Concerns-Based Adoption Method (CBAM) for Research Data Management (RDM) Education.

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* These slides were used for an in-house research presentation, and as such, they should be treated as preliminary.

Concerns-Based Adoption Method (CBAM) for Research Data Management (RDM) Education

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Kim Lightle
OSUL Special Assignment 2015

“I just don’t believe in all this altruistic sh*..!”

- Med Center faculty at Data Organization Workshop, 2015

Question:

- **How can I separate the 'herd' so that my educational efforts meet their needs?**
  - Ask them what their needs are…
    - Bailey, Charles. 2015. Research Data Curation Bibliography. http://digital-scholarship.org/rdcb/rdcb.htm
- **Is this response about 'data' or is it about 'change'?**
  - Framework of change adoption
    - Kim Lightle, Director of the Office of Research, College of Education and Human Ecology

Hypotheses

1. **Can researchers can be differentiated based on their concerns about research data management?**
2. Do research beliefs and attitudes affect their behaviors regarding research data management?
3. Can these beliefs and attitudes be addressed by providing them education that is specific to their concerns?

Concerns-Based Adoption Method (CBAM)

Change is hard and is a *measurable process*

Customized education helps

1) Innovation – definition of the change
2) Stages of Change questions –attitudes/beliefs
3) Levels of Use question – activity

CBAM

- Seven stages of concern
  - **Unconcerned**: Wait, what?
  - **Informational**: I need to know more…
  - **Personal**: What does this mean to me?
  - **Management**: OK, I think I got this now…
  - **Consequence**: How does this impact my research/teaching/review?
  - **Collaboration**: Wanna work on this together?
  - **Refocusing**: We can do it better…

CBAM

- Eight levels of Use
  - **Non-use**
  - **Orientation**
  - **Preparation**
  - **Mechanical Use**
  - **Routine use**
  - **Refinement**
  - **Integration**
  - **Renewal**

