Metadata makes better data

enabling better survey design, data discovery and re-use

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Which metadata?

The **Data Documentation Initiative (DDI)** is the favoured international social science standard and is focused on metadata reuse: **Enter once, use often**
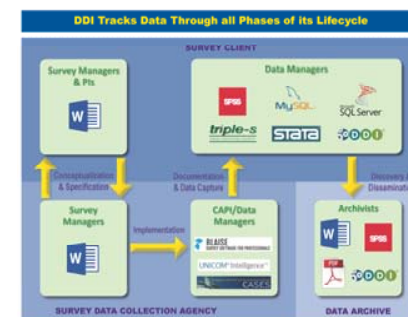
- A robust schema in use for 20 + years
- Used by national survey archives
- Recognized by data producers
- Fully documented and governed
- Friendly and approachable curators of the standard

Who can the DDI help?

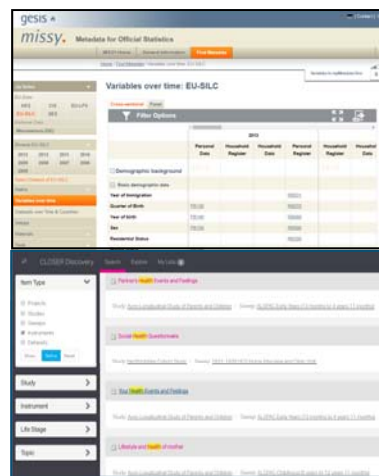All key players across the survey lifecycle responsible for :

- Technical aspects, facilitating machine-actionability and interoperability
- Producing comprehensive description of data
- Data and metadata publishers

Where do I get the DDI and how can I start? Colectica metadata portals

The **DDI:**

- Is a free and open community standard rather than an ISO one
- Offers demonstrators to showcase features
- Offers toolkits for metadata input and CAI instrument export, e.g. *Colectica*
- Welcomes those who embrace metadata for the social sciences

What added value does the DDI bring?

Allows:

- Creation of reusable questions and variables for survey design, avoiding costly duplication of effort
- Survey producers/field agencies to more efficiently implement surveys and deliver rich metadata along with data (reduce manual)
- Data publishers to publish richly documented data and persistent metadata
- Easier contribution to federated question and variable banks

www.ddialliance.org