



## Research is a Passion

---

- Do you feel like something is missing if you are not active in research?
  - YES → the rest of this talk might interest you



## Research is a Passion

---

- Do you feel like something is missing if you are not active in research?
  - YES → the rest of this talk might interest you
  - NO → hopeless case. Stop here.



## Why Does Research Interest You?

- What is your driver for research?



## Why Does Research Interest You?

- What is your driver for research?

- **Impact-based (good)**

- I want to change how people live tomorrow
- I want to invent something that everyone uses
- I want to be known for an artifact or a theory that carries my name:  
Think Kalman (filter), Markov (chains), Shannon (capacity), Dijkstra (semaphores), etc.
- I want to solve tough technical problems for industry



## Why Does Research Interest You?

What is your driver for research?

- **Impact-based (good)**
  - I want to change how people live tomorrow
  - I want to invent something that everyone uses
  - I want to be known for an artifact or a theory that carries my name:  
Think Kalman (filter), Markov (chains), Shannon (capacity), Dijkstra (semaphores), etc.
  - I want to solve tough technical problems for industry
- **Quantity based (be careful)**
  - I like to watch my publication list (in good conferences) grow
  - I like to watch my citation index grow



## Why Does Research Interest You?

What is your driver for research?

- **Impact-based (good)**
  - I want to change how people live tomorrow
  - I want to invent something that everyone uses
  - I want to be known for an artifact or a theory that carries my name:  
Think Kalman (filter), Markov (chains), Shannon (capacity), Dijkstra (semaphores), etc.
  - I want to solve tough technical problems for industry
- **Quantity based (be careful)**
  - I like to watch my publication list (in good conferences) grow
  - I like to watch my citation index grow
- **Process based (be very careful)**
  - I like to solve puzzles/challenge myself
  - I like to travel to conferences at exotic places
  - I like the faculty lifestyle (flexible schedule, no boss, etc...)



## Why Does Research Interest You?

What is your driver for research?

- **Impact-based (good)**
  - I want to change how people live tomorrow
  - I want to invent something that everyone uses
  - I want to be known for an artifact or a theory that carries my name:  
Think Kalman (filter), Markov (chains), Shannon (capacity), Dijkstra (semaphores), etc.
  - I want to solve tough technical problems for industry
- **Quantity based (be careful)**
  - I like to watch my publication list (in good conferences) grow
  - I like to watch my citation index grow
- **Process based (be very careful)**
  - I like to solve puzzles/challenge myself
  - I like to travel to conferences at exotic places
  - I like the faculty lifestyle (flexible schedule, no boss, etc...)
- **Misguided**
  - I think researchers make good money...



## Why Does Research Interest You?

What is your driver for research?

- **Impact-based (good)**
  - I want to change how people live tomorrow
  - I want to invent something that everyone uses
  - I want to be known for an artifact or a theory that carries my name:  
Think Kalman (filter), Markov (chains), Shannon (capacity), Dijkstra (semaphores), etc.
  - I want to solve tough technical problems for industry
- **Quantity based (be careful)**
  - I like to watch my publication list (in good conferences) grow
  - I like to watch my citation index grow
- **Process based (be very careful)**
  - I like to solve puzzles/challenge myself
  - I like to travel to conferences at exotic places
  - I like the faculty lifestyle (flexible schedule, no boss, etc...)
- **Misguided → Wrong career. Stop here.**
  - I think researchers make good money...



## Find Your Research Style

---

- Salesman, consultant, matchmaker, or journalist?



## Find Your Research Style

---

- Salesman, consultant, matchmaker, or journalist?
  - **Salesman:** I have an idea to sell. What's the market segment where it can make the most impact?
    - Algorithm A is really good because \_\_\_\_\_ ?



## Find Your Research Style

- Salesman, consultant, matchmaker, or journalist?
  - **Salesman:** I have an idea to sell. What's the market segment where it can make the most impact?
    - Algorithm A is really good because \_\_\_\_\_ ?
  - **Consultant:** Focus on problem P from company X. How do I solve P?



