

Connecting Communities of Practice to Support Big Social Data Stewardship

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Outline

Benefits of data sharing

Defining qualitative data and big social data

Issues in data use and reuse

Connecting communities to support big social data
stewardship

Next steps

Benefits of data sharing

“The case for sharing data rests on three central pillars: a scientific, a moral, and an economic one.”

(Mauthner, 2012)

Defining qualitative data and big social data

Qualitative data - smaller scale

Data solicited for/created as part of research studies: Fieldnotes, observational records, interviews, focus group transcripts or videos, questionnaire responses, solicited diaries

Data found or collected with minimal interference by researchers: Autobiographies, found diaries, correspondence, official documents, photographs, home videos, social interactions

Big social data - large scale

Digital self-representation data: Login data, profile pictures, biographical information

Social interaction data: timeline posts, online forum posts, content sharing, commenting, direct messaging

Digital relationships data: Follower/following data, “likes”

Metadata: Timestamps, geospatial data, type of operating system, type of device, application used to post

Connecting communities of practice

Qualitative data stewardship is more established

Big social data stewardship is less well-developed

Issues in data use and reuse

Epistemological issues

- Context
- Data quality
- Data comparability

Ethical and legal issues

- Informed consent
- Privacy & confidentiality
- Intellectual property

Context

Context: data stewardship strategies

Metadata to support context

- information about communities and research participants
- how data were collected, cleaned, and analyzed

Data quality

Data quality: data stewardship strategies

Documentation of the research process

- potential errors
- potential bias
- potentially missing data

Data comparability

Data comparability: data stewardship strategies

Documentation of the research process:

- address missing data
- outline research questions and methods

Support metadata standards

Informed consent

Informed consent: data stewardship strategies

Help draft broad consent language to support data reuse

For big social data, encourage strategies such as focus groups or automated strategies for obtaining individual informed consent

Privacy & confidentiality

Privacy & confidentiality: data stewardship strategies

De-identification procedures

Restricted access

Data use agreements

Intellectual property

Intellectual property: data stewardship strategies

Data licensing for new data

Rights management for existing data

- including navigating social media terms of service

Connecting communities of practice

Next steps

Interviews:

- qualitative researchers
- big social data researchers
- data stewards

Identify strategies for supporting data stewardship in both communities

Thanks!

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