



# Visualise research and data

Mattias Vesterlund, KTH Library  
(with slides from Sara Lind, KTH Library)

# Agenda

- Data and research data
- Questions to ask of any visualisation
- The need for visualisations during data analysis
- How to select the right graph for your data
- Interactivity
- Design and layout
- Colour
- Posters
- Accessible visualisation
- Key takeaways
- Tools and resources

# What is data?

Definition Wikipedia (computer science):

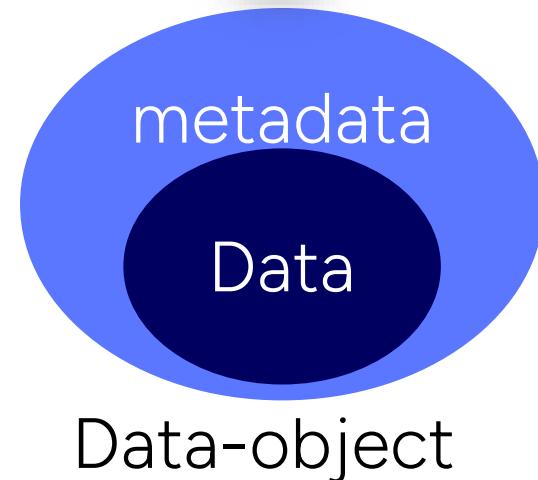
Data requires interpretation to become information.  
Digital data is data that is represented using the binary number system of ones (1) and zeros (0), instead of analog representation. In modern (post-1960) computer systems, all data is digital.

Definition according to EOSC:

**reinterpretable digital** representation of information in a formalized manner suitable for communication, interpretation, or processing.

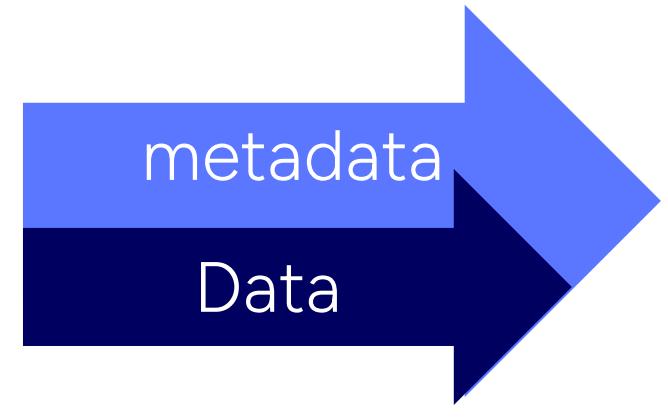
101  
011

Bit sequence = 1 byte data



# What is metadata?

**Metadata** = data about data, often the information needed to interpret data in a meaningful context, (technical, administrative, descriptive metadata)



# Good questions to ask before DataViz

(from 5W + 1H)

- What?
  - My Research Data
  - Our analysis workflow
  - A generalizable concept
  - An observed relationship
- Why?
  - To verify quality (QC)
  - To explore
  - To explain (to whom?)
- How?
  - What type of plot or diagram can I use to convey this?
- What aspect of the data?
  - Distribution
  - Comparison
  - Relationship
  - Composition

# What?

- **Data**
  - Raw data
  - Transformed or normalised data
  - Transcribed data
  - Random data
  - Statistical calculations
  - Approximations, estimates or projections
- **Conceptual**
  - Graphical abstract
  - Infographics
  - Descriptive diagrams

# Why?

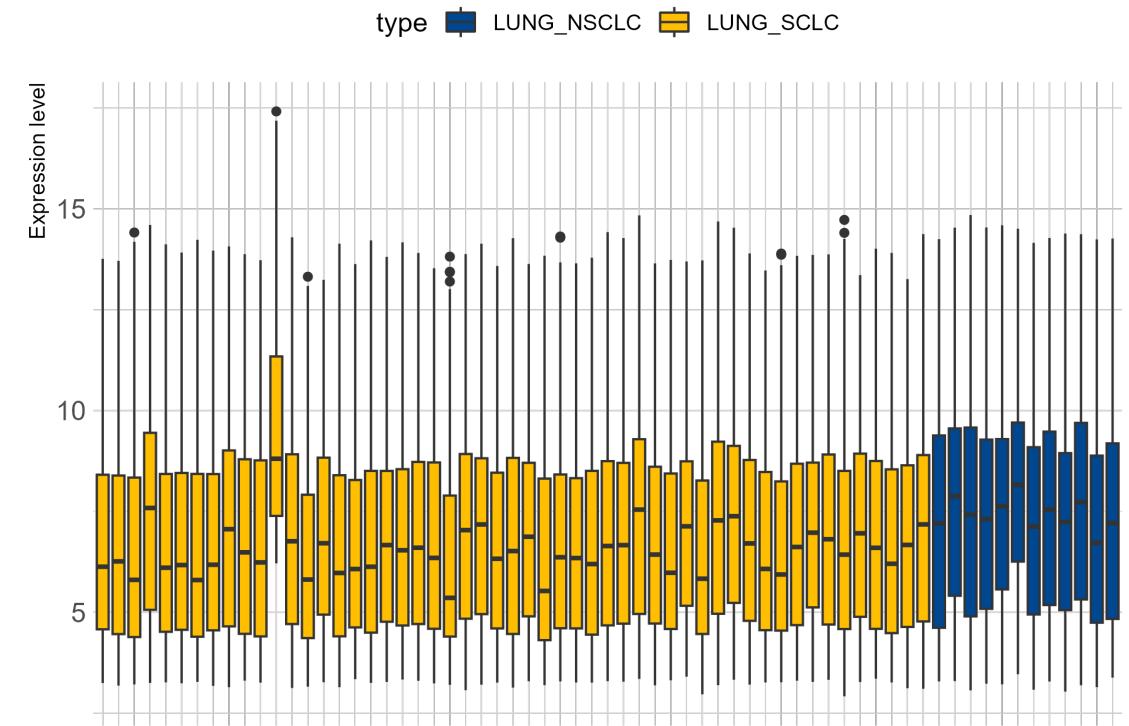
- **Purpose** – What are you trying to achieve?
  - Quality control
  - Explore the data for analysis purposes
  - Explain the data or the results of an analysis
- **Audience**
  - Myself
  - Other researchers in my field (e.g. my PI)
  - Other researchers in a separate field
  - General public
- **Context**
  - Slide show presentation
  - Conference poster
  - Journal article



# A QC example

- What?
  - Data on gene expression levels (**numerical values**) for 1000 genes in different cancer cell lines of different types
- Why?
  - Quality control – ensure that gene expression on an overall level (**distribution**) is similar.
- How?
  - Boxplot to see distribution of the numerical value (gene expression) for each cell line.

