



**Application for Accreditation as a Standards Developer  
by the American National Standards Institute**

**SECTION I - Organization Seeking Accreditation**

Organization: The Institute for Triple Helix Innovation, Inc.

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**SECTION II - Scope and Rationale**

**A. Scope\*** : (Please include only the scope of the standards development activities for which you are seeking accreditation by ANSI.)

Through the application, the Institute for Triple Helix Innovation (hereafter, “the Institute”) seeks accreditation to develop a standard for “Social Networks and Social Network Services.”

Definition:

“Social Networks” are social structures with individuals or organizations as nodes that are interlinked through a unique relationship. “Social Network Services” are real- or virtual-world fora that facilitate social network functions.

Scope:

The Institute seeks to facilitate the development of a standard that codifies optimal processes for Social Networks and Social Network Services and optimal metrics for measuring the performance of Social Networks and Social Network Services.

Specifically, the Institute seeks to facilitate the development of a standard for the following aspects of Social Networks and Social Network Services:

- Nomenclature and definitions for Social Networks and Social Network Services.

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\* Attach separate sheet if necessary

- Typology of Social Networks and Social Network Services.
- Taxonomy of Social Network and Social Network Services processes (e.g., relationship building, research, learning, collaboration, production, etc.) that may be legitimately undertaken with a reasonable expectation of success.
- Curricular for training managers/operators/participants of Social Networks and Social Network Services.
- Metrics and analytics for assessing processes within Social Network and Social Network Services.
- Material resources and equipment (e.g., computer hardware and software) for Social Network and Social Network Services processes and measurement.
- A reporting system that enables economic agents in the market to determine the relative merits of different Social Network and Social Network Services.

**B. Rationale\*** : (Include justification/assessment of the economic and social advantages which would result from the approval of your proposed standards as American National Standards. This should include demonstrated support by the affected industry area for the standards activity.)

The Institute seeks to develop an ANSI standard for Social Networks and Social Network Services because they are proliferating rapidly, but there are no standards with benchmarks for making the following business and individual decisions:

- Creating/Producing optimal Social Networks or Social Network Services.
- Managing/Operating optimal Social Networks or Social Network Services.
- Selecting Social Networks or Social Network Services.

While the 2007 North American Industrial Classification System (NAICS) includes “Social Organizations” industries, the related descriptions do not use the “Social Networks” or “Social Network Services” nomenclature. Moreover, the definitions/descriptions that are provided for social organizations within NAICS do not align well with the aforementioned definitions of Social Networks and Social Network Services.

Given the lack of standards and the lack of relevant nomenclature in the U.S. industry classification system, it stands to reason that prospective creators/producers of Social Networks and Social Network Services are left to their own devices. On the one hand, these circumstances may bode well for creative and innovative efforts to produce Social Networks and Social Network Services; on the other hand, these circumstances generate a tremendous amount of uncertainty about the features and quality of Social Networks and Social Network Services. Economists are adept at identifying the adverse effects of uncertainty in the market place, and conclude that the absence of standards for Social Networks and Social Network Services is problematic for the economy.

Similarly, managers/operators do not have guidance on the expected performance of Social Networks and Social Network Services. They, too, are left to their own devices in determining how to conduct Social Network and Social Network Services operations. The absence of standards creates three sets, as opposed to one set, of expectations about performance: (1) Managers/operators expectations; (2) Owners expectations; and (3) customer expectations. These three sets of expectations create confusion about performance and results in uncertainty about the value created by managers/operators and increases difficulty in making the following

business decisions: (1) The value of compensation managers/operators should expect; (2) the value of compensation that owners should be willing to pay; and (3) the value that users should be willing to pay.

