Continuous Science Foundation

Personas

Individual Researchers / Research Groups

Individual researchers are at the forefront of scientific discovery. Researchers commonly work towards scientific discoveries together. They share funding to research and publish their work as a collective.

EDITH

Age 35

Assistant Professor, Bioinformatics

Single

No plants

WHY

- Wanted to be a doctor, then decided she wanted to effect broader change
- Did a stint in industry doing medical and developed a passion for data science
- Wants to help researchers make sense of their huge, complex datasets

NEEDS

- Collaborators to produce all the raw data and motivate the scientific drivers, computational infrastructure, data literate students
- Funding for interdisciplinary work, research autonomy, compelling ways to communicate the results, ability to share methodologies in reproducible manner

Individual Researchers / Research Groups

Individual researchers are at the forefront of scientific discovery. Researchers commonly work towards scientific discoveries together. They share funding to research and publish their work as a collective. They often need streamlined tools to publish and share their findings effectively.

Profile

- Primarily engaged in extensive research projects
- Often affiliated with universities or research institutions
- Regularly publish findings in academic journals (1-2 annually as an individual, 2-10 as a group, 5-10 in draft)

Goals

- Excel in their field
- Publish research efficiently and broadly
- Enhance the impact and reach of their work
- Showcase their contribution
- Integrate data and findings seamlessly into publications
- Secure future funding or tenure for Lead

Frustrations

- Lengthy, complex and limited control in traditional publication processes
- Collaboration across multiple tools is challenging
- Shift to researcher paying for publishing (openly)
- Difficulty in making research accessible to wider audiences
- Lack of interactive elements in current publishing platforms limits exposure of the breadth, depth and impact of their results

Preferences

- Tools that simplify complex processes
- Platforms that support interactive content
- Solutions that are compatible with existing research workflows, tooling and specific datasets
- Understanding the impact of their work

Behavioural Considerations

- Highly detail-oriented and methodical
- Frequent need for collaboration and feedback
- Varying opinions on the adoption of new tools–some will be keen, while others will be reluctant to disrupt established workflows

Where To Find

- Academic conferences and symposiums
- Open Access (OA) journal submissions
- Other research journals, publications and preprint services
- University and institutional networks

Institutions

Institutions, including universities and research centers, are keen for researchers to publish and disseminate their work effectively. They want to understand the volume and quality of output along with ways to reproduce work easily. The level of support offered to researchers varies by institution.

MARTHA

Age 57

Vice Chancellor, Research

Married to a lawyer, 13-yr old teen

Her career progression: Biology PhD - Researcher - Department Chair - Dean - to current role

WHY

- Dedicated to a belief that science is the pathway to a better society - a deeply held value that this is the way to make positive change in the world
- Cares about junior researchers and creating more ladders that come down to have more pathways up

NEEDS

- Chairs a lot of committees and boards - needs others to show up and meet her level of dedication
- Predictable environment to make plans
- Measure progress to prove the impact of the work
- Empower researchers around the university
- Levers to inspire change and bring people at the university along on the movement (would prefer carrots but willing to use sticks if need be)

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Profile

- Host numerous researchers, research projects, and initiatives
- Facilitate collaboration between researchers and departments
- Promote the dissemination of knowledge within and beyond the institution

Goals

- Support researchers in achieving success, often through encouraging publications
- Leverage research accomplishments for brand use/boost
- Increase the visibility and impact of institutional research
- Foster a culture of innovation and knowledge sharing

Frustrations

- Diverse feelings of ownership of research dissemination (Universities have low ownership vs Research Institutes have high ownership)
- Challenges in maintaining research and publishing tools/processes
- Lack of interactive elements in current publishing platforms limits dissemination of research
- Need for comprehensive solutions that support diverse research needs
- Difficulty in tracking the impact of institutional research

Preferences

- Integrated platforms that cater to various research disciplines
- Solutions that are adaptable to institutional workflows
- Tools that support collaboration and resource sharing
- Values-aligned partners and providers

Behavioural Considerations

- Often led by committees or governance structures
- Collaborative and supportive of research advancements
- Seek to align technological solutions with institutional goals

Where To Find

- Higher education consortia and conferences
- Academic networks and institutional partnerships
- Open Access funding groups

Journals, Societies, Preprint Servers

Journals, preprint servers, and scientific societies play a central role in how research is vetted, shared, and rewarded. These actors uphold publication standards, shape peer review processes, and facilitate scholarly discourse. As expectations around openness and interactivity grow, they face the challenge of evolving legacy systems without compromising trust.

