Harness the American Entrepreneurial Spirit

Practical Theories, Good Ideas, and Solving Problems

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Overview

- Social contract between government & science
- Entrepreneurial spirit
- Solving national problems
- Social & behavioral science
- Portfolio balance
Social Contract

- Between government & science,
  - Especially at research universities
- Build basic knowledge
- Economic engine 1950-2000
Entrepreneurial Spirit

- Scientists driven to create new knowledge
- Ideas & evidence as product
- Peer review for quality control
- Utility as measure of staying in business
- Entrepreneurial metaphor
Solving National Problems

- Citizen scientists
  - e.g., morale, propaganda, selecting spies, intergroup relations...
- Now: Behavior related to
  - Environment
  - Terrorism
  - Health
  - Migration...
Basic Research Solves Problems

- Intrinsic value
  - Understand long-term gain
  - Trust utility of theories
- Cannot all be monitored tightly
  - Changes with politics
  - Personnel changes
- What about accountability?
Accountability: What Good is It?

- Entrepreneurial model
  - View as investment, seed corn, startup
  - Survive marketplace of ideas
  - Test of utility in use
- Convince practical-minded skeptics, fiscal conservatives
## Example: Image Problem

<table>
<thead>
<tr>
<th></th>
<th>Low competence</th>
<th>High competence</th>
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<tbody>
<tr>
<td><strong>High warmth</strong></td>
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<tr>
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# Image Problem: Getting to “Us”

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- help
- associate
- attack
Portfolio Balance

- BSSR as both science & public interest
- Short-term/long-term balance
  - Applicable basic research
  - Theory-driven applied research
- Topics
  - Target of opportunity
  - Established areas
- Varied age of researchers
- Interplay of behavior with
  - biology, technology, culture
- International collaborations
Harness Scientists’ Entrepreneurial Spirit

- Motivate good science
- Incentives
  - Problem drives scientists
  - Problem requires collaboration, training
- Theory-driven applied research and
- Applicable theory-driven research