2018 HSRC

Social Sciences Research Conference

"Social Innovation and the Promotion of Social Science Research"

Designing a data resource for use

HSRC Human Sciences Research Council

50/90 Years of humanities and social sciences
Human Sciences Research Council

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13 September 2018

Presentation overview

- Research to make a difference and the need to facilitate research uptake

- The need to go beyond "open" data

- Requirements for a data based resource that facilitates research uptake

- The South African Social Attitude Survey (SASAS) data portal use case

Our ultimate aim: Research uptake

PROJECTS

The HSRC conducts large-scale, policy-relevant, social-scientific projects for public-sector users, non-governmental organisations and international development agencies.

LABOUR MARKET INTELLIGENCE PARTNERSHIP (LMIP) A DHET-FUNDED PROJECT WITH HSRC'S ESD UNIT HEADING THE RESEARCH CONSORTIUM
SOUTH AFRICAN SOCIAL ATTITUDES SURVEY (SASAS)
SOUTH AFRICAN HIV/AIDS BEHAVIOURAL RISKS, SERO-STATUS, AND MASS MEDIA IMPACT SURVEY (SABSSM)
FAMILY FOUNDATIONS
THE EVALUATION OF THE MOLTENO PROJECT
MENTAL HEALTH: ROUND TABLE DISCUSSION

"The whole point of social science research is to achieve academic impact by advancing your discipline, and (where possible) by having some positive influence also on external audiences - in business, government, the media, civil society or public debate."

(LSE, 2011)

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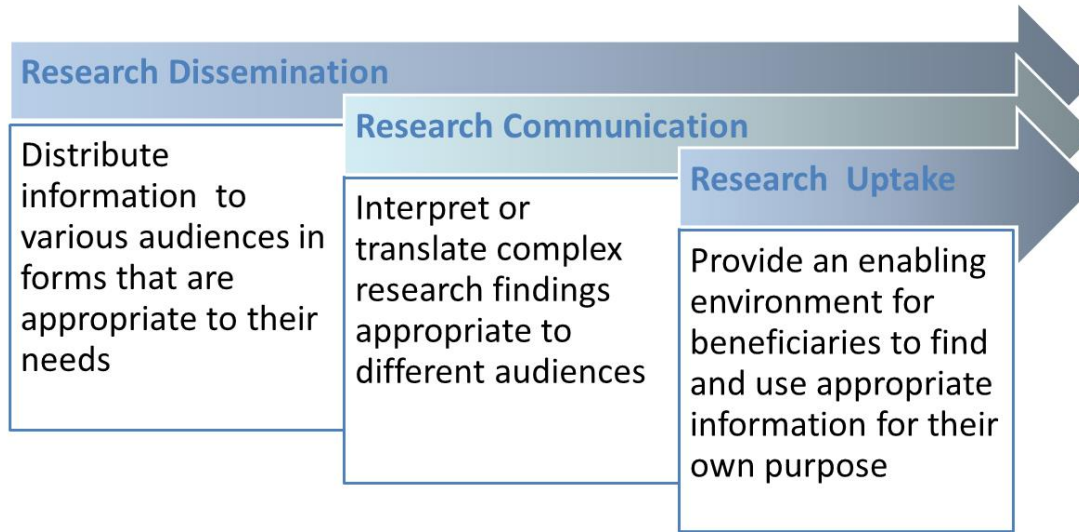Human Sciences Research Council

Research uptake

Activities that

- Stimulate end users of research to become aware of, access and apply research knowledge

- Create an enabling environment that connects research with end users in policy and practice

<div align="center">(Makan, 2013)</div>

Is "open" data enough?

Research Dissemination

Distribute information to various audiences in forms that are appropriate to their needs

Research Communication

Interpret or translate complex research findings appropriate to different audiences

Research Uptake

Provide an enabling environment for beneficiaries to find and use appropriate information for their own purpose

(Makan, 2013)

- Who are these audiences?

- What are their needs?

- How can data from evidence based research be translated to meet these needs?

- How can engagement be facilitated to contribute to research uptake?

