



Toward Better Relationship Between CCS and the World

Bureau of Public Relations

Tomoaki Yoshito

Azusa Yabe

Outline

- Scope of Work - Bureau of Public Relations
- PR Strategy and Activity of CCS
- PR Strategy and Activity of JICFuS

Scope of Work - Bureau of Public Relations

PR for CCS



University of Tsukuba
Center for Computational Sciences

PR for JICFuS



Joint Institute for Computational
Fundamental Science

K computer Project



KEK
High Energy Accelerator
Research Organization



Chronology

- 2010 Foundation of Bureau of Public Relations. (1 member)
- 2011 K computer Project started. (2 members)

Object of Public Relations

- I. **To build better relationships** between organization and society, and develop the organization by communication activities.
- II. **To collect the information** inside and outside the organization which needed for making management decision.
- III. To use the information collected and **supply information** for there stakeholders.

Planning of PR strategy

I. Understand and share the prospectus of the organization(reason for existence)

→ Ask head quaters "what is CCS?"
"What is JICFuS?" (Hearing investigation)

II. Define the PR concept

→ Define the PR concept along the prospectus.
Define the stakeholders.

III. Decide the Activity Policy of Bureau of PR

→ Carry out specific activities
based on the PR concept.

Prospectus



**PR
concept**



**Activity Policy
of Bureau**



**1. Making Framework
2. Contents Production
3. Planning Events**



PR STRATEGY AND ACTIVITY OF CCS

Public Relations Concepts

- We will conduct **bilateral public relations** to foster enhanced relationships between the Center and society.
- We will aim at **increasing the name recognition of CCS** and the **Computational Sciences**.
(to general people)
- We will **enhance the level of understanding of the fundamental policies of the Center**, and work to **improve reliability of the Center**.
(to researchers)

Activity Policy for the Bureau of Public Relations

- We will **support public relations and public hearings for researchers** associated with the center.
- We will create content, including websites, in order to **provide information to stakeholders.**
- We will actively **gather information and create feedback** mechanisms for researchers within the center.
- We will **build a risk management** organization.
- We will **examine and implement methods to measure name recognition(popularity), levels of understanding, and degrees of reliability.**