**CCLE - Lung cancer gene expression levels**

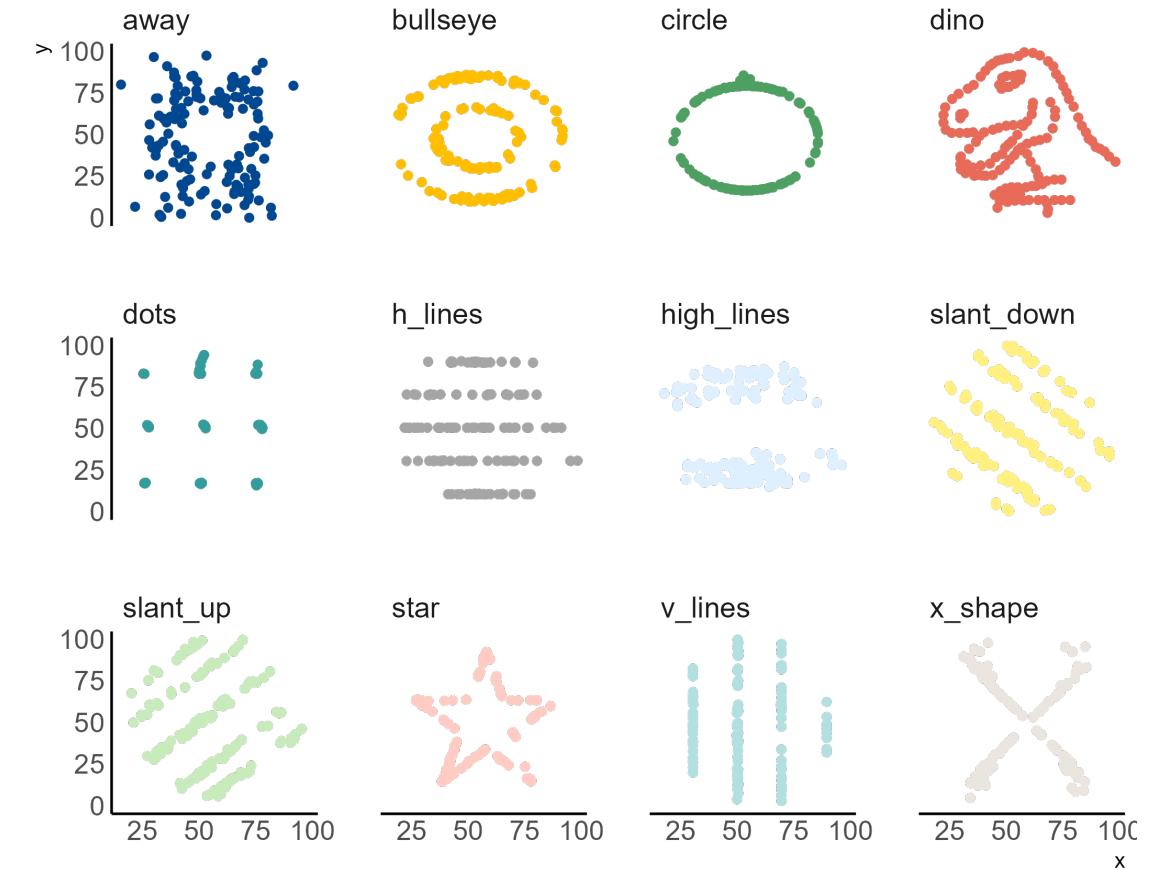
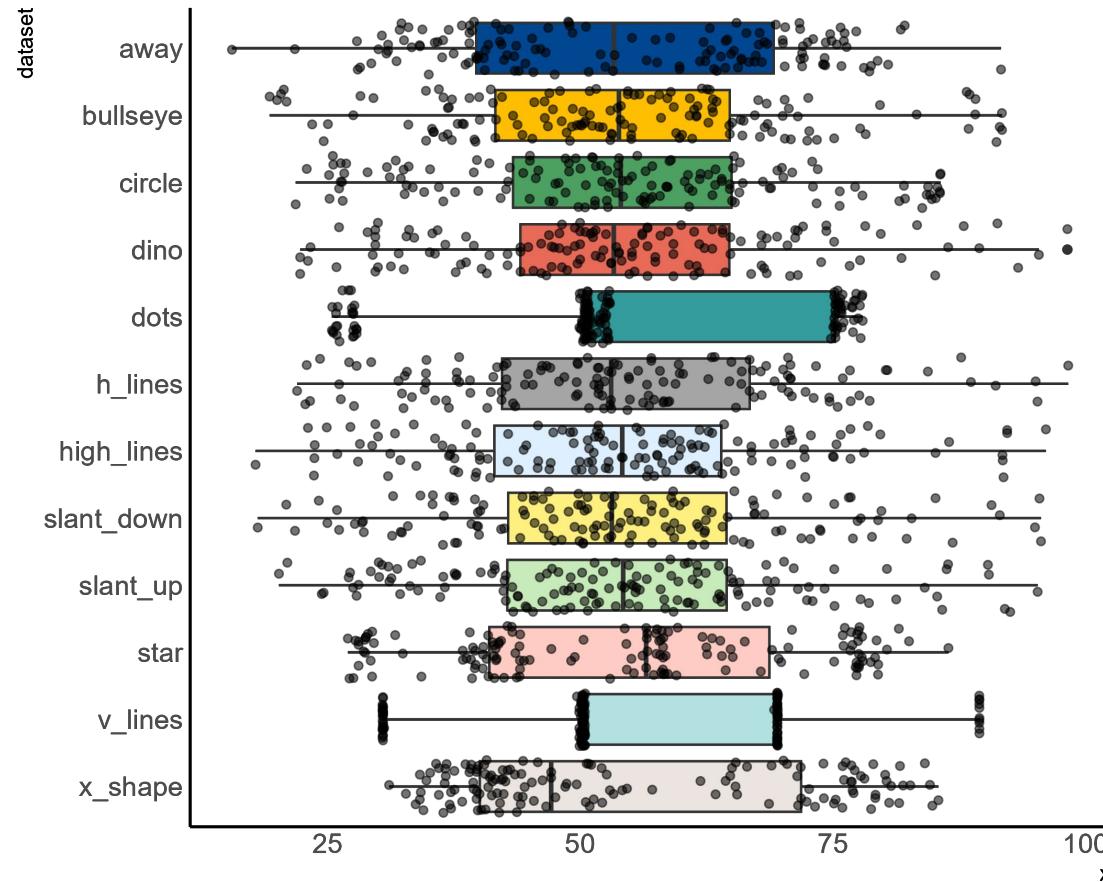


**Figure 1.** Data from the Cancer Cell line Encyclopedia on gene expression levels (RNA) for Small Cell Lung Cancer and Non-Small Cell Lung Cancer cell lines.

# The danger of summary statistics

	dino_x	dino_y	away_x	away_y	h_lines_x	h_lines_y	...		mean_x	mean_y	std_dev_x	std_dev_y	corr_xy
1	55.38	97.18	32.33	61.41	53.37	90.21	...	away	54.266	47.835	16.77	26.94	-0.064
2	51.54	96.03	53.42	26.19	52.80	90.09	...	bullseye	54.269	47.831	16.769	26.936	-0.069
3	46.15	94.49	63.92	30.83	47.05	90.46	...	circle	54.267	47.838	16.76	26.93	-0.068
4	42.82	91.41	70.29	82.53	42.45	89.51	...	dino	54.263	47.832	16.765	26.935	-0.064
5	40.77	88.33	34.12	45.73	42.70	90.44	...	dots	54.26	47.84	16.768	26.93	-0.06
6	38.72	84.87	67.67	37.11	32.38	90.14	...	h_lines	54.261	47.83	16.766	26.94	-0.062
7	35.64	79.87	53.26	97.48	32.53	70.16	...	high_lines	54.269	47.835	16.767	26.94	-0.069
8	33.08	77.56	63.51	25.10	33.37	70.46	...	slant_down	54.268	47.836	16.767	26.936	-0.069
9	28.97	74.49	67.98	80.96	32.66	70.05	...	slant_up	54.266	47.831	16.769	26.939	-0.069
10	26.15	71.41	67.37	29.72	22.96	70.43	...	star	54.267	47.84	16.769	26.93	-0.063
11	23.08	66.41	15.56	80.07	27.15	70.21	...	v_lines	54.27	47.837	16.77	26.938	-0.069
12	22.31	61.79	71.79	71.07	26.17	70.50	...	x_shape	54.26	47.84	16.77	26.93	-0.066

