

# ADS Value and Impact

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Prof John Houghton (CSES, Victoria University)

ADS Impact Workshop

York, November 2012

# Schedule



|               |  |
|---------------|--|
| 13.00 – 13.20 | Welcome<br>Introductions                       |
| 13.20 – 13.45 | Workshops Aims<br>Initial Feedback             |
| 13.45 – 14.45 | Study methods and Initial Results<br>Questions |
| 14.45 – 15.00 | Tea/coffee break                               |
| 15.00 – 15.30 | Discussion – Value and Impact of ADS           |
| 15.30 – 15.45 | Final Feedback                                 |
| 15.45         | Close  |

# Impact Study Aims

- Develop and refine a range of methods to measure the costs, benefits, economic impacts and value of the ADS;
- Integrate these quantitative methods and findings with the more qualitative aspects of value;
- Report and dissemination during 2013.

# Workshop Aims

- Sharing initial analysis and survey results of perceptions of the value of ADS and how those perceptions of value can be measured;
- Chatham House Rules- open discussion;
- How to communicate findings on the value and economic impact of ADS to its key stakeholders;
- improving prospects for sustainability of ADS and other data collections.

EXP-  
LOREDISC-  
OVERDEP-  
OSITINNO-  
VATE

Supporting research,  
learning and teaching with  
free, high quality and  
dependable digital  
resources

## Featured collection

England's Past for Everyone: Historic Environment Research



### October 2012: ADS Shortlisted for major digital preservation award

The ADS are delighted to announce they have been shortlisted for the prestigious Digital Preservation Coalition award for the most outstanding contribution to digital preservation in the last decade. The shortlist for the 2012 Digital Preservation Awards was announced at a reception in the House of Lords on Monday 8th October and includes some illustrious company such as the International Intern... more.



Welcome to the new ADS website. There are a number of new features of the website that will make it easier and more enjoyable to use. Please read the 'About' this site section for more details. This site works best with the Firefox, Chrome and Safari browsers. Why not **register as a myADS user** to take full advantage of the additional features. On registration these personal myADS features become available.

### Workbook

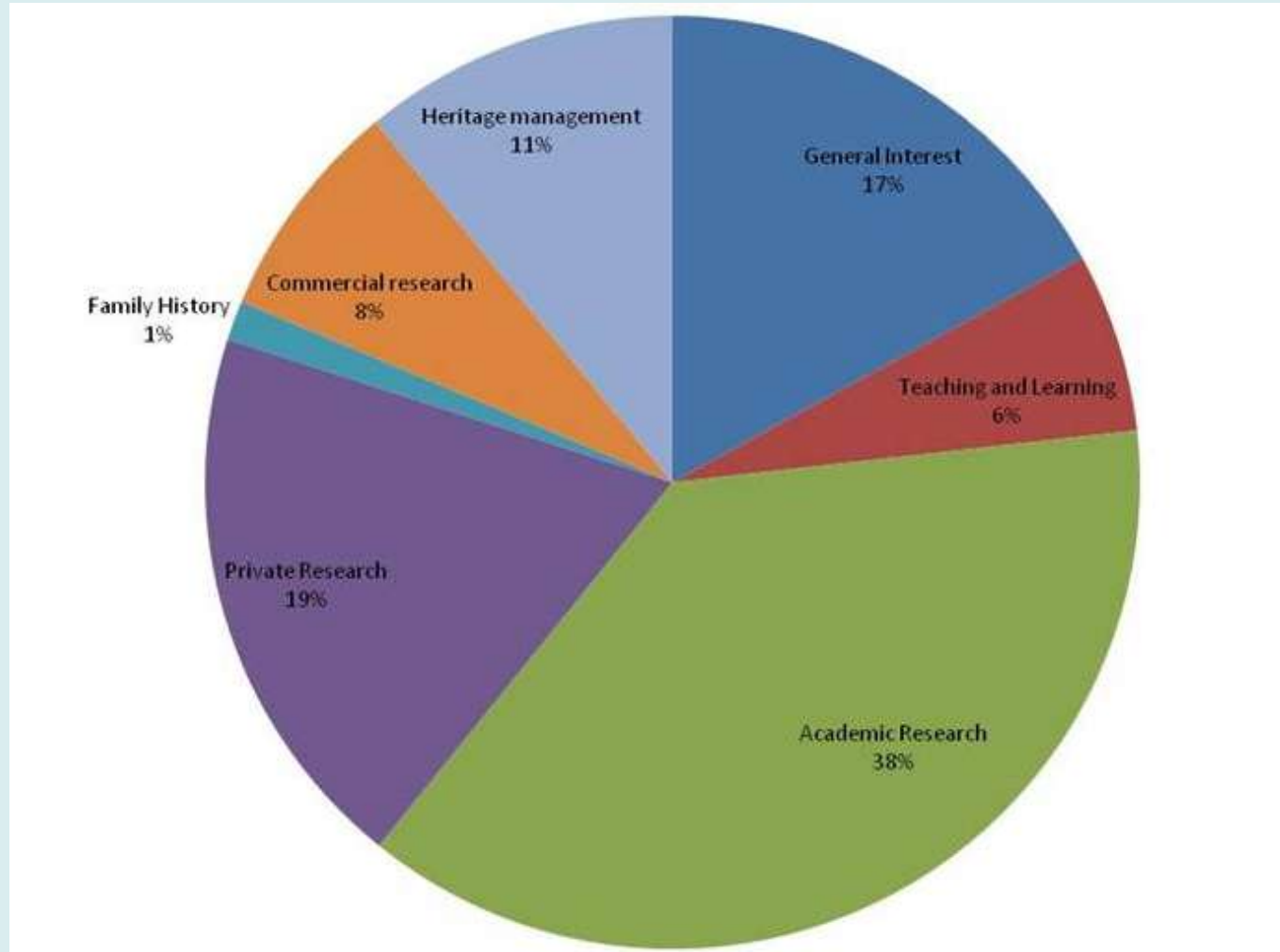
Using the tools at the bottom of each page save your favourite resources and regular searches in the myADS Workbook.

