Research Data Management @ UD

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http://www.christopherspenn.com/2014/09/how-to-read-the-room-as-a-speaker/	32	-		8 93	0	9	0 900	979			0	9 148			29.6612	3.88505	4 78866	60.0062	
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http://www.christopherspenn.com/2011/06/social-media-now-directly-influences-search-rankings/	110	0	5:			0	0 6	526	109			2 123				4.25403		60.0062	
http://www.christopherspenn.com/2011/10/how-to-set-up-a-google-analytics-dashboard/	7	0	2:			23	0 399	490	12		6	2 12				3.53315		60.0062	
http://www.christopherspenn.com/2011/07/how-to-measure-google-plus-with-analytics/	24	0	33			2	0 22	481	14			3 19				3.62656		60.0062	
http://www.christopherspenn.com/2011/07/google-and-search-signals-tinfoil-hat-edition/	13	0	22		17	0	0 203	479				2 48			37.1784	3.70884	5.0636	60.0062	
http://www.christopherspenn.com/2011/07/social-media-strategy-in-one-slide/	23	0	13	0 15	9	31	0 22	365	121	4 4	0 4	4 125	3 2	1 7	38.5751	3.8195	5.28703	60.0062	
http://www.christopherspenn.com/2010/11/how-to-build-a-twitter-audience-in-8-steps/	19	0	10		7	4	0 242	355	120	1 1	2	2 121	5	2 2	29.8097	3.21821	0	60.0062	
http://www.christopherspenn.com/2013/01/yes-google-is-still-relevant/	10	0	29:	2 4	4	1	0 1	348	14.	2	9 12	2 16:	3	0 (25.2382	0	0	60.0062	
http://www.christopherspenn.com/2014/05/what-does-marketing-strategy-look-like/	15	0	14	4 27	5	2	0 7	313	19	3	8	1 20	2	1 1	27.7019	2.67252	2.54143	60.0062	
http://www.christopherspenn.com/2011/07/how-to-analyze-google-timestamp-click-data/	3	0	33	2 1	3	0	0 257	305	14	6	3	0 14	9	0 (25.2382	0	0	60.0062	
http://www.christopherspenn.com/2012/02/8-tips-for-a-pinterest-social-media-resume/	32	0	5:	3 /	15 1	13	0 1	284	17.	2 1:	3	0 18	5	9 6	36.2948	3.74198	5.20283	60.0062	
http://www.christopherspenn.com/2011/07/a-flash-of-lightning/	2			5	n.	0	0 270	277			n	Δ.		0 (0		60.0062	
http://www.christopherspenn.com/2012/07/how-to-set-your-consultant-billing-rate/	38	- 4	61	15	4	12	0 3	271		7 3	5	7 80	9	8 3	36.1105	4.18286	4.9935	60,0062	
http://www.christopherspenn.com/2013/06/official-twitter-analytics-most-hidden-ever/	38	1	12		6	8	0 0	225			2	77		4 17		4.60264		60,0062	
http://www.christopherspenn.com/2011/04/managing-vs-leading/	3				7	0	0 175	215			4	6 1		0 (0.00204		60.0062	
http://www.christopherspenn.com/2015/09/what-a-single-email-address-unlocks-for-marketers/	16	15	81		19	2	0 0	210			1	1 30		8 .	31.9493	4.3113		60.0062	
http://www.christopherspenn.com/2012/10/which-is-better-linkedin-recommendations-or-linkedin-endorsements/	12	10	2			á	0	207			5	4 19		2	27.918	2.83907	4.04202	60.0062	
http://www.christopherspenn.com/2011/11/not-another-dime-a-protest-that-works/	17		13		8	0	0 28	199						n (2.83907	-	60.0062	
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ttp://www.christopherspenn.com/2012/03/the-biggest-linkedin-profile-power-tip-of-all/	15	Ų.				3	15												
ttp://www.christopherspenn.com/2011/09/build-your-base-during-the-facebookgoogle-wars/	9	0	21		14	0	0 123	194	6			2 7		5 1	32.9828	4.34479		60.0062	
attp://www.christopherspenn.com/2012/04/how-to-measure-if-social-media-marketing-is-working-for-you/	16	0	5			5	0 1	190			9	2 20		1	29.406	3.49473		60.0062	
http://www.christopherspenn.com/2012/10/social-is-the-new-seo/	22	1	71		14	11	0 0	188	22		0	9 25		В 3	31.3854	3.31484	4.67534	60.0062	
http://www.christopherspenn.com/2016/07/google-data-studio-for-marketers-part-1-introduction/	10	53	- 11		3	2	0 0	187	13		5	0 15		0 (1	0	0	56.7049	
http://www.christopherspenn.com/2015/02/how-to-download-your-facebook-archive/	58	0				00	0 0	182			3 20			1 1	27.9753			60.0062	
http://www.christopherspenn.com/2014/12/figure-out-what-to-change-in-2015-with-google-analytics-benchmarking/	13	0	13		10	1	0 1	176			4	1 3		3 4	33.5793	4.1417		60.0062	
http://www.christopherspenn.com/2011/09/10-minutes-of-social-media-could-save-your-brand-and-change-your-industry/	6	0	8:		16	0	0 0	174			6	0 43		0 (25.2382	0	0	60.0062	
http://www.christopherspenn.com/2016/04/how-to-spot-social-media-fakers-bots-and-dummy-accounts/	10	22		5 10	14	1	0 0	172	16:	2	3	1 16	6	0 (1	0	0	60.0062	
http://www.christopherspenn.com/2011/06/do-auto-dms-work/	1	0		1 10	6	0	0 64	172	4:	2	1 (0 4:	3	4 2	30.4805	3.49336	4.98966	60.0062	
