

# Researcher engagement



# About me



# Today

## Researcher engagement:

- Why it matters?
- How to do it?

# Who are you?

- Who is from an academic institution?
- Who is not from an academic institution?
- Who is involved in providing a service to researchers?

# Why it is important to engage with researchers?

The primary users (customers) of the data support services at research institutions are researchers (data creators)

# Why it is important to engage with researchers?

If service providers wish to develop useful services, they need to talk to their customers: what are the problems are trying to solve?

What happens with companies which develop products that are not appealing to their customers?

# Why it is important to engage with researchers?

Why would busy researchers use your services?

What problems are you solving for them and how are you doing this?

# Why it is important to engage with researchers?

Engagement is key in order to understand the needs and problems.

And to know how to “sell” the solution.



# How to engage with researchers?

# Engagement with researchers is not easy

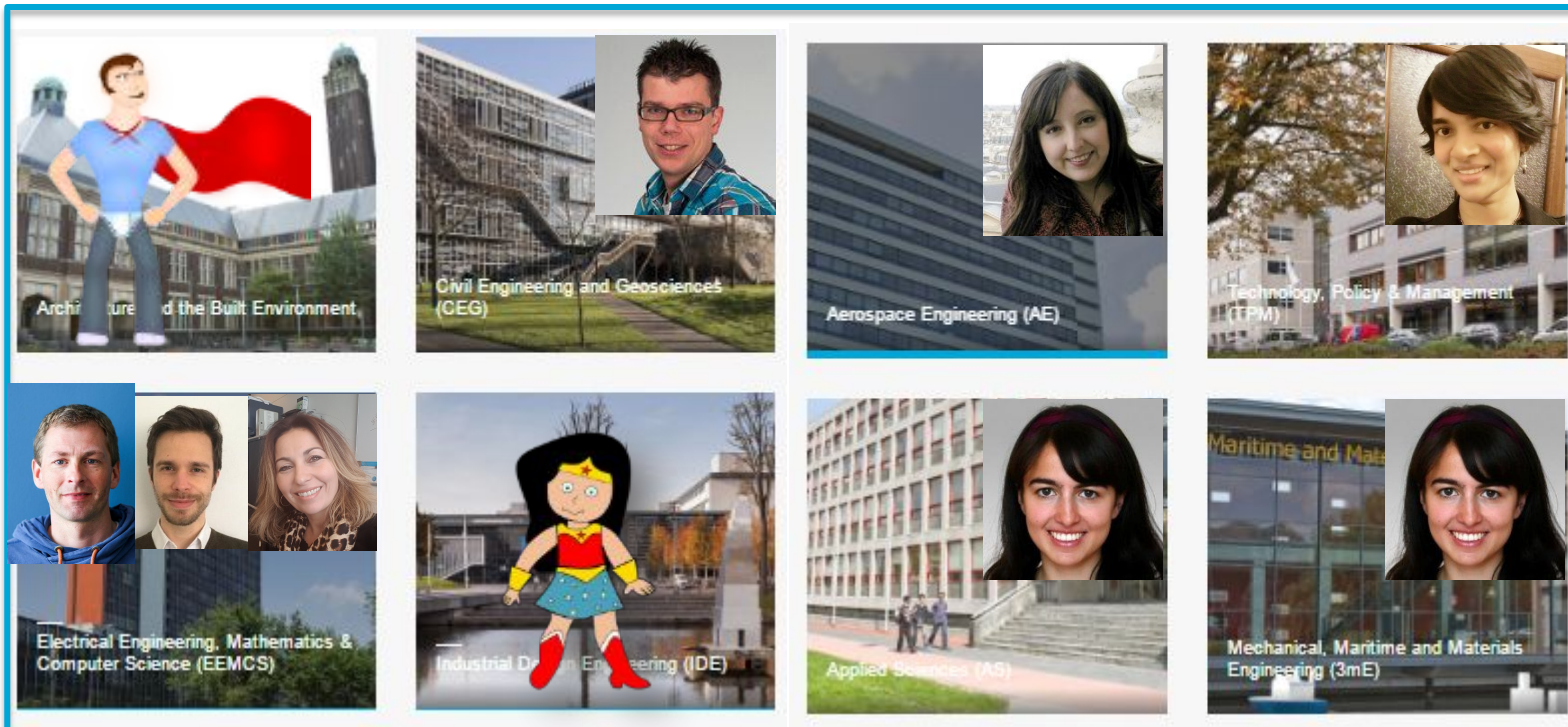
The priority of service providers is to provide services.

The priority of researchers is to do research.

Talking is nobody's priority.

# There are different models: TU Delft

## Subject-specific Data Steward at every Faculty



Customised, dedicated support for any data-questions

# There are different models: University of Cambridge

## Data Champions Search



### Ulla Sovio, PhD

*Senior Research Associate  
Department of Obstetrics & Gynaecology*

#### **Areas Of Expertise:**

Medical statistics, Epidemiology, pregnancy research, Data Analysis, longitudinal modelling, prediction modelling, survival analysis, biomarkers, Stata

▶ Contact Information

▶ Biography



### Qi Guo, PhD

*Career Development Fellow  
Department of Public Health and Primary Care*

#### **Areas Of Expertise:**

Epidemiology, Genomics, Statistical analysis

▶ Contact Information

▶ Biography



### Craig Peacock

*IT Manager*

# There are different models: Lancaster University



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## Lancaster Data Conversations

When is the next Lancaster Data Conversations event?

**The fifth Data Conversations will be on 10th April 2018!**

**Registrations are [open!](#)**

### Stories from the Field, 10 April 2018, 1.30-4pm

Do you work with data from partners and collaborators?

Research data can be messy – and that's ok! In this Data Conversation we want to hear stories from the field including design, collection, processing and analysing data. We are especially keen to hear about collaborations between researchers and practitioners or policy makers: how you work

Data Conversations  
Events

[Read about previous Data  
Conversations](#)

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# Today's discussion

- What do people do to engage with researchers?
- What works? What doesn't work?
- What are the strategies?
  - Are there differences?
  - Pros and cons? Value for money?
  - Suitability for different institutional settings?