OKSANA

Age 39

Editor

Originally from Ukraine, Lives in UK

Fisheries scientist

Open and enthusiastic, enjoys cooking and big books

WHY

- Passion for oceans and marine ecology
- Moved away from research to bring more research to more people; in particular wants to help early career researchers to share and gain credit for their work
- Help scientists communicate with each other and make the field cohesive

NEEDS

- Spend time with people in her community
- Hear about new ideas, not just the research results
- Find reviewers
- Manage the process of her job
- A platform to reach the target readership and researchers submitting their work
- Quickly and easily filter out papers from an ethics perspective

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Profile

- Gatekeepers and distributors of scientific communication
- Set norms around publishing, peer review, and evaluation
- Operate across commercial, nonprofit, and community-run models
- Often support community building and standard-setting

Goals

- Uphold the quality and credibility of published research
- Support community-driven publication standards
- Increase reach, impact, and discoverability of science
- Adapt to evolving research outputs and formats

Frustrations

- Legacy publishing workflows resistant to change
- Financial pressures and tensions around open access
- Reviewer burnout and maintaining trust in peer review
- Difficulty integrating code, data, and interactive content
- Gaps between infrastructure and publication systems

Preferences

- Workflows that support structured and modular submissions
- Efficient, transparent peer review
- Provenance, PIDs, and metadata standards
- Metrics beyond citation count
- Support for non-traditional outputs (e.g., datasets, software)

Behavioural Considerations

- Risk-averse and slow to adopt innovations
- Tightly linked to academic prestige and policy
- Influenced by editorial boards and disciplinary norms
- Varying openness to experimentation depending on governance model

Where To Find

- Publisher platforms and editorial board meetings
- Preprint platforms and infrastructure partners
- Societies and their annual meetings
- Conferences on scholarly communication (e.g. SSP, COASP, FORCE11)
- Metadata and peer review initiatives

Infrastructure & Toolmakers

Tools and infrastructure developers design and maintain the underlying systems that power modern science — from data repositories and publishing platforms to analysis pipelines and identity services. Their work enables reproducibility, collaboration, and the long-term preservation of research. Often invisible to end-users, these teams form the backbone of the research ecosystem.

CRAIG

Age 45

Medium-sized company (200 people)

Married to Cassandra, 2 kids

Based in urban California

WHY

- Passion for problem solving, modernizing the way people do things, efficiency

NEEDS

- Biggest need is for context
- Connecting with the people that are using their company's tools, resources, and staff
- Collaborating with others

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Profile

- Build and maintain platforms, standards, and services that support research workflows and publishing
- May be academic projects, open-source communities, startups, non-profit, or commercial vendors
- Often operate behind the scenes to enable discovery, collaboration, reproducibility, and dissemination

Goals

- Develop scalable and sustainable infrastructure to support scientific research
- Integrate across tools, disciplines, and workflows
- Ensure interoperability, discoverability, and long-term preservation
- Support reproducible, transparent, and FAIR research practices

Frustrations

- Fragmentation of tools and lack of integration with other platforms
- Difficulty securing sustained funding or institutional support
- Misalignment between infrastructure development and academic reward systems
- Low visibility or recognition despite enabling core research
- High technical and maintenance burdens

Preferences

- Open standards and APIs for interoperability
- Real use cases and iterative feedback from researchers
- Recognition and credit for tool/infrastructure development
- Collaborative design with domain experts and partners
- Incentives for long-term sustainability

Behavioural Considerations

- Mission-driven and values-aligned
- Balance innovation with compatibility and reliability
- Diverse user bases with competing needs
- Operate across technical, academic, and policy boundaries

Where To Find

- GitHub and open-source repositories
- Research infrastructure consortia and working groups
- Developer meetups, hackathons, and forums
- Institutional research IT teams and libraries
- Conferences on research communication and open science

Funders

Scientific funders, such as government agencies or foundations, play a crucial role in advancing scientific research by providing financial support to researchers and institutions. This funding enables scientists to explore new ideas, develop cutting-edge technologies, and address global challenges, leading to advancements in various fields and improved quality of life.

