Forum Agenda

Session I: Business & Financial Data  12:00-1:00 p.m. CT
- Overview of landscape
- Presentations on data licensing and access
- Moderated conversation

Session II: Public Opinion & Population Data  1:00-2:00 p.m. CT
- Overview of landscape
- Presentations on data licensing and access
- Moderated conversation

Session III: Geospatial Data  2:00-3:00 p.m. CT
- Overview of landscape
- Presentations on data licensing and access
- Moderated conversation

Wrap up & outlook  3:00-3:15 p.m. CT
Session I: Business and Financial Data
Session I: Business & Financial Data Agenda

Overview Cynthia Cronin-Kardon, University of Pennsylvania

Presentation Hilary Craiglow, Vanderbilt University

Presentation Alex Caracuzzo & Barbara Esty, Harvard University

Conversation
  • Cynthia Cronin-Kardon (moderator)
  • Hilary Craiglow
  • Alex Caracuzzo
  • Barbara Esty
Session I: Business & Financial Data
Overview

Cynthia Cronin-Kardon
Business Reference and Resource Development Librarian
Lippincott Library at Wharton School
University of Pennsylvania
Outline

• Business & Financial Data
  • Vendors for Business and Financial Data Products
  • Types of Data and Platforms
  • Special Considerations for Providing Access and Licensing

• Unique Datasets
  • Working with Faculty and Researchers
  • Licensing Considerations
  • Accessing and Receiving Data
  • Managing and Manipulating Datasets

• Closing Thoughts
Financial Data & Analysis

- Bloomberg
- Thomson Reuters
- FactSet
- S&P CapIQ
- Moody's
- Interactive Data
- Markit
- Morningstar
- DowJones
- Other

Burton-Taylor, 2015
Additional Vendors and Products

Wharton  wrds

[Logos of SimplyMap, IBISWorld, Avention OneSource Solutions, Global Financial Data, Esri, Mintel, Factiva, Datastream]
Considerations for off-the-shelf products

- Add-on modules
- Excel plugins, APIs
- Lab environment
- Download limits
- Individual logins
- Per-seat, rolling IP access
- Pricing models
- User population limits
- Campus partnerships
Unique Business and Financial Data Sets

• Working with faculty and researchers
• Licensing considerations
• Accessing and/or receiving the data
• Then what?
Unique Business and Financial Data Sets

Working with faculty and researchers
Unique Business and Financial Data Sets

Licensing considerations
• Cost (of course)
• Format
• Support
• Accessibility
• Length of contract
• Retention and disposal
• Sharing
• Storage
• Attribution
Unique Business and Financial Data Sets

Accessing and receiving the data
Unique Business and Financial Data Sets

- Then what?
Closing Thoughts

• Text mining
• Crosswalks
• Creativity
Center for Research Libraries
GLOBAL RESOURCES NETWORK

Business & Financial Data

Alex Caracuzzo
Research Data & Collections
Librarian, Baker Library
Harvard Business School

Barbara Esty
Senior Information Analyst
Baker Research Services
Harvard Business School
Changing wants of datasets

Beyond off the shelf…

- BIG files of data (“very large” data, not “big” data)
- Long time series
- Researchers know the data they want but not the source
- Researcher “found” a source but they don’t know if it is any good
- Fee versus free -- finding value
Changing relationship of researcher and library

• Use librarians and subject matter experts as counsel
  • past experiences
  • what to ask for from the vendor
  • quirks of data or database

• Use the enthusiasm of the researcher
  • faculty and doctoral student researchers can sometimes make headway with inflexible vendors
  • vendors want to be close to the researchers/receive benefits from the research
Changing relationship with vendors

- More than a simple purchase
- Translate needs to both sales and tech sides of the vendor
- Sometimes need to decide between using our print collections and coding ourselves or just purchasing it (again)

- Educate the vendor on the academic market and how we use data
- We simply cannot comply with products and licenses geared for corporate customers
- We are not their core customers – they don’t have to sell to us
- Both sides need to invest in the relationship
It takes a village…

Build a support system of researchers, selectors, liaisons, acquisition librarians, IT staff, legal support, vendor reps

- Negotiating terms of use and acquiring the data is a team effort
- **Access/delivery**: large download limits; easy authentication; easy file transfer
- **Format**: what formats do researchers prefer?; avoid proprietary formats
- **Storage**: decide where to put the data
  - consider platforms with uniform interface (WRDS) and non-traditional solutions (Dataverse)
  - how long? try to retain data after license expires for publishing & defending research
- **Documentation**: don’t forget this!
- **Price**: often need interdisciplinary view; may depend on who may use data
- **Replace corporate licensing language** (audits, certify data destruction, etc.)
Conversation: Business & Financial Data

Cynthia Cronin-Kardon, University of Pennsylvania (Moderator)
Hilary Craiglow, Vanderbilt University
Alex Caracuzzo, Harvard University
Barbara Esty, Harvard University

#BigDataForum_CRL
Contact Information: Business & Financial Data

**Cynthia Cronin-Kardon**  
Business Reference and Resource Development Librarian, Lippincott Library at Wharton School, University of Pennsylvania  
[croninkc@wharton.upenn.edu](mailto:croninkc@wharton.upenn.edu)

**Hilary Craiglow**  
Director of Walker Management Library, Vanderbilt University  
[Hilary.Craiglow@owen.vanderbilt.edu](mailto:Hilary.Craiglow@owen.vanderbilt.edu)

**Alex Caracuzzo**  
Collections and Data Management Librarian, Harvard Business School  
[acaracuzzo@hbs.edu](mailto:acaracuzzo@hbs.edu)

**Barbara Esty**  
Senior Information Research Specialist, Harvard Business School  
[baesty@hbs.edu](mailto:baesty@hbs.edu)
We’re taking a short break

Coming up, on the hour:
Session II
Public Opinion & Population Data