## Find Your Research Style

- Salesman, consultant, matchmaker, or journalist?
  - **Salesman:** I have an idea to sell. What's the market segment where it can make the most impact?
    - Algorithm A is really good because \_\_\_\_\_ ?
  - **Consultant:** Focus on problem P from company X. How do I solve P?
  - **Matchmaker:** Idea A in field X is a really good match to problem B in field Y. Apply A to B.



## Find Your Research Style

- Salesman, consultant, matchmaker, or journalist?
  - **Salesman:** I have an idea to sell. What's the market segment where it can make the most impact?
    - Algorithm A is really good because \_\_\_\_\_ ?
  - **Consultant:** Focus on problem P from company X. How do I solve P?
  - **Matchmaker:** Idea A in field X is a really good match to problem B in field Y. Apply A to B.
  - **Journalist:** Is this an interesting topic today?

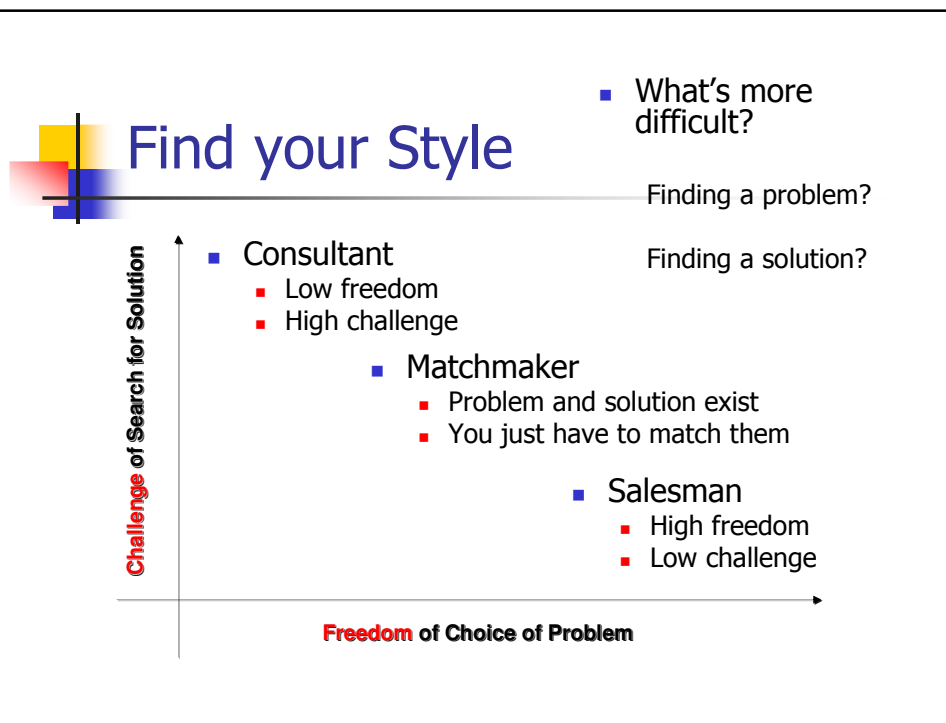
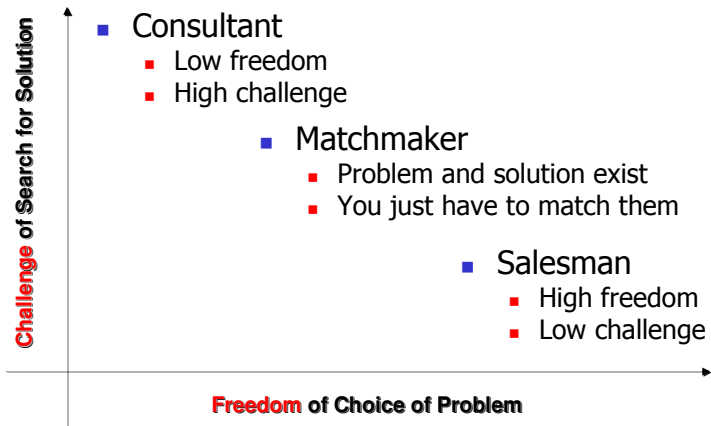