ANDREW

Age 43

Married to Joe, 2 kids (10 & 12)

Lives in the DC area

Outgoing, loves connecting people with each other and learning

WHY

- Believes in the societal impact of science and making the world a better place
- While not a scientist himself, he believes in the potential of science
- Sees gaps in the ways scientists communicate and felt that he can contribute

NEEDS

- Information about the landscape of open science and to understand what's happening in the space
- Support and work with institutions and overcome the frustration of set ways
- Systems and ways to determine good science
- Understand what impact means and ways of assessing impact
- Support and put umph behind other people's ideas
- Needs organizations to exist to receive the funds he is delivering

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Profile

- Fund numerous research projects and initiatives
- Collaborate with academic and other research entities
- Promote the dissemination of knowledge
- Brand attributes and values guide their funding approach

Goals

- Support scientific discovery and innovation
- Drive economic and societal progress
- Influence research, policy, and open-science
- Ensure integrity of research findings
- Foster culture of innovation & knowledge sharing
- Support education and training

Frustrations

- Funding applications have become increasingly complex and lengthy
- Policy pressures, competition amongst researchers, and public perceptions impact funding decisions
- Pressure to demonstrate immediate or quantifiable impact of funded research
- Limited resources to meet demand
- Difficulty in tracking the impact of research

Preferences

- Streamlined funding application processes
- Tools that support collaboration, resource and data sharing, and research integrity
- Values-aligned partners and providers
- Tracking the impact of the research they have funded
- Demonstrating the value of funded research to stakeholders/shareholders
- Support open science practices

Behavioural Considerations

- Often have specific research priorities
- Collaborative and supportive of research advancements
- Can influence research questions and methodology

Where To Find

- Government agencies
- Foundations
- Universities and institutional networks
- Academic conferences and symposiums
- Open Access funding groups

The Public

The general public interprets and reshapes scientific information as they encounter it in news stories, classrooms, workplaces, and daily life. While often indirect participants in the research process, they play a vital role in how science is trusted, applied, and communicated. Their questions, needs, and lived experiences help frame what science is for—and who it serves.

SHAMIRA

Age 25

Single Mom, 10-yr old daughter

Lives in New Delhi, India

Works in education

WHY

- Her daughter has juvenile diabetes and she struggles to get access to the information she needs to understand the landscape and the disease
- Feels fairly frustrated with the current system - she cannot access the literature and gets talked down to by medical professionals who think she can't quite understand it,
- Limited access in New Delhi to innovations around the world

NEEDS

- Ensure care for her daughter
- Free and immediate access to the literature as she trusts the data even if she doesn't always understand it (can't wait years for the insights)
- Participate in patient advocacy groups and dialogue with other patient families
- Build her own evidence to advocate with health care professionals

Public

The general public receives, interprets and reshapes scientific information as they share it with their communities and digital networks. Their engagement, questions, and feedback also influence how researchers frame, and communicate their work.

Profile

- Consume scientific research and insights
- Indirectly fund scientific research through their government
- Focus on translating research insights into practical applications for daily life

Goals

- Open access to all scientific research findings
- Science communication is easy to consume and understand
- Accelerate research-to-market timelines

Frustrations

- Limited access to cutting-edge research insights
- Complexity of research communication
- Difficulty in real-world application of research findings
- Lengthy research processes / research-to-market timelines
- Misinformation and inability to assess quality and credibility of published research

Preferences

- User-friendly, interactive, easy to understand research articles
- Trusted messengers
- Interactive opportunities to enhance understanding
- Meeting the public where they are vs. traditional academic formats
- Robust, consistent, quality control and research integrity

Behavioural Considerations

- Selective interest and engagement in science
- Personal experiences and political views impact acceptance and belief of scientific findings
- Content and information overwhelm
- Credibility can be tied to the messenger rather than the message or methodology

Where To Find

- Traditional Media
- Digital and Social Media
- Educational institutions
- Professional and community organizations
- Government and policy channels

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