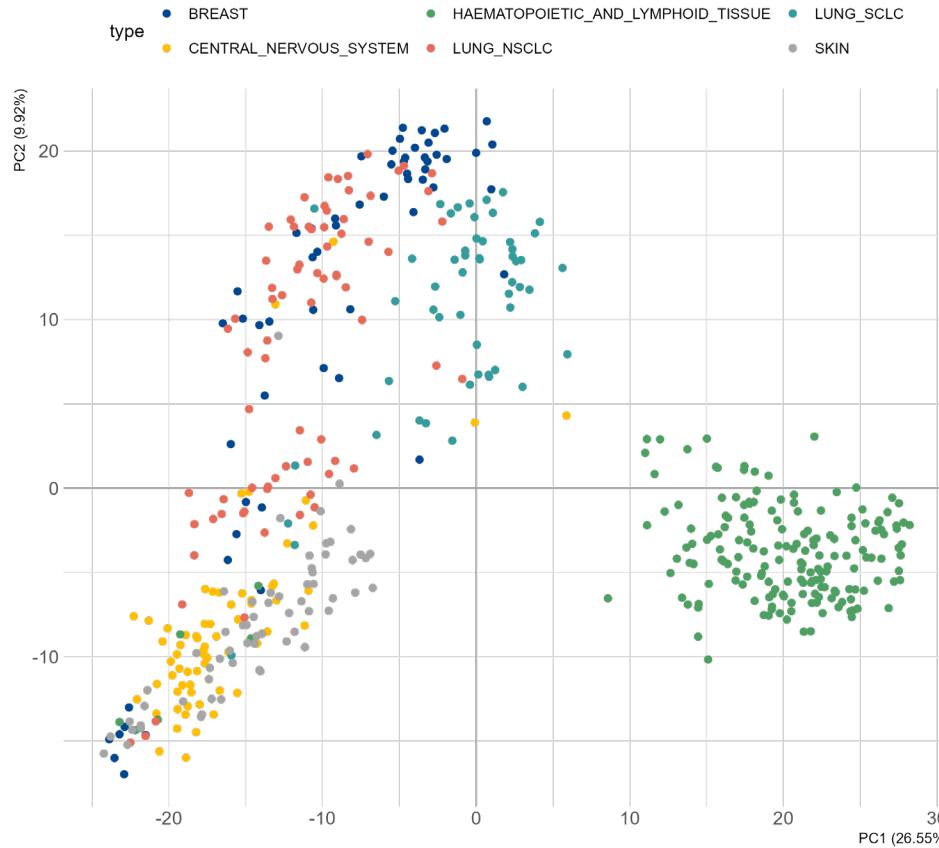
# The danger of summary statistics



# Dimensionality reduction for larger datasets

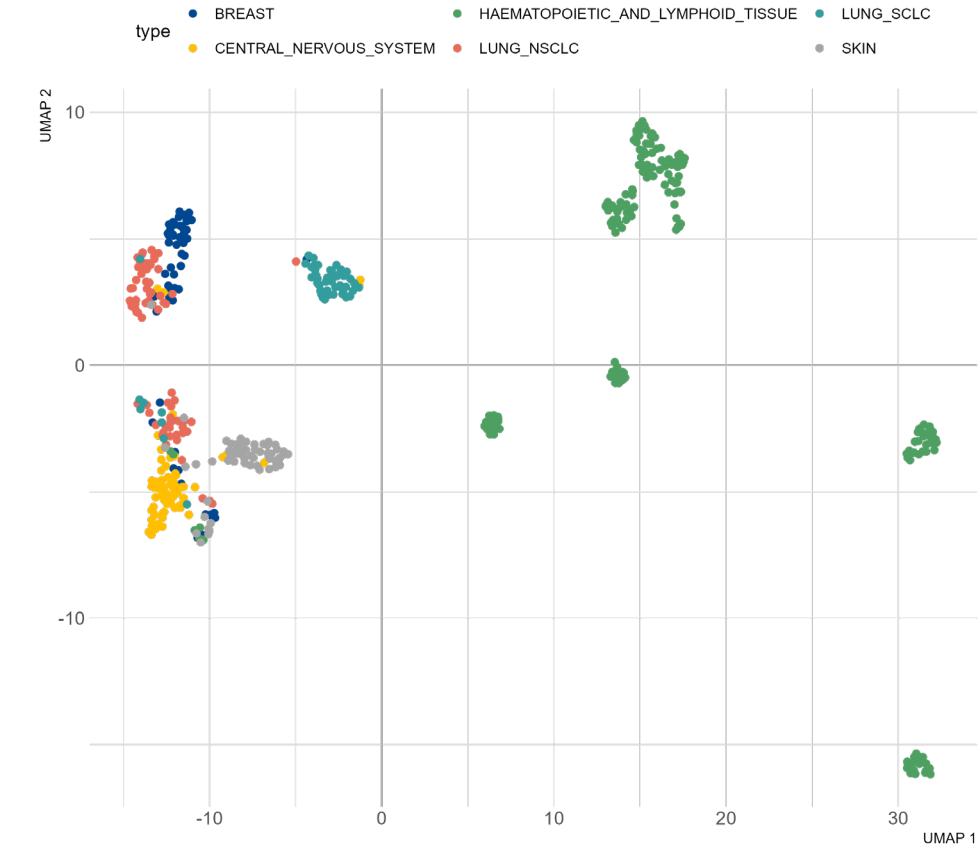
## Principal Component Analysis

CCLE PC1 vs PC2



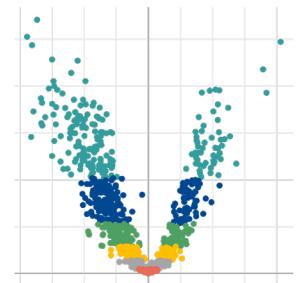
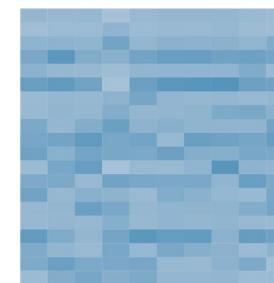
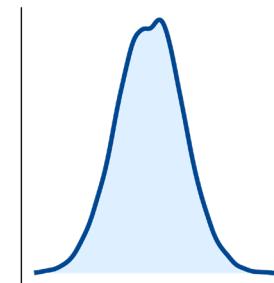
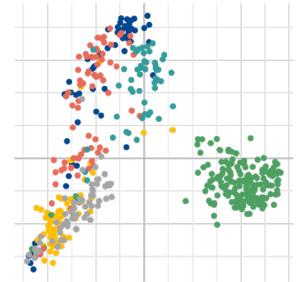
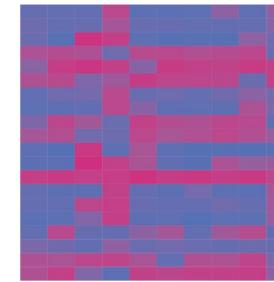
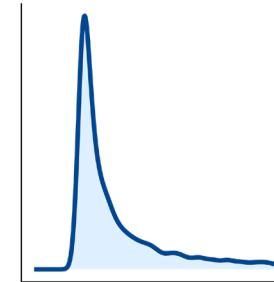
## Uniform Manifold Approximation and Projection (UMAP)