Finally, customers' (in academia, industry, and government) efforts to identify Social Networks or Social Network Services suitable for their purposes are confounded by the lack of standards. Customers are left to their own devices to determine what features and qualities they should expect from Social Networks and Social Network Services. However, if they are able to determine the latter, they are faced with the hurdle of assessing all available Social Networks and/or Social Network Services to determine whether they embody the desired features and qualities. Having negotiated the hurdle, customers face the mountain of forming relative prices for available Social Networks and/or Social Network Services and then determining their willingness to pay.

Economic agents, whether they are in the academic, industrial, or government sectors, recognize the benefits of eliminating uncertainty in the marketplace about standards for features and the quality of Social Networks and Social Network Services, and the subsequent positive impact on price stability and economic activity.

### **SECTION III - Information Regarding Standards Activities**

#### **A. Operating Procedures**

The organization agrees to comply with and operate under its own procedures for documenting consensus on proposed American National Standards. These procedures meet the requirements found in the *ANSI Essential Requirements* (attach copy of procedures to application).

#### **B. Requested Enclosures - Administrative Documentation**

Please enclose the following items:

- The scopes of committees, subcommittees or technical committees that have standards development or approval responsibilities (i.e. which group is the consensus body?).

  X   See attached

  X   See Appendix A of the enclosed operating procedures.

- Policy regarding record retention.

  X   See attached.

  X   See Appendix D of enclosed operating procedures.

- Policy regarding interpretation of the developer's American National Standards.

  X   See attached.

  X   See Appendix B of enclosed operating procedures.

- Metric Policy.

  X   See attached.

  X   See Appendix C of enclosed operating procedures.

- Commercial Terms and Conditions.  
 See attached.  
 See section 3.7 of enclosed operating procedures.
- Patent Policy.  
 See attached.  
 See section 3.8 of enclosed operating procedures.
- Appeals Procedures.  
 See attached.  
 See section 12.0 of Appendix A of enclosed operating procedures
- Attach initial list of your consensus body (i.e. canvass list, committee members, consensus body within the organization). Please identify and discretely define the interest categories into which consensus body members will be assigned.

**See Attachment A**

### **C. Coordination Efforts**

- Briefly describe your present program of standards activities. Please include, as applicable, a listing of candidate American National Standards (you may provide this information as a separate attachment, if necessary):

At this time, the Institute has no American National Standards to its credit. However, the institute is developing the infrastructure for Standards development as outlined in The Institute for Triple Helix Innovation Standards Creation Operating Procedures; and The Institute for Triple Helix Innovation Standards Development Manual.

It is important to note that the Institute has as one element of its Business Plan portfolio the production of annual Triple Helix Innovation Summits (the first was conducted in February 2007; the second is scheduled for February 2008; see <http://www.triplehelixinstitute.org/summit/index.html>). Therefore, the Institute has considerable experience organizing, conducting, and participating in large meetings/conferences that include domestic and international participants.

- Please describe your efforts to coordinate your standardization efforts with other organizations/groups to date:

To date, the Institute has performed extensive research on social networks to confirm the nonexistence of standards for Social Networks and Social Network Services. In addition, the Institute has been in close contact with the Project Management Institute (PMI) to suggest that the proposed standard be developed under a Project Management Standard; PMI disagreed with this suggestion. Moreover, the Institute has been in touch with domestic and international academic, industry, and government experts on Social Networks and Social Network Services as part of an effort to prepare a National Science Foundation Research Grant that features social networks services as a research tool.

- By signing this application, your organization formally states its agreement to attempt to coordinate its standards activities with other ANSI-accredited standards developers and with ANSI.

