


Sponsoring a research study

Linux Foundation Research



Benefits of research



**Data-driven
decision-
making**

**Brand
visibility**

**Community
engagement
& thought
leadership**

**Early access
to insights**

FOUNDATION

LINUX
RESEARCH

Why the World Needs an Open Source Digital Wallet Right Now

January 2023

by Gordon Gribben

With a Researcher by

FOUNDATION

Mentorship in Open Source

Exploring the Intrinsic, Economic, and Career Value of Mentorship Programs

January 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

In partnership with:

Cloud Native Foundation, ELISA, Futurewei, Linux Foundation, OpenSSF, Linux Foundation, OpenSSF, Linux Foundation, OpenSSF

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Enabling Global Collaboration

How Open Source Leaders Are Confronting the Challenges of Fragmentation

January 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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A Road Map to Improve the Effectiveness and Impact of Enterprise Open Source Development

February 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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Web3 and Sustainability

How We Can Reduce the Climate Impact of Blockchains, How Blockchains Can Help Reduce Our Own

January 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
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Measuring the Economic Value of Open Source

A Survey and a Preliminary Analysis

March 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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2023 State of Tech Talent Report

Acquiring and Retaining Technical Talent in 2023

May 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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Open Source Innovation as a Potential Lever for Economic Recovery

Insights from a Linux Foundation Challenge Session at the 9th World Open Innovation Conference

March 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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The Business Value of the OSPO

An Exploration of Why Organizations Create, Sustain, and Expand Open Source Program Offices (OSPOs)

MARCH 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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Recommended Practices for Hosting and Managing Open Source Projects on GitHub

March 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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The Open Source Opportunity for Microgrids

Five Ways to Drive Innovation and Overcome Market Barriers for Energy Resilience

June 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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2023 Energy Transformation Readiness Study

Survey-based insights into energy sector digitalization through open source

June 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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The 2023 State of Open Standards

Empirical Research on the Transition to Open Standards

July 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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Open Source Maintainers

Exploring the people, practices, and constraints facing the world's most critical open source software projects

July 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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Standing Together on Shared Challenges

Report on the 2023 Open Source Congress

December 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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Hyperledger Foundation 2023 Brand Study

How Benefits and Challenges Create Opportunities for the Enterprise Blockchain Brand

October 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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World of Open Source Japan Spotlight 2023

Open source trends, challenges, and opportunities in Japan

December 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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The 2023 State of Open Source in Financial Services

November 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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A New Direction for the Mobile Industry

Making the Case for More Open and Transparent Mobile Software

November 2023

Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
Published by: Emily Williams, Senior Technical Writer, Red Hat
Red Hat Open Source Strategy, Red Hat Open Source Strategy, Red Hat Open Source Strategy

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Open Source for Sustainability

How Projects under the Linux Foundation Are Helping to Advance the UN Sustainable Development Goals

September 2023

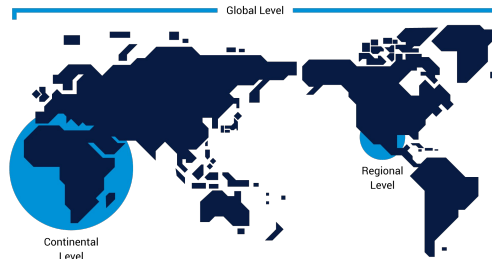
Authors: Emily Williams, PhD, Senior Technical Writer, Red Hat
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Frameworks for Analysis

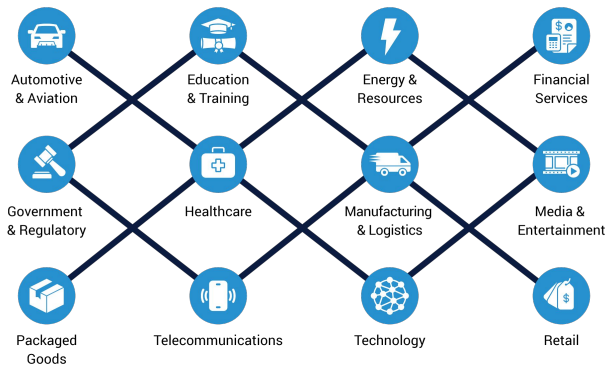
Technology Horizontal

- 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

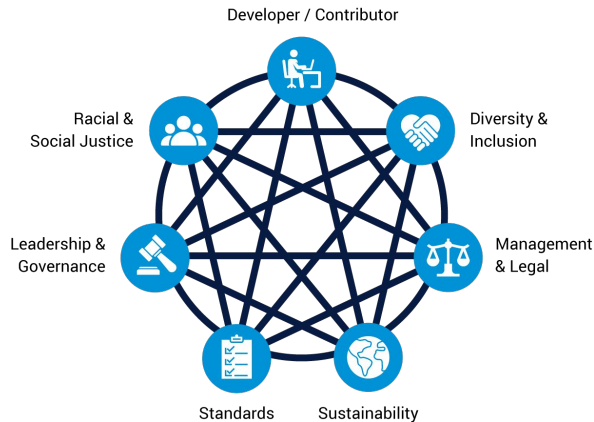
Geographic



Industry Vertical



Ecosystem





Featured research by methodology

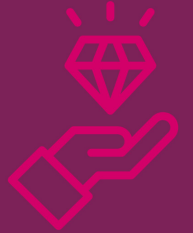
Regional, survey-based research: Europe Spotlight 2023



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.