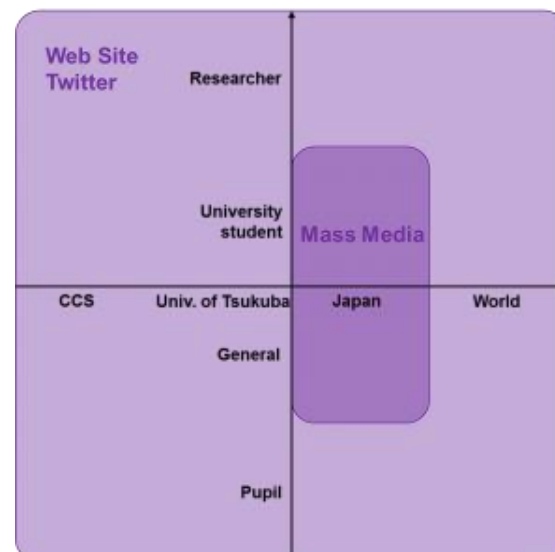
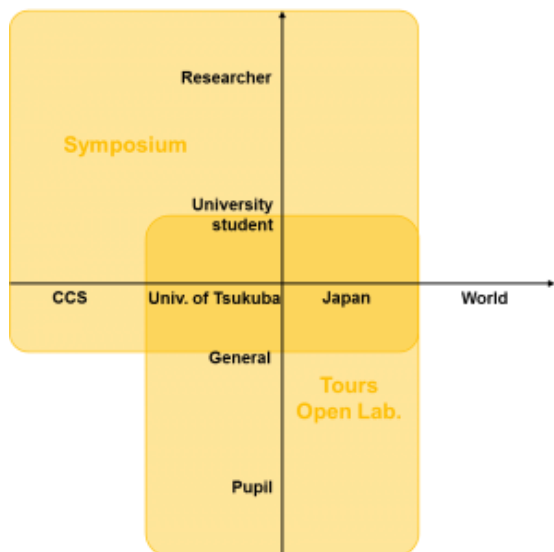
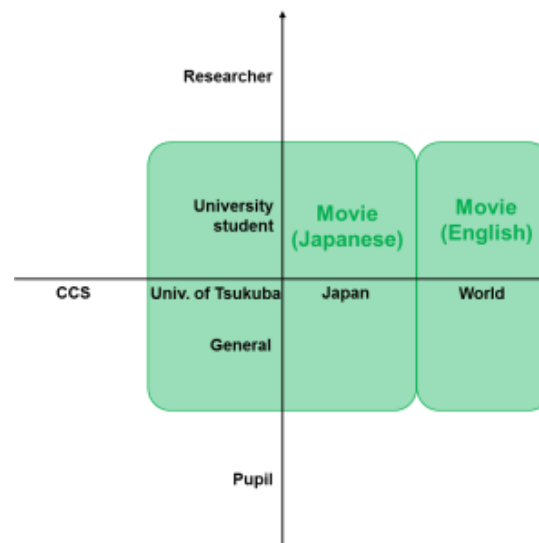
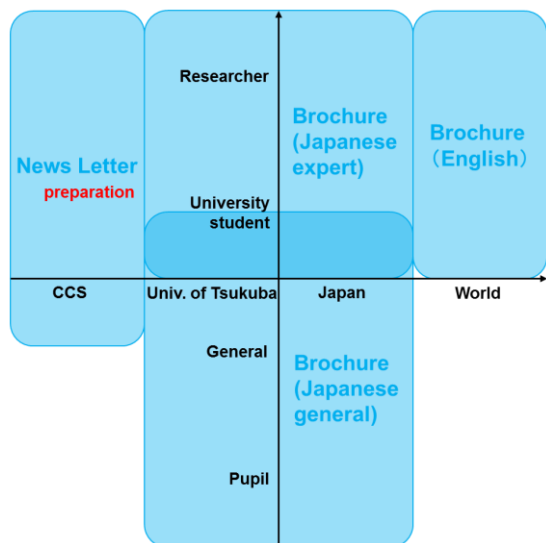
Stakeholders

- Researchers related to computational sciences
- Researchers outside the field
- Government, Taxpayer
- Citizen

Strong Points

- The **research and development** by interdisciplinary fusion of computer science and computational science that CCS has been doing up to now
- **Experienced operation of the computers**
- Achievement of **human resource development**

PR Activity MAP



Website: Nov.1, 2010- <http://www.ccs.tsukuba.ac.jp/>

Japanese & English

English お問い合わせ

筑波大学
計算科学研究センター
Center for Computational Sciences

センター紹介

科学の未踏領域を切り拓く

PICK UP

密結合並列演算加速機構
実証システム
HA-PACS Project

筑波大学計算科学研究センター
学際共同利用プログラム 平成25年度 公募

LINK

内部向けページ

公募情報

NEWS

2012年12月25日 第4回GPUプログラム
しました。

2012年12月10日 第4回筑波大学計算科
学共同利用プログラム 公募 (締切1月18日 (金))

2012年12月07日 H25年度筑波大学計算
共同利用 公募 (締切1月18日 (金))

2012年11月29日 大学院共通科目「HPC
入門」開講します (11/29, 30)

2012年10月29日 第93回計算科学コロキウムを11月6日 (火)
10:00から行います。

Japanese RSS feed Contact Access Search

University of Tsukuba
Center for
Computational Sciences

About
CCS

Research
Activities

Use
Computers

Public
Relations

Opening the door
to an unexplored world of science

Since 1992 our organization has been fusing
together high-tech computational methods
and the latest cutting-edge science to discover
ways to advance computational science, the
third paradigm in scientific research. As an
international research center, we continue to
build up new ideas every day.

