HOW TO SWIM AND SURVIVE IN THE DATA SEA: FROM DATA-DRIVEN TO VALUE-DRIVEN, QUESTION-DRIVEN, AND WISDOM-DRIVEN APPROACHES

INTRODUCTION

- Today, the amount of data available or waiting to be discovered is so great that it is challenging to decide what to collect, how to locate, and what to focus on when it has been found.
- The data-driven approach would lead to wasting time and energy on collecting unnecessary or obsolescence data in a rapidly changing environment where today's data (or values) will be no longer meaningful tomorrow.
- This is aligned with an underlying argument that question-driven approaches in the subject field of knowledge discovery in databases are of greater advantage than data-driven approaches in contexts, where we have more data than we can analyze (Amaravadi, 2005; Amaravadi & Daneshgar, 2004; Hogl et al., 2001).

APPROACHES

- As alternative approaches to a "data-driven" approach, "value-driven," "question-driven," and "wisdom-driven" approaches would lead to collecting the most meaningful data for demonstrating impact or supporting decision-making in a rapidly changing environment.
- Combining these three approaches in a "narrative" format is proposed as a way to maximize the advantages and minimize the disadvantages of a "data-driven" approach by making it easy to collect data, customize, expand and use data for designated purposes.
- The notion of a narrative format is taken from the key idea of data storytelling, data-driven storytelling, or storytelling with data (Dykes,2020; Knaflic, 2015; Riche et al., 2018; Sykes et al., 2013).

1. Unit-Focused
2. Purpose-Focused
3. Value-Focused
4. Decision-Focused

WORKSHEET

- First, a participant selects one framework from multiple frameworks (e.g., ALA Core Values of Librarianship), which would facilitate a holistic approach to capturing comprehensive values.
- Second, the participant selects one value from multiple values that are associated with the selected framework (a value-driven approach).
- Third, the participant selects an option from each of key narrative components including "what" (Areas of Focus) and "whom" (Stakeholders).
- Fourth, the participant selects a type of assessment questions from the four types of measurements introduced in Project Outcome (https://acrl.projectoutcome.org), including Needs Assessment, Output, Outcome, and Patron Satisfaction, and enters their questions associated with the selected type (a question-driven approach).
- Fifth, the participant enters answers to their own questions as a key narrative component of "how," or as hypotheses based on their own experiences (a wisdom-driven approach).
- Last, the participant chooses the most appropriate publication venue from multiple options.

FUTURE DIRECTION

- This worksheet would be improved by adding more steps that would help streamline the process of data storytelling from data collection to visualization.
- This worksheet would be improved by conducting usability testing with all levels of decision makers.

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