## **SECTION IV - Certification of Procedural Requirements**

### **A. Certification from Standards Developer Using Its Own Operating Procedures:**

We certify that the procedures we are using meet or exceed the due process requirements specified in the *ANSI Essential Requirements*, including:

- Written Procedures (1.8)
- Openness (clause 2.1)
- Balance (2.3)
- Interest Categories (2.3)
- Notification of Standards Development (2.4)
- Consideration of Views and Objections (2.5)
- Appeals (2.7)
- ANSI Patent Policy (3.1)
- Procedures for the National Adoption of ISO or IEC Standards (4.6)
- Commercial Terms and Conditions (3.2)
- Records (3.3)

### **B. General Certification from Standards Developer**

1. We agree that the standards we submit for approval as American National Standards or revisions thereof must comply with both the Criteria for Approval of American National Standards specified in 4.2.1.1 of the *ANSI Essential Requirements* and with all administrative requirements relating to the American National Standard submittal process.
  - The standard was developed in accordance with the procedures upon which the developer was granted accreditation with particular attention given to whether due process was followed, consensus was achieved, and an effort was made to resolve any objections to the standard.
  - Any appeal to the standards developer with respect to the standard was completed.
  - Notice of development process for the standard was provided to ANSI in accordance with PINS or its equivalent.
  - Any identified significant conflict with another American National Standard was resolved.
  - Other known national standards were examined with regard to harmonization and duplication of content and if duplication exists, there is a compelling need for the standard.
  - ANSI's patent policy is met.
  - ANSI's policy on commercial terms and conditions is met.
2. We agree that the standards we submit for approval as reaffirmations of American National Standards must comply with the Criteria for Reaffirmation of American National Standards specified in 4.2.1.2 of the *ANSI Essential Requirements*.

- The due process and consensus requirements were met.
  - The reaffirmation does not include any substantive change(s) to the main text of the standard.
  - All non-substantive changes in the main text of the standard were explained or noted in a foreword.
  - The designation of the American National Standard clearly indicates that the approval is a reaffirmation.
3. We agree that the standards submitted for withdrawal as American National Standards shall comply with the Criteria for Withdrawal of American National Standards specified in 4.2.1.3 of the *ANSI Essential Requirements*.
- An American National Standard for which an extension has not been granted shall be withdrawn five years following approval.
  - An American National Standard shall be withdrawn at the request of the accredited standards developer provided that the developer complied with its own procedures.
  - An American National Standard shall be withdrawn if a significant conflict with another American National Standard remains.
  - An American National Standard shall be withdrawn if ANSI's patent policy was violated.
  - An American National Standard shall be withdrawn if ANSI's requirements for designation, publication and maintenance were violated.
  - An American National Standard is contrary to the public interest.
  - An American National Standard shall be withdrawn if the standard contains unfair provisions.
  - An American National Standard is unsuitable for national use.
4. With respect to American National Standards or candidates therefore, we agree to (see clause 4.1.1 of the *ANSI Essential Requirements*):
- Provide continuity of administrative oversight and support of our standards activities.
  - Provide for designation, publication and maintenance of the standard(s) produced.
  - Provide for an appeals mechanism
  - Cooperate with ANSI in standards planning and coordination activities of mutual interest.
  - Advise ANSI of the initiation and scope of new standards activities expected to result in candidate American National Standards.
  - Advise ANSI of the initiation of activities related to revision, reaffirmation or withdrawal of American National Standards.
  - Consider using applicable international standards.
  - Pay to ANSI all relevant fees, including all costs associated with the procedural audit of our ANSI-related standards activities (including payment of annual ANSI Membership/equivalent Maintenance of Accreditation Dues and a National Activity Assessment based upon the number of American National Standards maintained).
5. With respect to submitting proposed American National Standards to ANSI, we agree to provide the following (clause 4.2.1.1):
- Title and designation of the proposed American National Standard.
  - Indication of the type of action requested (that is, approval of a new American National Standard or reaffirmation, revision, or withdrawal of an existing American National Standard).

