fark
Aggregators	Digg	TumbleUpon	FriendFeed
Photos	Flickr	Picasa	Photobucket
Audio/Video Messaging	YouTube Gchat	Tweetdeck	TwitterBerry

Source: **Social Software and National Security: An Initial Net Assessment**, Mark Drapeau and Linton Wells II

The Federal Social Media Landscape

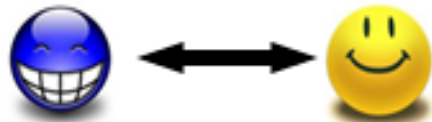
Department	Facebook Likes	Twitter Followers	Foursquare Check-Ins
DOD	45,111	11,379	NA
VA	52,051	6,894	457
Agriculture	9,722	11,138	520
HHS	NA	43,685	421
Commerce	728	902	331
Energy	1,596	3,361	594
Homeland Security	NA	16,291	NA
Justice	9,027	344,036	370
Transportation	4,011	8,178	862

Source: FCW.com Sept 13, 2010

Social Information Lifecycles

- **Authorship** – Cloud computing allows multiple parties to author content
- **Editorial control** – Dictators to populists can influence breadth of control, what is background noise?
- **Ratings and Reviews** – We can help each other know what's hot or not, who's a guru, best practices
- **Automated Datamining** – If you like this, you should read that can lead a fish to water
- **Agents** – Can alert people when content of a certain type/topic is added/edited
- **Distribution** – Ubiquity from web to cell, GPS, iPod

The Tipping Point of Social Networking



Connector



**Has many relationships
and connects people
to each other**

**On Friday's everyone meets
at Sam's to brainstorm**

©2001RickLondon/JohannWessels



Maven

**Connects people
through sharing
knowledge in a field**



Salesperson



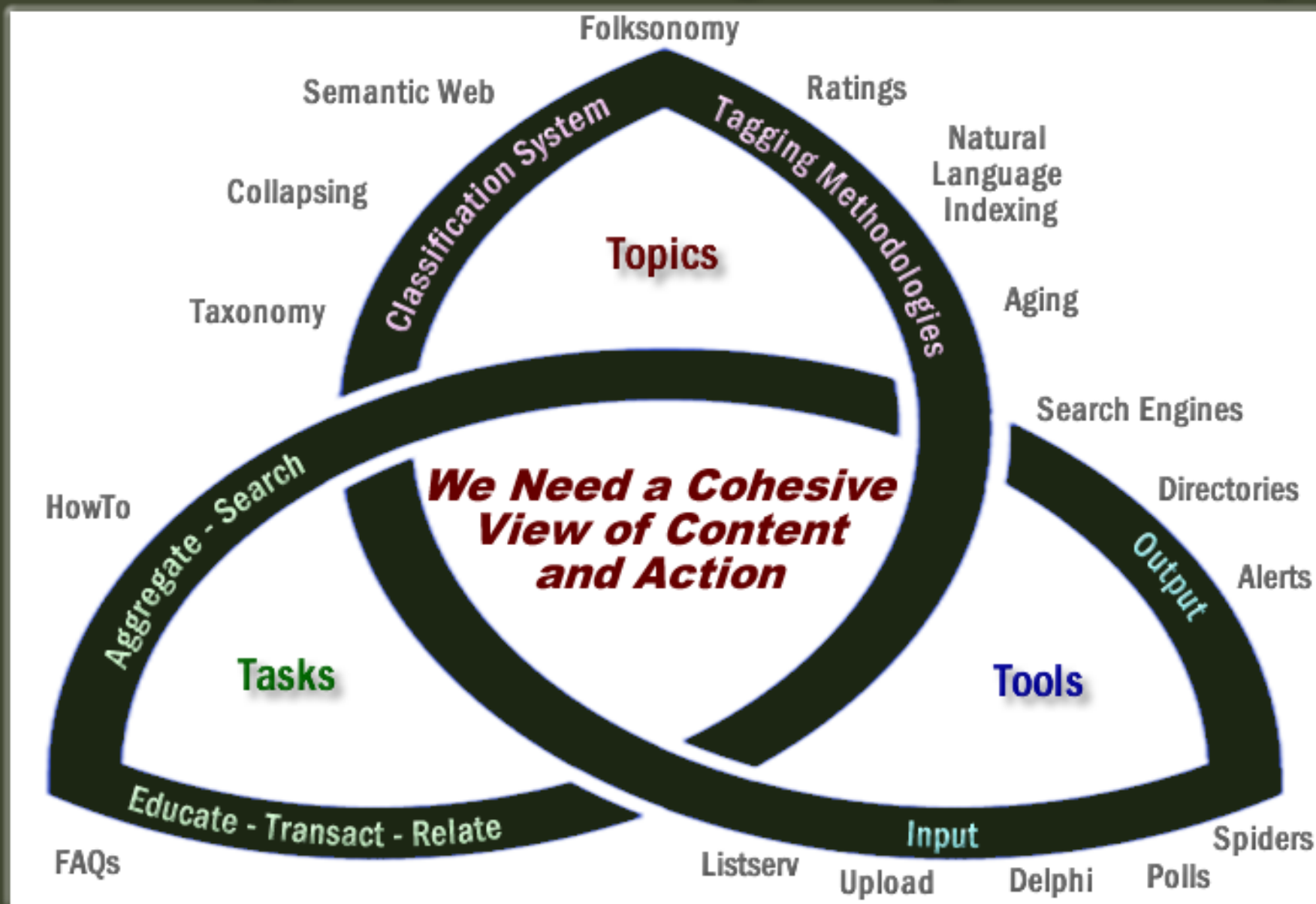
**Uses knowledge
to engage and persuade
people to take action**