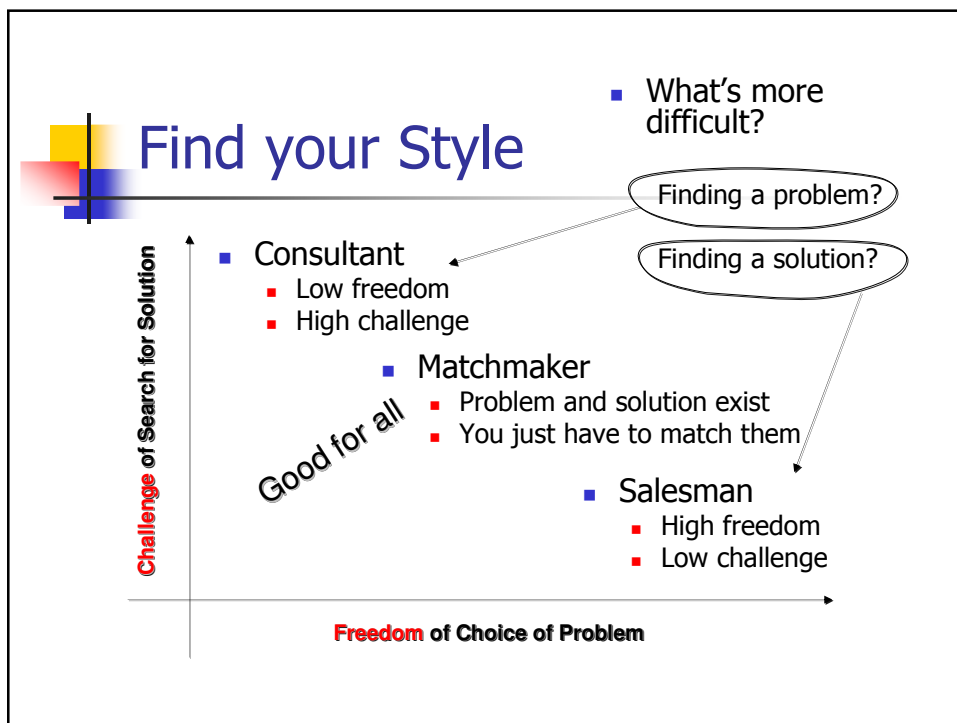
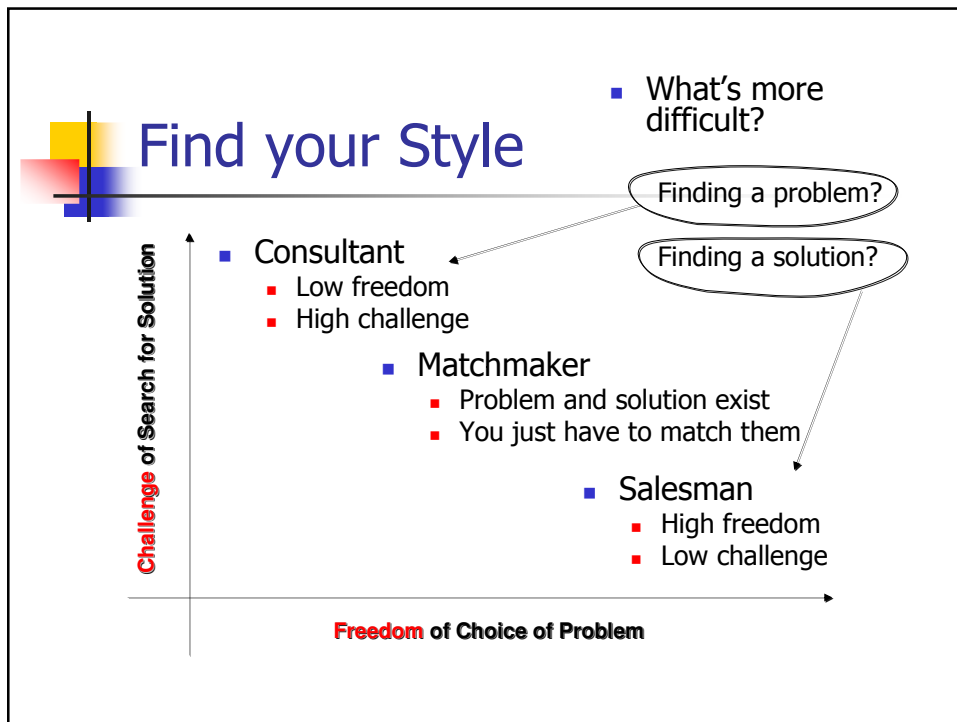
## Find Your Research Style