- A declaration that the proposed standard is within the scope of the previously registered standards activity.
  - A declaration that any identified significant conflicts with another American National Standard have been identified or that any identified significant conflict was addressed in accordance with 2.4.
  - A roster of the consensus body that indicates: the vote of each member including abstentions and unreturned ballots, if applicable; the interest category of each member; and a summary thereof.
  - A declaration that all appeal actions related to the approval of the proposed standard have been completed.
  - A declaration that the criteria contained in the ANSI Patent Policy have been met.
  - Identification of all unresolved negative views and objections, with names of the objector(s) and a report of attempts toward resolution.
  - Applicable ANSI fees for maintenance of accreditation.
6. When the ANSI Executive Standards Council issues an interpretation to the *ANSI Essential Requirements* or a policy statement, we agree to make any necessary revisions to our accredited procedures to be in conformance with ANSI requirements. These revisions shall be made in accordance with the implementation schedule supplied by the Executive Standards Council.
  7. In those instances when the *ANSI Essential Requirements* are revised, we agree to make any necessary revisions to our accredited procedures to be in conformance with ANSI requirements. These revisions will be made in accordance with the implementation schedule supplied by the Executive Standards Council.
  8. We agree to notify and provide to ANSI a detailed description of any revision to the organization structure of the developer that affects its accredited procedures and all revisions of the accredited procedures, which includes both substantive and editorial.
  9. We hereby represent and certify that any electronic submittal provided to ANSI in lieu of a hard-copy form (i.e. PINS, BSR-8, or BSR-9 Forms) that requires a signature indicating that certain representations are being made to ANSI, may be treated and relied on by ANSI as if the Accredited Standards Developer (ASD) actually signed and delivered the form in hard-copy to ANSI. The ASD confirms that ANSI can rely on this in receiving and processing the electronic submittal. This certification will remain in effect for all electronic submittals made to ANSI unless and until ANSI receives a written notice from the ASD stating otherwise.

#### **SECTION V - Application Fee**

A nonrefundable payment in the amount of **\$2,500.00** is included with this application (**effective January 1, 2007, this fee will be \$3,000.00**). Payments shall be made to the *American National Standards Institute*.

#### **SECTION VI - Signature**

We understand that if the conditions upon which accreditation is granted are not maintained, withdrawal of accreditation may result.

Signature: /s/ LEIGH W. JEROME

Print or Type Name: Dr. Leigh W. Jerome

Title: CEO/Executive Director

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Date: September 13, 2007



## Attachment A

### Initial List of Prospective Consensus Body Members

The following category delineated list includes, but may not be limited to, prospective members of the consensus body that will develop standards for Social Networks and Social Network Services.

#### **Developers** of Social Networks and Social Network Services

Mainly private firms (e.g., FAS Research, Visible Path, Meetup.com, etc.)

#### **Producers** of Social Networks and Social Network Services

Academic institutions (public and private institutions)

Private sector industries (e.g., Facebook, MySpace, Linked-In, Orkut.com, bebo, skoolstar, Openbc, etc.)

Government agencies (Federal, state, and local government agencies)

Nonprofit corporations (domestic and international; e.g., RLG, etc.)

#### **Users** of Social Networks and Social Network Services

Academic institutions

Private sector industries (e.g., Xerox, Siemens, Virgin Mobile, etc.)

Government agencies (e.g., National Institutes of Health, National Institute for Science and Technology, etc.)

Individuals

International organizations (e.g., NESTA, etc.)

#### **Evaluators** of Social Networks and Social Network Services

International Network for Social Network Analysis

Institute for Social Network Analysis of the Economy

Academic institutions (e.g., University of Hawaii, Carnegie Mellon University, etc.)

Private sector industries (e.g., comScore, etc.)

Government agencies (Federal, state, and local)

Individuals

#### **Trainers** of Social Networks and Social Network Services

Academic institutions and nonprofit organizations

Internet safety trainers (InHope, European Schoolnet, clicksafede, Protogeles, etc.)

**General Interest** in Social Networks and Social Network Services

Standards organizations (Government Electronics and Information Technology Association; International Committee for Information Technology Standards; International Imagery Industry Association; Project Management Institute; National Institutes of Standards and Technology; Telecommunications Industry Association; American Society for Quality; etc.)

Individuals (adults and students)