



How can the struggling research community adapt to the information age?

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The widespread use of internet and social media has fundamentally changed the relationship of research with society culminating in :”fact-free politics”. Rather than operate from the position of distant experts who are graciously willing to serve mankind, expecting gratitude and admiration in return, scientists encounter knowledgeable stakeholders realizing :”citizen science”. Some see science as just producing :”yet another opinion”. It is time now to re-establish and advocate the basic power of the scientific effort, involving stakeholders systematically, by: analysing a problem, shaping it into a researchable item, applying scientifically sound data and methods, testing results statistically and presenting results, realizing that “the” truth does not exist. The seventeen UN Sustainable Development Goals (SDG’s) provide an attractive focus for inter- and transdisciplinary research approaches defining a series of options covering several SDG’s in a system’s analysis. Involved stakeholders and policy makers remain responsible to select their favorite option.