

Brief Bio and (PR)²: Problems & Pitches – Rants & Raves by Alex Soojung-Kim Pang



Alex Soojung-Kim Pang is a Research Director at the Institute for the Future, a think-tank located in Silicon Valley, California, and an Associate Fellow at the Saïd Business School at Oxford University. At IFTF Alex leads the Institute's projects on the future of science, including research on the emergence of new disciplines, the geography of innovation, and national competitiveness in science. He also conducts research on the social and economic impacts of emerging technologies. At Oxford Alex works with students interested in strategy, technology and the future.

Before joining IFTF, Alex served as managing editor of the *Encyclopaedia Britannica*, where he oversaw its transition from print to electronic publication in the late 1990s. He also taught at Williams College and the University of California, Davis. Alex holds a B.A. and Ph.D. in history and sociology of science from the University of Pennsylvania, and postdoctoral fellowships at Stanford University and the University of California, Berkeley.

List of up to five major publications

"Hands, Minds, and the End of Cyberspace." In Kristof Nyiri, ed, *Towards a Philosophy of Telecommunications Convergence* (Vienna: Passagen Verlag, 2008), 55-62.

"The Industrialization of Vision in Victorian Science." *Bildwelten des Wissens* 5:2 (2008), 20-28.

Empire and the Sun: Victorian Solar Eclipse Expeditions. Stanford: Stanford University Press, 2002.

"Visual Representation and Post-constructivist History of Science." *Historical Studies in the Physical and Biological Sciences*, 27 (1997), 139-171.

"'Stars should henceforth register themselves': The Rhetoric and Reality of Early Astrophotography." *British Journal for the History of Science* 31 (1997), 177-201.

List of relevant projects you are working on

Sigtific, a project forecasting the future of science.

Links to data or software you serve (if applicable)

<http://www.sigtific.org>

Link to your home page.

<http://askpang.typepad.com>

An Image I relate to:



General Questions

1) What is (are) your main interest(s) in attending the workshop?

My interests are twofold. First, I have a long interest in the historical relationship between scientific visualization on one hand, and observation and thinking on the other. Second, in my capacity as a futurist of science, I'm interested in seeing whether science maps can be used to help forecast the future of science—at the very least, to help identify new research areas that could be important in the future.

2) What would you like to learn / achieve at the workshop?

My main objective is to get a better sense of how the maps can be used for forecasting and policy. I also want to begin to understand how these maps can influence the way scientists think about their work, and under what circumstances they could be used to improve the strategic and tactical decisions that scientists make about what research agendas to pursue, how to position their work in broader

3) *If you are a philosopher of an historian of science:* In what ways might people that study and map science benefit from your work?

The history of science offers a deep repository of case studies and stories that could be used to map very long-term trends in the sciences. I think it also offers some useful caution about the limits of the utility of too formalistic or quantitative a perspective on the emergence of sciences, and tools that can help flesh out the picture that maps provide—in a sense, taking the valuable but two-dimensional picture of science that maps offer, and making it three- (or multi-) dimensional.

If you are a scientometrician/science map maker: In what ways might philosophers or historians of science benefit from your work?