Tipping Point

**When the critical mass of Connectors, Mavens, and Salepeople
move a technology from a good idea to mainstream utilization**

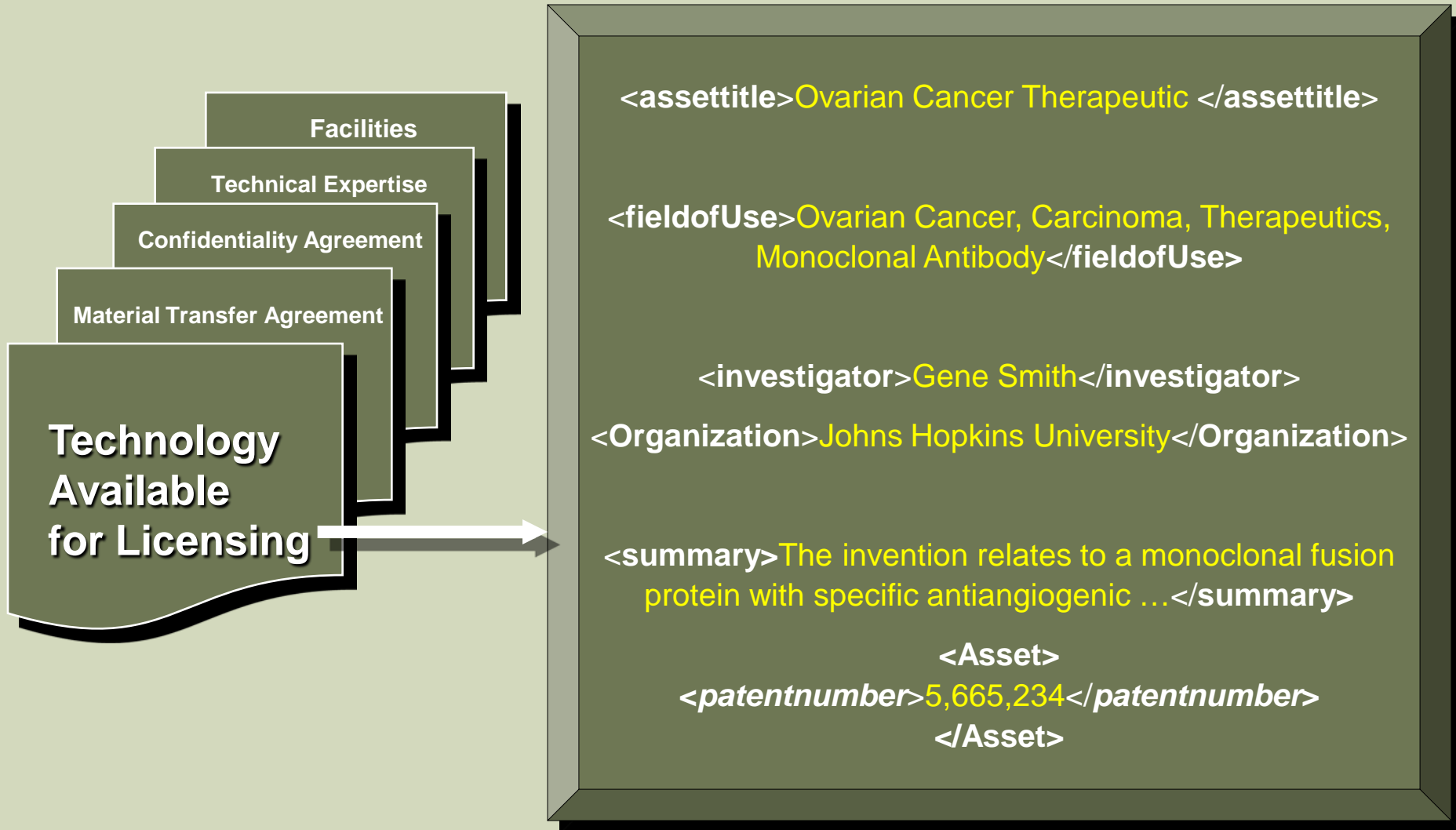
Technology Transfer Knowledge Management Paradigm



