Many are uneasy with the disconnect between changes in information (including information technologies) and research results that seem meager in comparison. Those drawn to the information fields by great changes often face constraints. When choosing between research that “matters” and research that is “safe” many choose safety. Who can blame them? For any given study or paper this choice might make sense. Over the long run it does not. Keeping “big ideas” in mind while doing work that “counts” for short-term rewards (getting promoted, etc.) takes thinking and work, but it is manageable. The talk provides reasons why to do this and some suggestions about how. It is basically optimistic.

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