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The HSRC Research Data Service

http://datacuration.hsrc.ac.za/

A digital data repository
The design

Data set

South African Social Attitudes Survey (SASAS) 2015: Questionnaire 1 - All provinces

| All data sets | Data set details | Documentation ▾ | Data files | Outputs ▾ | Access conditions | Contact |

Data set metadata record
Download data set metadata record

Data set ID	SASAS 2015 Q1
Data set title	South African Social Attitudes Survey (SASAS) 2015: Questionnaire 1 - All provinces
Citation	Human Sciences Research Council. *South African Social Attitudes Survey (SASAS) 2015: Questionnaire 1 - All provinces*. [Data set]. SASAS 2015 Q1. Version 1.0. Pretoria South Africa: Human Sciences Research Council [producer] 2015, Human Sciences Research Council [distributor] 2016. http://dx.doi.org/doi:10.14749/1476436497.
Data set description	Topics covered in the questionnaire are: democracy and governance, national identity and pride, intergroup relations, education, moral issues, personal wellbeing index, poverty, crime and safety, voting, respondent characteristics, household characteristics, personal and household income variables.

Out of the targeted population of 3500, 3115 responses (89%) was realized. |
| **Data set abstract** | The primary objective of the South African Social Attitudes Survey (SASAS) is to design, develop and implement a conceptually and methodologically robust study of changing social attitudes and values in South Africa. In meeting this objective, the HSRC is carefully and consistently monitoring and providing insight into changes in attitudes among various socio-demographic groupings. SASAS is intended to provide a unique long-term account of the social fabric of modern South Africa, and of how its changing political and institutional structures interact over time with changing social attitudes and values.

The survey is conducted annually and the 2015 survey is the thirteenth wave in the series. |

- **Context**
  - DDI Metadata record with Digital Object Identifier (DOI)
  - Documentation
  - Outputs
- **Data files**

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Data documentation
- Readme
- Data collection document
- Questionnaire
- Code book
- User guide
- ……

Data files

Data files related to South African Social Attitudes Survey (SASAS) 2015: Questionnaire 1 - All provinces

All data sets	Data set details	Documentation ▾	Data files	Outputs ▾	Access conditions	Contact	

Data files

It is advisable to study the introductory information before using the data or related documents as it provides a systematic exposition of what the collection entails and how it should be used.

Note: Old versions of web browsers such as Internet Explorer 6 could cause problems when downloading files.

Download	Access	File	Description
ASCII FIXED FORMAT	✓	SASAS2015_Q1.dat	Save file to disk and use as input file for the different programs.
COMMA DELIMITED	✓	SASAS2015_Q1.csv	Save file to disk and open in any text editor or spreadsheet. Refer to the User guide for additional information.
SAS DATA SET	✓	SASAS2015_Q1.sas7bdat	Save file to disk. See user guide on how to reference the data set and formats in a SAS program.
SAS FORMATS	✓	SASAS2015_Q1.sas7bcat	Save file to disk. See us
SAS PROGRAM	✓	SASAS2015_Q1.sas	Save file to disk and op
SAS PROGRAM	✓	SASAS2015_Q1_LSM.sas	Save file to disk and op
SPSS DATA SET	✓	SASAS2015_Q1.sav	Save file to disk and op
SPSS PROGRAM	✓	SASAS2015_Q1.sps	Save file to disk and op
STATA DATA SET	✓	SASAS2015_Q1.dta	Save file to disk and op
STATA FORMATS	✓	SASAS2015_Q1.dct	Save file to disk in folde
STATA PROGRAM	✓	SASAS2015_Q1.do	Save file to disk and open in STATA.

Data files
(Dissemination formats)
- Comma delimited
- SAS
- STATA
- SPSS
- NESSTAR