# Supporting research, learning and teaching with free, high quality and dependable digital resources

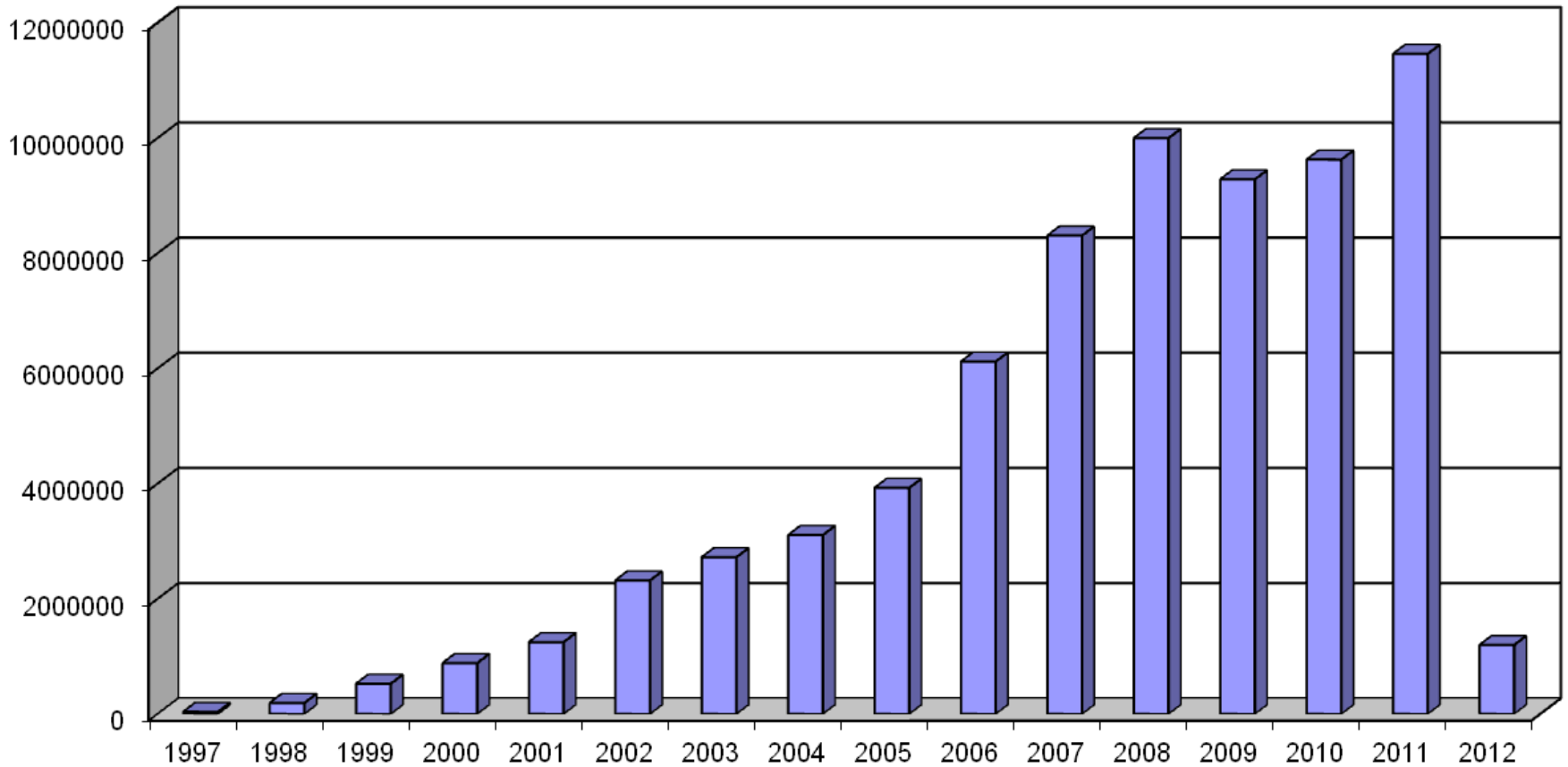


- Digital preservation
- Free access to data via the Internet
- Guidance and support for data creators

