



AUSSDA

AUSTRIAN
SOCIAL SCIENCE
DATA ARCHIVE

DISSEMINATION STRATEGY

12.05.2020

Butzlaff, Iris; Hönegger, Lisa; Kaczmirek, Lars


Date	12.05.2020
Version	1.0
Licence	 <p>This work is licensed under a Creative Commons Attribution 4.0 International Licence.</p>
Access	Public
Suggested citation	Butzlaff, Iris; Hönegger, Lisa, and Kaczmirek, Lars. (2020). Dissemination Strategy. Vienna: The Austrian Social Science Data Archive.
Contact	<p>University of Vienna Vienna University Library and Archive Services AUSSDA -The Austrian Social Science Data Archive Universitätsring 1 1010 Vienna Austria</p> <p>T +43 1 4277 15323 info@aussda.at</p>

Table of contents

Scope and purpose of this document.....	3
Status Quo.....	3
Finding and accessing data	3
Current measures	4
Measures to increase findability of data and brand reputation.....	4
Measures in communication and marketing.....	5
Moving forward	6
Key areas	6
Measures to enhance data dissemination.....	7
Measures to increase findability of data and brand reputation.....	7
Communication measures	7
Related information.....	8

Scope and purpose of this document

AUSSDA – The Austrian Social Science Data Archive is a core social science research infrastructure in Austria. AUSSDA's mission is offering research data and high-quality, sustainable, and easy-to-use solutions for archiving digital data, along with worldwide access. AUSSDA offers services that allow data producers to disseminate their data to other interested researchers or the public. The data holdings comprise (but are not limited to) microdata from surveys, data from content analyses, aggregated data and replication data. We use the term data dissemination in the meaning of targeted distribution of data to users for further analysis.

This strategy paper serves as a guidance for the creation and implementation of measures and procedures that are deemed to enhance the dissemination of the data published at AUSSDA's repository. The document points out which measures are in place, or will be adopted in the future to enhance the dissemination of data that is available in AUSSDA's repository, the AUSSDA Dataverse. These measures cover different communication channels and tools and address the target audience and key stakeholders. To create and exploit these measures to the fullest extent possible, it is essential to identify the target audience, their current perceptions and their preferred way of receiving information. This strategy paper helps to carve out the prioritisation and constitution of implemented measures and tools. The evaluation of the status quo and the focus on the goal – to increase the re-use of data that is published in the repository – guide the strategy to increase the impact on society through data dissemination and re-use.

"Data is a renewable resource as much as sun and wind."¹

The increased visibility of data in the public sphere and the fact that policymakers in governments, business leaders and other stakeholders build their decisions on data-based analyses underlines the necessity of storing and re-using data. The European Commission supports the creation of trusted spaces for researchers which will be open to the public sector and to businesses alike. One big step towards this goal is the creation of the European Open Science Cloud (EOSC). By working actively on the establishment of a "federated ecosystem of research data infrastructures", AUSSDA helps the "scientific community to share and process publicly funded research results and data across borders".² With regard to the social sciences and humanities part of the EOSC, the project Social Sciences and Humanities Open Cloud (SSHOC) "will use and connect existing and new infrastructures of social science and humanities ERICs to promote synergies and open science initiatives between disciplines [...]" Through its participation in the projects SSHOC and EOSC Pillar, AUSSDA further seeks to increase the re-use of services and data by promoting the open science principles.

Status Quo

Finding and accessing data

Datasets are downloadable in AUSSDA's repository (AUSSDA Dataverse). The majority of the datasets are accessible by means of an institutional login, hence, the hurdles for downloading data are easy to overcome. Several datasets are distributed with an open licence and full open access, which means that no login is required to access the data. Since the metadata of all datasets are published under a CC 0 licence, researchers and other data users can easily identify

¹ Keynote speech by EC President von der Leyen at the World Economic Forum, January 22nd, 2020.

² EOSC, European Commission, <https://ec.europa.eu/research/openscience/index.cfm?pg=open-science-cloud>, last accessed on February 7th, 2020.

which of the available data fit their needs. Furthermore, in most cases accompanying documentations (e.g. codebooks and questionnaires) are openly available (under a CC BY licence) as well.

Open Access datasets are more frequently used by journalists, students, citizen scientists and the open innovation community. The majority of the datasets are for scientific re-use and available with an institutional login. Besides, a subset of these datasets can be downloaded after a restricted controlled-access login procedure.

