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Challenges & Trends to Keep on the Radar

SCWG

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1. Need for documented evidence of advantage of reuse
 - a. Plan for collecting stories as they develop in DataONE (program assessment& marketing)
 - b. Evidence from outside D1 community (marketing)
2. Need for clear vision of logistics of reusing data
 - a. The proper processes (Ten steps).
 - b. Ties to usability and education WG
3. Lack/Prevalence of rewards for reusing data
4. Connections to the tool development community
 - a. Watch for ways to integrate into cycles of identified tools
5. The “not invented here” syndrome among domain scientists
6. DataONE internal communication issues
7. Lack of institutional support and no incentive for data management planning
8. Planning for future “uptake” at the institutional level. Work in parallel to educate, create outreach materials, answer questions about adoption - provide "customer service" WHILE technologies are being developed.
9. Planned behavior theory to move intention to action.