# Primary re-use of ADS Data



# Year on Year Usage 1997-2012





## Unpublished Fieldwork Reports (Grey Literature Library)

Introduction  
[Browse by contractor](#)  
[Search reports](#)



### Introduction

The aim of this resource is to make available unpublished fieldwork reports in an easily retrievable fashion. There are **currently 17382 reports available** and this number is increasing steadily through the OASIS project in England and Scotland.

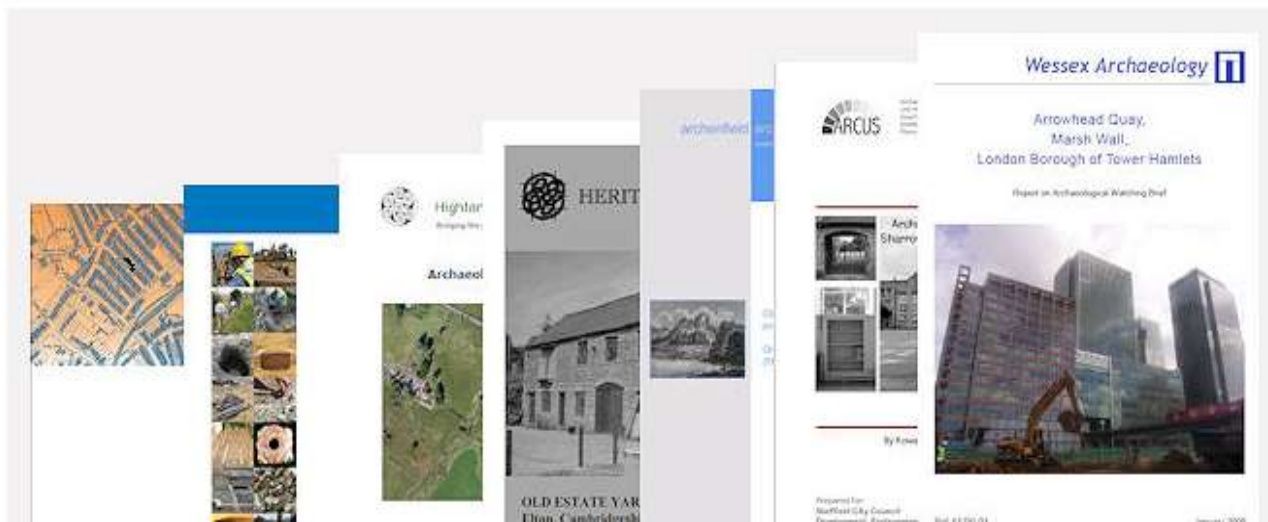
Through this resource it is possible to list the reports by contractor, using the [browse by contractor](#) option and also to do a more advanced search filtering these reports by period, monument/artefact type and location using the [search](#) option. These unpublished reports cover archaeological interventions such as: watching briefs, excavation reports and building surveys. Desk-based assessments and specialist analysis are also included.