CCLE UMAP

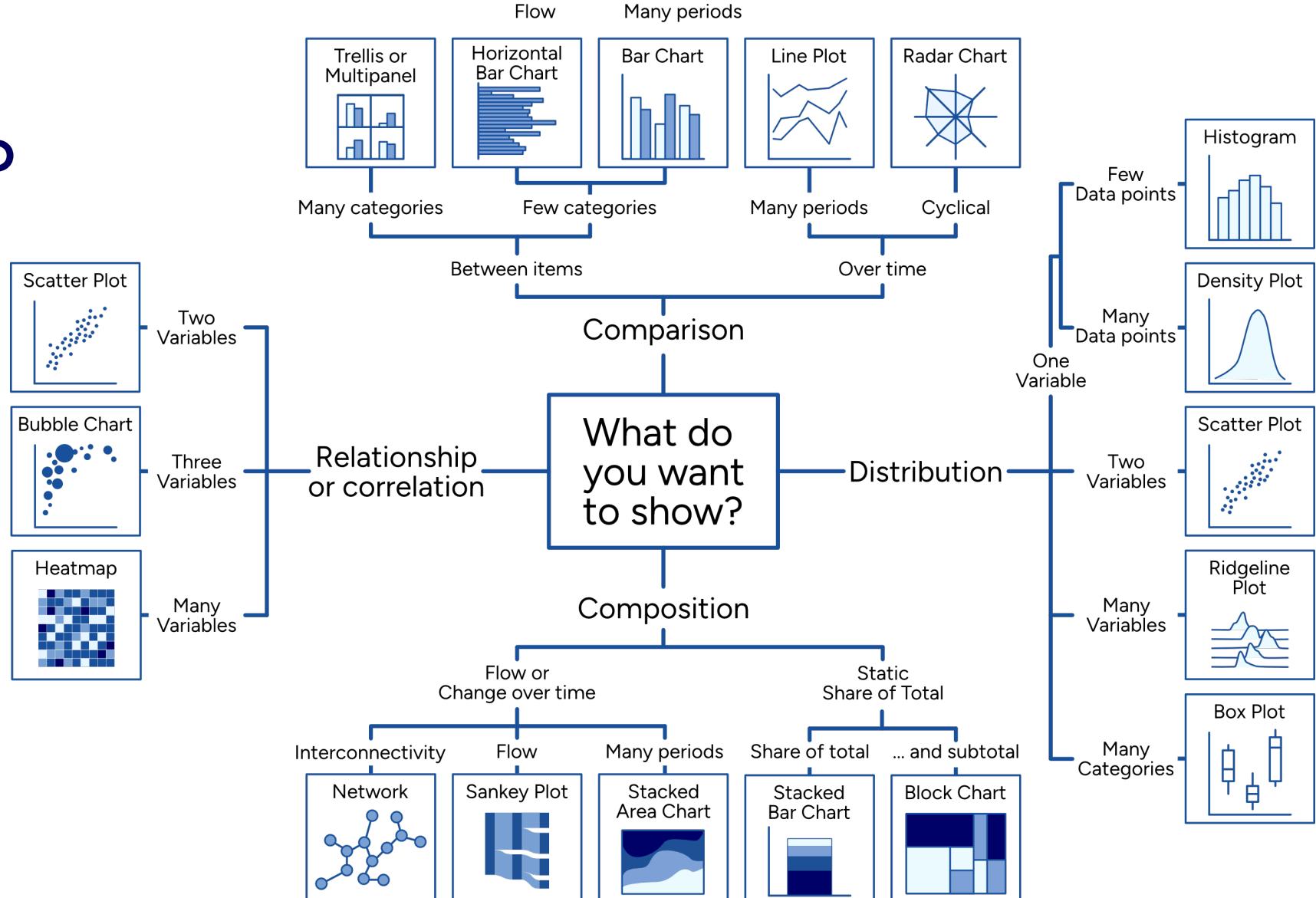


# Exploring data with visualisations

- Try out different visualisations
- Look at your data from many angles
- Follow how transformations impact your data by visualising it.  
Think before -> after, but include intermediary steps too
- Interactivity can be a great help, especially for “big” data.

