



UK Data Service

CITE THE DATA **COMMUNICATIONS** **CAMPAIGN** **TOOLKIT**

**IMPROVING RESEARCH DATA
CITATION IN HIGHER EDUCATION**

#CiteTheData

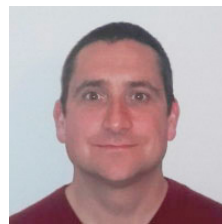
DOI link: <https://dx.doi.org/10.5255/UKDA-SN-854270>

FOREWORD

It has long been best practice across the world to cite books and published research correctly, not least because it ensures authenticity whilst acknowledging the creators. The importance of citing data correctly enables greater transparency, replicability and interoperability, whilst ensuring the real impact of research using those data is recorded accurately.

Yet we know that while some researchers are beginning to cite their data correctly, many do not.¹ Without correct data citation, the true value of re-using large data collections and surveys especially, cannot be measured accurately. As few as 25% of journal articles tend to formally cite data.²

The UK Data Service, funded by UK Research and Innovation (UKRI) through the Economic and Social Research Council (ESRC) are leading a campaign to promote better data citation across research.³ Alongside the ESRC [‘What you need to know’](#) booklet, this toolkit is intended to help other organisations and individuals promote better citation with their key audiences.



Michael Ball,
Head of Data
Infrastructure, ESRC

(1) Patrick Dunleavy, LSE, 2006

(2) Tracking the impacts of data, Stacy Konkiel, October 2014

(3) Spotlight on #CiteTheData; Make the data count, Victoria Moody, November 2018



Who this toolkit is for:

The free resources in this toolkit are for anyone needing to promote the importance of citing data correctly across research and Higher Education. This toolkit is to be used by individuals or teams based in libraries and research centres, academic institutions, journals, national research organisations, networks including academics and data managers, that need to improve data citation with their key stakeholders but do not

necessarily have capacity to run dedicated promotional campaigns. The toolkit itself does not explain how to cite data correctly, but many of the resources do.

Launched by the UK Data Service, this toolkit shares promotional activities as part of the [#CiteTheData](#) campaign to help you reach key audiences with minimal resource.

Campaign copyright



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University of Essex (BY – Attribution by); do not use the material for commercial purposes (NC - Non Commercial) and use the same licence conditions that we originally used if you redistribute (SA – Share-Alike).



WHO WE ARE

The UK Data Service is a national organisation, funded by UKRI through the ESRC. It provides researchers and analysts across all sectors with quality support, training and access to the UK's largest collection of social, economic and population data. The UK Data Archive, based at the University of Essex, is the lead organisation of the UK Data Service and an internationally acknowledged centre of expertise in acquiring, curating and providing access to social science data for over 50 years.

Matthew Woollard, Director of the UK Data Service, says: *“For researchers, citing the data they use - and doing it properly - is crucial, because each dataset is one of the sources of evidence which support a researcher’s argument. So, any publication, whether it’s printed, electronic or broadcast, needs the correct citation and acknowledgement.”*



Professor Matthew Woollard

Acknowledgements:

Thank you to staff across the UK Data Archive and the University of Essex for their contributions throughout the campaign.

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SECTION 1: PLANNING THE CAMPAIGN

Purpose and objectives

There is an increasing need to demonstrate impact and citation rates to the research community as well as funders. Working alongside those promoting data citation in the research community, we are driving change by helping to foster a new culture of data citation practice in research. We have been a leading voice in promoting data citation since 2011, having developed a robust approach and system to persistent identification using Digital Object Identifiers (DOI) for the data in our archive. However there is more to be done, especially in encouraging undergraduates, postgraduates and career researchers to properly cite the data sources they use.

It's not easy to initiate change, but we decided to run a local campaign aimed at staff and students at our lead institution, the University of Essex. We ran a #CiteTheData campaign, working closely with our library to reach across the campus. This toolkit includes resources with tips and suggestions on how to use them to run a #CiteTheData campaign at your own institution and create better data citation practice.

Target audience/s and goals

Get undergraduates, post graduates and researchers talking about your campaign. Speak to your academics via their networks and discussion forums and staff and student email lists. Use digital newsfeeds and signage, social media and your website.