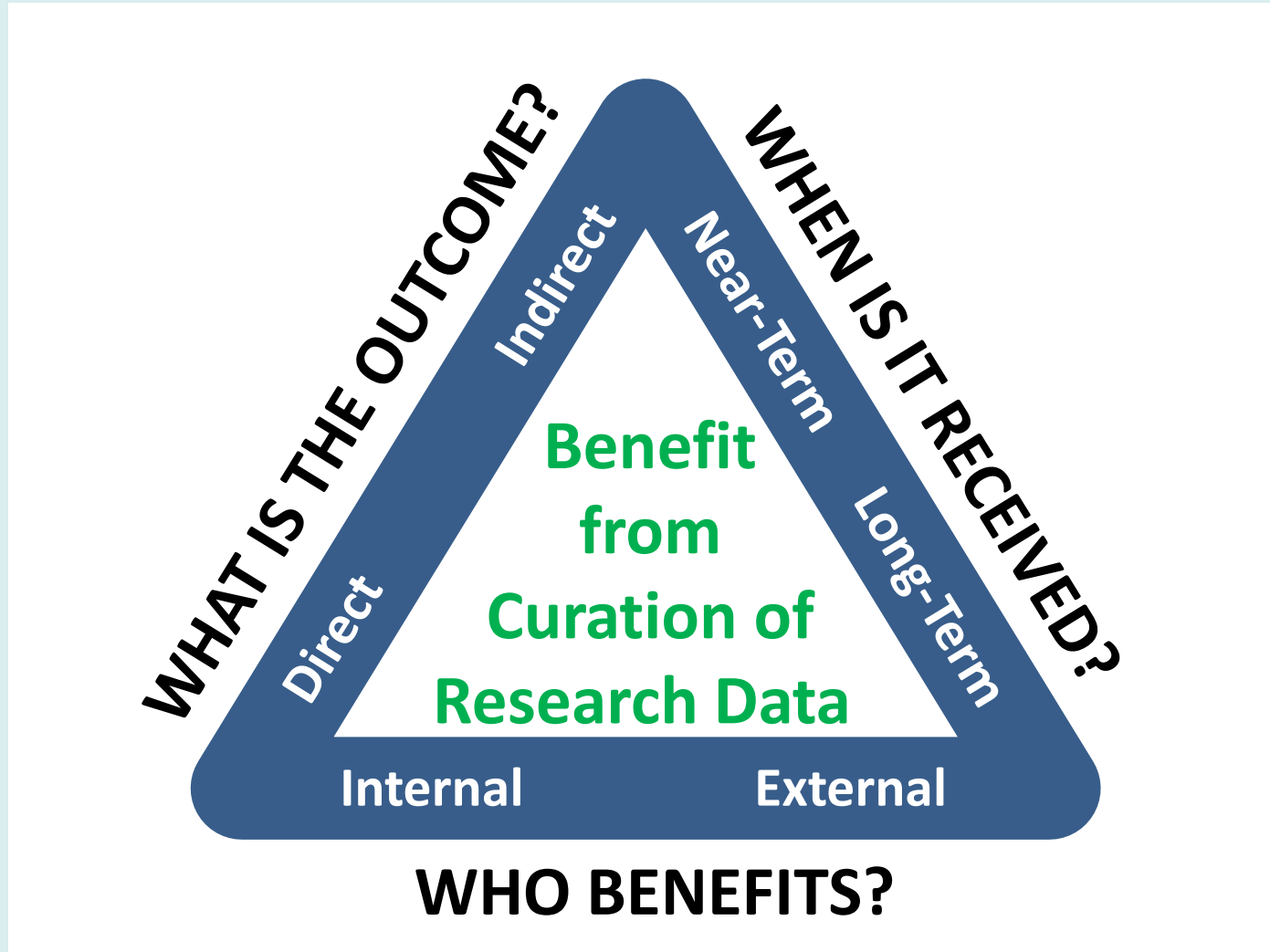
### Primary contact

Archaeology Data Service  
 King's Manor  
 Exhibition Square  
 York  
 YO1 7EP  
 England  
 Tel: 01904 323954  
 Fax: 01904 323939

[Send e-mail enquiry](#)



# Initial Feedback –Benefits Exercise



# Who Benefits: RDM Strategy Benefits Monash University

## Researchers

- Save time and improve data quality: repetitious handling is (semi-) automated; data is better organised and easier to find; collections and methodologies are not duplicated
- Get easier access to both raw and processed data they need
- Build skills in data management that enhance employability
- Can more easily find and get access to expertise and infrastructure
- Increase their profiles through data dissemination and subsequent citation and re-use
- Find new audiences and new collaborators
- Gain clarity of ownership of copyright and intellectual property, and terms and condition of re-use
- Reduce risk of theft, loss or mis-use of data, and damage to reputation that may result
- Are rewarded for sharing and disseminating data

## Institution

- Improve awareness of research practices and opportunities
- Identify more research outputs, and measure citation/re-use of those outputs
- Stimulate new networks and collaborations (research, research platforms, and professional communities of practice)
- Increase compliance and reduce risk
- Improve readiness for audits and changes in funding agency requirements
- Increase funding opportunities

## Capability partners (eSolutions, e-Research Centre, University Library)

- Improve forward planning and seek economies of scale
- Greater uptake, and more effective use of platforms and facilities
- Increased awareness of researchers' needs
- More streamlined processes for delivering advice and information
- Sustainability through sharing of expertise and re-use of infrastructure – at Monash University and with other institutions

# ADS Key Stakeholders and Benefits

?

?

?

# Value + Economic Impact Analysis

John Houghton (Victoria University) + Charles Beagrie Ltd

Methods being applied to:



Economic & Social Data Service

*- report published*



Archaeology Data Service

*- in progress*



British Atmospheric Data Centre

*- in progress*

The logo for JISC, consisting of the letters 'JISC' in a bold, orange, sans-serif font.**ADS study funded by JISC**

# Methodology

- Desk-based analysis of existing evaluation literature & existing data from KRDS and other studies of the costs and benefits of research data infrastructure and services;
- Existing management and internal data collected by ADS, such as user registration and access statistics, deposit records, internal operational and financial reports, and
- Original data collection in the form of an online survey of ADS users and depositors, and 15 semi-structured interviews.

