



The Balancing Act

Data Analytics and Radical Invention

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The Importance of Analytics

- Research Analytics Will Increase in Importance
 - Identify (previously unrecognized) patterns and trends
 - Make informed decisions
 - Solve problems

Analyzing the Terms: Research Analytics

- What are analytics?
 - A way of viewing or interpreting data *which is known*
- What is research?
 - An exploratory process for discovery, invention, and knowledge creation

Analytics & Invention

- A strength of research analytics is that it often provide insight and a granular level of insight
- A possible limitation is relying on existing strategies and possibly excluding novel approaches
 - For your RA office
 - For your researchers
- Impactful research may involve working outside existing norms and paradigms



Discussion questions

- How do you currently integrate data analytics into your research administration processes?
- Can you share an example of a time when metrics did not capture a significant innovation or breakthrough?
- How can you leverage the insights of analytics with making space for radical invention?
- What are the limits of analytics?
- What is the difference between data-driven and data-informed?
- What practices should you build into research development strategies to complement analytics?