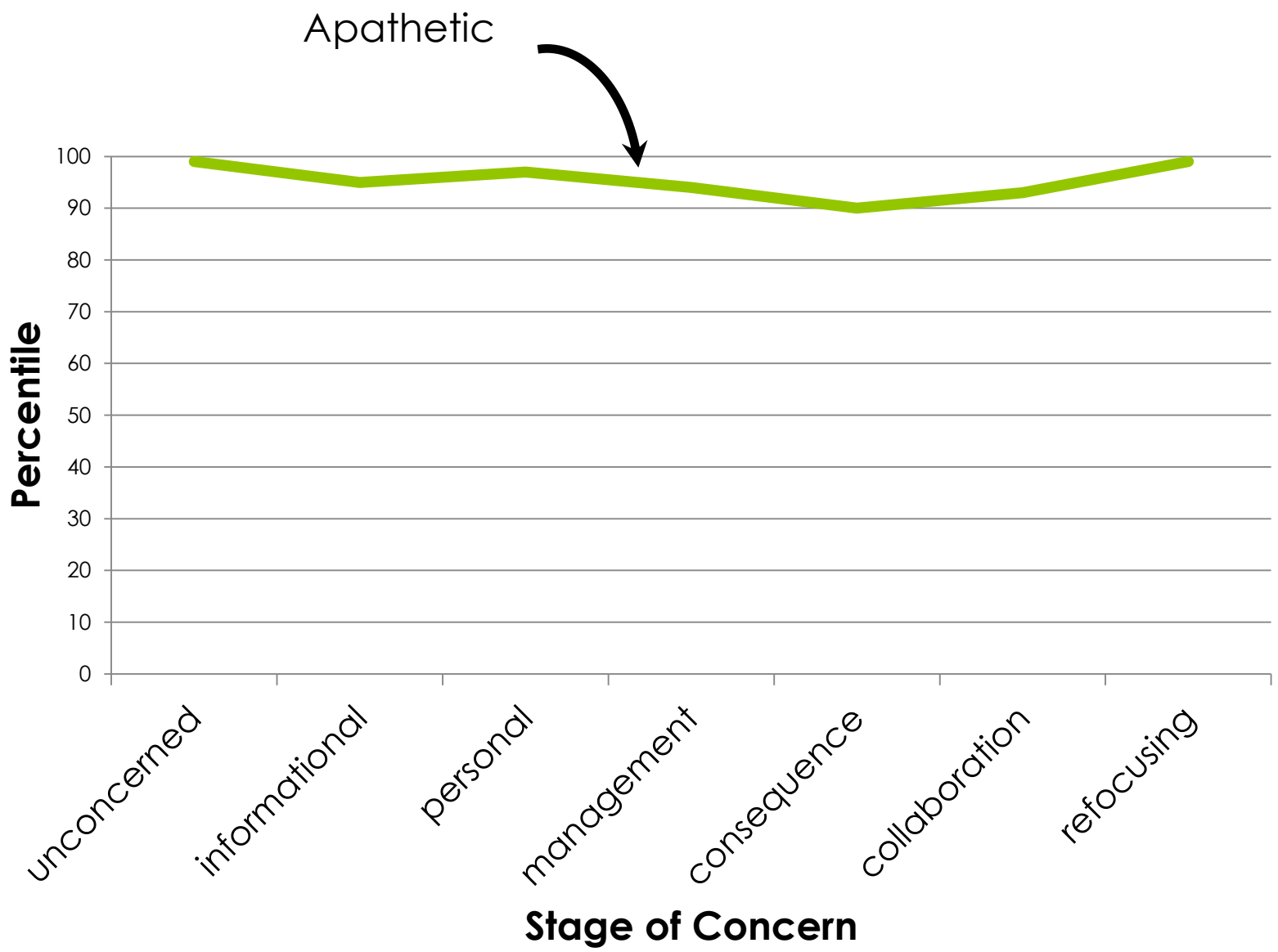
CBAM

- Define the change (innovation):
  - Managing your research data
- Stages of Concern – 35 questions, 5 for each stage
- Levels of Use – 1 question
- Demographics – 9 questions

Final Product

- Total = 45 questions, less than 15 minutes

1. IRB approval
2. Distributed to the Post-doc listserv
3. 57 complete responses (104 total)
    1. 26 requested customized feedback
4. Score according to protocol