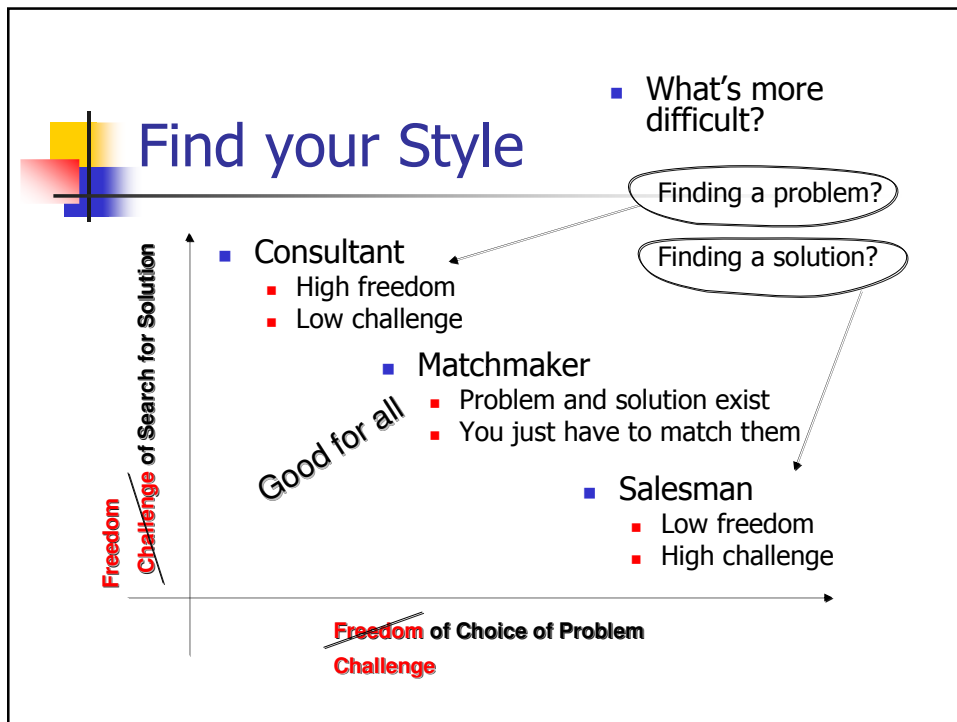
- Salesman, consultant, matchmaker, or journalist?
  - **Salesman:** I have an idea to sell. What's the market segment where it can make the most impact?
    - Algorithm A is really good because \_\_\_\_\_ ?
  - **Consultant:** Focus on problem P from company X. How do I solve P?
  - **Matchmaker:** Idea A in field X is a really good match to problem B in field Y. Apply A to B.
  - **Journalist:** Is this an interesting topic today?
    - **Buying stock when it's high is too late!**
    - **Stop here.**



## Find your Style







## Moral of the Story

Find your personal  
"High-Freedom, Low-Challenge"  
Point

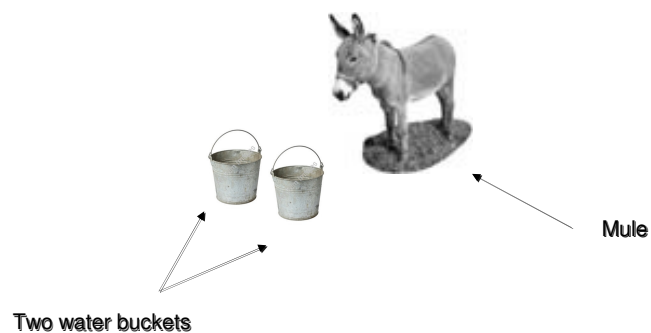
## Channeling Creativity

Too much freedom is killing you???