What Can We Do To Improve?

- Cultural Changes
 - Recognize and reward contributors
 - Create and leverage history
- Standards to facilitate interoperability, searchability, portability – XML
- New presentation paradigm – Silo2Share
- Community Knowledge Base – Infoweb
- Daily Portal – Matilda/MyFLC
- Video – best method/least training time

XML Tags are Descriptive of Their Content, Enabling Semantic Search



Presentation Paradigm: Silo2Share

Problem: Powerpoint kills collaborative learning

We Need...

- Remote and multiple authoring/editing
- Searchable by text or image name
- Sortable by author, presentation, date, text
- Versionable to allow dynamic presentations that reuse slide content
- Web-viewable, shareable, speaker directable
- Backward compatible with PDF/PPT

Technology Transfer Infoweb

Research ← Invention ← Intellectual Property ← Partnerships ← Commercial Development

Funding
Organization
Policies

IP Policies

Patents

Confidential
Disclosure

Marketing

Social
Networking

Laws
&
Regs

Notebooks

Copyrights

Material
Transfer

Licensing

Open
Innovation

Ethics

Invention
Disclosure

Trademarks

Contract
Services

Startups

Portals

Conflict
of
Interest

Invention
Evaluation

Trade
Secrets

Clinical
Trials

Financing

Search

SBIR
STTR

Inventorship

International

Consulting

Incubators

Audio/Visual
Presentation
Tools

Publishing

Interinstitutional
Agreements

PTO

CRADA's
Sponsored
Research

Economic
Development

Software

Knowledge Management

Topical Knowledge Management



What is a Living Topic Object?