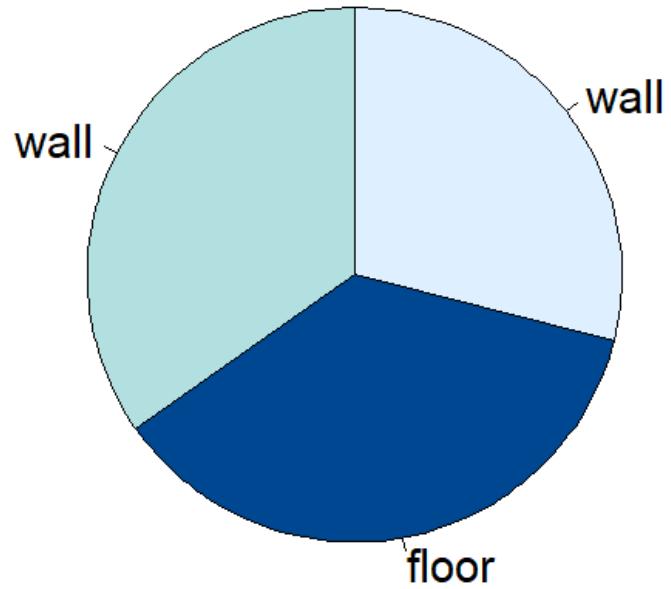


# How?

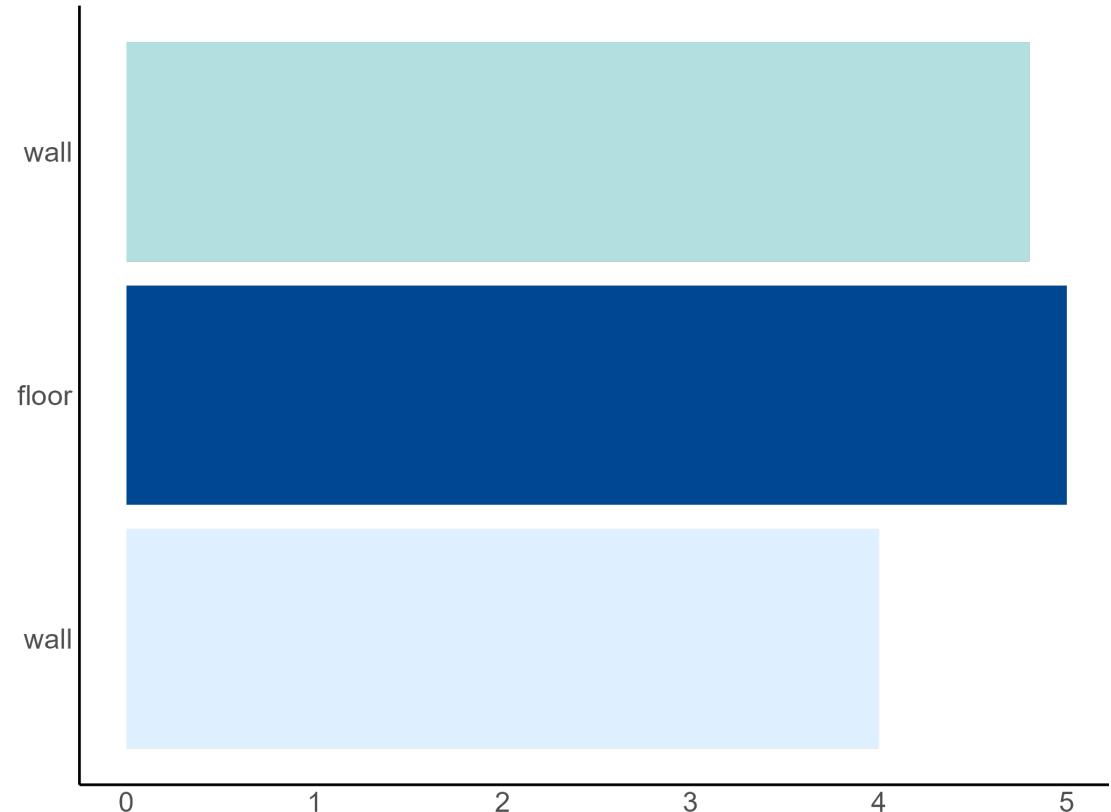


# Pie Charts (maybe avoid these)

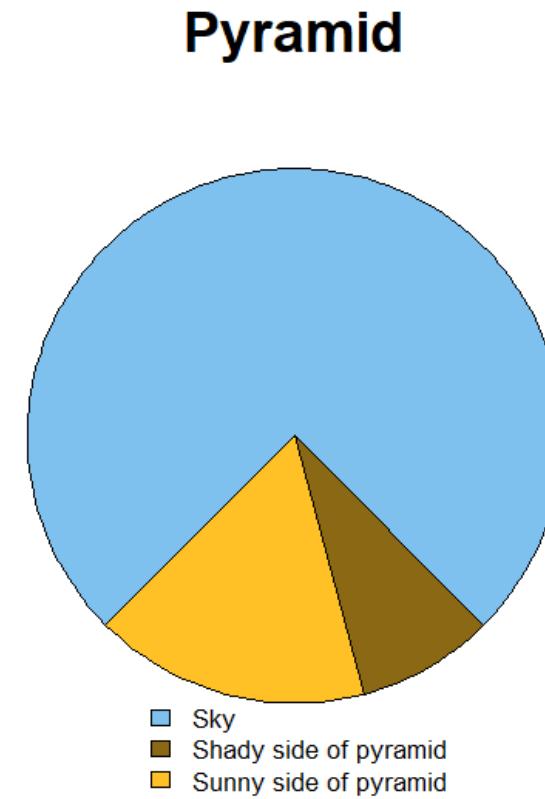
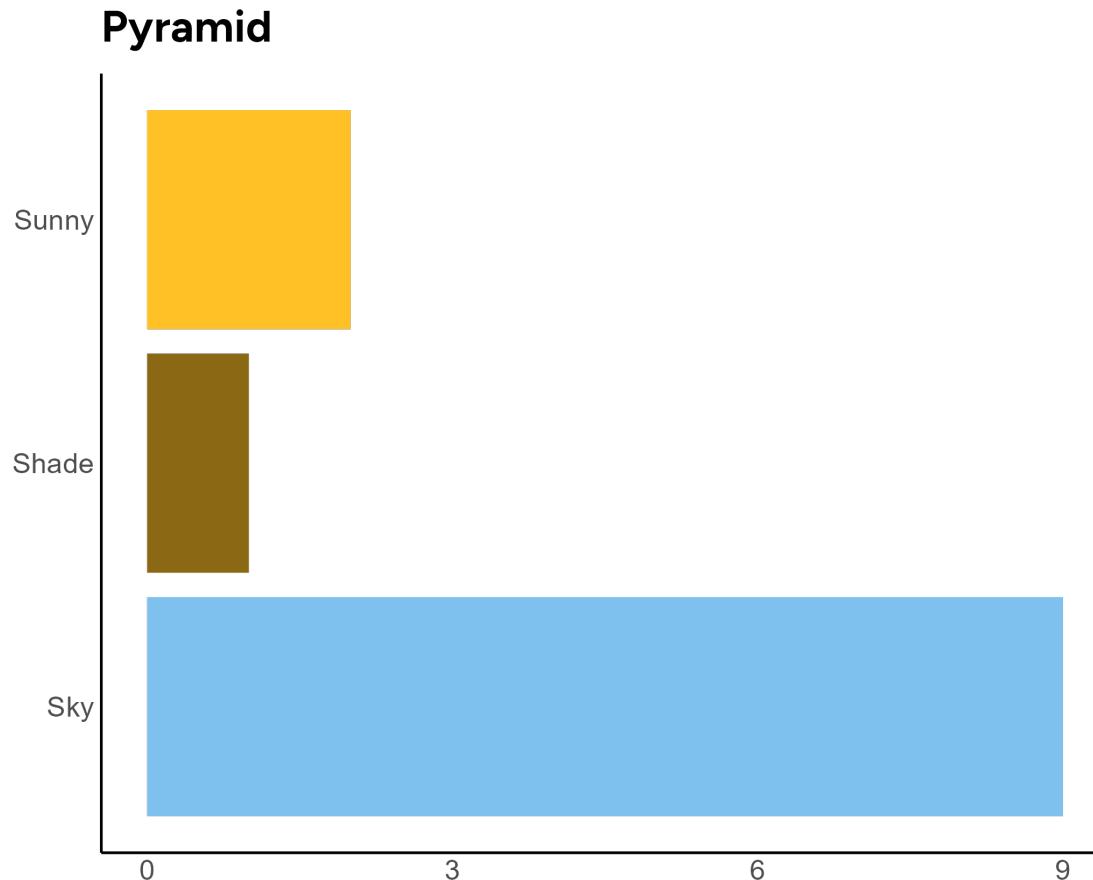
**My Living Room Corner**



**My living room corner**

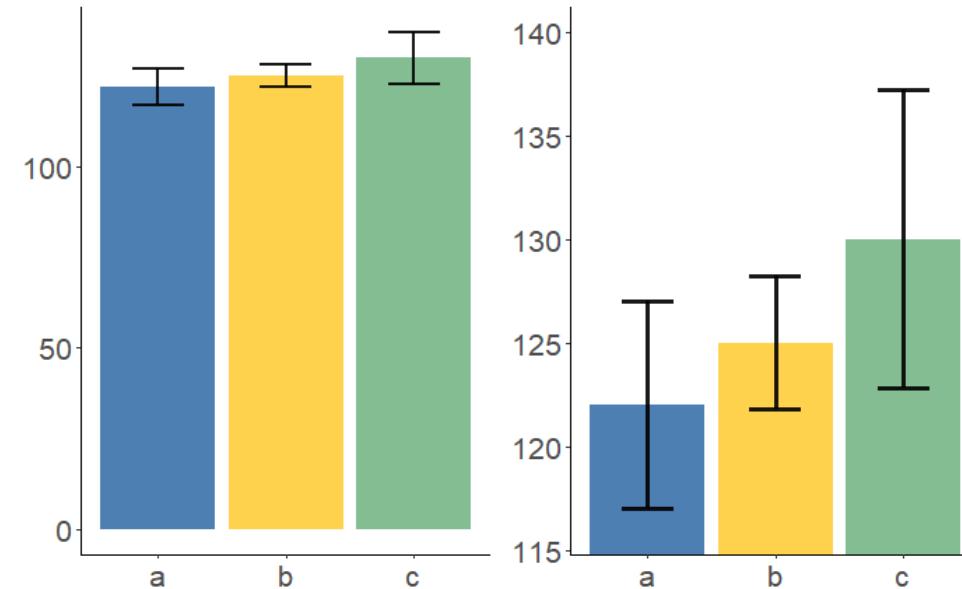


# Pie Charts (maybe avoid these)



# Pie Charts (maybe avoid these)

- But bar graphs are not without problems:



Further reading:

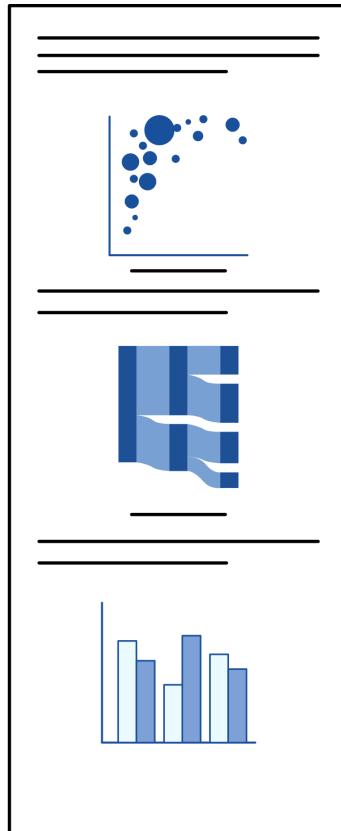
- [Quantifying Data Distortion in Bar Graphs in Biological Research](#)
- [Bad bar charts distort data — and pervade biology](#)



