Sponsoring a research study

Linux Foundation Research
Benefits of research

- Data-driven decision-making
- Brand visibility
- Community engagement & thought leadership
- Early access to insights
Frameworks for Analysis

**Technology Horizontal**
- AI, ML, Data & Analytics
- Blockchain
- CI/CD & Site Reliability
- Cloud
- Containers & Virtualization
- Cross-Technology
- DevOps
- IoT & Embedded
- Linux Kernel
- Networking & Edge
- Open Hardware
- Open Source Best Practices
- Safety-Critical Systems
- Security
- Storage
- System Administration
- System Engineering
- Web & Application Development

**Geographic**

**Industry Vertical**
- Automotive & Aviation
- Education & Training
- Energy & Resources
- Financial Services
- Government & Regulatory
- Healthcare
- Manufacturing & Logistics
- Media & Entertainment
- Packaged Goods
- Telecommunications
- Technology
- Retail

**Ecosystem**
- Developer / Contributor
- Racial & Social Justice
- Leadership & Governance
- Standards
- Sustainability

- Diversity & Inclusion
- Management & Legal
Featured research by methodology
Regional, survey-based research: Europe Spotlight 2023

Open source is widely viewed to be vital to the future of industry sectors by 91% of survey respondents, 72% of which are outside of cross-industry IT vendors.

57% of respondents from organisations of all types indicate that the value of open source has increased over the last year, suggesting accelerating momentum.

In the public sector, the perceived value derived from open source appears to have stagnated, with 53% indicating that it has stayed the same, compared with just 25% in other industries.

Improved security ranks lowest as a benefit of open source by survey respondents, and contribution as a way to improve security is least likely to be considered.
Community-level survey-based research: State of the OSPO 2023

Formally structured OSPOs in Asia-Pacific increased from 26% in 2022 to 54% in 2023. THIS IS 108% GROWTH IN JUST ONE YEAR.

In 2023, OSPO ADOPTION AND OSS INITIATIVE ADOPTION saw a 32% increase compared with 2022.

72% of organizations planning to implement an OSPO or an OSS initiative will do so in the next 12 MONTHS.

96% of organizations reported that their OSPOs or OSS initiatives have DRIVEN SIGNIFICANT IMPROVEMENTS in software development best practices.
Thought leadership: Artificial Intelligence and Data in Open Source

**OPPORTUNITIES**
Both academia and industry are innovating to usher in a new era of smarter, faster, and most efficient algorithms.

**CHALLENGES**
Ensuring data privacy, security, and governance can be challenging, exacerbated by varying legislation across countries and geographies.

**CHALLENGES**
Implementing and verifying trusted and responsible AI systems and processes is critical for any AI-enabled system.

**OPPORTUNITIES**
Trust and responsibility should be core principles of AI.
Qualitative research: Open Source Opportunity for Microgrids

Open source accelerates microgrid design and time-to-market, enabling better modularity, efficiencies, and open data sharing.

Data standardization, application modularity, demonstration of cost benefits, and market coordination will support greater microgrids interoperability.

Open source enables market innovation toward energy resilience at scale via open source-enabled business models, security, talent pipelines, and cost reductions.

Collaborative and consistent policymaking is needed to revamp energy regulation that is outdated, fragmented, and favorable to centralized grid infrastructure.
Dataset analysis: Census II of Free and Open Source Software

**The persistence of legacy software** in the open source space suggests that open source has not escaped the problem of legacy technology.

**There is a need for a standardized naming schema** for software components and precious little time to waste.

**Individual developer account security is increasingly important.** The OpenSSF encourages the use of MFA tokens to achieve greater account security.

**The most widely used FOSS is developed by only a handful of contributors.** Results in one dataset show that 136 developers were responsible for more than 80% of the lines of code added to the top 50 packages.
Commissioning a study: questions to consider

Objective setting:

- What is the goal of the research?
- Who is the target audience for the research?
- What is the hypothesis to be tested, or headlines desired from research?
- When is the research to be launched and published?

Methodology & logistical considerations:

- Survey, qualitative, dataset analysis, or a combination?
- Access to stakeholders & subject matter experts
- Budget & timelines
How Survey-based Research Prices Scale

The following table shows how LF Research prices track based on common volumes of questions, completes, and insights.

Changes to # question, # completes, #insights all offer opportunities to reduce price.

