Why should my organization form a relationship with mediaX at Stanford University?

Programs at Stanford through mediaX focus on how the relationship between people and technology can be enhanced, augmented and improved. mediaX is built on our belief in the power of collaboration – between academic researchers on campus and around the world.

mediaX takes its strength from Stanford’s academic programs — the faculty members, the courses, the research programs that receive support from federal agencies and private foundations, and importantly, the talented young students and researchers who come to Stanford for study. At Stanford, we are able to go deeper and wider than is practical for most companies. mediaX also draws on the intellectual courage and visions of our collaborating organizations. In trusted relationships, aligned on questions that are important for the future, mediaX collaborations challenge common knowledge and stretch intellectual resources to gain new insights relevant to both academic and business collaborators.

How does my organization form a relationship with mediaX at Stanford University?

Members with successful relationships identify an effective liaison as a primary contact for planning the engagement with Stanford through mediaX. There are three levels of membership. The Affiliate Membership is for non-profit organizations and start-ups. The Associate Membership is for corporations and established organizations. The Strategic Partner Relationship is for organizations wanting to develop collaborative discovery relationships with Stanford labs. mediaX is a member-supported organization — an agile, dynamic network of researchers who share an intense curiosity about how people and information technologies interact. High impact is our goal. mediaX is at the industry-affiliate program within the HSTAR Institute. mediaX enables collaborations between industry and Stanford researchers on campus and around the world.

How do I become an Associate Member?

Getting started with the mediaX membership process is very easy. It simply requires a paid invoice for membership, which we would be glad to send you. Associate Membership is $50,000 per year. For American organizations, this can be identified as a gift to an educational institution, with the associated tax benefits. International organizations sometimes make this gift through their affiliated American unit. International organizations record this contribution as a membership fee.

Appointing a mediaX liaison is the next step – and a very important one.

What is the role of the mediaX liaison?

This person will be the initial interface to your Stanford network. A successful liaison to the mediaX program is a senior person in your organization with significant research experience, a solid understanding of the organization’s priorities and uncertainties, and a high credibility with both top management and technical/research leaders. The mediaX liaison conveys your organization’s interests to mediaX and, in turn, communicates Stanford activities to your organization, engaging in a two-way, reciprocal exchange of interests, issues and insights. The liaison will communicate with mediaX regarding dates and logistics for visits and meetings; however, the liaison has much more than an administrative role. For your organization to get best value from the Stanford relationship through mediaX, the liaison must be able to communicate information, insight and opportunity for downstream impact. The liaison must know who in your organization will get the best value from information that is transferred back to the organization.

What are the characteristics of a successful mediaX liaison?

The mindset of a successful Stanford liaison is confident about the up-side of taking risks and experienced enough to strategically exercise both patience and urgency. Your organization will probably not get the best value from an individual whose performance incentives are based on short-term identification of hot ideas or investment opportunities. Highly creative and agile-thinking individuals who can inspire others to “connect the dots” among seemingly disparate signals and have responsibility for long term technical or research activities have been very successful as liaisons. An appreciation for inquiry and the mental...
agility to consider multiple perspectives are both key qualities. A successful liaison respects the uniqueness of university research and inspires collaboration with intellectual exchange.

**When does my membership year begin?**

Membership in mediaX at Stanford University is annual. The membership year can begin at any time.

**What are the benefits of Associate Membership in mediaX at Stanford University?**

The mediaX Associate Membership includes:

- Attendance at Media X conferences, symposia, and formal presentations by faculty and students on new and ongoing research and with opportunities for an informal exchange of ideas among industry representatives and Media X researchers;
- Notice of Activities. Media X provides notice of workshops, seminars, and colloquia at Stanford University that might be of interest to its members.
- An annual custom Theme Day program, planned expressly for your organization.
- Eligibility to send a Visiting Scholar to Stanford for an in-depth experience with one or more of the labs.

**What are the mediaX events?**

Regular activities held by mediaX at Stanford University include conferences, symposia, and formal presentations by faculty and students on new and ongoing research. These activities provide opportunities for an informal exchange of ideas among industry representatives and mediaX researchers. Members of mediaX receive notice of workshops, seminars, and colloquia at Stanford University that might be of interest to its members.

**What is a mediaX Theme Day?**

A mediaX Theme Day is a day-long custom program developed expressly for your organization. Thought leaders from Stanford, with expertise directly related to your theme, present their latest research to you and your attendees. A mediaX Theme Day usually runs from 9am to 5pm. Generally, the agenda includes an introduction, meetings with three to five Stanford thought leaders (depending on the depth of the conversations), and a wrap-up discussion. Sometimes the meetings with Stanford thought leaders take place in their labs; this is at the professor's discretion. A Summary Report of the ideas presented is prepared for your organization. Thought leaders share written materials and, often, their presentation files.

