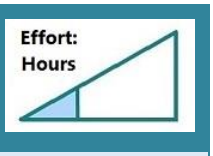
# Cost-Benefit Advocacy Toolkit

## Benefits Summary for a Data Archive




| Direct Benefits | Indirect Benefits (Costs Avoided) |
|---|---|
| Time and resource savings for researchers and teachers<br>Verification of research through increased data citation thanks to relevant citation information and tools<br>Access to data provides new research opportunities by increasing use of data within collections thanks to proper Collections Development Policy<br>Re-purposing and re-use of data maximises the value of data holdings when the data is available for third parties<br>Increasing research productivity<br>Assisting in provision of a skills base<br>Customer service ethos of data archive staff | No re-creation of data<br>Lower future archiving costs increase the likelihood of data being available, earlier in the lifecycle<br>Re-purposing data for new audiences<br>Use by new audiences<br>Protecting returns on earlier investments<br>Reduces potential duplication of effort<br>Data management at scale can lead to cost efficiencies |
| **Near Term Benefits** | **Long-Term Benefits** |
| Value to current researcher and students<br>Single point of access<br>Increasing speed of access to data<br>Ease of access for researchers and students<br>Quality of documentation and contextual information, and resources for teaching<br>No data lost from post-doc turnover thanks to a reliable preservation system<br>Secure storage for data intensive research<br>Availability of data underpinning journal articles<br>Research data integrity since data is of high quality | Data preserved for the long-term<br>Secures value of data for future researchers and students<br>Data management by domain experts who can add value<br>Value added over time as collection grows and develops<br>Enables international comparisons, visibility, and use of national research data<br>Input for future research by maximising use across data user community (i.e. including students)<br>Impact on wider profession as a centre of excellence<br>Promotes teaching of quantitative methods and skills<br>Fostering innovation in research and data management |
| **Private Benefits** | **Public Benefits** |
| Benefits to sponsor of research<br>Benefits to sponsor of data service provider<br>Benefits to researcher<br>Fulfil grant obligations<br>Increased visibility/citation<br>Aggregator of data for data providers – providing them with one point of access to UK customers<br>Higher usage (and profile) of their data for depositors<br>Removes user burden from depositors | Source of high-quality and often unique data<br>Motivating new research<br>Enables research that otherwise could not be undertaken<br>Research integrity since others can check the outcomes of research<br>Service targeted at academic and research community and supports their needs<br>Fostering transferable skills in data analysis<br>Articulating user needs to data providers |

**Summary of Data Archive Benefits arranged in a KRDS Benefits Framework.**
**Based on Beagrie et al 2012 Economic Impact Evaluation of the Economic and Social Data Service Box 2, CC-BY licensed.**

Using the KRDS Benefits methodology (see Toolkit User Guide), by deleting non-relevant benefits; adding new benefits; making generic benefits more specific/expanding them; moving your key benefits to top of the lists, this can be used as a draft and modified to brainstorm and summarise the benefits from your archive.

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