Apathetic
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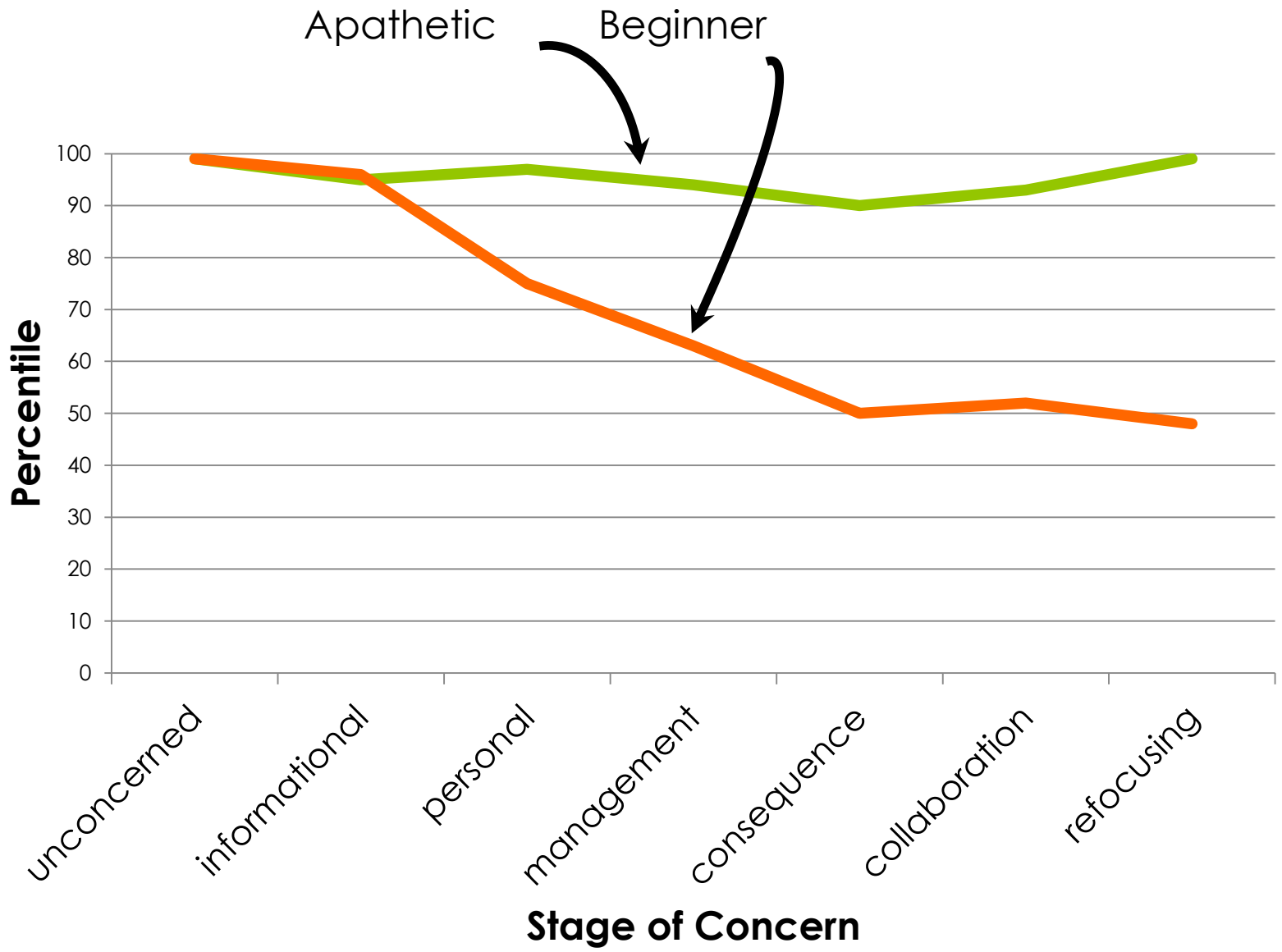
Percentile
unconcerned
informational
personal
management
consequence
collaboration
refocusing
Stage of Concern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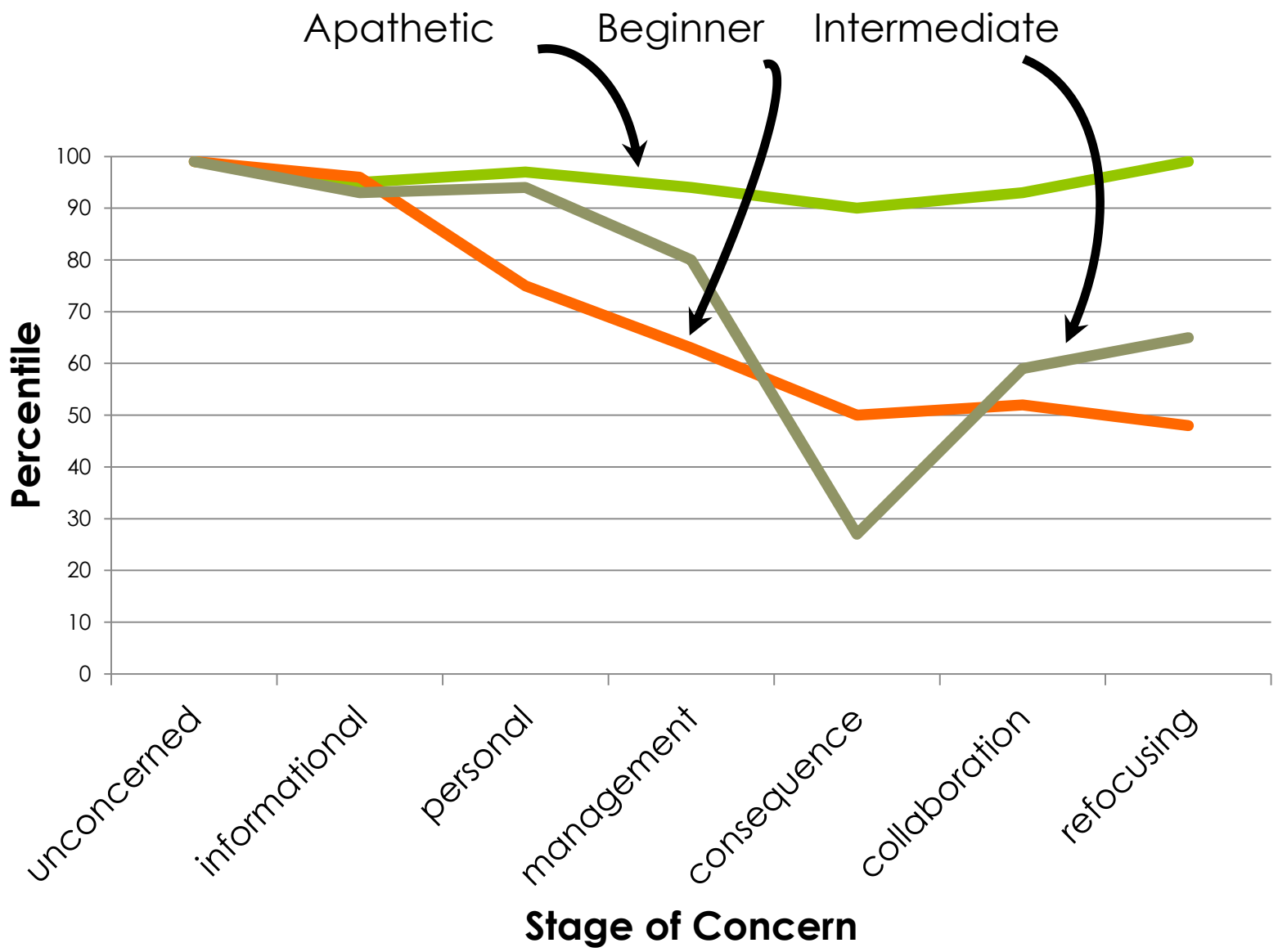