PICK UP

Demonstration system for parallel computing with
Tightly Coupled Accelerators
HA-PACS Project

LINK

Recruitment

Internal Page

Related Link

計算基礎科学連携拠点
JICFuS
Joint Institute for
Computational Fundamental Science

HPCI Strategic Program Field 5

NEWS

Jun 24th, 2013 2013 CCS-EPCC Workshop(July 4-5)

Nov 29th, 2012 2012 Graduate General Education "High
performance parallel computing techniques for
computational sciences"(Nov. 29-30)

Mar 19th, 2012 Computational Science Colloquium "Laplace
transformation methods for evolution problems" Mar. 23,
2012 14:00, CCS Workshop Room

Mar 12th, 2012 "LBNL and CCS-Tsukuba Joint Workshop
2012", Mar. 19-20, CCS Workshop Room

Feb 29th, 2012 Graduate General Education "High
performance parallel computing techniques for
computational sciences" Mar. 15-16, 2012

INFORMATION

Jan 20th, 2014
Recruitment of Full Professor in
Computational Astrobiology

Jan 16th, 2014
Recruitment of Associate Professor
(Division of Quantum Condensed Matter
Physics)

Dec 19th, 2013
Recruitment: International Tenure Track
assistant professor(Astrophysics Group)

Dec 18th, 2013
International Tenure Track assistant
professor(Division of Particle Physics)