The implementation of metadata standards and controlled vocabularies follow FAIR principles to make data Findable, Accessible, Interoperable and Reusable. The international metadata and vocabulary standards are set by the Data Documentation Initiative (DDI) and the Consortium of European Social Science Data Archives (CESSDA ERIC).

Keywords and Topics give an overview over the topics covered by the datasets. The most frequent topics in the AUSSDA repository are politics; elections; education; political behaviour and attitudes; international politics and organizations; social welfare policy and systems; equality, inequality and social exclusion; government, political systems and organizations; health behaviour; labour and employment, according to the CESSDA Topic Classification. Depositors are encouraged to apply up to seven terms for the CESSDA Topic Classifications.

Keywords chosen by the authors split the topics into several narrower terms and therefore give a more detailed insight into the data. In decreasing order, the most frequent keywords are political systems; social inequality; mass media use; voting behaviour; gender role; health; national identity and surveys. Of course, datasets available via AUSSDA cover many more keywords according to ELLST (European Language Social Science Thesaurus). Data depositors can choose as many keywords to describe their dataset as they deem relevant to increase the findability of the dataset.

The information "Related Publication" in the metadata offers the opportunity to include links to published journal articles or to other related datasets. Interested researchers can also have a look at the field "Series" to get an idea of similar datasets (e.g. from the same research groups).

The AUSSDA Dataverse is the main channel for researchers to get access to archived data. Some datasets are delivered by AUSSDA staff via the Aconet Filesender because they are not downloadable via the AUSSDA Dataverse.

Current measures

Measures to increase findability of data and brand reputation

AUSSDA has adopted several standards to guarantee the findability of multilingual data that are deposited and published in the AUSSDA repository. Metadata describe the available data resources in a comprehensive way to inform potential users. Thereby, AUSSDA follows the metadata standards of the Data Documentation Initiative (DDI) and the Consortium of European Social Science Data Archives (CESSDA ERIC). The use of the European Language Social Science Thesaurus (ELLST) for creating the keywords further increases the findability of the data. Implementing and ensuring these metadata standards allow for a subscription to different data catalogues (e.g. the CESSDA Data Catalogue and Google Dataset Search) and consequently are important aspects to increase data dissemination. Furthermore, all data archived in the AUSSDA Dataverse are assigned a unique DOI (digital object identifier). By receiving a DOI, research data

are uniquely and permanently identifiable - worldwide. This means, research data are citable and easier accessible. Consequently, a DOI increases the possibility of data dissemination.³

AUSSDA is registered in several systems and databases as an official repository, such as re3data, Forschungsinfrastruktur of the Austrian Federal Ministry for Education, Science and Research, OpenDOAR and dini – Deutsche Initiative für Netzwerkinformation e.V.. These systems offer stakeholders (e.g. researchers, funding organizations, and the public) an overview of existing national and international repositories for research data and thereby help them identify suitable repositories for data archiving and data access.

Measures in communication and marketing

Current communication measures to enhance the dissemination of data include news items on AUSSDA's webpage and a Twitter channel. Furthermore, the network of the national board and working group members (including representatives from major Austrian universities, research institutes, funding bodies, policy makers, etc.) act as multipliers in advertising the services that AUSSDA staff offers. Also, the AUSSDA staff helps researchers to identify datasets for secondary analysis. AUSSDA staff assists in establishing data management plans, conducts roadshows to increase the degree of popularity of AUSSDA and to attract both, data depositors and data users. Since some AUSSDA staff is involved in teaching at universities, the usage of datasets for courses and preparation of Open Educational Resources (OER) fosters the popularity of AUSSDA and enhances data dissemination.

AUSSDA does not rely on other social media channels beside Twitter to promote its datasets, such as Facebook or LinkedIn, since these are not the main platforms for the primary target group (researchers) for academic-professional activities.

The purpose of posting news items on the AUSSDA website on current topics is to reach scientists who are already familiar with AUSSDA. In addition, we also advertise news items on twitter to raise awareness of AUSSDA's work beyond existing users. We also conduct interviews with researchers and publish the interviews on the website in order to make the repository more prominent in search engines. In science interested people often search the names of researchers and therefore AUSSDA pops up in case these researchers have given an interview to AUSSDA. These are measures to attract new users and stakeholders.

Tweets refer to newly published datasets, which may relate to upcoming events, such as elections or refer to discussions within the scientific community. Not only researchers are the target groups of tweets, but also students, journalists, citizen scientists, policy makers and broadly speaking, the public.