Resourcing and cost

We ran our campaign with minimal staff and a budget of just £2,500 and have provided the resources, we created here, for you to use in your campaign. The budget was spent on creating art work for digital screens and print materials, producing a video with key advocates and allocating prize money for the winner of our competition.

Messaging and activities

To evoke changes in practices, our campaign highlighted that by citing data correctly researchers can:

- follow best scholarly practice by acknowledging their sources. Citing data is just as important as citing traditional sources such as journal articles, books etc
- support reproducibility of their research
- attribute credit to the data creator
- make identifying and finding data easier. The Digital Object identifier (DOI) will always link to the data even when its location changes
- enable tracking, measuring of impact, demonstrating use and value to funders and potential refunding
- align with funding bodies' aim to encourage the research community to establish data citation as the rule rather than the exception
- promote journal data access statements as best practice.

Slogans and straplines

During campaign planning, we tested a variety of headlines, slogans and Twitter handles with some of our target audience to ensure we chose those with the most resonance. We then ran our integrated communications campaign across all channels on campus to promote data citation.

These may give you more ideas on what you can do for your campaign:

Citing a dataset correctly is just as important as citing articles, books, images and websites

Make the Data Count

Cite the data

Find it, Use it, Cite it

Just 'DOI' it



SECTION 2. CONNECT WITH THE CAMPAIGN ONLINE

2A. Get online

Dedicated web page

After reviewing existing content around data citation we created a dedicated [data citation page](#). Our data citation page now contains better information on how to cite data and the benefits of doing so.

Include a friendly URL

We updated our citation page URL to a friendly URL that matched the campaign handle and literature, making it easy to find:

<https://www.ukdataservice.ac.uk/citethedata.>



Embed videos to support the campaign

We created our 'Cite the data' video, in which experts from the University of Essex discuss why and how the research community should [#CiteTheData](#). You can access this video here: <https://youtu.be/cEGYw19FYn8>

Embed this video on your website using the following HTML:

```
<iframe width="560" height="315"
src="https://www.youtube.com/embed/
cEGYw19FYn8" frameborder="0"
allow="accelerometer; autoplay; encrypted-
media; gyroscope; picture-in-picture"
allowfullscreen></iframe>
```

Please acknowledge the UK Data Service when using this video on your website with the following: In the [UK Data Service](#) 'Cite the data' video, experts from the [University of Essex](#) discuss why and how the research community should [#CiteTheData](#). Grant reference ES/P008437/1.

The [ICPSR](#) also has a video which discusses reasons to cite, and explains how citing data benefits the research community.

10 top tips presentation

We have a useful ‘10 top tips for citing data’ presentation available <https://ukdataservice.ac.uk/app/uploads/toptentips.pdf> which you can link to from your website.



Run a competition

Run a competition to raise awareness about the importance of citing data, why researchers should be citing data and how to properly cite data. Our citation competition gave students the chance to win a voucher by completing an online quiz (using Qualtrics) about reasons to cite data. The answer could be found on the dedicated citation page, which they were directed to from the quiz. This enables the use of Google Analytics to track web traffic, and helps you measure success with your campaign. We advertised our competition and ran a stall on campus at lunchtimes.



The UK Data Service has launched a new campaign to get every student and researcher who uses data to cite the datasets they use correctly; in the same way they do articles, books, images and websites.

Newsletters and blogs

Identify digital news feeds most appropriate for your organisation. Our local campus news outlets ran news items on the competition and campaign. Our Data Impact Blog reached external visitors too.



ESSEX WEEKLY

23 November 2018



Make the data count and win a £200 Amazon voucher

The UK Data Service is giving students and researchers a chance to [find out more about data and citation](#) – and win a £200 Amazon voucher. Visit square 3, between 12.30pm and 1.30pm, from 27 November to 7 December to find out more. There's free hot chocolate, too.

2B. Social media Twitter strategy

Post tweets to support your campaign. Those featuring images and videos often generate more pick-up. Posting the picture of the billboard at Essex gained a lot of coverage from senior staff which helped more widely with engagement and raising the profile of the campaign. Vanessa Cuthill, then Director of the Research and Enterprise Office (also featured in the #CiteTheData video), was retweeted 69 times and got 99 likes.