**What is the value of a Theme Day?**

A mediaX Theme Day is an opportunity to define a topic of special interest to your organization and select a group of people to come to Stanford to hear Stanford thought leaders talk about their latest research on that topic. Some members have used a Theme Day to explore new approaches to a problem that has stumped their researchers. Other members have used a Theme Day to create a shared background for key employees from separate departments – or among key vendors or customers. Theme Days have been developed to scan the horizons and to probe depths of topics. People from your company take home the validation of an edge idea, the confirmation of a new direction, an understanding of critical issues, a new way of thinking. These insights provide fresh perspective that is difficult to gain within the boundaries of an organization.

**What are examples of a Theme Day?**

Theme Day topics range from very broad scope themes to deep themes on specific questions. Some examples are given:

- **Protocols to organize teams for complex assignments.**
- Improving the productivity of teams that juggle complex, dynamic assignments and dealing with information overload, work fragmentation and difficulties balancing priorities. Wrestling with the balance between dynamic and structured tasks, considering both the cognitive and social factors in human knowledge work, the potential synergy between social media and dynamic work flow.
- **Interdisciplinary exploration on open innovation for development of decision support software.**
- Building interest, creation and adoption of open source analytical software applications and the ability to integrate them for complex and collaborative analysis.
- **The Future of Media in the Retail Environment**
- Technology development, data mining and analysis, and innovation techniques to hasten internal initiatives for incorporating media in the retail environment.
- **Adding Value to Telecom Services**
Smart utilization of telecommunication data, possibly extended by additional data that could be obtained, such as managing data traces with actionable mechanisms for controlling and changing various authorizations across fixed and mobile broadband experiences.

**What’s next after SIRI?**

The intelligence behind and embedded in these mobile interfaces is continually becoming smarter and more personal. To truly become personal agents these automated interfaces will include sensing technologies - behavior, voice, action, eye tracking - that can inform feedback. New technologies are likely to lead to a continuum of data-driven services that are based on personal agents in social roles. How will the next generation of personal interaction tools deal with identity, context, and big data?

**Digital Information Management**

New ways to archive, analyze and distribute information. Today’s torrent of information challenges traditional ways to archive, retrieve and distribute data and documents, and convert that information to knowledge that can be shared and acted upon effectively and wisely. Insights that contribute solutions come from advances in understanding users’ intentions and behavior, from novel ways to extract information both from structured and unstructured documents, and from frontiers of visualization and human cognition.

**Accelerating the Speed of Innovation**

How to accelerate the flow of information and the speed of change for corporate innovation, with a special emphasis on amplifying the personal and social dimensions of research and responding to challenges related to mobility, innovation and compliance.

**How many people from my organization can participate in the mediaX Theme Day?**

Generally, three to six people from a member organization participate in a mediaX Theme Day. This is an ideal group size to promote active engagement and idea exchange with the Stanford thought leaders. Rarely — although it has happened, a Theme Day will be conducted for only one person from a member company. Occasionally, the member organization will elect to invite a group of 30 or more people — either from various divisions in their organization or from other organizations whose opinions they want to hear. The number of attendees and the organization from which they come is at the discretion of the Associate Member.

**How long is required to plan a Theme Day?**

To optimally allow time for scheduling and travel of attendees from the member organization and to work around the teaching commitments of faculty members, 8 to 10 weeks is advised as planning time. Shorter lead times can be accommodated, if necessary.

**Can my organization have more than one Theme Day?**

Yes, additional custom Theme Days can be planned for your organization. An additional gift of $25,000 per day is requested.

**What is the mediaX Visiting Scholar Program?**

The mediaX Visiting Scholar program enables people from our member organizations to spend time at Stanford, hosted by a Media X affiliated laboratory, and have access broadly to Stanford. This relationship is generally established for a year, although in many cases the scholar comes and goes for various periods during that time. The mediaX Visiting Scholar program is intended to build relationships for collaboration through mutually beneficial give and take. Host labs at Stanford anticipate learning from the Visiting Scholar as well as sharing knowledge from the lab. All Visiting Scholars are required to follow Stanford policies, which include the SU18a. [http://otlportal.stanford.edu/su18a](http://otlportal.stanford.edu/su18a)

**How does someone from my organization come to Stanford as a mediaX Visiting Scholar?**

Your organization nominates a person to come to Stanford as a mediaX Visiting Researcher, in Stanford’s H-STAR institute, the parent research institute of the mediaX Industry Affiliate Program. Your organization is free to select the research visitor in whatever manner it chooses, subject only to the visitor meeting the eligibility criteria for visitors to Stanford. It is intended that a single Visiting Scholar will come for one academic year. If a visiting scholar is not able to continue through the year, your organization may select an alternate visiting research scholar, subject to the same considerations, to complete the year. Each visitor must have a Stanford faculty member who will act as official host and mentor at Stanford.

