

# Create-a-Data-Persona Workshop

## Activity Goal

Create a data persona that characterizes a researcher, their research data, and research practices as they relate to data management.

## Learning Outcomes

- Illustrate true-to-life research situations to promote critical thinking and problem solving.
- Recognize how data and project management intersect throughout the research process.
- Appraise problems that hinder successful data management.
- Identify potential strategies and talking points for helping different personas.

## Activity Outline

1:30 PM - 2:30 PM

### Introduction and Data Persona Development

- What is a persona/introducing the data persona (10 mins)
- Data Persona Development (35 min)
  - Part 1: Creating your researcher (15 min)
  - Part 2: Developing Data Details (25 mins)
- Prepare to share (10+ mins)

2:30 - 3:00 PM

### Report Back/ Discussion

- Each group will report back and provide:
  - An overview of their data persona.
  - The best and most worrisome data management practices of their persona.
  - One piece of advice your group would offer the persona.
- Discussion Questions
  - What was the most difficult part of the exercise?
  - How can you use what you learned here "in the field?"
  - How real do the data personas feel? Which ones can you relate to?
  - What insights did you gain through this activity?



# Part 1: Creating Your Researcher

## Data Persona Instructions

### The Essentials

#### Name and Picture

A memorable name and a picture, however rough, will help you relate to your persona.

#### Quote

Provide a short quote that captures the essence of your persona. Quotes should help build a deeper understanding of your persona and can be related to their work, goals, or data.

#### Status

What is your persona's employment status? Examples: professor, tenure-track faculty, graduate student, full professor, research scientist, adjunct professor, lab director, etc.

#### Location

Where do they work? Examples: land-grant university, small liberal arts college, university, etc.

#### Discipline

What discipline does your persona identify with? Examples: sociology, ecology, electrical engineering, etc.

#### Research Topic

What is the subject of your persona's research? You have been supplied with a sample topic but may choose your own. Examples: building a better mouse trap, B-cell function, cognitive learning, etc.

### Goals and Frustrations

Each Persona has three Goals and three Frustrations. You have been supplied one of each to get you started. Not all of the goals/frustrations need to relate to data or data management. Consider other day-to-day concerns or activities such as funding, software, employees, expertise, facilities, etc.

**Goals:** Consider what motivates your persona. What are their long and short-term goals?

**Frustrations:** Consider outside pressures and potential roadblocks that prevent or slow down your persona's research. Are these long or short term frustrations?

### Skills

This section uses sliding scales to describe the persona's skills.

A "n00b" (newb) is someone with little experience while a "l33t" (elite) is someone with extensive experience. Fill in the bubble that most closely represents your persona's experience for each section. (Remember: personas are precise but not accurate).

### Data Profile

This section also uses sliding scales but this time you're describing the persona's data, not their skills. This section will help frame the more detailed descriptions of the data which are developed in Part 2.



## Part 2: Develop Data Details

### Data Persona Instructions

These sections are concise summaries about your persona's data. They should provide just enough detail that the reader will understand what the persona is studying (in broad terms), what some of their day-to-day activities look like, and how they are managing, and tending, their research data.

You do not have to answer each prompt and It may be helpful to imagine these sections as a summary of an interview with your persona.

### Research and Data

Provide a summary of your persona's research and data management methodologies. Try to include:

- An overview of data collection, analysis, and processing.
- A description of the data (size, formats, types, organization, etc.).
- Equipment, software, tools, and machines being used.
- Who is involved and what their roles are.
- A description of how the data is organized, documented, and stored.

### Data Security

Provide a short summary of how your Persona is securing, or failing to secure, their data. Address both physical and virtual threats. Some sample prompts are below.

- Does the research involve sensitive or protected subjects?
- Are preventative measures being taken to protect the data from loss and/or unauthorized access?
- Are there any intellectual property concerns with the data?

### Data Sharing

Provide a short summary of how your Persona will share, or not share, their data. Some sample prompts are below.

If sharing:

- Is your persona obligated to provide public access to their research data?
- Which data will be shared and who will have access to it?
- How is it being shared and in what formats?

If not sharing:

- What are your persona's justifications?
- Are there other research outputs that they plan to share?

### Data Preservation

Provide a short summary of how your persona will "preserve" their data. Some sample prompts are below.

- Who is responsible for the preserved data?
- Is there a budget to cover preservation, not just storage?
- Will the preserved data be accessible and discoverable?
- How long will the data be preserved?

