Shawn W. Nicholson MICHIGAN STATE UNIVERSITY

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

Terrence B. Bennett



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 crossdisciplinary 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!

Superior infrastructure for data curation and sharing; a self-sustaining financial model; support for open data initiatives at other institutions

SELF-ACTUALIZATIO

Consortial leader; creator of widely used metadata and policies

Consortial involvement; cooperative policy development

BELONGING Dedicated workstations for data products; data curation and preservation

Supports data services function (levels vary from SAFETY reassignment of existing staff and resources to creation of new positions and dedicated space) SURVIVAL

INSTITUTION (LIBRARY OR ELSEWHERE)

Unhesitant sharer/ supporter or open data (internationally recognized eminence, efforts now focused on raising the reputations of others in the discipline)

> Community acceptance: publication,

peer review, tenure

Citations by other scholars; data sharing within the discipline

BELONGING

Secondary data sets are re-findable, comparable, uniform, and ready for analysis

SAFETY

Has support finding data; receives assistance with data clean-up and statistical analysis

SURVIVAL

RESEARCHER (DATA USERS AND DATA CREATORS)