

H. W. ODUM INSTITUTE

FOUNDED IN 1924

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Director

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UNC
THE ODUM INSTITUTE

THE ODUM INSTITUTE FOR RESEARCH IN SOCIAL SCIENCE
DAVIS LIBRARY, 2ND FLOOR, CB# 3355
UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL

ONLINE: www.odum.unc.edu
TWITTER: @Odum_Institute
YOUTUBE: The Odum Institute

ODUM INSTITUTE SERVICES

- * Extensive short courses and consulting (quantitative, qualitative, surveys, data management, summer intensives, etc.)
- * Survey research design, execution, and analysis; Qualtrics training and support
- * Grant development and management
- * Extensive data management
 - * Data management planning and execution – fully compliant with funding agencies
 - * Collecting, connecting, and managing heterogeneous data
 - * Data collection, cleaning, analysis, publishing, sharing

ODUM AND DATA MANAGEMENT

- * We use the Dataverse to manage our archive (32,000 studies, 150,000 files, 500,000 downloads) – open to anyone at UNC.
- * Data Seal of Approval as a trusted repository, and we are members of several national and international organizations
- * We embed data managers with research teams throughout the research lifecycle
- * Build data management human and cyber infrastructure
- * Broader Impacts: [websites, instructional videos and materials, “Ted Talk” videos, interactive web apps to let others explore your research data, example code, white papers, research papers, etc.]

Our Vision – Odum and the Next 90 Years

■ Data Science @ UNC

- Every student at Carolina should be data literate

The logo consists of a blue rectangular border containing the word "Data" in blue text on the left and the letters "U", "N", and "C" stacked vertically in blue text on the right.

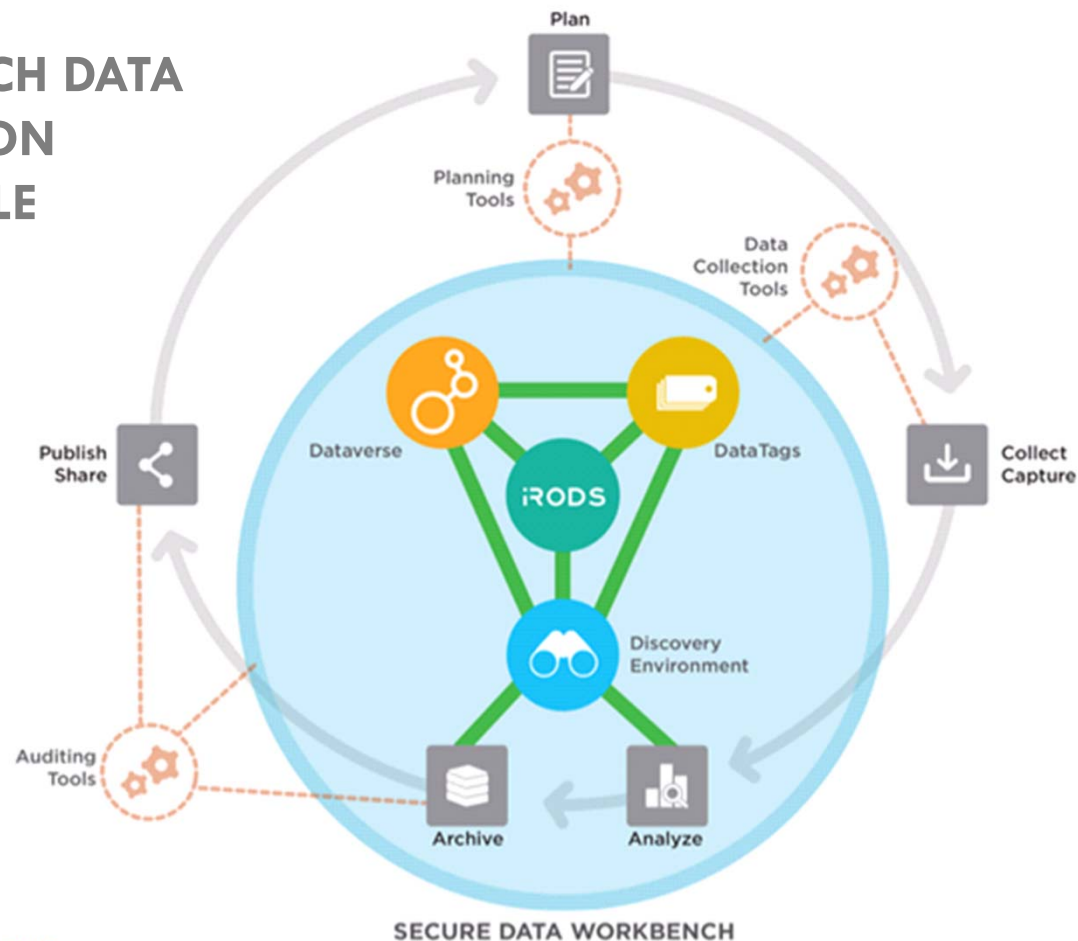
- The “Big Data” revolution is revolutionary because it’s data about people.
- Odum Projects: Dataverse, DataBridge, Data Net Federation, NCDS, Data and Software Citation.
- “Data for the Public Good”

■ Leveraging Technology for 21st Century Social Science

- Virtual Institute for Social Research (VISR)
- Multimedia training, Broader Impacts, Outreach

VIRTUAL INSTITUTE FOR SOCIAL RESEARCH (VISR)

RESEARCH DATA CURATION LIFECYCLE



ODUM AND DATA@CAROLINA

- * Big Data became front-page news when it became data about people.
 - * “If you want science to deliver for society, through commerce, government or philanthropy, you need to support a capacity to understand that society.” [Time for the Social Sciences. *Nature* (December 30, 2014)]
- * Data studies in inherently interdisciplinary
- * UNC can’t be first, but we can be best if Data for the Public Good at UNC:
 - * Embraces pedagogical innovation (e.g. short courses, modular training, flipped classrooms, team teaching, new certificate and other programs) with “data for the public good” as a unifying principle.
 - * Leads cyber infrastructure innovation – VISR for UNC, Dataverse for UNC, tools to manage heterogeneous data cubes and knowledge networks, etc.
 - * Builds human infrastructure – A campus-wide network with multiple major hubs of faculty, graduate students, AND research staff that bridge our traditional silos