

Targeting Audiences among the Masses: A Data Curation MOOC for Researchers and Information Professionals

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ABSTRACT

In this poster, we illustrate the work of the IMLS-funded Curating Research Assets and Data Using Lifecycle Education (CRADLE) project in developing a data curation massive open online course (MOOC) targeted to two distinct audiences: researchers who are becoming increasingly burdened with data management policies, and information professionals tasked to support these researchers. The poster describes data curation concepts selected for its applicability to both audiences as well as how content and delivery of educational materials are varied to enable students to achieve learning objectives.

General Terms

Training and education

Keywords

Massive open online courses, MOOCs, Data curation, Data management, Training, Education

1. POSTER SUMMARY

Of the many activities involved in creating resources for data curation education, translating data curation concepts into terms and ideas that are relevant and understandable to different target audiences has been a central concern for the IMLS-funded *Curating Research Assets and Data Using Lifecycle Education* (CRADLE) project. The CRADLE project is currently in its second year of producing high-quality educational materials focused on data management best practices for both researchers and the information professionals who support these researchers. The product central to the CRADLE project is a massive open online course (MOOC), which provides an educational content delivery platform with the potential to reach a global audience of individuals—albeit with vast differences in prior data curation knowledge, involvement in data curation activities, and perspectives on data curation.

In developing the MOOC, the CRADLE project team considered these conspicuous differences as they identified topics essential to the understanding and application of data curation concepts—whether the learner is a researcher or an information professional.

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These topics are:

- Understanding research data
- Data management planning
- Working with data
- Sharing data
- Archiving data

Each of these topics are being packaged as individual MOOC modules with lecture videos, interviews with data curation experts and researchers actively participating in data management activities, multimedia illustrations of concepts, quizzes, practical exercises, discussion board prompts, and other supplementary learning materials.

At the same time, the CRADLE project team understood that each of its audiences warrants different teaching approaches, with variations in explanations of data curation concepts, examples, and exercises to more effectively deliver concepts in a manner that resonate with individual students. Because the development of a MOOC requires a significant amount of research, planning, labor, and resources, the CRADLE project needed to formulate a single MOOC that would enable both researchers and information professionals to achieve learning objectives.

This formula combines delivery of relevant content through the Coursera on-demand course platform that allows students to select modules most relevant to their specific interests and learning needs; diverse perspectives from information professionals and researchers from various disciplinary domains reflected in lecture discussions and supplementary materials; and adaptable exercises that allow students to apply data curation concepts to practical situations they are more likely to encounter in the real world.

This poster outlines the essential data curation topics to be covered in MOOC modules, as well as how the delivery of MOOC content considers the distinct learning objectives of both the researcher and the information professional audience. It will also present next steps for the CRADLE project as it works to achieve its broader goal of establishing networks of data curation education and practice.

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