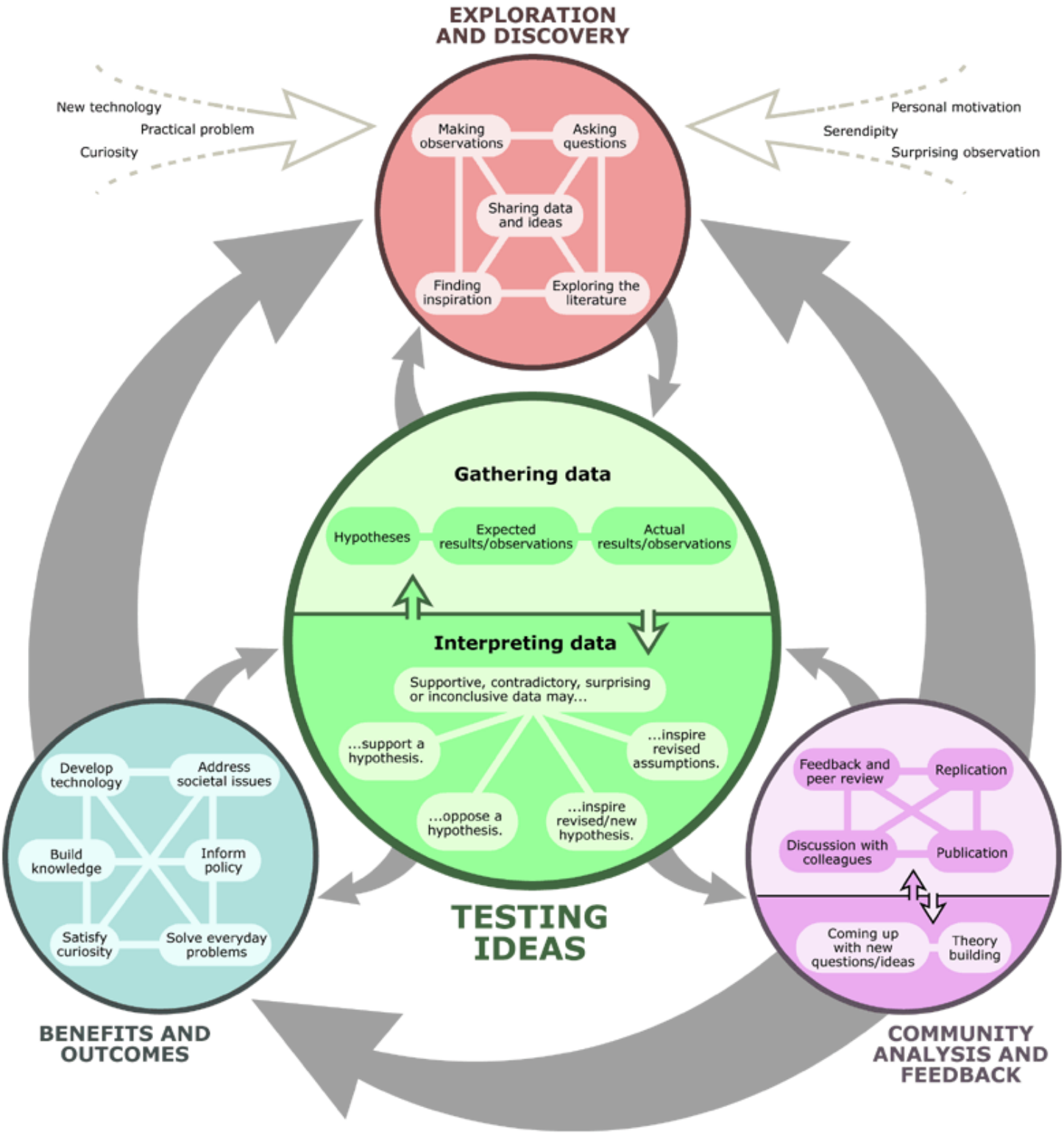

EXPLORATION AND DISCOVERY
New technology
Practical problem
Curiosity
Personal motivation
Serendipity
Surprising observation
Making observations
Asking questions
Sharing data and ideas
Finding inspiration
Exploring the literature
Gathering data
Hypotheses
Expected results/observations
Actual results/observations
Interpreting data
Supportive, contradictory, surprising or inconclusive data may...
...support a hypothesis.
...inspire revised assumptions.
...oppose a hypothesis.
...inspire revised/new hypothesis.
TESTING IDEAS
Develop technology
Address societal issues
Build knowledge
Inform policy
Satisfy curiosity
Solve everyday problems
BENEFITS AND OUTCOMES
Feedback and peer review
Replication
Discussion with colleagues
Publication
Coming up with new questions/ideas
Theory building
COMMUNITY ANALYSIS AND FEEDBACK