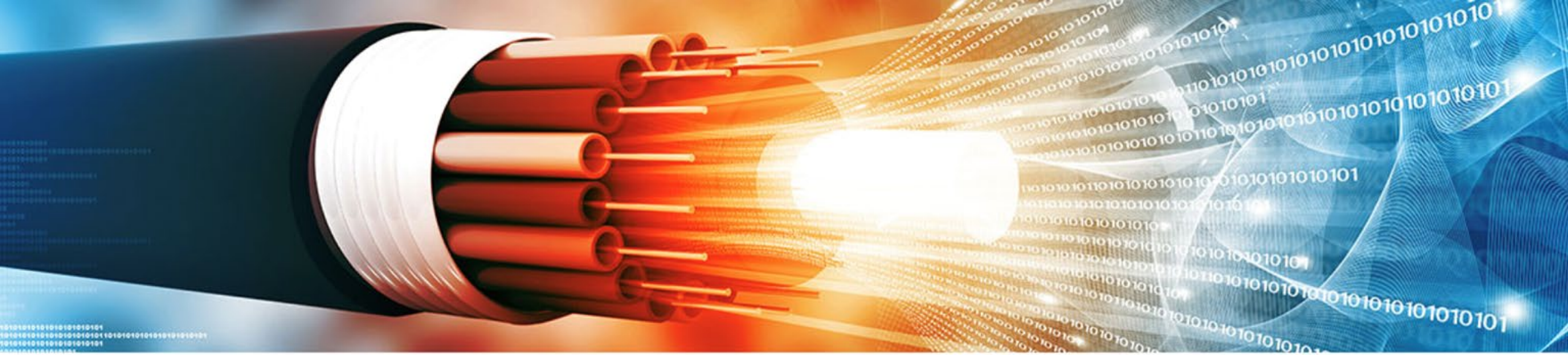

EOSC NORDIC

Introduction of Archetypes

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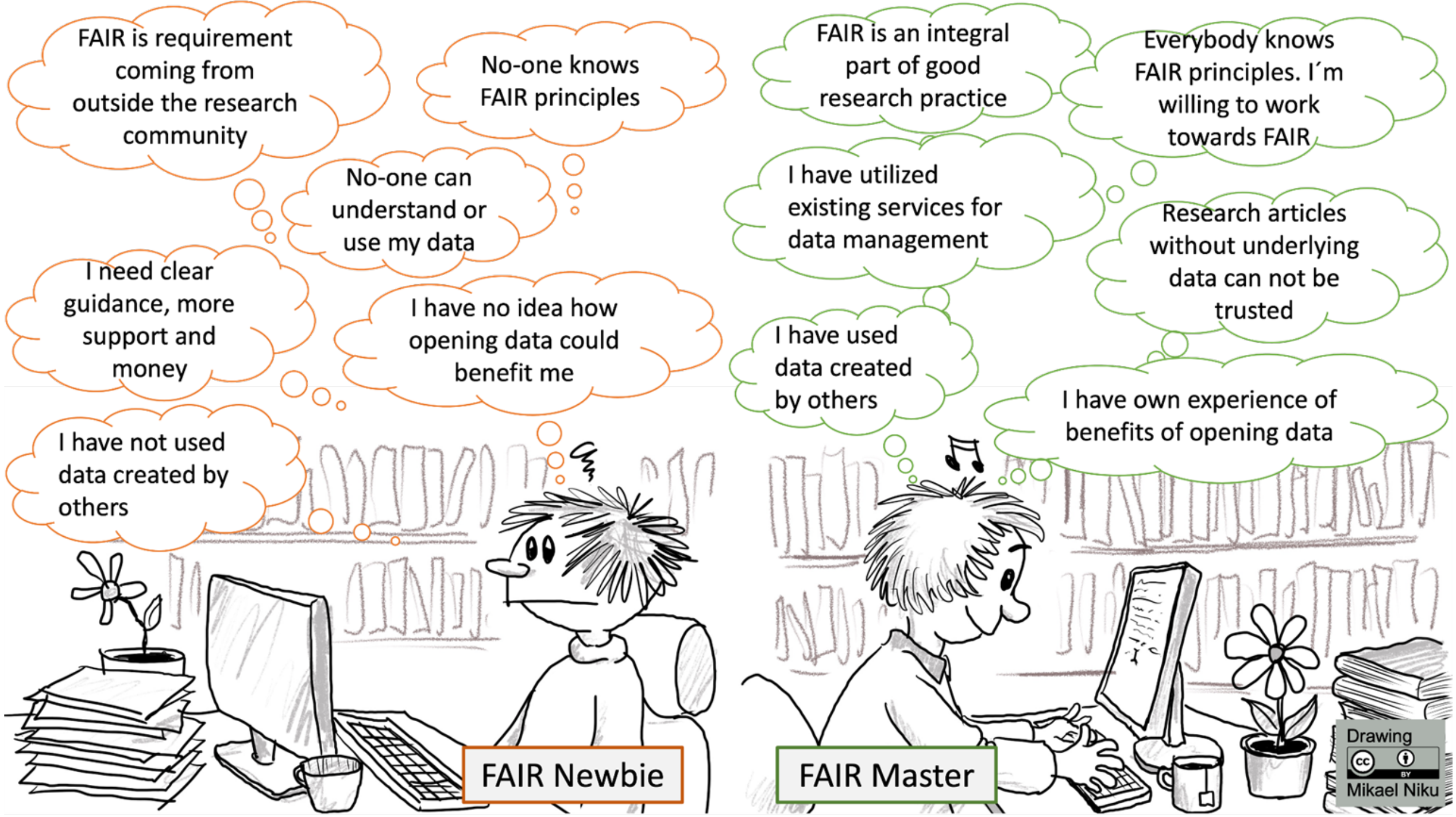
NORDIC E-INFRASTRUCTURE COLLABORATION

FAIR archetypes

- Building archetypes is a method used in product, service, etc. design projects with a user experience (UX) approach.
- Archetypes are based on information collected, in this case via interviews.
- Archetypes help us to discover behavioural patterns to predict how a person will behave or react.
- The archetypes are not real persons.
- We decided to build two archetypes.
    - These archetypes represent extremes in the attitudes towards and awareness of the FAIR principles.


FAIR is requirement coming from outside the research community
No-one knows FAIR principles
No-one can understand or use my data
I need clear guidance, more support and money
I have no idea how opening data could benefit me
I have not used data created by others
FAIR Newbie
FAIR is an integral part of good research practice
Everybody knows FAIR principles. I´m willing to work towards FAIR
I have utilized existing services for data management
Research articles without underlying data can not be trusted
I have used data created by others
I have own experience of benefits of opening data
FAIR Master
Drawing
Mikael Niku