## Channeling Creativity

Too much freedom is killing you???



## Channeling Creativity

Too much freedom is killing you???



?



Mule

Two water buckets

## Channeling Creativity

Too much freedom is killing you???



Mule Died of Thirst

(could not decide which bucket to drink from)



Two water buckets

## Find your Style: How Much Freedom?



- Sensor networks: you define everything from scratch.
  - No constraints
  - No prior art
  - Lots to build in all directions

More **freedom**

- TCP congestion control: must live within confines of legacy.
  - Constraints limit available options
  - Must learn a lot of prior art
  - Modifications are minimal

More **constraints**

## Top 10 Tips to Increase Research Outcomes



There is no substitute for doing good research and being creative.

Besides good research and creativity, here are quantifiable tips to improve "outcome"



## Advice #10

### Fake clairvoyance

---

- Q: I do not have a crystal ball. How do I predict the future?
- A: Look at what a major funding agency is going to fund (subscribe to [www.fedbizopps.gov](http://www.fedbizopps.gov))
  - DARPA BAAs
    - BAA → proposals (6 months)
    - Proposals → funding (6 months)
    - Funding → paper submissions (6 months)
    - Submissions to publications (6 months)
    - Prediction: LOTS of papers on subject X in two years



## Advice #9

### Fake creativity

---

- Apply A to B
  - Read not very related material
  - Distill common assumptions
  - Find similarities
  - Apply known solutions your read from B to hard problems your read about in A
  - Example:
    - Electrical circuit theory → web servers
    - Stigmergy → Data caching



## Advice #8

### Fake productivity

---

- Have collaborations
  - Help N others with their papers, they will reciprocate. Time they saved you is what you spent on them.
    - Same effort → N-times the perceived productivity



## Advice #7

### Sharpen your tools

---

- Brush up on your college math
  - The proof of the theory of relativity is college level algebra





## Advice #6

Find green pastures

---

- Break fundamental assumptions
- Example
  - Networking research assumes that network nodes do not have time to do much computation
  - BUT: In a wireless network, bandwidth is so expensive, it might be worthwhile to trade communication for computation
    - Implications? → new research ideas



## Advice #5

Get ahead of the curve

---

- Search for changes that entail “paradigm shifts”
  - Hint 1: Extrapolate long-term trends (or sets of trends)
    - Trends: Moore’s law, lower power communication, ...
    - Question: Implications on wearable computing?
  - Hint 2: Be aware of disruptive technology
    - Technologies: WiMax, cognitive radio, ...
    - Question: Future ubiquitous computing architecture?
  - Hint 3: Be aware of fundamental theoretical breakthroughs
    - Breakthroughs: network coding, NUM, ...
    - Question: New MAC-layer for sensor networks?



## Advice #4

Define your own space

---

- Have a non-collaborative track
  - Your individual contribution



## Advice #3

Fit into the big picture

---

- Get a feel for the community
  - Papers are not enough
  - Must go to conferences and PC meetings
  - Must talk to people about your work and theirs



## Advice #2

Lead

---

- Do not be a follower
  - Do not invest time entering an already hot area



## Advice #1

Don't put all the eggs in the same basket

---

- Diversify your portfolio
  - Start multiple threads and follow through on those that do better



## Summary



- Fake clairvoyance
- Fake creativity
- Fake productivity
- Sharpen your tools
- Find green pastures
- Get ahead of the curve
- Define your own space
- Fit into the big picture
- Lead
- Don't put all the eggs in the same basket