Title

Content

Taxonomy - Infoweb

Web URL Links

Rating

Tags - Folksonomy

Audio/Video Link

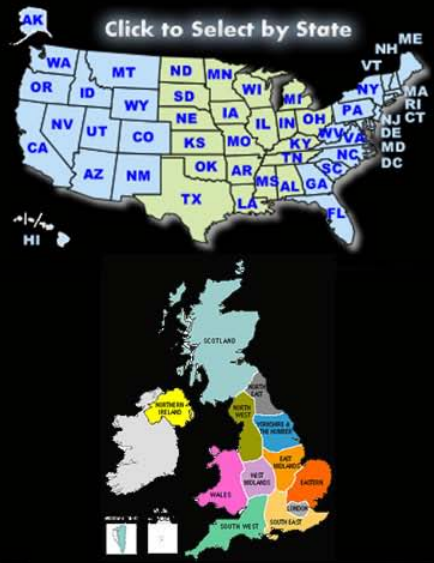
Clicks over time

Editing History

**Text Comments
Wiki**

**Audio/Video Comments
Listing**

USUK Rolodex



Name	Phone	Organization
Abrishanian, Ramin		Igene Biotechnology, Inc.
Alexandre, Leslie	3	OncorMed, Inc.
Ashta, Sarabgit		Becton Dickinson Primary Care Diagnostics
Belendiuk, Krystyna	3	Shire Laboratories Inc.
Berman, Michael	3	Alpha 1 Biomedicals, Inc.
Berninger, Mark	3	Genetic Therapy, Inc.
Bloom, Lawrence	3	Intracel Corporation
Bollum, F. J.	3	Supertechs, Inc.
Buccellato, Edmund	3	Advanced Biotherapy Concepts, Inc.
Burke, Patrick	3	Inotech Biosystems International
Burns, James		Osiris Therapeutics, Inc.
Campbell, R. Nelson	3	EntreMed, Inc.
Carlson, Peter	1	Oceanix Biosciences Corporation
Cavazza, Claudio	3	Sigma-Tau Pharmaceuticals, Inc.
Classen, John	3	Classen Immunotherapies, Inc.
Coronas, Jose	3	ncor, Inc.
Das, Saroj		Ani Lytics, Inc.
Day, Trudy	3	Biofluids, Inc.
De Fries, Mark	3	Scientific Hospital Supplies
DeFries, Mark	3	SHS North America
Dubin, Steve	4	Martek Biosciences Corporation
Faruqi, Ausaf	3	DNA Technologies, Inc.
Fleischman, Charles	3	Digene Corporation
Fodge, Doug	3	ChemGen Corporation
Fournier, William	4	Alpharma, U.S. Pharmaceuticals Division, Inc.
Garr, Richard	3	Neuralstem Biopharmaceutical Sciences
Gessler, Mark	3	Gene Logic, Inc.
Graham, Sol	3	Quality Biological, Inc.
Heffernan, Eileen	3	Cambridge Biotech Corporation
Hockmeyer, Wayne	3	Medimmune Ventures, Inc.
Iype, P. Thomas		Biological Research Faculty and Facility, Inc.
James, Debbie	4	Paragon Biotech, Inc.
Jenkins, John	3	Stellar Bio Systems, Inc.
Kincaid, Randall	3	eritas, Inc.
Knight, Martha	3	Peptide Technologies Corporation



PERSONAL DETAILS



Richard Seline

Title: CEO and Principal
Company: New Economy Strategies, Inc.
Address: 1250 24th St. NW, Suite 300 Washington, DC 20037

Phone: [Redacted]
Web Link: www.new-econ.com

Background: In the economic development arena for over eighteen years at the national, regional, and local levels, Richard has been recognized for his work in public-private partnerships, regional business climate analysis, and technology adaptation by numerous business organizations...more

Education: BA, University of Texas at Austin

Colleagues: Yali Friedman, Barry Datlof, Kristie elfrich, Michelle Lennihan, Vedant Koppera, Mary MacPherson, Steven Miller, Ethan Byler, Richard Bendis, Steve Rattien, Rita Colwell, Sue Marie Allison

Your Notes: Likes chocolate



Print Business Card Print Bio Sheet

Add this person to your personal rolodex
Request to be added to this person's rolodex

Shared Rolodex

- Share technology transfer contacts, potential licensees, service providers
- Facilitate introductions by listing source and nature of existing relationships
- Jointly editable/usable
- Web 2.0 interface
- Move to get listings user updated
- Serves as foundation for a press release system
- Private job board
- Allow people to contribute powerpoint presentations and enable a speaker's bureau
- Integrate with a business card scanning service
- Retain personalization preferences for Matilda

Extranets Are The Missing Link

- Example: web site to handle all documents associated with a negotiation
- How many of your outside customers share web-based content with you?
- Why so little support – orphan status
- The rise of the wiki – try NING
- Reunifying scattered knowledge
- Key = total convergence

We Need to Kill Redundancy Twice

- **Raw time wasted in duplicative universe**
 - Example 1: Contacts
 - Example 2: Contracts

- **Reinventing the wheel**
 - Forms
 - Best practices
 - Standards

Contact Information



Barry Datlof

O: 301-619-0033

barry.datlof@us.army.mil