Download

On-line data analysis

Dataset: SASAS2015_Q1

Variable q4: Q4. Do you think that life will improve, stay the same or get worse in the next 5 years for people like you?
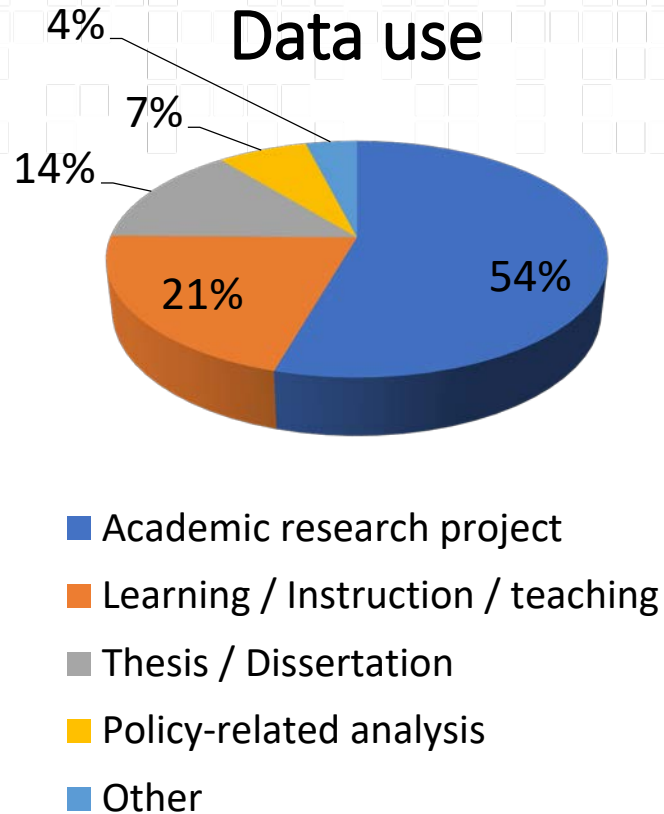
Values	Categories	N	NW	
1	Improved	1157	14,772,737.2	39.7%
2	Stay the same	752	9,487,001.5	25.5%
3	Get worse	949	10,032,960.0	26.9%
8	(Do not know)	253	2,958,469.3	7.9%
Sysmiss		4	68,834.8	

SUMMARY STATISTICS
Valid cases	3111	3.7251167965E7
Missing cases	4	68834.758

This variable is numeric

Usage

Data use

- 4%
- 7%
- 14%
- 21%
- 54%

- ■ Academic research project
- ■ Learning / Instruction / teaching
- ■ Thesis / Dissertation
- ■ Policy-related analysis
- ■ Other

Audiences

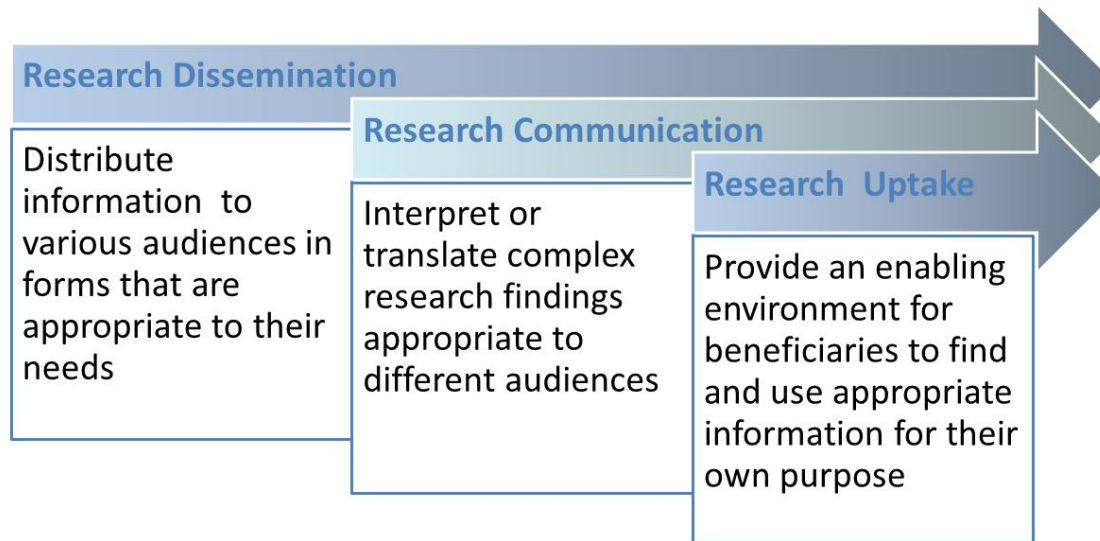| Audience	to
Researchers	Do secondary analysis of micro data to inform scientific work
Academics	Use data and related documentation for teaching purposes
Post-graduate students	Analyse the data for their theses or dissertations

No, it is not enough!

