

Introduction

Traditional scientific sectors and research practices have become unsuitable to reply to the newest needs of our Society. Creation of new knowledge is taking place also outside academic institutions that have to enhance their interaction with Society in order to transfer their skills, competencies and research results.

Until now, main channels for research results transfer have been the traditional patents databases, usually set up by Intellectual Property Offices. These tools, in particular, have a static structure that does not take advantage of potentialities of the Web 2.0.

In this context, social media could represent a suitable solution: scholars have increasingly employed these tools in order to communicate their results in a better and faster way; furthermore, studies about new metrics based on social media are developing.

The Project

SpinBook, currently in beta version, is a new tool set up by IRCrES within the Dept. of Humanities and Social Sciences and Cultural Heritage of the National Research Council of Italy.

The project aims to set up a real network between the actors of the innovation process, giving them a suitable visibility and also giving a boost to new ideas and projects.

Why a new social network? Existing tools are very useful for Scholarly Communication growth, but they might not be so useful in the interaction Science-Industry. They can be too much "generalist" and plenty of information noise (e.g. Facebook, Twitter); or they can be "specialized", but focused on traditional research outputs (publications) instead of research outcomes (e.g. Academia.edu, ResearchGate.net).

In this first phase, the field of action chosen is that of **Cultural Heritage**.

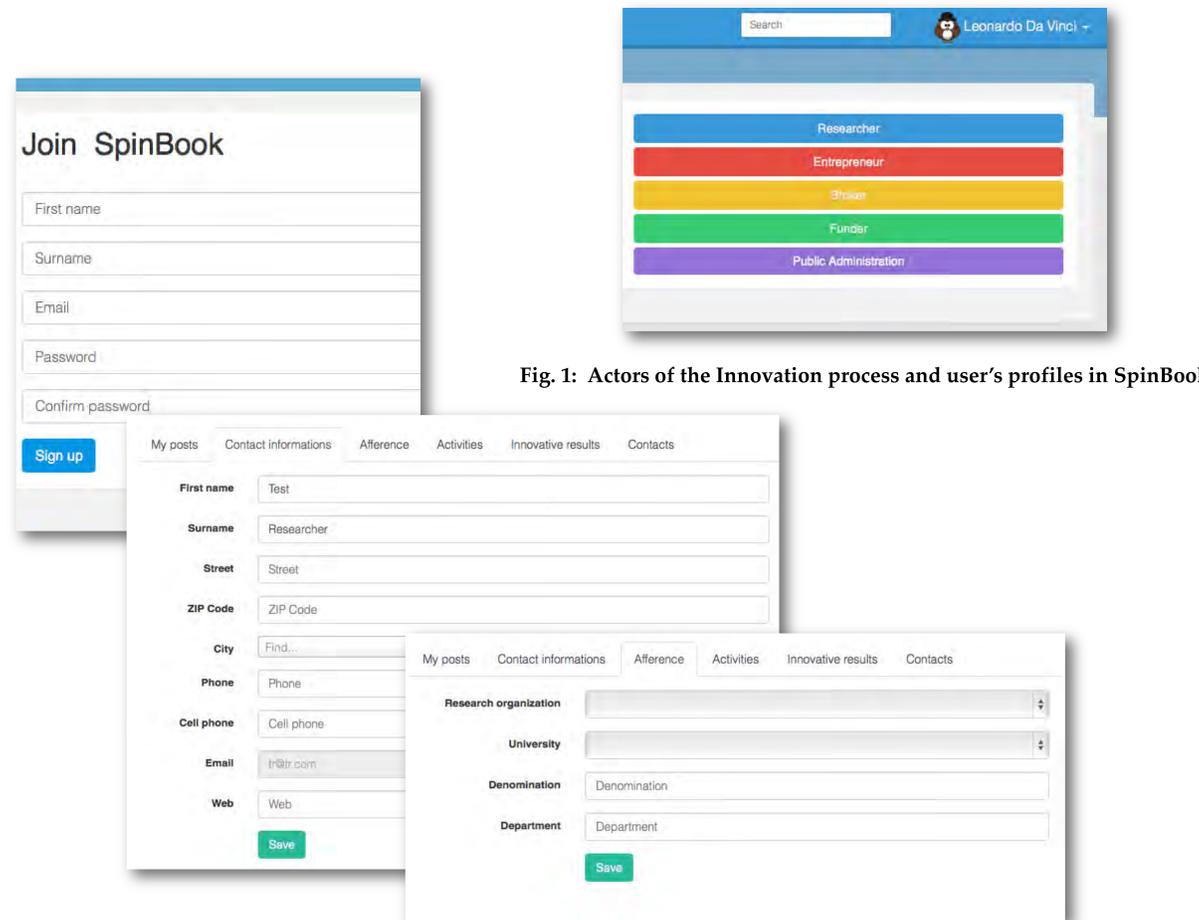


Fig. 1: Actors of the Innovation process and user's profiles in SpinBook

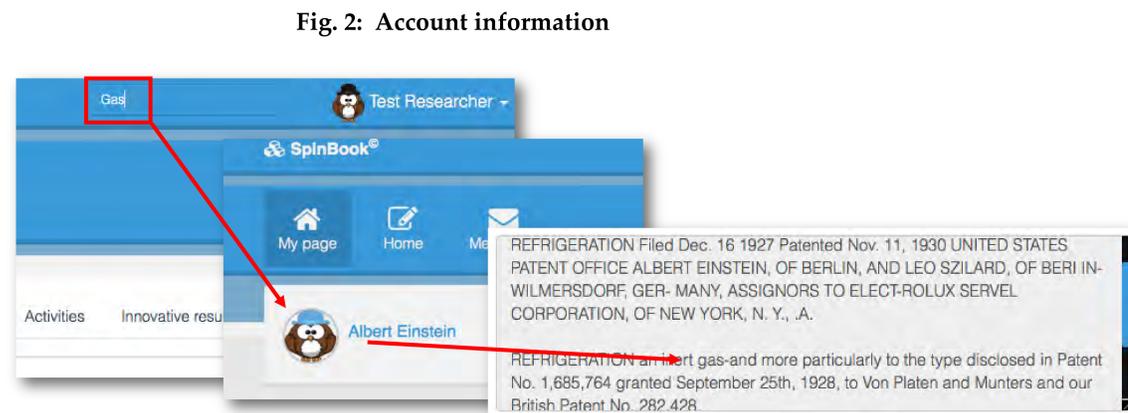


Fig. 3: Semantic search engine

Main Features

- ✓ Five different **user's profiles** (see Fig. 1);
- ✓ Solid **data quality** control and **validation** of user's profiles (see Fig. 2);
- ✓ Focused on **Innovation** and **Knowledge Transfer** activities;
- ✓ **R&D News**: hour-by-hour updating of news about Science and Technology topics by the **SpinBook Redaction**;
- ✓ Powerful **semantic search engine** (see Fig. 3);
- ✓ **Summary sheet** in which Researchers decide to specify the applicative potentialities of their results;
- ✓ **Share** news on other social media.

References

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