

Motivated to act(ualize): Using Maslow to gauge the state of data use and service

Motivated?

“Motivation theory is not synonymous with behavior theory. The motivations are only one class of determinants of behavior. While behavior is almost always motivated, it is also almost always biologically, culturally and situationally determined as well.”

—Maslow 1943

“I would love to have a place on campus where I could get help with data analysis.”

“If this university had a central data repository, it would enhance the possibilities for cross-disciplinary collaboration on campus.”

“My data files are a mess; it would be great if someone could help me store them all in one place.”

“Right now, my datasets wouldn’t be very useful to anyone else, but as they continue to grow it’s possible that they could be of interest to persons who are doing similar research.”

“I have to get research funds to purchase datasets; could the library purchase these for me?”

“I spend a lot of time collecting my own data; I’m not going to give it to anyone else.”

“I use the library for finding books and articles; I wouldn’t expect them to help me find data.”

“In my field, nobody shares their data.”

“I don’t want my data to be in a public repository; I don’t see how the university can make me do this.”

“It would be a waste of my time to have to format my data so that someone else could use it.”

Aeternum Utile!