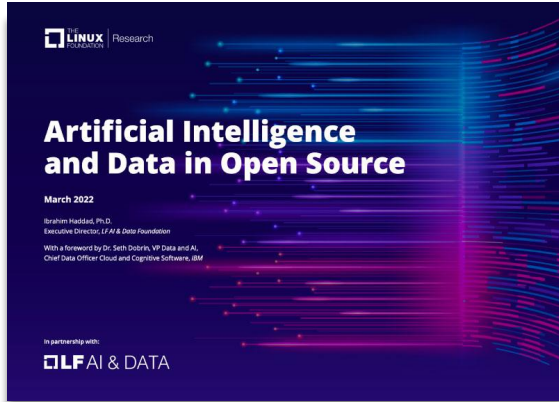


Improved security ranks lowest as a benefit of open source by survey respondents, and contribution as a way to improve security is least likely to be considered.

Community-level survey-based research: State of the OSPO 2023



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.

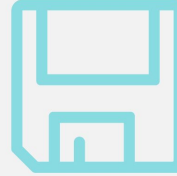


Dataset analysis: Census II of Free and Open Source Software



The persistence of legacy software

in the open source space suggests that open source has not escaped the problem of legacy technology.



CENSUS II: LESSON LEARNED

There is a need for a standardized naming schema

for software components and precious little time to waste.



CENSUS II: LESSON LEARNED



Individual developer account security is increasingly important.

The OpenSSF encourages the use of MFA tokens to achieve greater account security.

CENSUS II: LESSON LEARNED

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.



CENSUS II: LESSON LEARNED

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.

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

*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.

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

*Minimum total costs assumes introductions to interviewees by project community.

Does not include travel should presentation at events be requested.

Sponsoring core research

Leadership

Innovation

Support

Logo placement

Tier 1

Tier 2

Tier 2

Acknowledgement in report

x

x

x

Branding recognition in survey announcement and other shareables

x

x

x

Early access to survey findings

x

x

Opportunity to suggest questions and topics during instrument development (survey, interview guide)

x

Opportunity to review the research report prior to publication

x

Company bio and social media links on back page of report

x

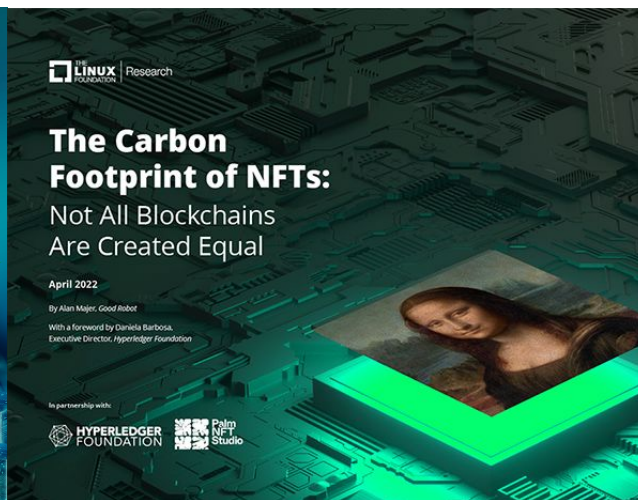
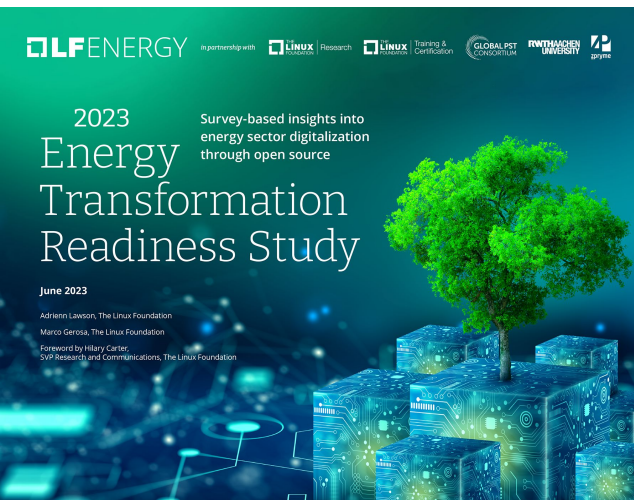
Cost (in USD)

\$10,000

\$5,000

\$2,500

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

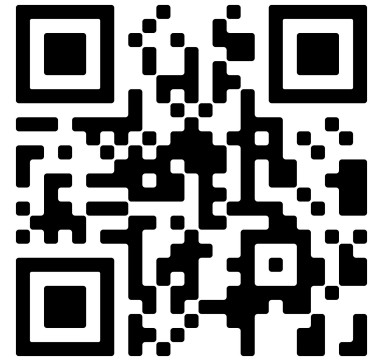
Localization Partner badges are issued to individuals who have assisted in the localization of surveys and reports.

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

Questions?

research@linuxfoundation.org

Visit linuxfoundation.org/research



Thank you!