Research Dissemination

Distribute information to various audiences in forms that are appropriate to their needs

Research Communication

Interpret or translate complex research findings appropriate to different audiences

Research Uptake

Provide an enabling environment for beneficiaries to find and use appropriate information for their own purpose

Although effective and valuable, "open" data serves a limited audience and only in a specific way

The need to go beyond

- Scientific grounded (Research evidence)
- Part of a larger science communication strategy
- Embedded in project context
- Transparency (Responsible Conduct of Research)
- User focused
  - Timely
  - Needs based
  - Understandable, effectively communicated
  - Usable

The requirement

Data users should be able to

Find What They Need	Understand & Use What They Find	Act Appropriately On That Understanding

- Increase Discoverability
- Facilitate Understanding
- Increase Usability
- Facilitate Engagement

The website should
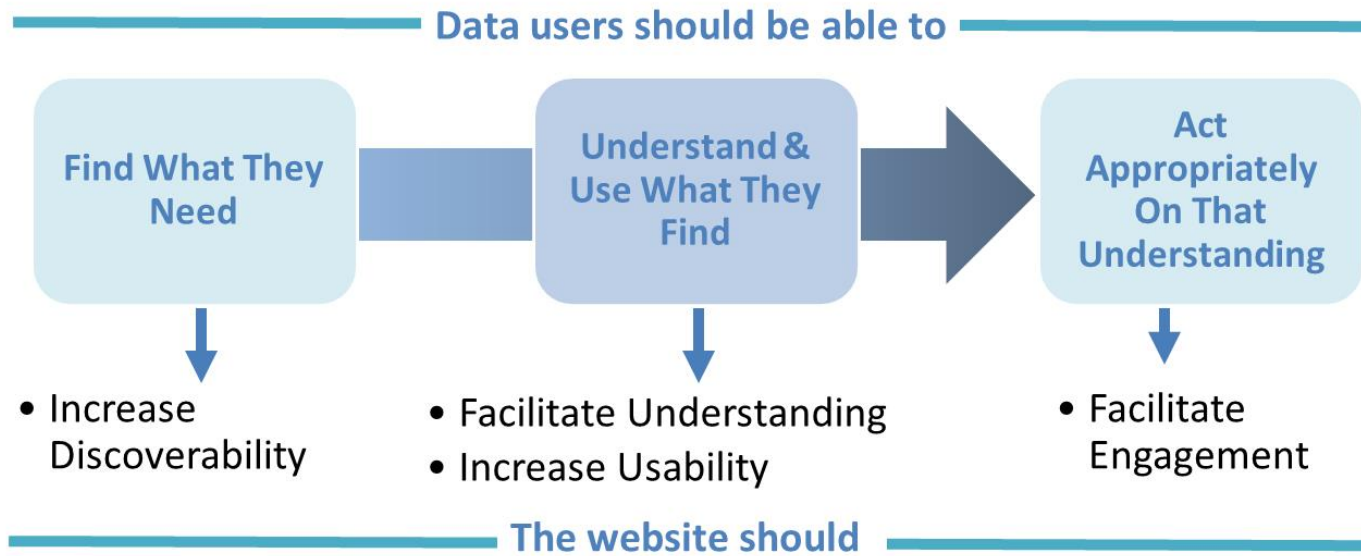
Considerations

- User characteristics
    - Statistical | Data | Information | Visual | Critical Thinking | Technology
- User objectives
    - Research | Education | Fact Finding

The proposal

Develop a web resource which will maximise the benefit that can be derived from the South African Social Attitude Survey (SASAS) as a large-scale, repeat national survey by

