Exploring how to raise awareness of a data service through academic libraries in the UK

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The project

- Raise awareness through academic libraries
- Increase usage within institutions
- Semi-structured interviews
- 4 UK universities
Academic libraries

- University of Warwick
- University of Manchester
- Brunel University of London
- University of Cranfield

- Registrations
- Active Users
- Downloads
Size matters!

Universities with a higher number of students

Higher usage
Information and data literacy

- Focus on information literacy
- ‘Data librarians’ are not common in the UK
- Teaching data literacy would be valuable
- Overload of responsibilities
Focus on information literacy

Limited time and resources

Librarians focus on directing students to relevant resources
What can a data service do?

- Support librarians in their job
- Develop and make available a range of resources
- In turn, they will promote our service
Expense Justification

Does it influence promotion/support of data services?

- Limited budgets within academic libraries
- Increased need to justify expenses
- Could result in less focus on support by librarians
Promotion drivers

- Librarians promote data services based on:
  - EASE OF ACCESS
  - EASE OF USE
- Expense justification was a consideration
- Further studies should be conducted on this topic
Online guides and tutorials

Key resources for librarians
Ease responding to queries
Efficient and interactive support

UK DATA SERVICE:
• Datasets guides (63)
• Methods and software guides (28)
• Topic guides (40)
Online tutorials and past webinars

"Can you show me how to do that?"

View our growing range of training videos covering a variety of topics. Our online tutorial videos provide an engaging, self-paced and easily accessible alternative to our traditional written guides.

View the videos in HD for optimal quality - click on the cog at the bottom right of the video and change the setting. It will take a few seconds to adjust and become clear.

- Citing data
- How to download UK survey data
- How to log in to the Secure Lab
- How to download a subset of survey data using Nesstar
- How to use weights in Nesstar
- How to access census aggregate data in InFuse
- How to match and convert data using GeoConvert
- How to access information about postcodes using GeoConvert
- Creating an Intensity Map using Google Fusion Tables
Ageing

"Links to case studies and other related materials"

Whilst there is a wealth of data on ageing, a number of studies are regarded as 'key' in the UK – either through their subject/geographical coverage, their use of standard measures, their longevity, their usage among the research community or because they are used to create 'official' figures.

The majority of the data described are known as 'raw', 'primary' or 'source' data in the sense that they represent information that has been collected 'first-hand'; they are original data sources which may then be used for 'secondary' analysis by researchers not involved in the data collection process. The majority of these data are anonymised because they describe the attitudes, behaviour, circumstances and personal details of the individuals being studied. These types of data are heavily used by the academic and government research communities.

The UK Data Service provides access to the following primary data sources:

Ageing
Live chat

Increase usage by providing quick support

Highest satisfaction compared to phone and email

- **Time factor**: instant response to queries

NOPE... IT CAN'T BE DONE ONLINE... YOU ACTUALLY HAVE TO TAKE THE RAKE OUTSIDE
Keeping librarians up to date

Librarians are bombarded by emails every day

- Mailing list (×)
- Newsletters every quarter (√)
- ‘What’s new’ section on the website (√)
Importance of sharing statistics

Usage by Discipline 2007-2010

- Business
- Economics
- Geography
- Health/Medicine
- History/Humanities
- Politics
- Psychology
- Social Policy
- Sociology
- Statistics
- Other

2007-2008
2008-2009
2009-2010
Data access

- Web access to data and metadata

- Data are freely available for use by all. Charges may apply for commercial use

- Data available under 3 access levels: open, safeguarded and controlled

- Data supplied in a variety of formats
Accessing data – step by step

- Register with us via UK Federation
- Agree to an End User Licence (EUL)
- Select data from the Discover Data Catalogue using ‘Download/Order’ button
- Where data are safeguarded - specify a project for which the data is to be used
- Download data to local machine in preferred format
Open data collections

Census
- InFuse - Census aggregate and flow statistics

Survey data
- Nesstar - cutdown teaching datasets

Qualitative datasets
- QualiBank - life story interviews, essays, WWII reports

Aggregate global indicators
- UKDS.Stat - World Bank macrodata
Contact

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