Co-publication and co-patent analysis in the framework of the Horizon Europe project ”ReConnect China”

Service Proposal for ZSI

8 March 2023

About MOME

Moholy-Nagy University of Art and Design Budapest (MOME) is home to quality education, research and innovation, where with the tools of creativity, the institution works for a future where people are at the centre.

MOME carries out interdisciplinary, future-oriented, creative activities whose focus concerns the great challenges of our age: technological transformation, ecological sustainability, and creativity as the incitation to innovation. By applying the tools used in design MOME aims at building new knowledge, developing products and services as well as maximizing the social and market value of their outcomes. Among its tasks, MOME is responsible for the development of the creative industry of the area, the energization of creative enterprises and economy, the development of social creativity and design culture.

The three focus areas of the educational and research activities of MOME are animation and immersive media, mobility design and human-centered design.

As an established regional creative hub in Central and Eastern Europe and active member in several strong European and international creative networks and business partnerships in culture, design and art (e.g. CEE Animation, Social Design Network, Cumulus, ELIA, CILECT, Intercolor, music and art festivals) and with over 130 international HEI partners MOME is constantly looking for further international partnering opportunities worldwide to widen and deepen the scope of its creative innovation activities through mutually beneficially research and educational cooperation with well recognized partners such as the Centre for Social Innovation (ZSI).

Project plan for data analysis (2/1)

The main task of the project is to generate independent knowledge for a resilient future with China for Europe and its citizens for the Centre for Social Innovation's "ReConnect China" Horizon Europe project.

Suggested project plan:

1. Until 14 April (130 hours)

- In-person kick-off meeting including relevant data transfer from ZSI
- Accessing data from WoS using API connections (for the Co-publication analysis) and the PATSTAT (for the Co-patent analysis)
- Optional: Create a data pipeline in order to the analysis can be automated and recurrently run
- Creating data tables for analysis, including data cleaning and data transformations
- Data analytics for the desired effects and relationship described in the Request for Services
- Designing visualizations

Project plan for data analysis (2/2)

2. Until 26 May (60 hours):

- Fine tuning of the previous step based on feedback from the ZSI
- Visuals and results with descriptions
- Optional: network visualization

3. Until 30 June (40 hours):

- Fine tuning of the previous step based on feedback from the ZSI
- Draft report preparation

4. Until 31 July (20 hours):

- Fine tuning of the previous step based on feedback from the ZSI
- Final report

For development and implementation Python will be used.

Supplementary service: Data storytelling

Data collection and analysis are a daily practice in the 21st century but the stories behind data are rarely unveiled. Data storytelling helps with interactive tools and narrative methods to show patterns that can support decision-making or translating complex messages into more understandable communications.

MOME can support the creation of science education, awareness-raising and educational content to help engage the wider public with content design in particular, using a variety of methods. This includes simplification, i.e. translating scientific content into everyday language. Or a customised, interactive information website, where you can immerse yourself in the research in a way that is understandable and engaging. MOME can also create short infotainment animated films. Data visualisations in scientific publications can be also transferred into more understandable public press communication.

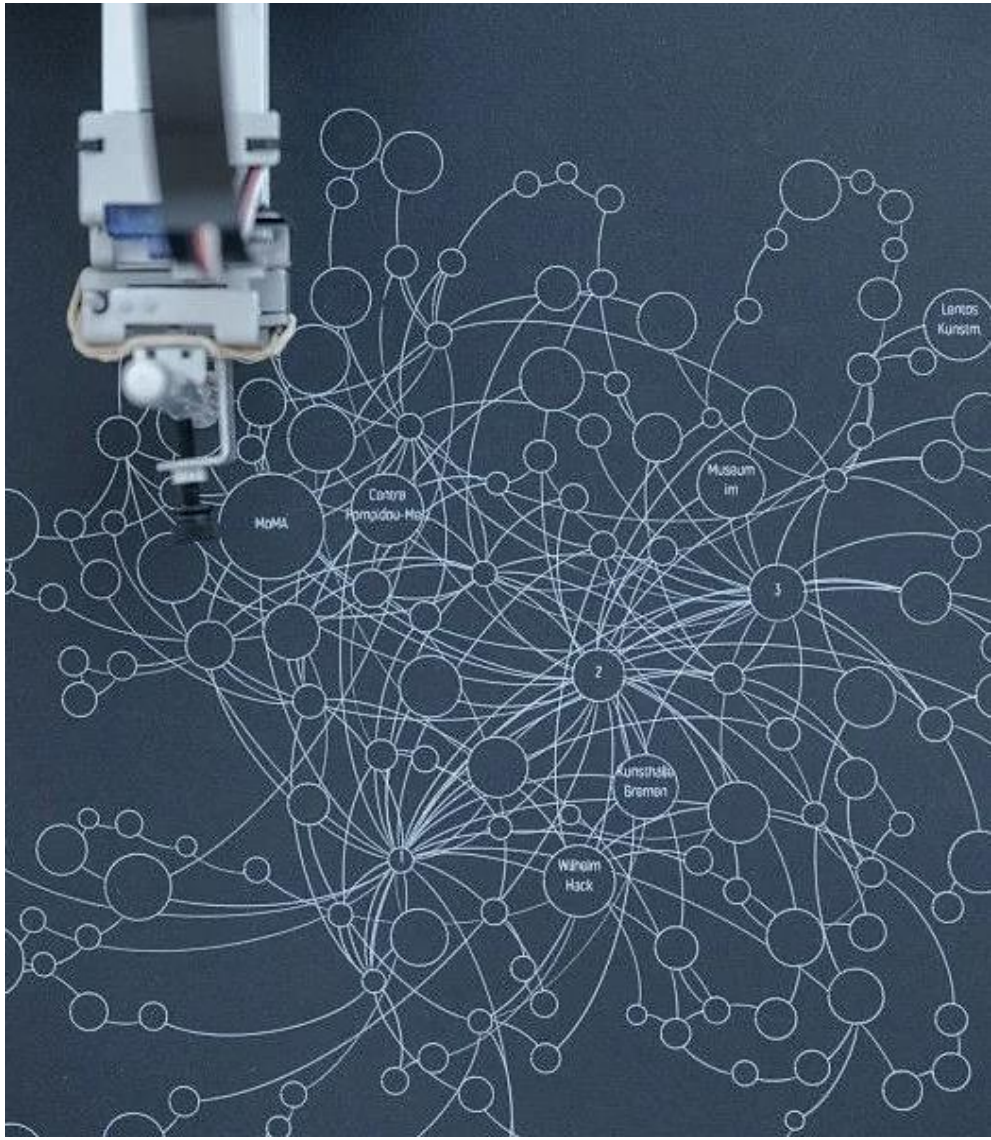
Examples of data storytelling:

- Animations or printed 3D sculptures with augmented reality (AR) applications can be used to show data patterns in an easily understandable and artistically enjoyable way.
- Using state-of-the-art technology (data sculptures, MI, AR, VR, drawing robot), network diagrams and structures vividly describe hidden patterns in data structures.

Supplementary service: Data storytelling

References of MOME:

- Data Storytelling Hub of MOME Innovation Centre
- MOME x Barabasi Lab Project
- MOME x CSFK x AIP: Data visualisation project in collaboration with the Centre for Astronomy and Earth Sciences and the Leibniz Institute for Astrophysics Potsdam



Financial offer

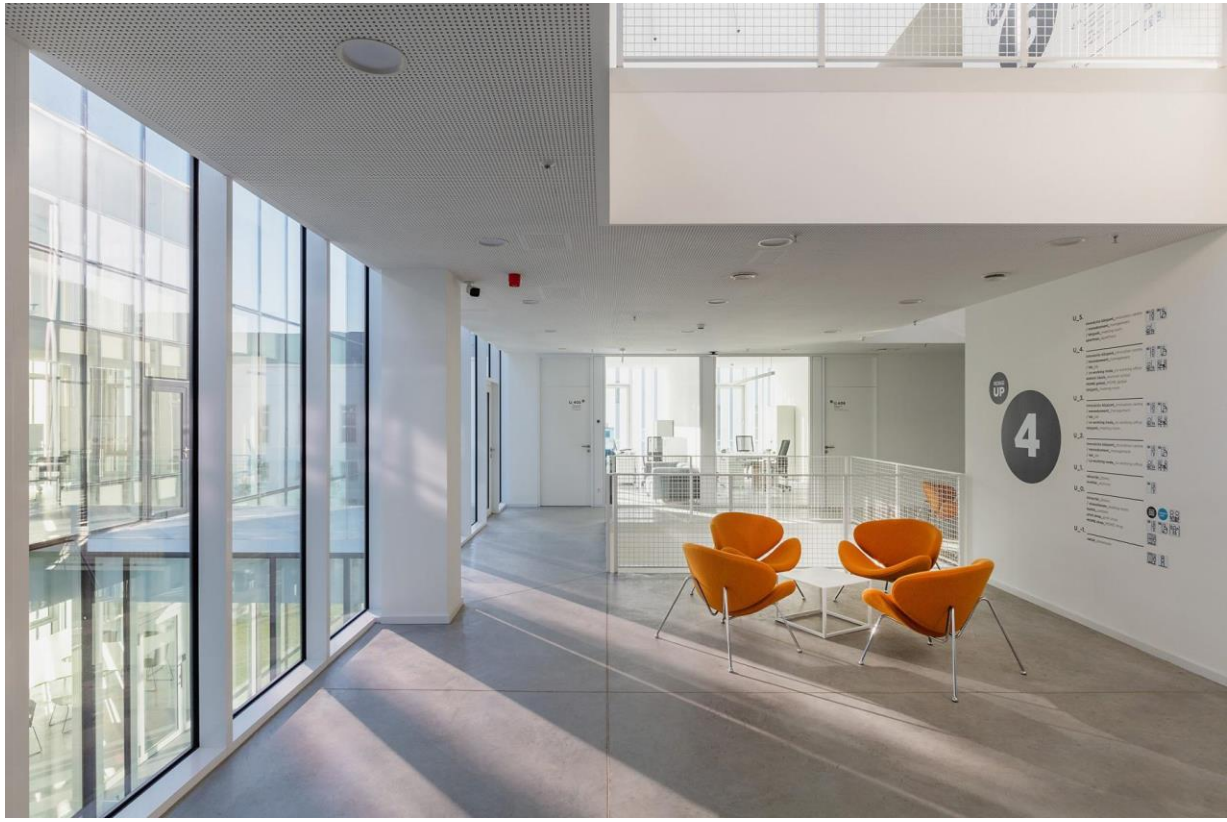
1. Data analysis

9,000 EUR (250 working hours)

2. Data storytelling

- Basic: 2,160 EUR (60 working hours) for data visualisation regarding the data analysis activies conducted by MOME
- Extended: 4,320 EUR (120 working hours) for data visualisation for the overall project communication

The exact activities are subject to agreement between ZSI and MOME



Contact

András PÉTER

Head of Knowledge Transfer Centre
Moholy-Nagy University of Art and Design
peter.andras@mome.hu
+36 30 166 0548

MOHOLY-NAGY

művészeti egyetem

university of art and design budapest