- Showcasing SASAS

- Sharing, promoting and facilitating the use of SASAS research products

- Promoting and facilitating the uptake of the findings from SASAS

Data About Life
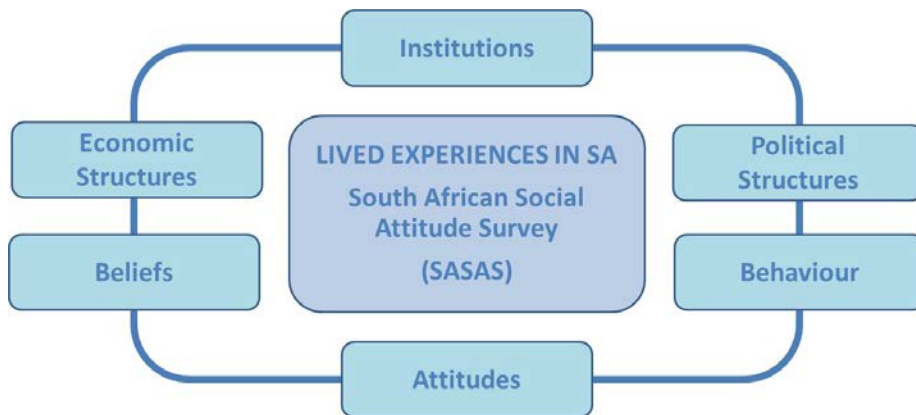
Data For Life

- Monitor evolving social, economic and political values among South Africans

- Inform the development trajectory of SA for understanding, decision and policy making, monitoring and evaluation

The benefit

Scientific	Impact	Social

The beneficiaries

Researchers	• Secondary data analysis for research
Academics	• Use data for teaching
Post-graduate students	• Secondary data analysis for theses / dissertations
Decision makers	• Use findings to inform the development trajectory of SA
Media, practitioners & public	• Gain an understanding of the lived experiences of the people of SA

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The process

- Business case

- Requirement analysis
  - Nature of research (and data)
  - Science communication needs and strategies
    - User needs
    - Researcher needs
    - Organisational requirements
  - Best practice analysis
  - Highlights: From research to use & From research dissemination to uptake

- User, functional and technical specifications, including information architecture design, interface design (Wireframing)

- Prototype development and testing (SASAS portal launched March 2017)

- Roll-out for other surveys (2018 onwards)