2012年12月10日

Access analysis of the website

Audience Overview

1 Dec 2010 - 31 Jan 2014

Email Export Add to Dashboard Shortcut

All Visits
 100.00%

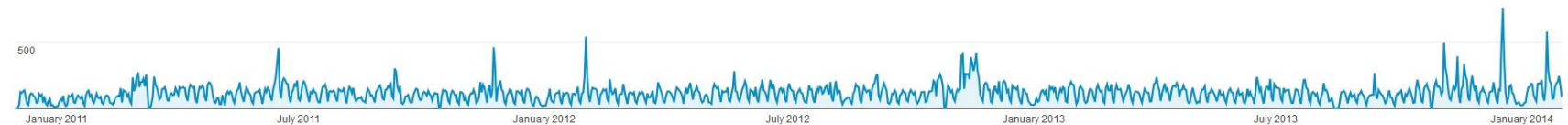
Overview

Visits VS. Select a metric

Hourly Day Week Month

Visits

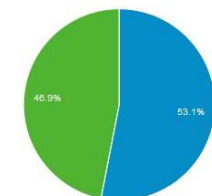
1,000



71,662 people visited this site



New Visitor Returning Visitor



2,200 page views per week in Japanese
 230 page views per week in English

Brochures

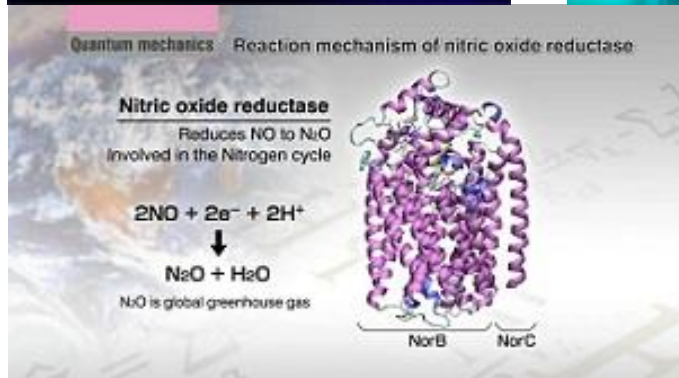
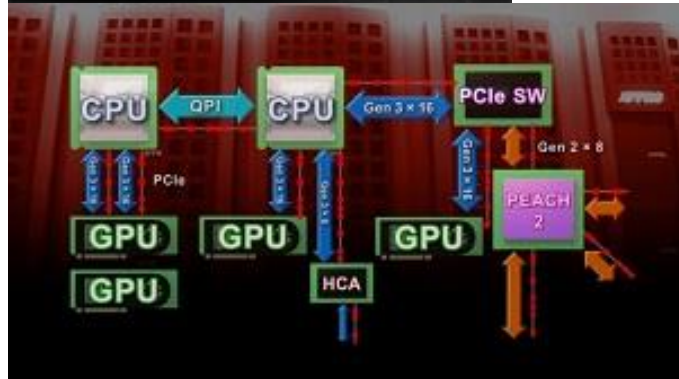
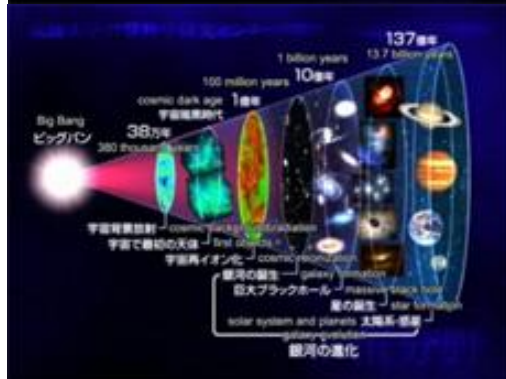
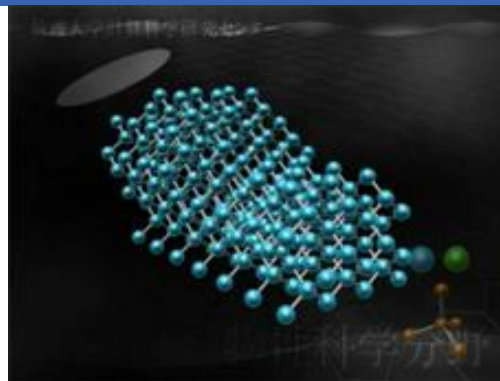
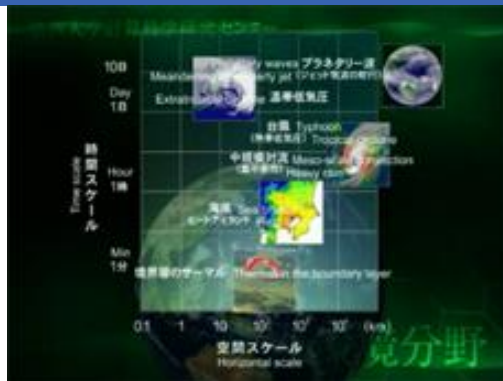
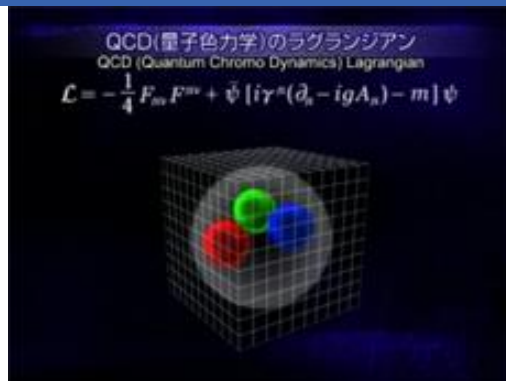


Graduate students and older



High school students and older

Movies: 12 movies



Site Visit and CCS Open day

- Number of visitors
 - **351** in fiscal year 2010
 - **1,056** in fiscal year 2011
 - **844** in fiscal year 2012
 - **1,315** in fiscal year 2013



Media Promotions

Press releases

- **7** in fiscal year 2011
- **5** in fiscal year 2012
 - Eg: The Large Scale Parallel Simulation Performed on the K computer was Awarded the ACM Gordon Bell Prize
- **6** in fiscal year 2013
 - Eg: K computer Recognized in Class 1 and 2 of the HPC Challenge Awards

The Large Scale Parallel Simulation Performed on the K computer was Awarded the ACM Gordon Bell Prize

November 28, 2012

University of Tsukuba
RIKEN
Tokyo Institute of Technology

[PDF Version\(320KB\)](#)

A research group of University of Tsukuba, RIKEN, and Tokyo Institute of Technology announced that the ACM Gordon Bell Prize [\(*1\)](#) was awarded to that group for the large scale parallel simulation using the "K computer" [\(*2\)](#) at SC12, the International Conference for High Performance Computing, Networking, Storage and Analysis held in Salt Lake City, on November 15 (US Pacific Standard Time). The group performed extremely large simulations with an unprecedentedly high level of efficiency.

