

Newsmaker Panel

Anna Nagurney

John F. Smith Memorial Professor
and
Director – Virtual Center for Supernetworks
Isenberg School of Management
University of Massachusetts
Amherst, Massachusetts 01003

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Acknowledgments

I would like to thank Barry List, the INFORMS Director of Communications, for organizing this panel.

Thanks also to the other panelists for their participation in this panel and for their leadership.

I Work on Network Systems

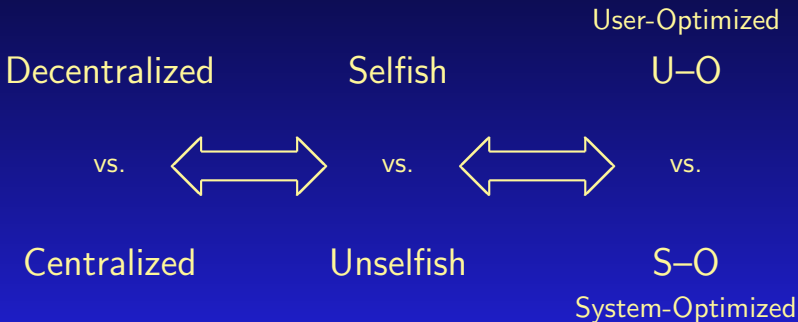


And on Capturing User Behavior in Such Systems and the Implications



Behavior on Congested Networks from Transportation to the Internet

Decision-makers select their cost-minimizing routes.



Flows are routed so as to minimize the total cost to society.

We Can State These Conditions Mathematically!

We Can Now Formulate and Solve Truly Complex Network Problems with Direct Relevance to Our World Today.

The Braess Paradox Around the World

1969 - Stuttgart, Germany - The traffic worsened until a newly built road was closed.



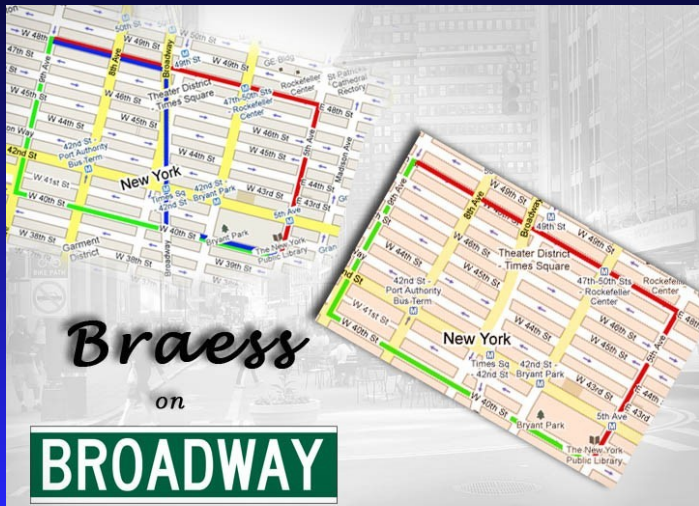
1990 - Earth Day - New York City - 42nd Street was closed and traffic flow improved.



2002 - Seoul, Korea - A 6 lane road built over the Cheonggyecheon River that carried 160,000 cars per day and was perpetually jammed was torn down to improve traffic flow.



The Closure of Broadway in NYC between 42nd and 47th Street since May 2009 has generated a lot of interest in transportation and network research



However, writing journal articles and even books may not be sufficient to get the news out and to get interest from the media.

I also write OpEd pieces, letters to the editor, etc.

It was my Letter to the Editor in *The Economist* in 2008, along with *web presence*, that captured the interest of a World Science Festival producer.

World Science Festival *Traffic* Panel, June 12, 2009, NYC



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Speaking on such a panel generated a lot of interest in the media, and I was interviewed, along with fellow panelist, Dr. Iain Couzin of Princeton University, by Brian Lehrer for his radio show in NYC.

Speaking at the WSF also resulted in an invitation to speak at the AAAS meeting in Washington DC last February on *User-optimized and System-optimized Travel Behavior* in the Symposium on Mathematics and Collective Behavior, and to be interviewed on the Braess paradox for the Italian radio show *Moebius* by radio journalist Federico Pedrocchi.

In addition, participation in the WSF generated interest from other media outlets and from PBS, whereas speaking at AAAS created other opportunities.

Interview with Yul Kwon, the winner of *Survivor 2006*, on Broadway for the PBS TV series production *America Revealed* on March 15, 2011



The PBS series *America Revealed*, which focuses on transportation, energy, and food in the US, will be aired February 2012.

I look forward to your questions, comments, and further discussions!