Include an image such as the #CiteTheData banner or from one of your events. Use other social networking platforms most used by your audience/s such as Facebook, LinkedIn and Google+. Share photos using Instagram and video through YouTube or Vimeo.

Get them talking - maximise academic networks, discussion forums, Jiscmail lists, staff and student email lists tailored to your audiences for undergraduates, postgraduates and researchers in accordance with the GDPR consent legislation.



Example tweets

For inspiration, here are some example tweets. View all the #CiteTheData tweets on the UK Data Archive 'Moment'. <https://twitter.com/i/moments/1092827830327656449>

Tagging

We can spread the word to promote your campaign more widely. Remember to tag us in your tweets [@UKDataService](https://twitter.com/UKDataService) so we can track the use of the [#CiteTheData](https://twitter.com/hashtag/CiteTheData) hashtag. Tagging key contacts and advocates at your institution will pass on the campaign to your audiences, with their involvement acting as an endorsement for your campaign.



SECTION 3. CONNECT WITH THE CAMPAIGN OFFLINE

Poster board and event stall

Booking the large signage space at our university had a dramatic effect, visual impact and raised the campaign profile across campus. The billboard poster along with digital signage, gave us blanket coverage for the campaign, so we could really get the message home.

Identify the best ways to reach your audiences in person too: we raised awareness with key audiences by running a stall by the poster board on campus and talking to undergraduates, master's students and PhD students.

Additional benefits can include raising the profile of your institution via tweets and retweets.



Mascot

Identifying a focal point or mascot to symbolise the campus raised campaign awareness even further. Campus Cat is a beloved symbol of Essex and was keen to read our citation 10 top tips leaflet and pose for Twitter.



Working with departments

We visited 17 departments and centres across the University of Essex with #CiteTheData literature and low-cost promotional gifts to raise awareness even further. We also chatted with staff to find out who best to contact for any future engagement. This had a positive effect and also raised the participation rate for the competition.



Working with your library

We worked closely with our library. They displayed our digital promotional materials on their screens and their subject librarians emailed students directly about the competition. Coordinate with the library and training staff and run a dedicated session on data citation in your library.

As a key point of contact for reaching out to students, researchers and data users, we would be happy for your library to feature the '10 top tips for citing data' slides or our 'why cite data' video during your campaign, or at the start of a new academic year? (This video can be shown with subtitles).



Foyer of the Albert Sloman Library, University of Essex

Events

Promote the campaign at any future events that your stakeholders will be attending. We hosted a stall and featured the citation video at the Understanding Society conference.

You can find the files and images discussed here in this toolkit's Resources bundle.



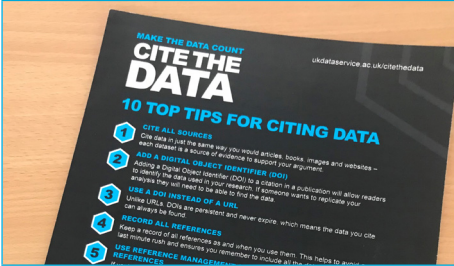


SECTION 4. RESOURCES BUNDLE

Publish supporting leaflets and posters. The printable PDFs of the 10 top tips leaflet and poster can be downloaded directly from our webpage. If you would like to order #CiteTheData branded pens, please get in contact with us at comms@ukdataservice.ac.uk.

Download the #CiteTheData toolkit bundle



 <p>10 top tips for citing data Find it · Use it · Cite it</p> <p>#CiteTheData UK Data Service</p>	 <p>Citing a dataset correctly is just as important as citing articles, books, images and websites.</p> <p>#CiteTheData</p>	 <p>MAKE THE DATA COUNT CITE THE DATA</p>
PowerPoint - 10 top tips	Digital screens	Campaign email signature