Design from research to use
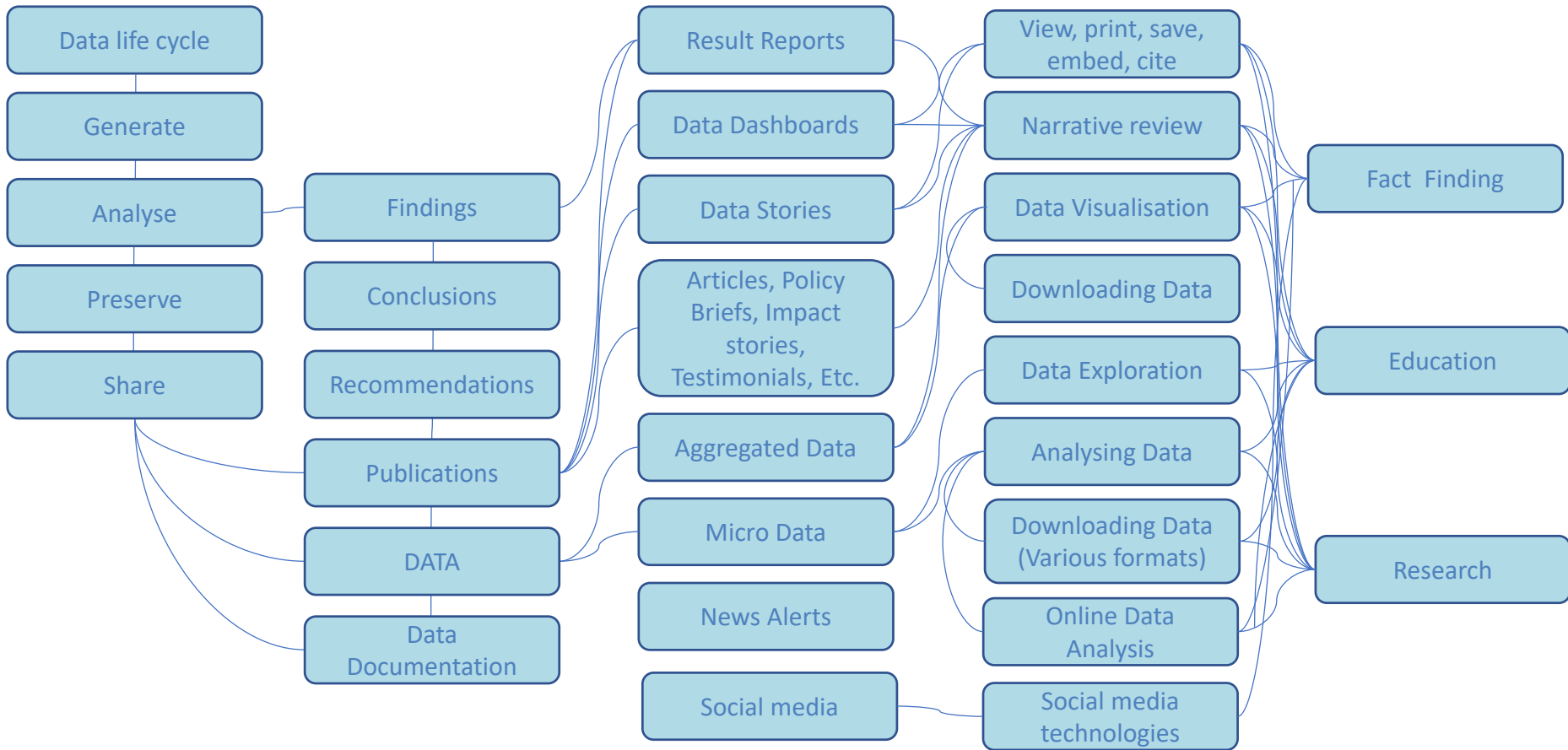
Design from research dissemination to uptake
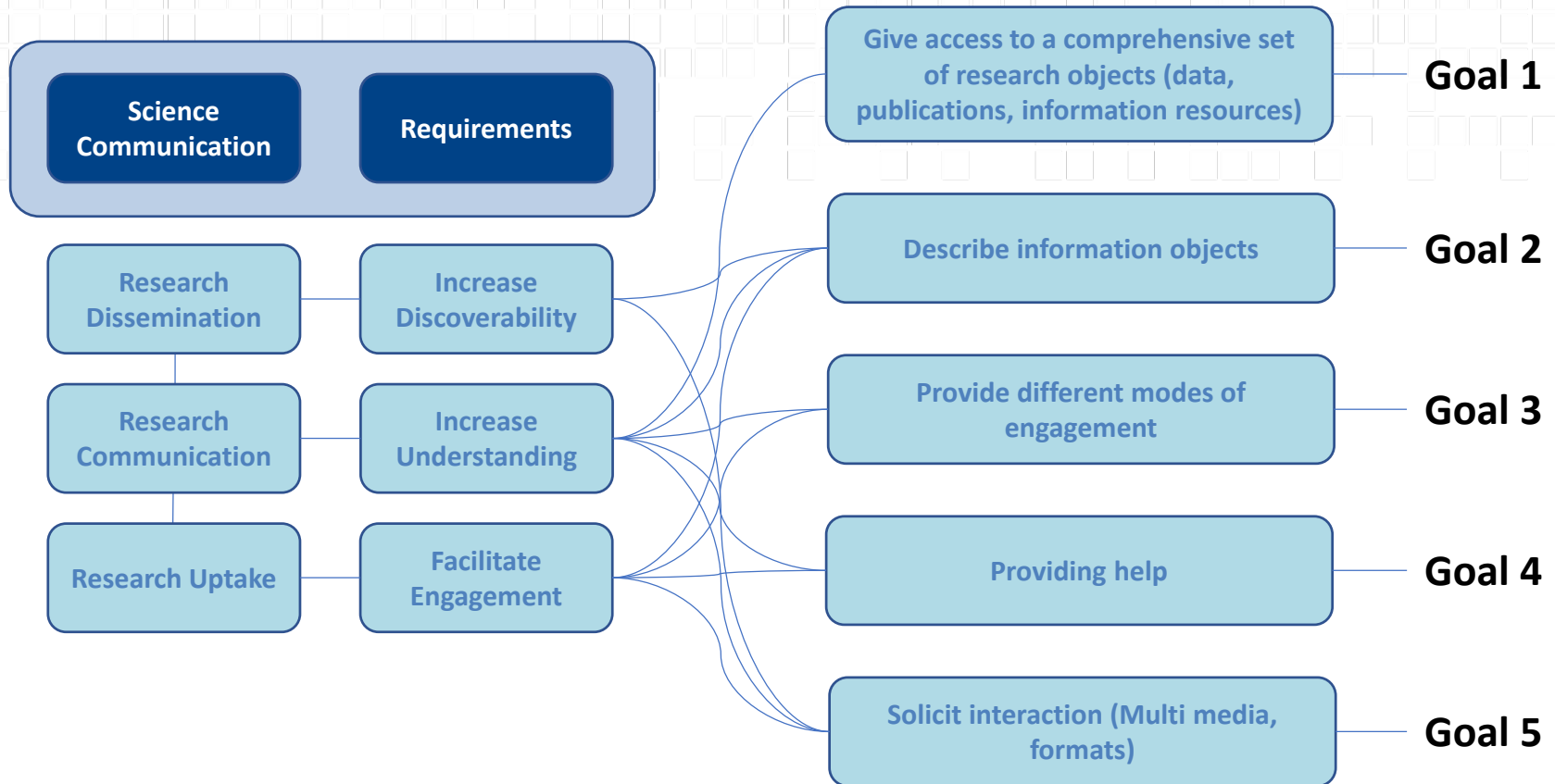
The result