<table>
<thead>
<tr>
<th>Vendor</th>
<th># Questions</th>
<th># Completes</th>
<th># Insights</th>
<th>$ Questions</th>
<th>$ Completes</th>
<th>$ Charts</th>
<th>$ Insights</th>
<th>Total $* Based on LF Completes</th>
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</thead>
<tbody>
<tr>
<td>LF Research</td>
<td>15</td>
<td>200</td>
<td>15</td>
<td>$10,125</td>
<td>$2,800 - $5,600</td>
<td>$2,000</td>
<td>$10,125</td>
<td>$25,050 - $27,850</td>
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<tr>
<td>LF Research</td>
<td>20</td>
<td>200</td>
<td>20</td>
<td>$13,500</td>
<td>$2,800 - $5,600</td>
<td>$3,000</td>
<td>$15,188</td>
<td>$34,488 - $37,288</td>
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<tr>
<td>LF Research</td>
<td>30</td>
<td>300</td>
<td>30</td>
<td>$20,250</td>
<td>$4,200 - $8,400</td>
<td>$4,000</td>
<td>$20,250</td>
<td>$48,700 - $52,900</td>
</tr>
<tr>
<td>LF Research</td>
<td>40</td>
<td>400</td>
<td>45</td>
<td>$27,000</td>
<td>$5,600 - $11,200</td>
<td>$6,000</td>
<td>$30,375</td>
<td>$68,975 - $74,575</td>
</tr>
<tr>
<td>LF Research</td>
<td>50</td>
<td>500</td>
<td>60</td>
<td>$33,750</td>
<td>$7,000 - $14,000</td>
<td>$8,000</td>
<td>$40,500</td>
<td>$89,250 - $96,250</td>
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</table>

*Minimum total costs assumes 50% completes from LF community.

Does not include travel should presentation at events be requested.
How Qualitative Research Prices Scale

The following table shows how LF Research prices track based on number of interviewees, word count, and localization requirements.

Changes to # of SME interviews, # of words, #languages all offer opportunities to reduce or increase price.

<table>
<thead>
<tr>
<th>Vendor</th>
<th># SME Interviews</th>
<th>Word Count</th>
<th>Second language localization</th>
<th>Total $* Based on 1 localization</th>
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</thead>
<tbody>
<tr>
<td>LF Research</td>
<td>4 to 6</td>
<td>1,500 to 3,000</td>
<td>$2,000</td>
<td>$25,000 - $30,000</td>
</tr>
<tr>
<td>LF Research</td>
<td>6 to 8</td>
<td>3,000 to 7,500</td>
<td>$2,500</td>
<td>$30,000 - 35,000</td>
</tr>
<tr>
<td>LF Research</td>
<td>8 to 12</td>
<td>7,500 to 10,000</td>
<td>$3,000</td>
<td>$35,000 - $75,000</td>
</tr>
<tr>
<td>LF Research</td>
<td>12 to 20</td>
<td>10,000 to 15,000</td>
<td>$3,500</td>
<td>$75,000 - $95,000</td>
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<tr>
<td>LF Research</td>
<td>20 to 30</td>
<td>15,000 words and up</td>
<td>$5,000 and up</td>
<td>$95,000 +</td>
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</table>

*Minimum total costs assumes introductions to interviewees by project community.
Does not include travel should presentation at events be requested.
<table>
<thead>
<tr>
<th>Feature</th>
<th>Leadership</th>
<th>Innovation</th>
<th>Support</th>
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<tbody>
<tr>
<td>Logo placement</td>
<td>Tier 1</td>
<td>Tier 2</td>
<td>Tier 2</td>
</tr>
<tr>
<td>Acknowledgement in report</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Branding recognition in survey announcement and other shareables</td>
<td>x</td>
<td>x</td>
<td>x</td>
</tr>
<tr>
<td>Early access to survey findings</td>
<td>x</td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Opportunity to suggest questions and topics during instrument development (survey, interview guide)</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to review the research report prior to publication</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company bio and social media links on back page of report</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cost (in USD)</td>
<td>$10,000</td>
<td>$5,000</td>
<td>$2,500</td>
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</tbody>
</table>
Examples of sponsored research
Recognizing research engagement: Credly badges

**Contributor** badges are issued to individuals who have supported the research development process, as:

- Author / co-author / ghostwriter
- Foreword author
- Survey author
- In-kind contributor
- Data analyst

**Localization Partner** badges are issued to individuals who have assisted in the localization of surveys and reports.

Badges appear on LFX [individual dashboards](#) to illustrate engagement.
Questions?

research@linuxfoundation.org

Visit linuxfoundation.org/research