Let's Get Technical

- DDI is based on XML Schemas, and includes tags that describe content.

- For example, all of the components of a typical social science variable are described with unique tags: questions are tagged as questions, variable names as such, and so forth.

- This strict encoding makes it easy for programs and tools — search engines, for example — to use the information in various ways.

Life Cycle Approach

- DDI is designed to cover the research data life cycle, from the formulation of research questions through the publication of a dataset.

- This approach permits the reuse of metadata, saving time and money.

Get Started!

Visit the DDI website for information about implementing DDI, along with links to useful tools:

www.ddialliance.org

Join the Ranks of DDI Users

Many individuals & organizations from over 80 countries are already using and supporting the DDI standard:

- **Data archives**
- **Data producers**
- **Software vendors**
- **Researchers**

DDI-based projects and products provide a range of functionality, from interoperable data catalogs to variable-level search systems to online statistical manipulations including analysis & subsetting.

Contact Us

DDI members are eager to talk about the use of DDI in projects. Please contact us at:

ddi@ddialliance.org

METADATA POWERED BY DDI

Increase the REACH of Your Data

The Data Documentation Initiative

www.ddialliance.org

Before DDI:

```
V043015  A7a.  Attention to national (network) news
==========================================

How much attention do you pay to news on NATIONAL
news shows about the campaign for President -- a
GREAT DEAL, QUITE A BIT, SOME, VERY LITTLE, OR NONE?
VALID CODES:
------------
198 1. A great deal
318 2. Quite a bit
304 3. Some
110 4. Very little
12  5. None

MISSING CODES:
------------
8.  Don't know
9.  Refused
```

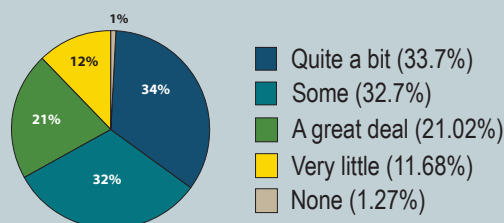## After DDI on the Web:

Name: V043015

Label: Attention to national (network) news

Concept: Attention to presidential campaign on national TV

Universe: Pre-election survey: If R watched national network TV news in the past week (INAP.: 0,8,9 in A7)

Question: A7a. How much attention do you pay to news on NATIONAL news shows about the campaign for President -- a GREAT DEAL, QUITE A BIT, SOME, VERY LITTLE, OR NONE?

Code	Label	Freq	%	Valid %
1	A great deal	198	21.02%	21.02%
2	Quite a bit	318	33.76%	33.76%
3	Some	304	32.27%	32.27%
4	Very little	110	11.68%	11.68%
5	None	12	1.27%	1.27%
8	Don't know (m)	0	00.00%	—
9	Refused (m)	0	00.00%	—
	Total	942	100%	100%

Pie chart:
- 34% / 1% / 12% / 21% / 32%
- Quite a bit (33.7%)
- Some (32.7%)
- A great deal (21.02%)
- Very little (11.68%)
- None (1.27%)

A Documentation Solution for Research Data

- Do you want a way to make documenting and sharing your data easier?

- Are you interested in using a common documentation standard that permits web display?

- Do you want to repurpose your documentation to create PDF files, setup files, and other products?
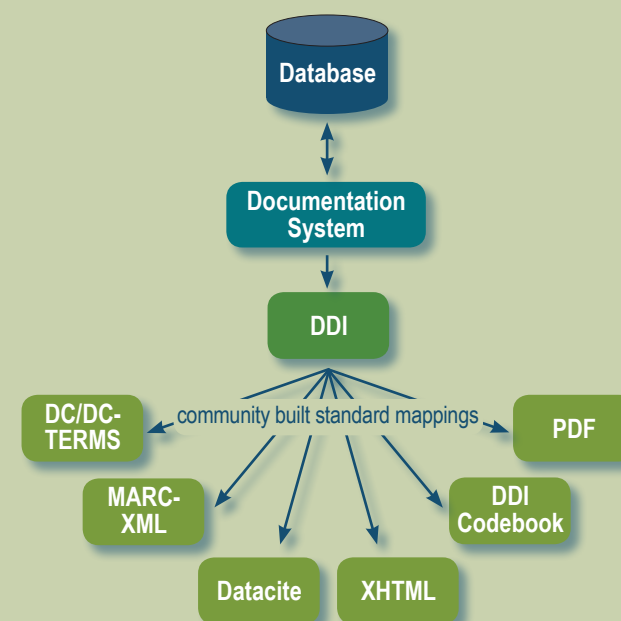
DDI can help you meet all these needs.

DDI is a way to standardize documentation and make it interoperable.

DDI uses XML to create documentation that is structured yet flexible for display and presentation on the web or in print.

More About DDI

- **Data sharing.** DDI enables you to share your data and metadata with others easily.

- **Rich content.** DDI encourages the use of a comprehensive set of elements to describe your data.

- **Searchability.** DDI documents contain "tags" that search engines can use, resulting in greater search precision.

- **Preservation.** DDI is a proprietary format and will never become obsolete.

- **Presentation.** DDI can be displayed on the web and in print in any number of ways through the use of stylesheets.

One document, many uses...

- Database
- Documentation System
- DDI
- community built standard mappings
- DC/DC-TERMS
- PDF
- MARC-XML
- DDI Codebook
- Datacite
- XHTML

DDI makes data more accessible to a wider audience.