The target of the award-winning simulation, presented at SC12, was the gravitational evolution of dark matter [\(*3\)](#) in the early Universe. The number of dark matter particles simulated was two trillions, which is the world's largest dark matter simulation at present. The execution performance [\(*4\)](#) was 5.67 Pflops on the 98% resources of the K computer system.

This year, the Gordon Bell Prize was awarded singly to the Tsukuba group. A USA group achieved a 14 Pflops execution performance on Sequoia of LLNL for a similar dark matter simulation. Although the peak performance of Sequoia is twice that of K computer, the calculation speed achieved by the Tsukuba group is 2.4 times faster than that by the USA group. This is because the numerical algorithm of the Tsukuba group is more advanced than that of the USA group.

Background

As part of the Strategic Programs for Innovative Research (SPIRE) Field 5 "The origin of matter and the universe" research group led by T. Ishiyama, a research associate in University of Tsukuba, has been developing high performance software for use on the K computer. The group has been developing a massively parallel computing

Twitter @CCS_PR (Nov. 1, 2010~)

- Interactive communication



- Highly effective in disseminating information



Renovation of the Entrance Lobby



Promotional Items

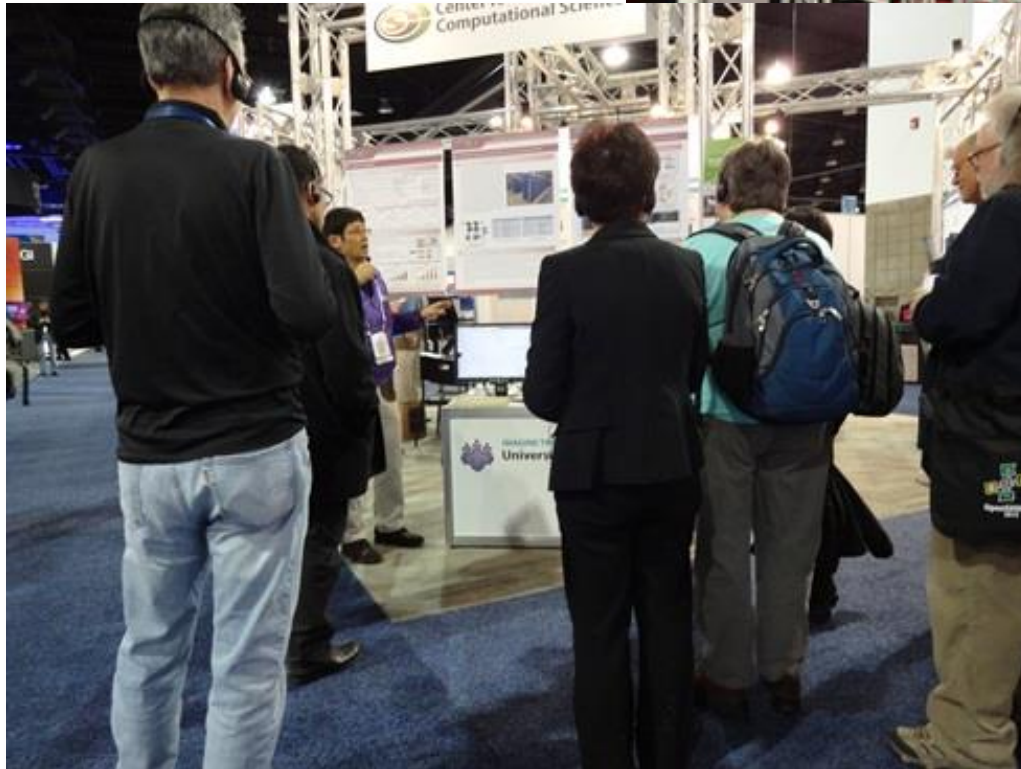


Screen Cleaner

Clear File

SC Exhibition

SC: The International Conference for High Performance Computing, Networking, Storage and Analysis