**Specifications for the South African Social Attitude Survey (SASAS):
A data resource for life**

Goal 1: Provide access to a comprehensive set of research products:
- Text, images, video, audio
- Publications
  - Result reports
  - Data dashboards
  - Data stories
  - Articles, reports, conference presentations, policy briefs, etc.
- Aggregated data
- Micro data

Annual Insights

Round

2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015

Publications | Data stories

Report | 2016 | **Tabulation report based on the 2015...**
Roberts, B., Struwig, J., Ngungu, M. & Gordon, S. (2016) Tabulation report based on the 2015 round of the South African Social Attitudes Survey (SASAS). Human Sciences Research Council.

Metadata

Data Story title

Human Sciences Research Council. South African Social Attitudes Survey (SASAS) 2015: SASAS 2015 Data story title. Version 1.0. Pretoria South Africa: Human Sciences Research Council. http://dx.doi.org/doi:10.14749/1400836636.

Description
Description of dashboard...

Metadata

Fullview Print Save Embed Cite

Human Sciences Research Council (2016) South African Social Attitudes Survey (SASAS): Election 2016 Political party support. [Data dashboard] Version 1. Pretoria: Human Sciences Research Council (HSRC). http://dx.doi.org/doi:10.14749/1478437194

Goal 2: Describe all information objects:
Project , study and data sets (also variables) and publications, etc.
- Comprehensive metadata
- Assign persistent identifiers
- Categorise information and information objects

Goal 3: Facilitate resource / information discovery

- Browsing, searching, linked matrices
- Listing with categorised headings, sorting
- Filters (system and user initiated)
- Searching (website content, full text)
- Customised metadata search functionality
- Different entry points, e.g. data and findings per round and theme, variable groups

Goal 4: Provide different modes of engagement
- Narrative review
- Data visualisation (view, print, save, embed, cite)
- Downloading data
- Data exploration
- Analysing data
- Downloading data (various formats)
- Online data analysis
- "Look and Listen"

SASAS Round 13 (2015) Q1 Version 1

You need to cite this data set
Human Sciences Research Council. *South African Social Attitudes Survey (SASAS) 2015: Questionnaire 1 - All provinces.* [Data set]. SASAS 2015 Q1. Version 1.0. Pretoria South Africa: Human Sciences Research Council [producer] 2015, Human Sciences Research Council [distributor] 2015. http://dx.doi.org/doi:10.14749/1400836636.

Metadata

Data Alerts

Download Data Files

Questionnaire

Variables
Demographics and Classificatory Variables
Generational and Gender Attitudes, Healt
Moral Issues, National Identity, Nature of

Documents

Online analysis

Visualisation

Visualisation

Visualisation wizard

Select round
Select data set
Select theme and variable(s)
Select type of visualisation (graph / map)

Full view   Save   Print   Embed Data

Visualisation

Goal 5: Providing help
- Guidance documents, including user guide, data use information and agreement, data alerts
- Using this website (narrative, site map),
- Help text, video instructional resources, FAQs, email helpdesk

Download SASAS Round 13 (2015) Q1 Version 1.0

Human Sciences Research Council. *South African Social Attitudes Survey (SASAS) 2015: Questionnaire 1 - All provinces.* [Data set]. SASAS 2015 Q1. Version 1.0. Pretoria South Africa: Human Sciences Research Council [producer] 2015, Human Sciences Research Council [distributor] 2015. http://dx.doi.org/doi:10.14749/1400836636.