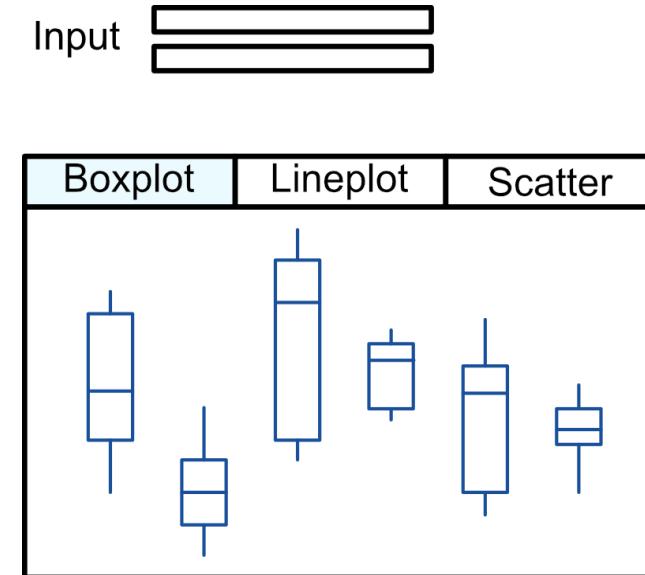
# Interactivity

# Interactivity - examples

Linear flow



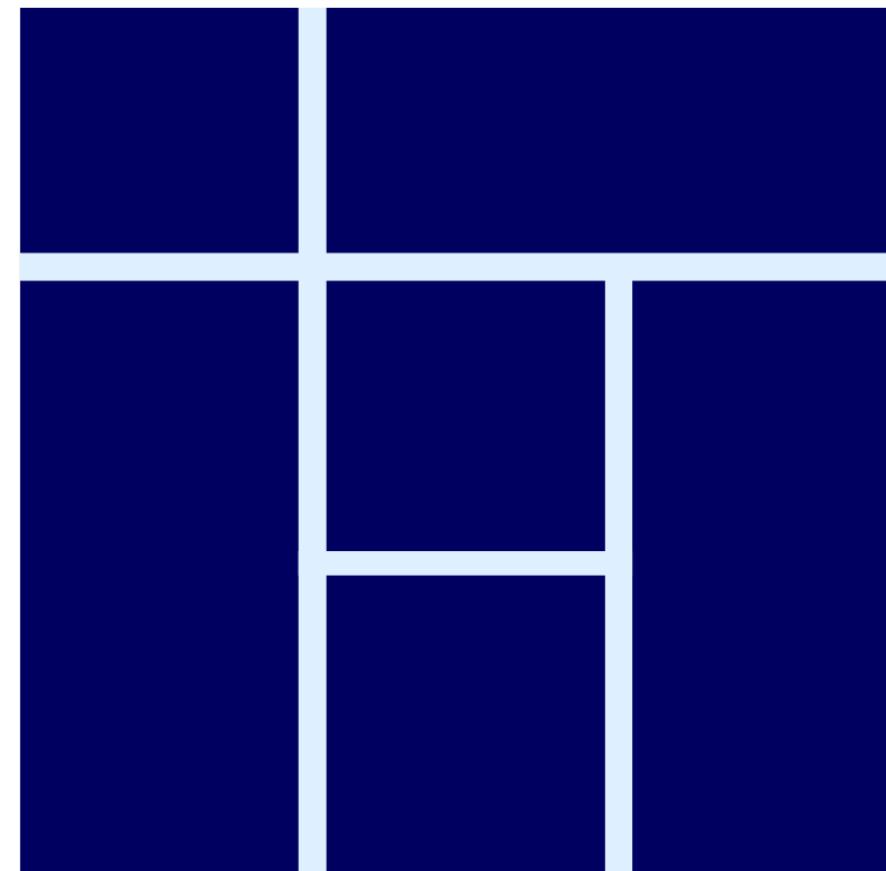
Dashboard



(for example code see: [github:Dataviz2025](https://github.com/Dataviz2025) )