http://www.christopherspenn.com/2014/04/how-to-determine-what-content-marketing-should-be-visual/	31	1	3	1 9	17	4	0 0	164	25	1	8	0 25	9	1 1	28,1329	3.16812	5.00618	60.0062	
http://www.christopherspenn.com/2016/03/what-instagrams-algorithm-change-means-for-marketers/	24	45		3 8	14	6	0 0	162	12	0 3	7	4 16	1 2	3 11	43.2838	4.76422	5.40304	60.0062	
http://www.christopherspenn.com/2010/08/no-longer-lend-your-strength-to-that-which-you-wish-to-be-free-from/	20	0		4	0	0	0 137	161	10	2 2	1 (6 12	9	0 (25.2382	0	0	60.0062	
http://www.christopherspenn.com/2016/04/what-marketers-should-know-about-facebooks-f8-announcements/	18	57		3 7	7	1	0 0	156	5	7 1	4	3 7	4 1	0 (1	0	0	60.0062	
http://www.christopherspenn.com/2011/07/how-to-value-social-media-traffic/	9	0	6	,	3	0	2 0	146		4 1:	2	2 17	B	9 3	31,5455	3.3128	5.08717	60.0062	
http://www.christopherspenn.com/2011/11/how-to-get-started-with-google-pages-for-business/	10		81		7	n	0 1	146			q	0 25		3 9		3.85885		60,0062	
http://www.christopherspenn.com/2016/03/social-media-marketing-world-success-guide/	13	113			1	5	0 0	144			8 1	7 8				4.52805	0.200.0	60,0062	
http://www.christopherspenn.com/2016/01/evaluate-a-website-feature-with-google-analytics/	12	104			6	3	0 0	142			6	n B				4.62854	2.81481	60.0062	
http://www.christopherspenn.com/2012/11/how-to-fix-the-sad-state-of-content-marketing/	29	104	2		7	0	0 1	134			2	4 11				4.02054		60.0062	
http://www.christopherspenn.com/2016/02/whats-in-store-for-analytics-in-the-next-5-years/	8	102			5	1	0 0	130			3	0 23				4.78898	5.65994	60.0062	
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htp://www.christopherspenn.com/2011/05/write-what-you-do-not-know/	1				5	0	0 96	122		1 3	0	1		0 (LO.LOUL	0		60.0062	
htp://www.christopherspenn.com/2016/01/the-oratium-public-speaking-method-quantified/	6	4		2 10		0	0 0	120			5	2 8			36.945	4.44215		60.0062	
ttp://www.christopherspenn.com/2016/07/how-to-keep-your-marketing-skills-sharp/	16	48			1	3	0 0	120			9	3 16		0 (1	0		56.7049	
ttp://www.christopherspenn.com/2015/01/the-sunset-of-keyword-based-seo/	31	0	8:		0	2	0 0	118			7	0 25		9 5	35.2534	4.07839	5.27915	60.0062	
tp://www.christopherspenn.com/2012/01/stop-measuring-audience-in-social-media/	6	0	3	1 7	9	1	0 1	118			2	0 19:	2	0 (25.2382	0	0	60.0062	
tp://www.christopherspenn.com/2013/12/why-nsa-spying-in-world-of-warcraft-is-ineffective/	12	0		0	1 1	04	0 0	117	8	1	7	0 81	3	0 (25.2382	0	0	60.0062	
tp://www.christopherspenn.com/2012/10/the-wrong-way-to-repay-social-media-influencers/	3	0	2	7 8	10	3	0 1	114	21	6	7	0 3:	3	0 (1	0	0	60.0062	
ttp://www.christopherspenn.com/2012/05/how-to-keep-up-with-too-many-social-networks/	8	0	41	3 6	10	0	0 0	114	6:	5 2	1 .	4 91)	0 (25.2382	0	0	60.0062	
http://www.christopherspenn.com/2016/06/the-future-of-social-media-measurement/	7	47		1 !	i4	4	0 0	113	16	3	8	1 17	2	0 (1	0	0	56,7049	
http://www.christopherspenn.com/2012/05/how-to-turn-mind-maps-into-ebooks-and-presentations-instantly/	6		6	9	16	0	0 1	112			7	2 7		0	26,11	0	0	60,0062	
http://www.christopherspenn.com/2015/05/2015-kpcb-internet-trends-suggests-content-shock-is-here/	18	- 4	1		3	1	0 0	110	22		3 5	4 35		2	35.5545	3.99611	5.44899	60.0062	
ttp://www.christopherspenn.com/2014/11/how-to-analyze-all-your-2014-tweets/	15		2		2	3	0 0	110			я	3 19		4 4	32.3285	3.89096	4.4352	60.0062	
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Image: Christopher Penn, via Flickr





Questions researchers ask

- How do I publish this dataset?
- Can you help us make a website that's based on this data?
- Our institution's data is on a bunch of different people's hard drives, & when people ask us, we share it -- is there a better way?
- I'm going to retire soon ... what will happen to my data when I do?



Questions we ask in the Library

- Who needs to be able to use this data? and how?
- Where will your audience(s) be looking for this data?
- What documentation needs to be created so that people will be able to use the data in the way you hope?
- How can we help to prepare students (future researchers) to navigate the research data lifecycle?



Research Data Management Support at UD Library, Museums and Press

General info: https://guides.lib.udel.edu/researchdata

Contact: lib-rdsg@udel.edu | paigecm@udel.edu

Thank you!