# Surveys

- **Depositors**

- A total of 293 email invitations to participate were sent to ADS depositors
- 45 bounced leaving a sample of 248
- Received 86 responses: 34% response rate.

- **Users**

- 1,536 email invitations to participate were sent to ADS registered users + open to non-registered
- 21 bounced leaving a registered sample of 1,515
- Registered users (13% response rate).
- 73 replies from non-registered users: ? response rate.
- Received 299 responses in total

# “Traditional” Value

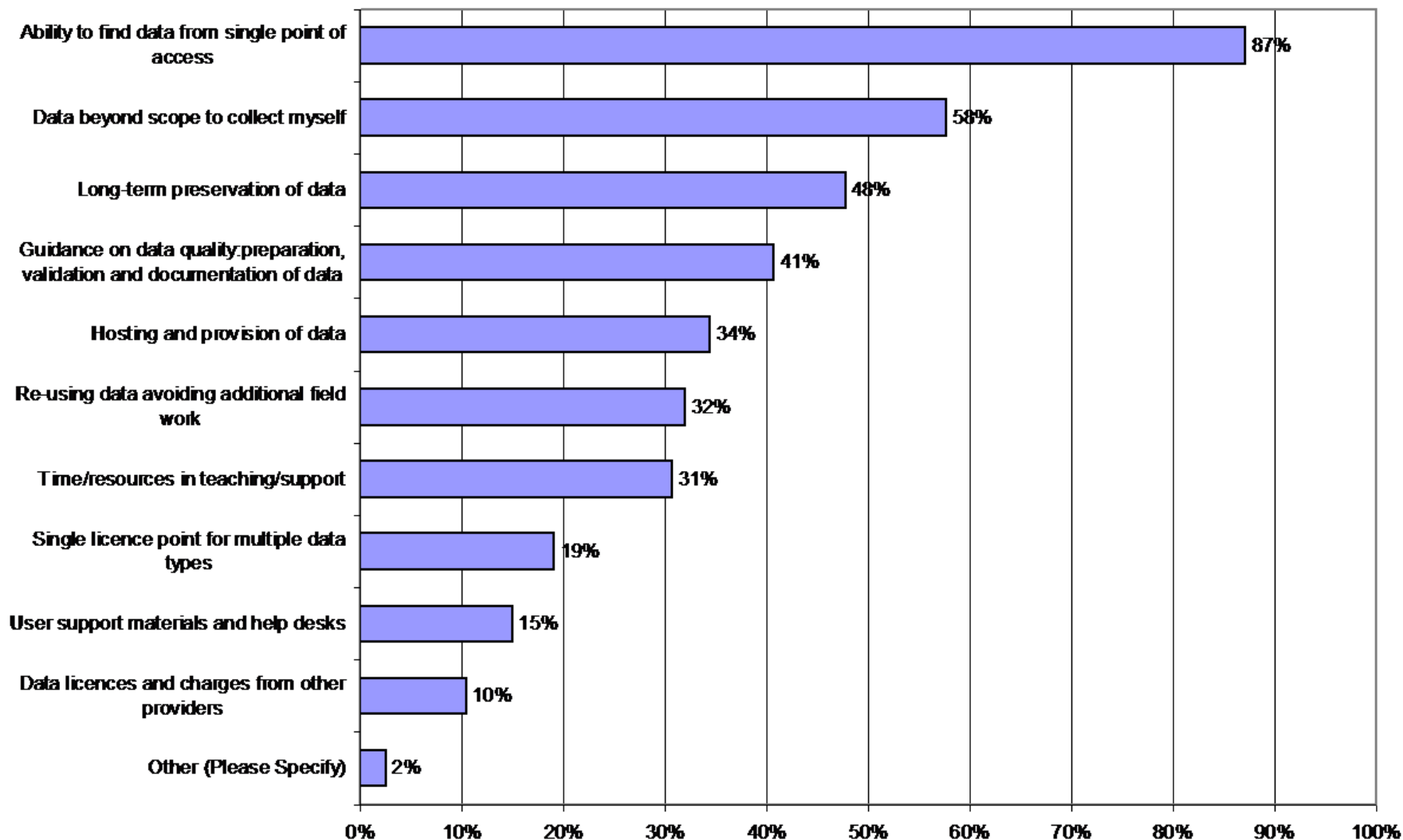
- Value and Impact





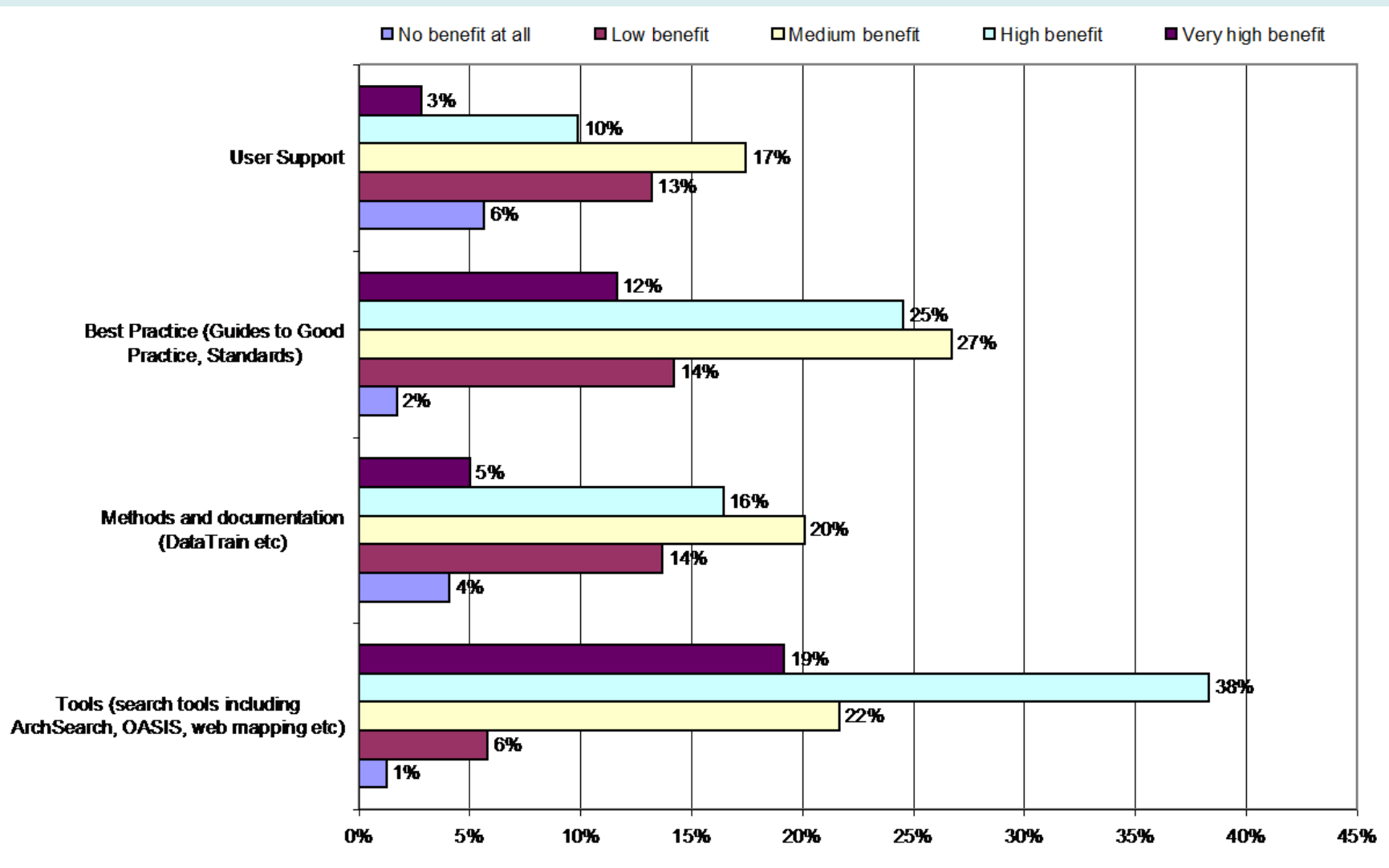
# “Traditional” Value

- Value and Impact: Areas of Savings (Users)