Risk Management

The bureau created the webpage about the Disaster Contingency Plan.

Disaster Information

The huge earthquake occurred at off shore of Tohoku area, northern Honshu, on March 11, Fri, at 14:46. In this page, information around University of Tsukuba and Tsukuba city are gathered. Each links may not work because of high traffic.

*Please get information from more than one source. Please act calmly without being confused by rumors.

Update: 2011.06.01(Wed) 14:00

Put: 2011.03.16(Wed) 21:30

Information about CCS

Center for Computational Sciences Twitter: [@CCS_PR](#)

CCS photos right after the disaster



[\[PDF 679kB\]\(Japanese\)](#)

The safety of all faculty members and students in CCS is confirmed.

About the System of CCS

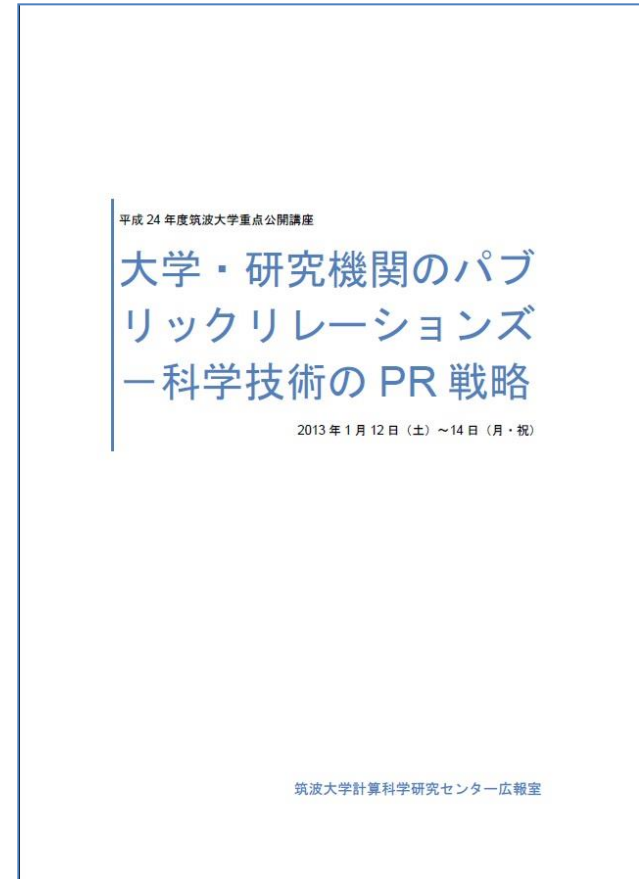
Tap water, electricity, and air conditionings have recovered.

Website and emails in CCS are running.

Research of Public Relations

The members of the bureau made two conference presentations.

In 2013, the **intensive public lectures** about public relations for universities and research institutes was planned and managed by the bureau.



Lecture Note (36pages)



Joint Institute for Computational
Fundamental Science

PR STRATEGY AND ACTIVITY OF JICFuS

Joint Institute for Computational Fundamental Science: JICFuS

- JICFuS manages Strategic Programs for Innovative Research (SPIRE) Field 5 "The origin of matter and the universe"



KEK
High Energy Accelerator
Research Organization



PR Concepts & Activity Policy

PR Concepts

- Aim to increase popularity (awareness) and reliability of fundamental computational science and JICFuS.