Download

SPSS	STATA	SAS	FIXED ASCII	COMMA DELIMITED

Conditions of use
You are obliged to comply to the requirement of the User License.

Data analysis

Warning The application of weights when analysing the data for certain statistical procedures!
Sentence about weighting...

Guidance
Methodology
Secondary Data Analysis
Sampling and Weighting
Using Weights in Data Analysis
FAQs
Ask for help

Goal 6: Solicit interaction (multi media, formats)

- Social media
- "How to participate"
- Comments on news, etc.
- News (subscription)
- Submit publications, dashboards / data stories, impact stories / testimonials

News item title

Date

Text ....

Share   Recommend Comment

Follow us
Find us on Facebook
Follow us on Twitter
Follow us on Linkedin
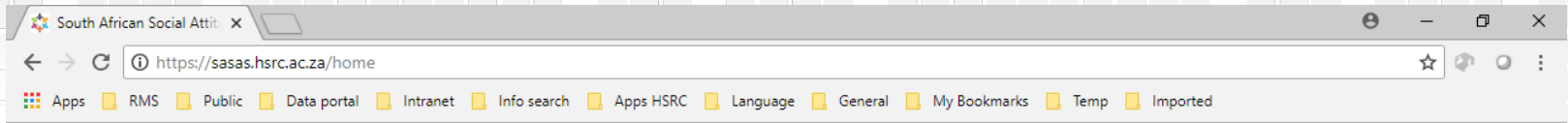Subscribe to our YouTube Channel
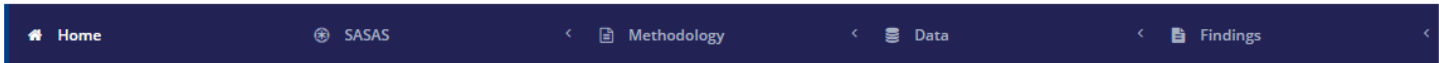Receive news alerts

Contact us
Contact details
Ask for help
Leave a comment

The result

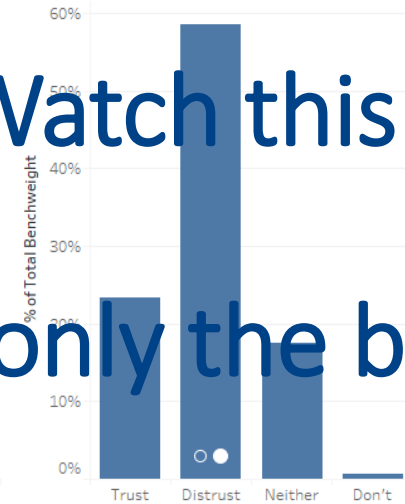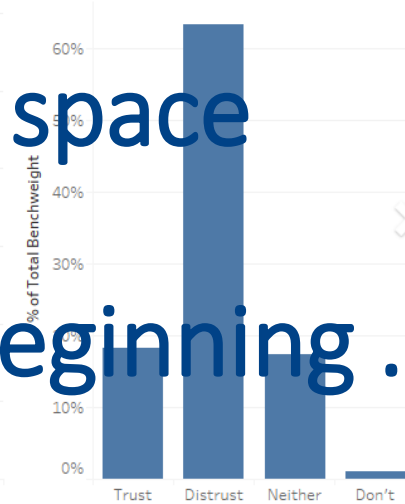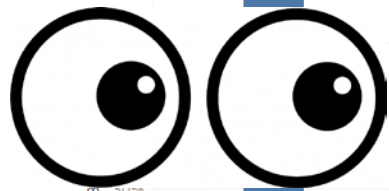Watch this space

This is only the beginning ...

https://sasas.hsrc.ac.za/home

Thank you

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References

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Nguyen, D. (2014). Research uptake: The value of effectively communicating research to your audience. *European Scientific Journal*, Special edition, May: 578–589. Retrieved from http://www.eujournal.org/index.php/esj/article/download/3890/3688

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http://www2.lse.ac.uk/government/research/resgroups/LSEPublicPolicy/Docs/LSE_Impact_Handbook_April_2011.pdf