

# Standard Setting: Meeting The Global Challenge



**D. LINDA GARCIA, PH D (GEORGETOWN UNIVERSITY)**

**BEIJING WORKSHOP ON STANDARDS & INNOVATION**

**OCTOBER 14, 2009**

# Why Standards?

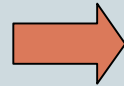


Glue Stic from  
jhhwild

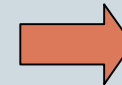
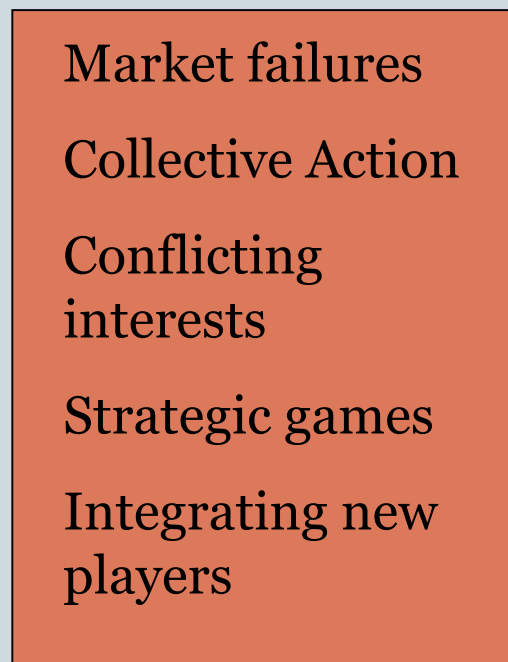
# The Challenge: Carrying Capacity



Independent  
variable



Intervening variables



Dependent  
variable



# The Challenge: Moving up the Stack



# The Challenge: Public Policy Issues



Function

Capability

Policy Issues

Efficiency

Information  
Sharing

Innovation

Knowledge  
management

Coordination

Process  
interactions

Control

Manage  
Complexity

- ❖ Privacy
- ❖ Security
- ❖ IPR
- ❖ Antitrust
- ❖ Access

# The Challenge: Filling in the Blanks

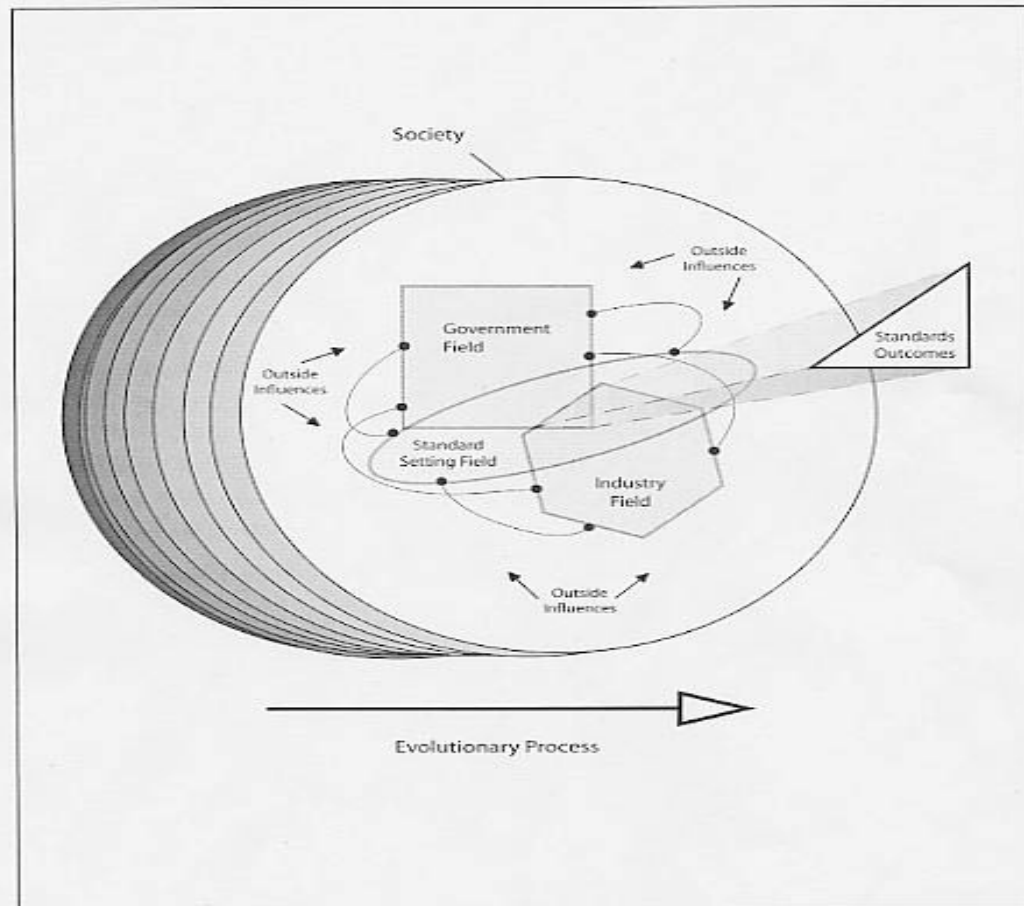


|                      | Control Standards           | Product Standards          | Platform Standards  | Process standards |
|----------------------|-----------------------------|----------------------------|---------------------|-------------------|
| Bottom-up de-facto   | Traffic conventions         | Popular fads—Beanie Babies | Language            |                   |
| Top-down prescribed  | Hours of Children's TV      | Weights & Measures         | Air traffic control |                   |
| Voluntary negotiated | AMA standards for practices | Building supplies          | W3C standards       |                   |
| Intra-organizational |                             |                            |                     |                   |
| Inter-state          |                             |                            |                     |                   |

# Challenge: Organizing the Complex Process



Figure 1: Standard Setting as a Complex Adaptive Process



*Design courtesy of L.A. King*

# A Menu of Government Roles



- Rule Maker (makes the market)
- Educator
- Broker
- Promoter
- Regulator