Activity Policy

- We will **support public relations and public hearings** for researchers associated with JICFuS.
- We will create content, including websites, in order to **provide information to stakeholders**.
- We will actively **gather information** and **create feedback** mechanisms for researchers within JICFuS.
- We will **build a risk management** organization.
- We will examine and implement methods to **measure name recognition, levels of understanding, and degrees of reliability**.

Stakeholders

- Researchers related to computational sciences
- Researchers outside the field
- Government, Taxpayer
- Citizen

Strong Points

The **research and development** by interdisciplinary fusion of computer science and computational science that CCS, KEK and NAOJ have been doing up to now

The experienced **operation of the computer**

Achievement of **human resource development**

Multi-institutions cooperation of PR

Information management between institutions of different prospectus.



University of Tsukuba

Center for Computational Sciences



**Joint Institute for Computational
Fundamental Science**



KEK

High Energy Accelerator
Research Organization



NAOJ
National Astronomical
Observatory of Japan

Website: Apr. 11, 2011- <http://www.jicfus.jp/en/>



計算基礎科学連携拠点
Joint Institute for
Computational Fundamental Science

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[Contact](#)
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[About JICFuS](#)
[Research Activity](#)
[Computational Sciences](#)



Constructing a nationwide research system of a computational fundamental science

Photo by Satoru Yoshioka



Joint Institute for Computational
Fundamental Science



Center for Computational Sciences,
University of Tsukuba



High Energy Accelerator
Research Organization



National Astronomical
Observatory of Japan

PICK UP

[Getting to the Heart of Matter](#)
[Visiting Italian researcher is seeking to understand what keeps quarks in confinement](#)



HPCI Strategic Program Field 5
"The origin of matter and the universe"



Internal

Information

More

2013.10.31 : [KEK Flavor Factories \(KEK-FF\) workshop 2014 \(2/13-15\)](#)
2013.10.10 : [Multi-Messengers from Core-Collapse Supernovae \(12/2-6\)](#)
2013.10.10 : 開催案内 : [International School for Strangeness Nuclear Physics \(2/13-19\)](#)
2013.01.28 : [The 3rd AICS International Symposium \(2/28-3/1\)](#)
2013.01.28 : [International School for Strangeness](#)

Recruitment

Access analysis of the website (JICFuS)

Audience Overview

1 Jan 2012 - 31 Jan 2014

Email Export Add to Dashboard Shortcut

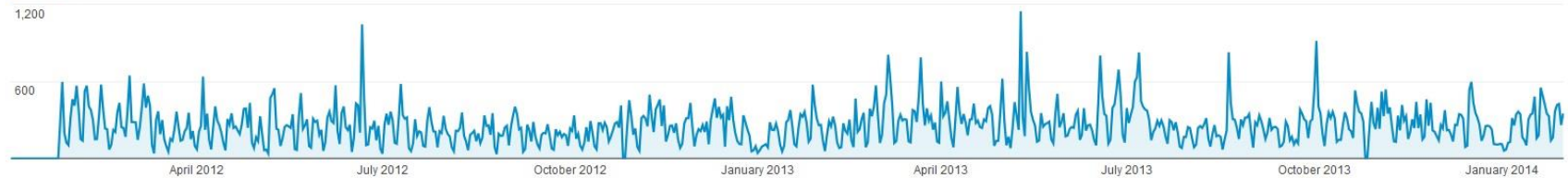
 All Visits
 100.00%

Overview

Pageviews VS. Select a metric

Hourly Day Week Month

Pageviews



42,237 people visited this site



1,510 page views per week in Japanese
 80 page views per week in English

Web Magazine “Monthly JICFuS”

Getting to the Heart of Matter

Visiting Italian researcher is seeking to understand what keeps quarks in confinement



Guido Cossu Post-doc researcher at KEK, Tsukuba

Just one month after obtaining his PhD in quantum chromodynamics (QCD) from Pisa University in Italy, Guido Cossu was on his way to Japan to carry out post-doctoral work for a KEK Lattice QCD research group. That was three years ago. The program ended in April, only for Cossu to be immediately offered the opportunity to continue his research in a new five-year program helping a different support group connected with the High Performance Computing Infrastructure (HPCI) program that is investigating a number of fields in fundamental science. He readily agreed.

