

May 7, 2016

Ms. Louise Miller
AAHSL Executive Director
AAHSL, SBI Management Services, Inc.,
2150 N. 107th Street, Suite 205
Seattle WA 98133
office@aahsl.com

Andrea M. Ketchum
Health Sciences Library System
200 Scaife Hall
University of Pittsburgh
3550 Terrace St.
Pittsburgh, PA 15261
ketchum@pitt.edu

Re:

Force 11 2016 Conference, Portland, OR
Dear Ms. Miller,

([Download presentations](#) on Figshare)

The following will serve as my report to AAHSL on the Force11 2016 conference held in Portland, OR April 17-19, 2016, to which AAHSL was kind enough to sponsor my attendance.

The conference was divided into two events, one workshop day and two days of presentations. The “open annotation” workshop at the OHSU Collaborative Life Science building began with informational presentations about [hypothes.is](#) (annotation application) before we moved to small brainstorming groups, where we defined interoperability, and listed scholarly workflow and data curation use cases. (An example of annotation in data curation: [Resource Identification Initiative](#).)

Monday’s focus was on “communicating your scholarship effectively.” [Steven Pinker](#) from Harvard University revealed that researchers sometimes have “The Curse of Knowledge,” wherein they lose track of the main message. [Cesar A. Hidalgo](#) from MIT Media Lab demonstrated his lab’s [data visualization software](#). Christie Nicholson, a science journalist, taught us to know your audience to achieve relevance. During the afternoon, Dr. John Brownstein of Harvard University & Co-Creator of HealthMap spoke on digital disease detection, followed by a session on “Data by the People for the People” on crowdsourcing, post-publication peer review and altmetrics, all from excellent communicators. Tuesday morning, [Cassidy Sugimoto](#) of Indiana University-Bloomington reported on patterns and bias in the academic reward system as revealed by Web of Science and PLoS citations – very interesting!

There is so much to think about after attending this conference, but there are a couple of things I can work on immediately, and a few for long-term planning:

Immediately: Focus more on open, digital methods and infrastructure

1. Plan a class on open annotation using the product [hypothes.is](#);
2. Complete the ORCID rollout, promoting with additional “carrots”;

Long-term: Change practices to make less static, more share-able, and more findable the default.

1. Integrate visualization techniques into data management, identify best tools, resources;
2. Develop content on ‘clear communications for scientists,’ identify best tools, resources;
3. Look for opportunities to help update tenure and promotion practices.

Thank you for the opportunity to be a part of the Force 2016 conference. It was very enlightening, energizing and inspiring, and one that will forever make a difference in how I approach Scholarly Communication and Data Management. *Open* and *digital* changes everything, and we are only at the beginning of the move away from a paper-based culture. It’s an exciting time for librarianship!

Sincerely,



Andrea M. Ketchum