**What are the Visiting Scholar’s benefits and obligations?**

Visiting Scholars is a recognized position at Stanford, and each Visiting Scholar will receive a Visiting Scholar identity card. This gives the visitor many of the benefits and privileges of regular Stanford faculty, including full library access, access to SUNET (the Stanford University data network), eligibility for faculty discounts at the Stanford Bookstore, access to University athletic facilities, staff-rate tickets to athletic events, eligibility to purchase a campus parking permit, and access to off-campus housing. 

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information. Visiting Scholars will be provided with a desk, either in a shared office or in one of the open working areas occupied by H-STAR. The desk will have access to a telephone and either Ethernet or wireless access (or both) to SUNET. Visitors are expected to bring their own laptop or desktop computer. Since wireless access is campus wide, we recommend bringing a laptop equipped with a wireless card. Visiting Scholars are free to audit any Stanford course or participate in any Stanford seminar, free of charge, subject only to permission of the instructor.

Visitors who will be resident at Stanford for a period of more than one academic quarter are subject to Stanford's Intellectual Property Policies, which are available online at http://rph.stanford.edu/ia_context.html. All Visiting Scholars are required to sign the intellectual property agreement form SU-18A and abide by its conditions. http://otlportal.stanford.edu/su18a

How can I find out what the Stanford labs are doing?

The research programs at Stanford are very decentralized. In part, this is one reason that Stanford research is nimble and highly responsive to new opportunities. There is no consolidated listing. The websites of the mediaX-affiliated labs do contain information, but the websites tend to describe the activities that have been completed. The only way to truly access the labs' current and ongoing interests is to engage with them through a Theme Day or Visiting Scholar – or Research Theme (available for Strategic Partners.)

What Stanford expertise is available through mediaX at Stanford University?

The combination of Silicon Valley's entrepreneurial culture, actively engaged industry partners, Stanford thought leadership, and the energetic creativity of bright, motivated graduate students infuses mediaX research with unique opportunities to capitalize on the full intellectual, technological and cultural resources at Stanford University. mediaX has access to Stanford thought leaders across the entire campus, in all colleges and departments in which researchers are exploring the intersection of people and advanced information and communication technologies. In addition, mediaX Distinguished Visiting Scholars and other members of the mediaX community are available through mediaX at Stanford University.

Can Stanford thought leaders come to my company as speakers or consultants?

Many Stanford thought leaders travel to give talks and consult. Their time as speakers or consultants is at their discretion. mediaX can facilitate a request for a speaking or consulting engagement for member organizations; in some cases the actual engagement will be handled by a separate speaker’s bureau or consulting group. Getting the attention of Stanford thought leaders is often a huge task; mediaX can facilitate this for members.

What others are saying about working with mediaX at Stanford University

“We joined Media X for two important reasons. The Stanford research sponsored by mediaX touches on some of the same questions our company researchers are exploring. These questions are on the horizon now, but they will soon be in our inboxes. Additionally, the mediaX community – the scholars, the students, and the member organizations – are a primary market for our new products, and we put a high priority on having a close relationship with our markets.”

“We have to engage the best scientists we can find to bring their perspectives on the challenging problems, such as motivating our workforce for safety and productivity. Through our relationship with mediaX, our leadership team has able to tap into Stanford thought leaders in the many diverse fields whose insights are needed to solve these problems.”

Where are the mediaX labs?

There is no single lab called “mediaX at Stanford University.” Our offices are located in Cordura Hall. Many of our meetings are held in Wallenberg Hall. We carry out research across the campus in various locations. These locations are called labs, laboratories, center, groups, and programs. People with shared research interests are continually finding each other, establishing an identity for their questions and doing productive research. Some “labs” are formally established; others are informally subscribed. Affiliated labs include but are not limited to:

- AAA Lab
- Augmented Reality Lab
- Calming Technology Laboratory
- Center for Computer Research in Music and Acoustics
- Center for Design Research
- Center for Integrated Facilities Engineering
- Center for Legal Informatics
- Center for the Study of Language and Information
• Communication Between Humans and Interactive Media Lab - CHIME
• Computer Graphic Laboratory
• Computer Vision, Machine Learning, and Discrete Optimization Lab
• Das Lab
• Database Group/InfoLab
• Geometric Computation Group
• Learning Design and Technology Program
• Logic Group
• Lytics Lab
• MobiSocial Lab
• Natural Language Processing Lab
• Network and Smart Grid Group
• Neuroimaging Lab
• Open Knowledge Project
• Operations Research Lab
• Peace Innovation Lab
• Persuasive Technology Lab
• Project Based Learning Laboratory
• REVS
• Social Media Analytics Lab
• Stanford AI Lab
• Stanford Center for Innovations in Learning
• Stanford Center for Neurobiological Imaging
• Stanford Gait Laboratory
• Stanford HCI Group
• Stanford Memory Laboratory
• Stanford Natural Language Processing Group
• Stanford Personal Robotics Program
• Symbolic Systems
• Virtual Human Interaction Lab
• Wireless Sensor Networks Lab
• Wireless Systems Lab