# Design and layout

# Design principles



## Layout

# Design on paper first

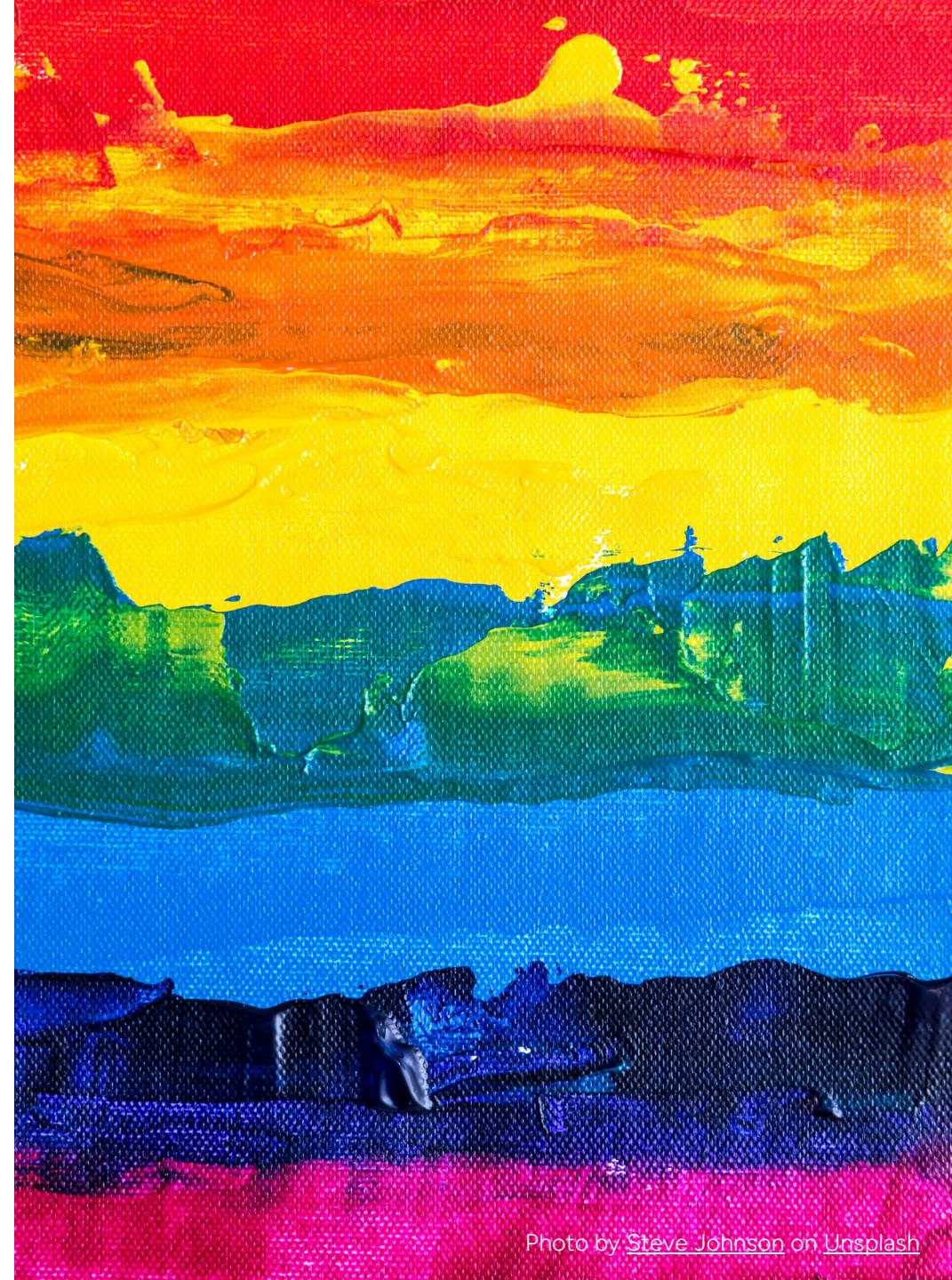




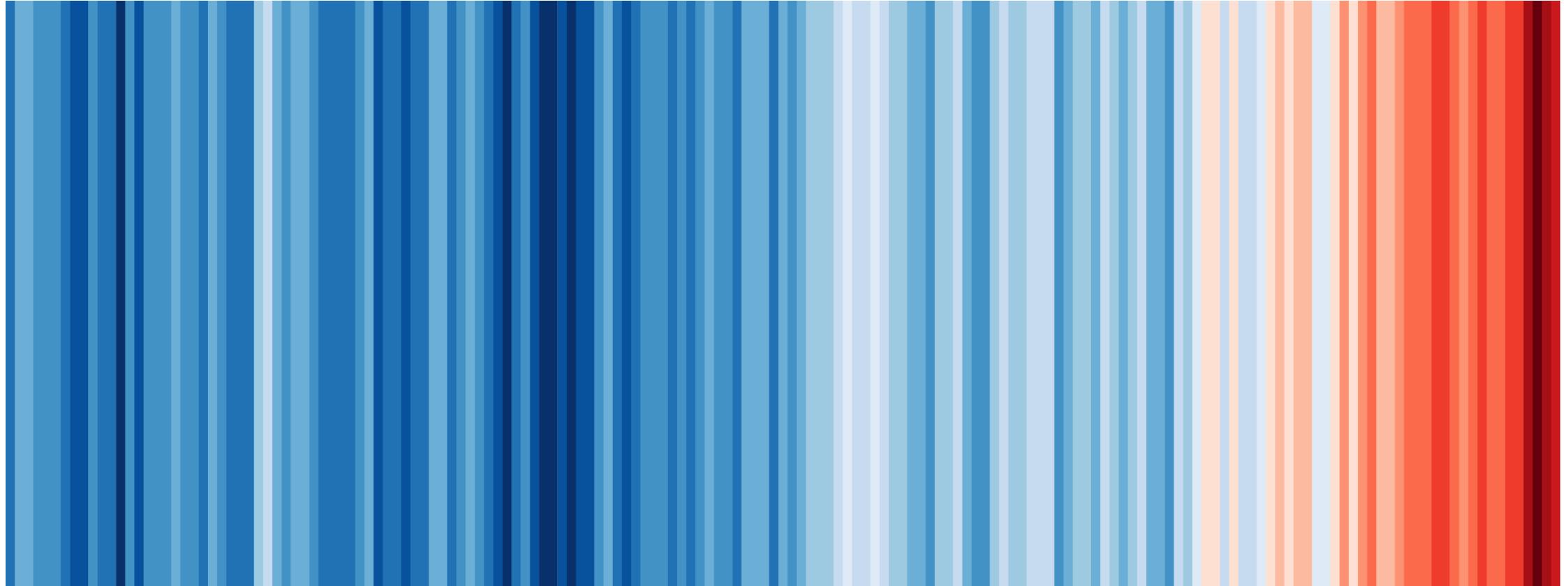
# Colour

# A question you always need to ask – Do I need colour?

*"Too often, we ask how we can use color in our visualizations when we should be asking why we are using it."*



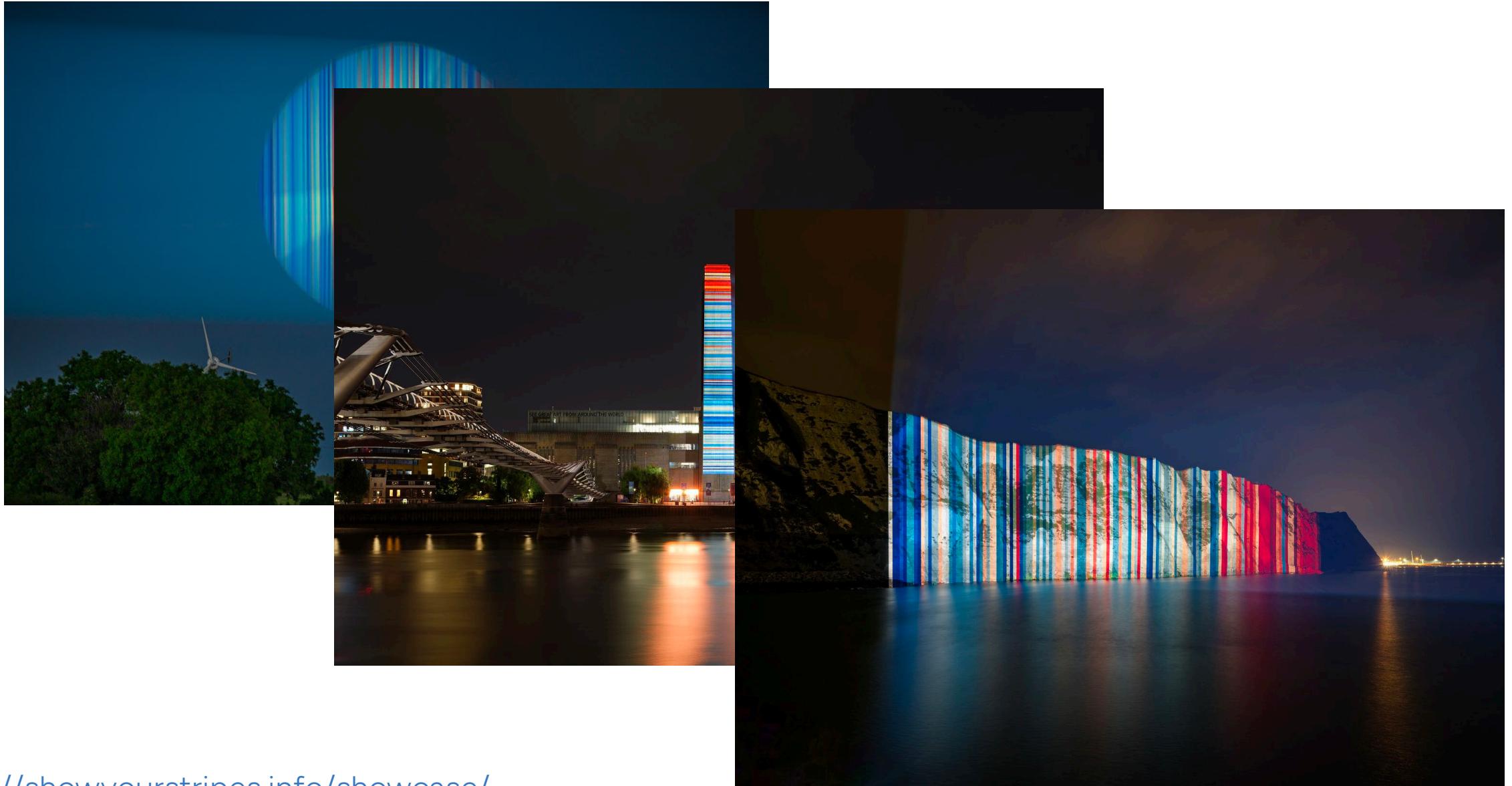
# Colours have meaning



Colours can have a culturally conditioned meaning

By Ed Hawkins, climate scientist at University of Reading. CC BY-SA 4.0  
Free to use at: [showyourstripes.info](http://showyourstripes.info)