Roadshows are presentations of AUSSDA at conferences, organizations and events. Target audiences of roadshows are data producers, policy makers and data users. We inform key stakeholders about the repository's service portfolio. The various measures and their related target groups are summarized in Table 1.

A simple measure to personally contact researchers are emails, especially in the case the researcher is already familiar with AUSSDA or if there has already been personal contact between researchers and the repositories' staff. Personal consultancy is one way of getting in contact with potential data users. We also contact researchers personally after we have identified the publication of articles that build on datasets that may be archived in AUSSDA.

Students often take up contact with AUSSDA after getting to know the data archive in seminars and courses, among others via working group members that use the data in their own teaching

³ [How we make data findable](#); and [Uniquely identifiable research data](#), last accessed on February 7th, 2020.

modules (Open Educational Resources). At the beginning of each semester, download numbers of certain datasets related to teaching courses peak.

Personal meetings and conversations, e.g. at conferences, talks or discussions are deemed to increase the popularity among researchers on the one hand, and to get an idea of the communities' needs and interests, on the other hand. We are also in contact with journalists and policy makers who we keep updated about the developments in our archive. This should ensure our presence in traditional media.

	Target Group				
Measures	Researchers	Students	Journalists	Public	Policy makers
Website	X	X	X	X	X
Twitter	X	X	X	X	X
Personal communication	X	X	X		X
Community building	X	X			X
Roadshows	X	X			X

Table 1: Current communication measures

Moving forward

Key areas

AUSSDA will offer a self-service in the future, which will allow depositors to self-archive their research data. Self-archiving can help the researchers to fulfil their funding institutions' conditions, which may ask for making the data accessible to others, and thereby maximize research impact. Furthermore, journals may ask for sharing the data of the researchers as part of the publication process of an article.

AUSSDA strives to support students and especially supports study progress in terms of gaining ECTS. AUSSDA supports this by offering datasets relevant to various disciplines of social sciences, and is thereby creating opportunities to write dissertations and theses.

The engagement in projects like EOSC Pillar and SSHOC allows AUSSDA to network in the community and helps rising the degree of popularity of AUSSDA and its services, also internationally. The promotion of open data and the stakeholder engagement activities that are planned in the EOSC Pillar and SSHOC projects will increase the awareness of the FAIR principles and, federated through EOSC, raise the data volume available to end users in all of Europe.

Measures to enhance data dissemination

Measures to increase findability of data and brand reputation

Table 2 sums up the dissemination measures that will be continued and developed and the related target groups. Summarizing, AUSSDA will continue its main dissemination and communication measures. In some areas, AUSSDA has plans to test new ideas and identify potential hindrances to increase the effectiveness of the communication.

AUSSDA will continue all the measures mentioned above, as they are key to grow AND sustain a repository and serve as measures to ensure findability and accessibility of the archived data.

Additionally, AUSSDA seeks to appear in more data catalogues to increase findability.

Communication measures

For the future, AUSSDA plans to proceed with the already undertaken measures to promote data dissemination and to implement additional measures according to identified possibilities and needs.

	Target Group				
Measures	Researchers	Students	Journalists	Public	Policy Makers
Website	X	X	X	X	X
Twitter	X	X	X	X	X
Personal communication	X	X	X		X
Community building	X	X			X
Evaluation of media output (tweets etc.)	X	X	X	X	X
Cooperation with institutes					X

Table 2: Future communication measures

Examination of internal processes and indicators such as download numbers, tweet views and re-tweets, as well as visitor numbers on our website may influence current and new measures. Another aim is to take into the account the needs and characteristics of specific target groups in order to attract new users.

The assessment of the potential of published datasets with regard to the timeliness of data re-use, e.g. in view of upcoming elections, can give advice on which datasets are the most promising for promotion activities.

AUSSDA plans to develop a follow-up procedure to identify the main causes why users do not follow through with manual data requests to data downloads (in case of restricted datasets). Access to restricted data requires a form, which researchers need to complete and sign.

We also develop relationships with partners such as survey institutes, that produce high volumes of data and establish modes of cooperation. This ensures a continuous delivery stream of data.

In the next planning period, AUSSDA will focus on services and reduce communication activities as part of its core business. This reduction is a necessary adjustment to new allocation of resources and will be counter-balanced by communication activities that are part of funded projects.

Related information

The [AUSSDA Access Policy](#) covers open access and restricted access procedures in the AUSSDA repository. It describes in detail how metadata, data and documentation material is made available.

The [AUSSDA Data Collection Policy](#) comprises the principles determining the collection (such as FAIR principles – Findable, Accessible, Interoperable and Reusable).