 <p>MAKE THE DATA COUNT CITE THE DATA ukdataservice.ac.uk/citethedata</p> <p>10 TOP TIPS FOR CITING DATA</p> <ul style="list-style-type: none">1 CITE ALL SOURCES2 ADD A DIGITAL OBJECT IDENTIFIER (DOI)3 USE A DOI INSTEAD OF A URL4 RECORD ALL REFERENCES5 USE REFERENCE MANAGEMENT	 <p>MAKE THE DATA COUNT CITE THE DATA</p> <p>Find it · Use it · Cite it ukdataservice.ac.uk/citethedata #CiteTheData</p>	 <p>CITE THE DATA</p> <p>University of Essex UK Data Service</p>
A4 poster - 10 top tips	Campaign billboard	#CiteTheData Video

 <p>MAKE THE DATA COUNT CITE THE DATA ukdataservice.ac.uk/citethedata</p> <p>CITING A DATASET CORRECTLY IS JUST AS IMPORTANT AS CITING ARTICLES, BOOKS AND WEBSITES.</p>	 <p>MAKE THE DATA COUNT CITE THE DATA</p> <p>Citing a dataset correctly is just as important as citing articles, books, images and websites.</p>	 <p>Vanessa Cutbill Great BIG new poster with important message has appeared on @Univ_of_Essex campus spreading the message to cite data and make it count. @ESRC @UKDSImpact @Essexesx @uocociety</p>
Concertina leaflet - 10 top tips	Campaign banner	Social media Moment

SECTION 5. CAMPAIGN CHECKLIST

Are you ready to use these resources for your #CiteTheData campaign?

List your planned activities to suit your audiences and maximise engagement.

Please let us know about your activities by tagging us in, [#CiteTheData](#), [@UKDataService](#)

Add the campaign to your website and advertise



Plan an event with your students, staff and library - let us know how it went



Run a competition



Disseminate and promote literature



Identify senior staff at your institution who can advocate and discuss the importance of the campaign



Promote the campaign in your news outlets and on Twitter



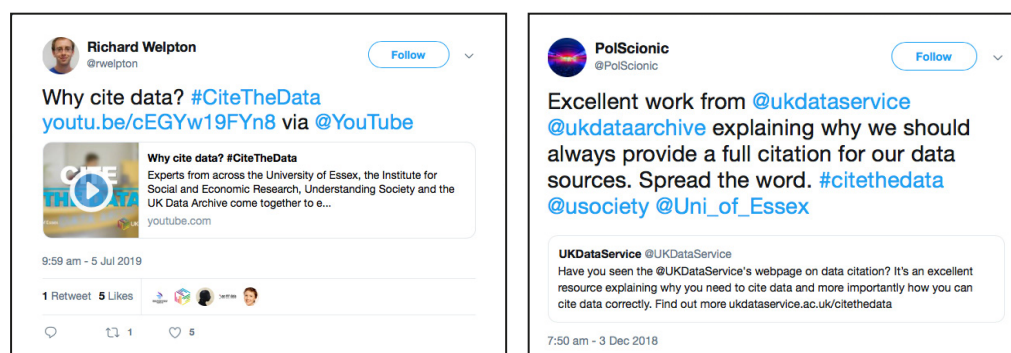
Measure your impact and success and let us know



SECTION 6. IMPACT, SUCCESS AND REPORTING

Measuring impact and success

It is important to measure the effectiveness of any campaign to ensure resources have been used to achieve the proposed objectives. As a minimum, report the awareness levels of your campaign across channels. Monitor your Twitter analytics, including views and impressions, as well as endorsements from advocates at your institution and externally. Record your tweets and conversation from others in a Twitter 'Moment'. We recorded our [#CiteTheData](https://twitter.com/i/moments/1092827830327656449) tweets at <https://twitter.com/i/moments/1092827830327656449>.



If you update citation content on your web pages, you can track visits to your website using Google Analytics and track engagement with a competition, event or visit to your departments. Depending on resource, you may also wish to run a simple 'before and after' campaign survey to assess improvements to knowledge across your key audience/s.

Conclusion

Whatever the engagement activities you decide to use, the greatest impact is achieved by using a combination of communications channels to reach your key audience/s.

It is important to remember that communications alone will not drive all the changes required to improve data citation practices. This campaign supports national strategic activities across key stakeholders.

Good luck with your campaign!

More information or contact us

Email

marcomms@ukdataservice.ac.uk

Website ukdataservice.ac.uk

[@UKDataService](https://twitter.com/UKDataService)

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