“I was interested in Japan, its culture, before coming here,” says Cossu. “Japan is also a leader in supercomputers, and the HPCI program means I can continue my post-doctoral work as a theoretical physicist in Lattice QCD using supercomputers like the K computer.”

Before attempting to explain Lattice QCD, we first need to grasp what quantum chromodynamics is all about.

QCD is a field theory explaining the strong nuclear force: the interaction between quarks and the gluons that bind these fundamental particles together, and which in turn keep the nucleus of atoms intact. Historically, the theory was used to describe ordinary matter: namely how protons and neutrons interact. Over time it has evolved and today it is used to describe the quark-gluon interactions that take place during high-energy experiments in accelerators, experiments that can weaken the binding forces enough that the interactions can be analyzed by applying the equations of QCD in their simplest form.

We can think of QCD as an expanded version of the simpler to understand quantum electrodynamics (QED): the quantum theory of the electromagnetic force. QED is used to visualize the interaction

“Monthly JICFuS Movie”

<http://www.youtube.com/user/monthlyjicfus>

世界最大のシミュレーションでダークマターの正体にせまる

投稿日: 2013年4月1日 作成者: 計算基礎科学連携拠点 広報室

2013.4.8 筑波大学 石山智明 研究員



Quark Card Dealer

Quantum Chromodynamics
Card Game
“**Q**uark **C**ard **D**ealer” (QCD)

Let the **people who do not**
read the brochure
(elementary school students
to junior high school
students) to **know about**
“**quarks**”.



Quark Card Dealer

Japanese Version

About **100,000** cards have distributed. (**8,000** players)

- Sep. 4, 2011 KEK Open Day(1200)
- Nov. 5 RIKEN AICS Open Day(830)
- Nov. 19-20 Science Agora @Tokyo (700)
- Apr. 22, 2012 KEK Open Day(spring) (240)
- Sep. 2 KEK Open Day (1300)
- Oct. 2 RIKEN AICS Open Day(1200)
- Nov. 18 Tsukuba Science Festival (430)
- Apr. 20, 2013 RIKEN Open Day(300)
- Sep. 8 KEK Open Day(1200)
- Oct. 19 RIKEN AICS Open Day(380)
- Dec. 1 Science Museum @Tokyo(110)



English Version

About **9,000** cards have distributed.

- Nov. 12-15, 2012 SC12, Salt Lake City
- Nov. 18-21, 2013 SC13, Denver



Continuous Events on Astronomy

Held social events with astronomers and local residents during the period of the Biannually Meeting of Astronomical Society of Japan.



Date	Place (# of people)
Sep. 18-20, 2011	Kagoshima (103)
Mar. 19-22, 2012	Kyoto (156)
Sep. 19-20, 2012	Oita (31)
Mar. 20-23, 2013	Saitama (243)
Sep. 9, 2013	Sendai (11)
Mar. 19-22, 2014	Tokyo (?)

Future Plan

The bureau continues the activities of public relations based on the concept. Create a mechanism to collect up-to-date research results efficiently and publish to the public. In addition, collect the information from public, and introduce to the researchers in CCS.

Visualization of the Research Results

Using the technology of 4D2U (Four-Dimensional Digital Universe Project, NAOJ), examine the visualization in the field of particle physics, nuclear physics, and other fields of science. Utilize the 3D theater at the annex of the CCS, introduced in 2012.

Study on the Evaluation Method about Public Relations

Make a study on the evaluation method for measuring popularity (awareness), understanding, reliability of the institute and sciences. In addition, we are planning to consider the qualitative and quantitative evaluation of science public relations and spokesman, with researchers of social sciences.