Stage of Concern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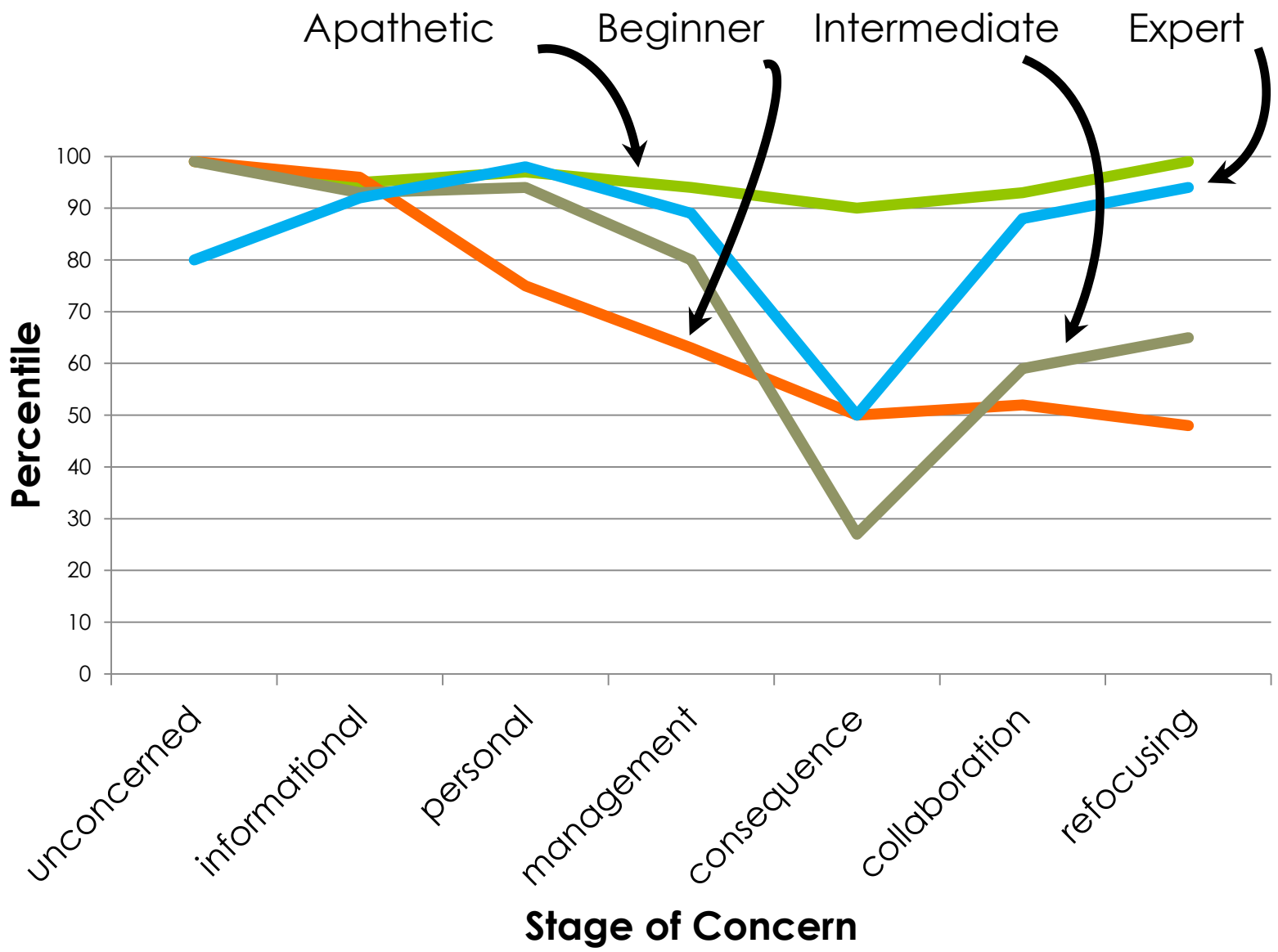
Stage of Concern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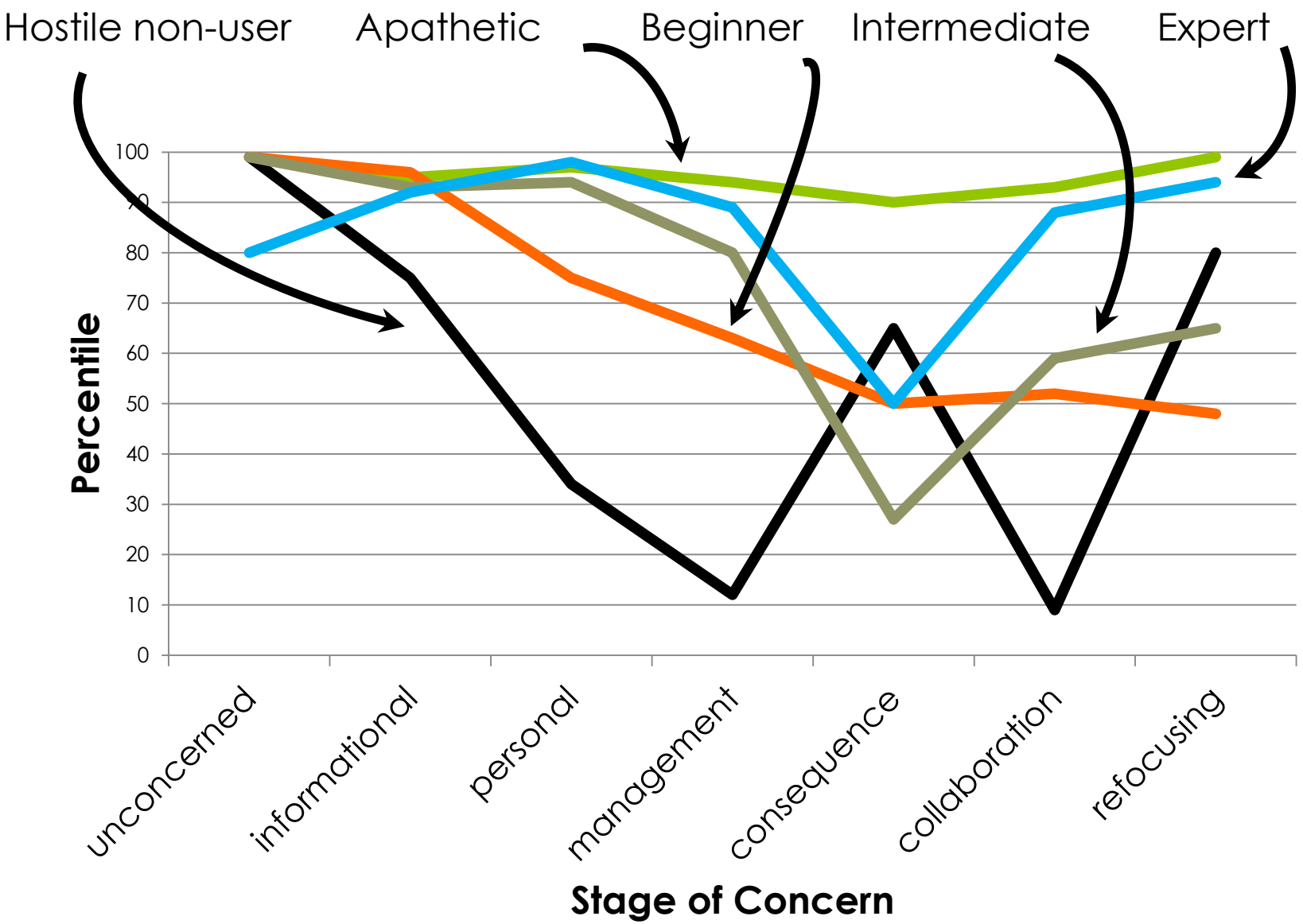
Hostile non-user
Apathetic