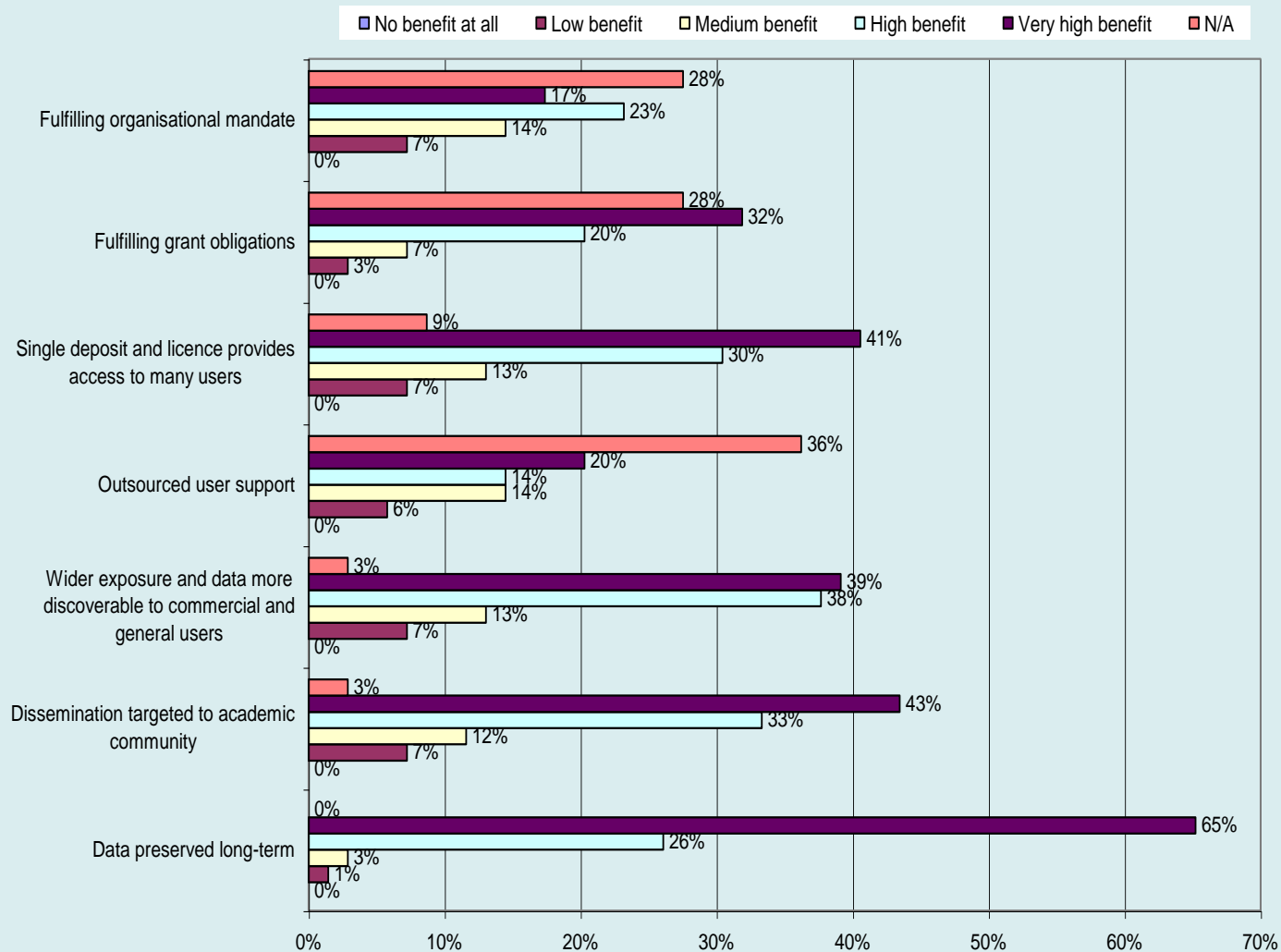
# “Traditional” Value

- Value and Impact: Other benefits (Users)



# “Traditional” Value

- Value and Impact – Benefits (depositor)



# Economic measures of value

- **Investment value:** annual ADS operational funding + the costs that depositors face in preparing data for deposit and in making that deposit
- **Use value:** average ADS user access costs x no. of users
- **Contingent value:** the amount users are "willing to pay" for access or "willing to accept" in return for giving up access
- **Efficiency gain:** user estimates of time saved by using ADS resources
- **Return on investment:** estimated return with time (30yrs)

**Investment & Use Value (Direct)**

**Contingent Value (Stated)**

**Efficiency Impact (Estimates)**

**Return on Investment (Scenarios)**

**Wider Impacts (Not Measured)**

*Survey User Community (registered users)*

*Wider User Community*

*Wider Research Community*

*Society*

**Investment Value**  
Amount spent on producing the good or service

**Use Value**  
Amount spent by users to obtain the good or service

**Willingness to Pay**  
Maximum amount user would be willing to pay

**Consumer Surplus**  
Total willingness to pay minus the cost of obtaining

**Net Economic Value**  
Consumer surplus minus the cost of supplying

**Willingness to Accept**  
Minimum amount user would be willing to accept to forego good or service

**Survey User Community**  
Estimated value of efficiency gains due to using service

**Wider User Community**  
Estimated value of efficiency gains due to using service

**Increased Return on Investment in Data Creation**  
Estimated increase in return on investment in data creation arising from the additional use facilitated by service



