

## **Open Science - The Culture, the Movement, and Some Particular Challenges**

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There has been much discussion about the opportunity to transform the research endeavour into a more transparent enterprise. Yet, gaps remain between rhetoric and practice. The culture and the movement behind this transformation need further alignment, and change management should complement the advocacy programmes. What roles do science secrecy continue to play in this transformation? What are the structural changes that are not tackled? How can we distinguish hype from hope? As we move toward open science, there are some particular challenges that require anticipation. Examples are: internet trackers, algorithmic persuasion and Robotic Process Automation (RPA).