Beginner
Intermediate
Expert
Percentile
100
90
80
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unconcerned
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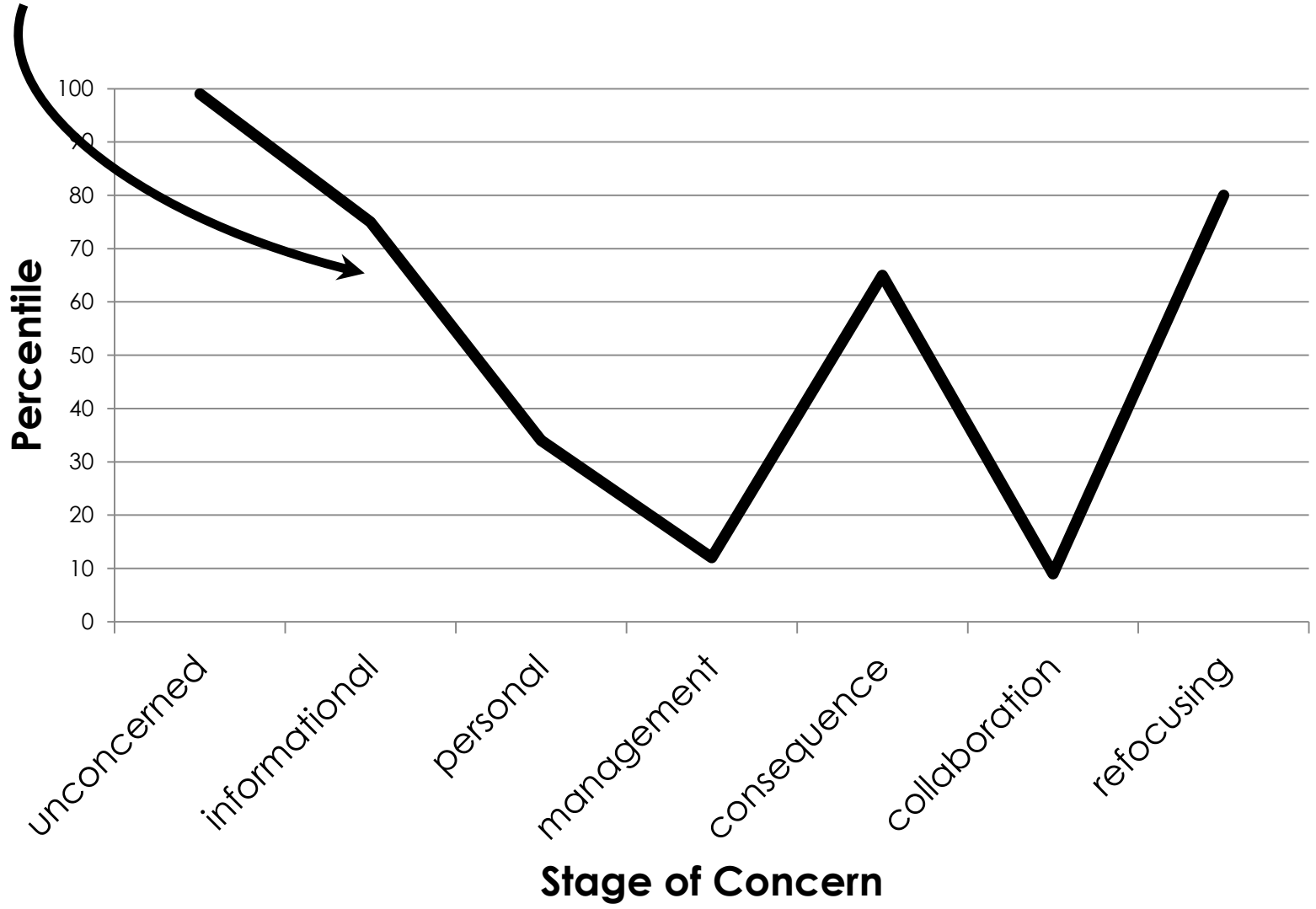
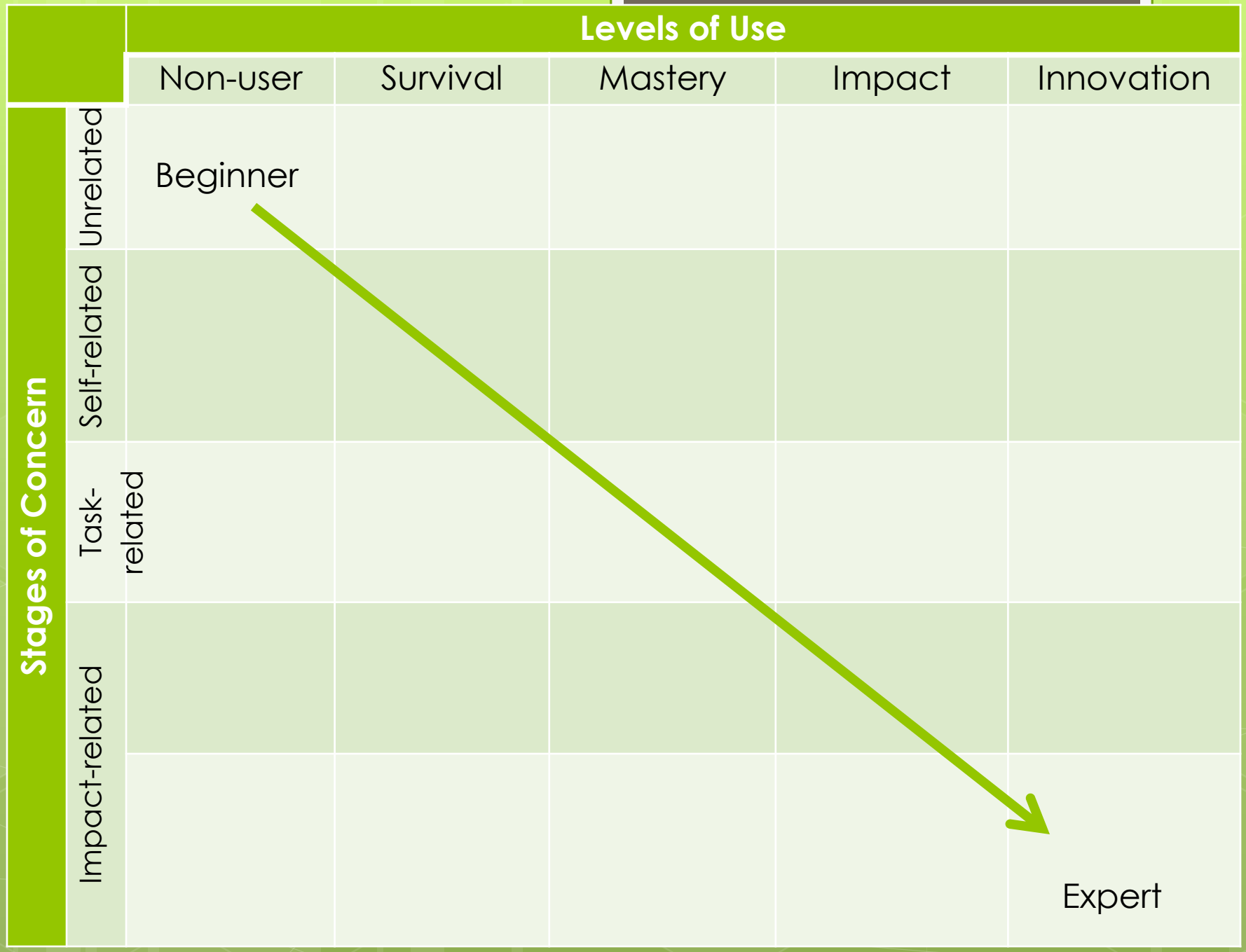
refocusing
Stage of Concern

Hostile non-user **"I just don't believe in all this altruistic sh*..!"**



Results

	OSU Post-docs
Hostile non-user	8
Apathetic	8
Beginner	16
Intermediate	18
Expert	1
Yet to be determined	6


Levels of Use
Non-user
Survival
Mastery
Impact
Innovation
Stages of Concern
Unrelated
Self-related
Task-related
Impact-related
Beginner
Expert

Next steps

- Confirm reliability and validity
- Deploy to a wider audience
- Possibly shorten

Ultimately

- Customize Research Data Management (RDM) Education according to researchers' Stage of Concern

More information

- Rinehart, Amanda. Getting emotional about data: The soft side of data management services *College & Research Libraries News, September 2015 76:437-440*.

- Hall, G. E., & Hord, S. M. (2001). *Implementing change: Patterns, principles, and potholes*. Boston: Allyn and Bacon.