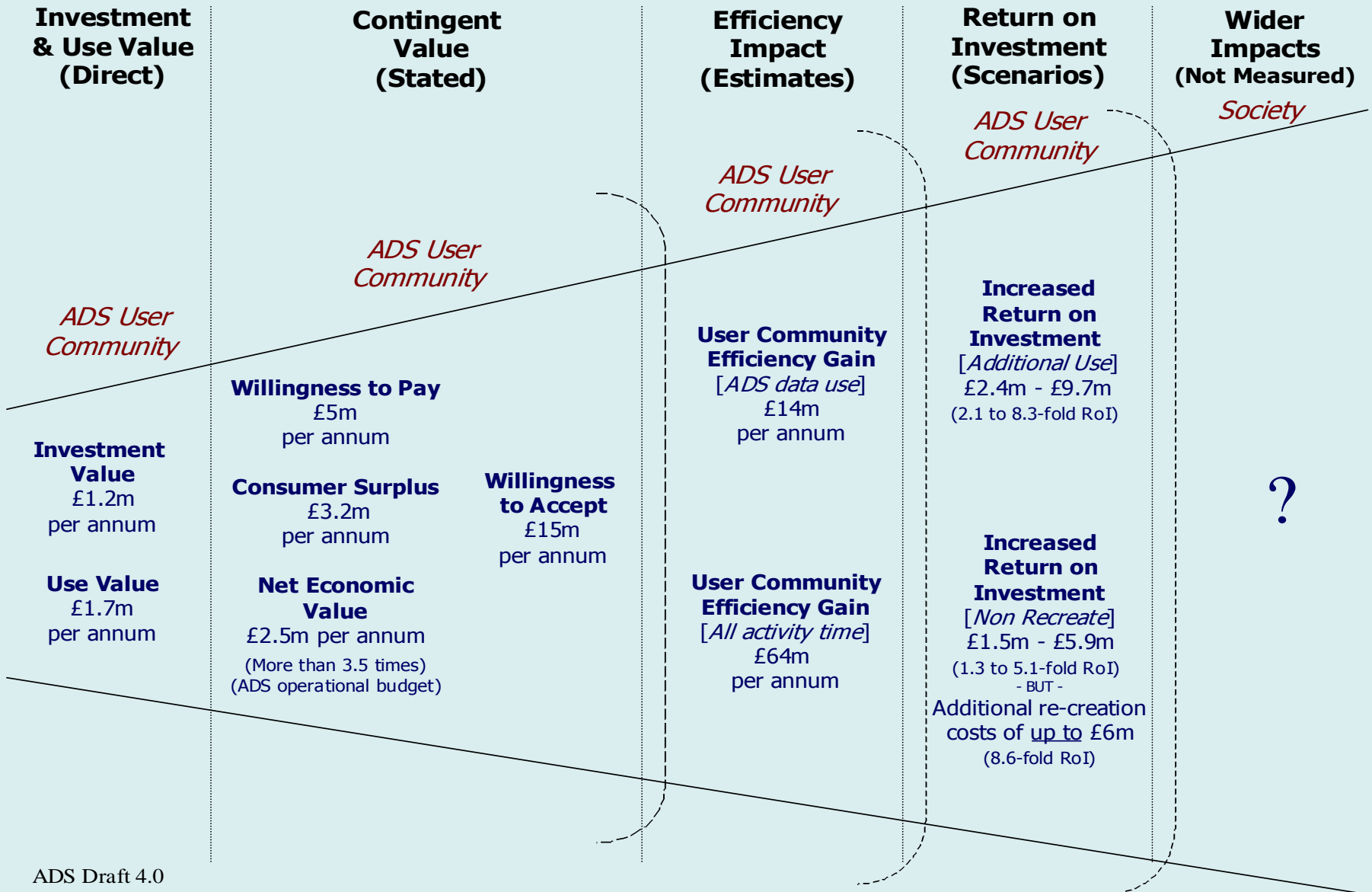
# Initial Results

- **Preliminary results;**
- **Final data analysis and weighting next year will change this initial analysis to better reflect the wider pattern of use;**
- **Final weighting will use 9 months data from the new PIWICK system stats (available late Dec 2012);**
- **Hence these provisional figures will change in final report;**
- **While its difficult to predict what differences the final data will make, it is unlikely to change the overall direction of the results.**

# Provisional measures of value

- **Investment value:** annual ADS operational funding + the costs that depositors face in preparing data for deposit and in making that deposit: £1.2m
- **Use value:** average ADS user access costs x no. of users: £1.7m
- **Contingent value:** the amount users are “willing to pay” or “willing to accept” in return for giving up access: £5m and £15m, respectively
- **Efficiency gain:** user estimates of time saved by using ADS resources: £14m-£64m
- **Return on investment:** 2-fold to 8-fold return
- **Returns over time:** increasing with growth of collections

# Provisional Measures of Value





# ADS Value/Impact Analysis

## Cost/benefit of service

Benefit/cost ratio of net economic value to ADS operational costs (excellent result)



**£1 cost    £3.50 benefit**

## Returns over 30 years?

Increase in returns on investment in data and related infrastructure arising from additional use facilitated by ADS



**perhaps £1 cost provides up to £8.30 return**

Questions?

How to communicate our findings on the value and economic impact of ADS to its key stakeholders and to the wider community?

# Final Feedback

- **Short Questionnaire**