Photo credit: University of Reading  
[showyourstripes.info/showcase/](https://showyourstripes.info/showcase/)

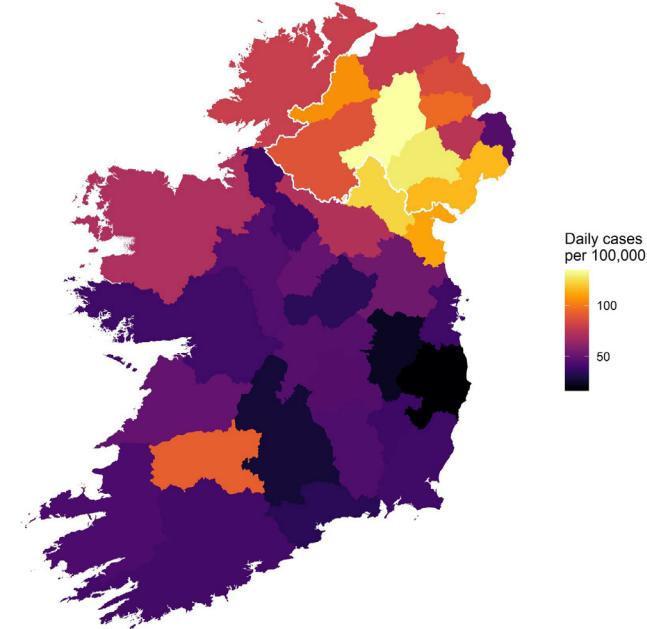
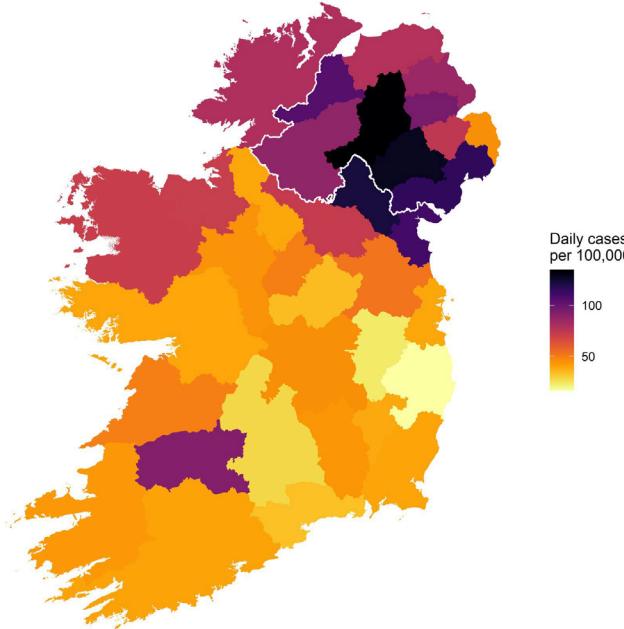


<https://showyourstripes.info/showcase/>

# Colours and density

## COVID-19 cases across Ireland

Daily rates of confirmed new COVID-19 cases in the Republic of Ireland and Northern Ireland  
Data from 2020-12-31



Data from data.gov.ie and DoHNI | Plot by @VictimOfMaths

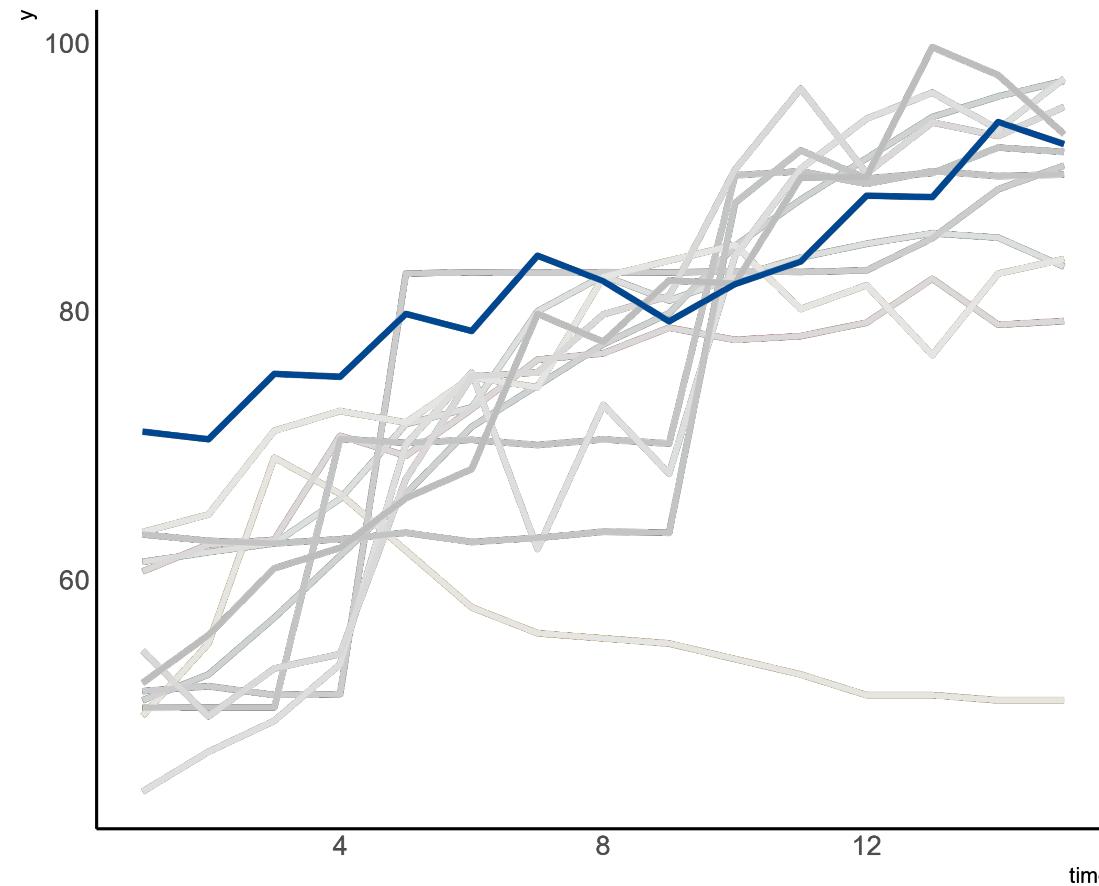
The colour shade is culturally conditioned to show density (light low, dark high)

Bildkälla: Angus, Colin (2021): CoVid Plots and Analysis. The University of Sheffield. Dataset.  
<https://doi.org/10.15131/shef.data.12328226> CC BY SA



Make grey your best friend

# Direct attention (but don't decieve)



# Where colours don't exist

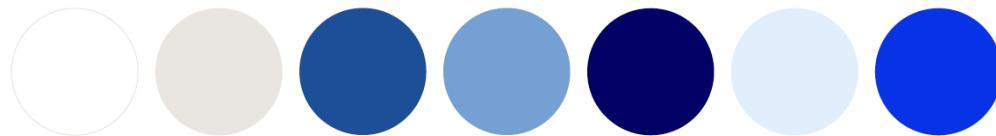
[Creative Commons BY SA](#)

Source: David S. Goodsell, RCSB Protein Data Bank.  
doi: 10.2210/rccb\_pdb/goodsell-gallery-030



# Use the pre-defined colours of your organisation

Main colours (use more)



**Vit**  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255  
Hex: #FFFFFF  
PMS: Warm Grey 1C  
NCS: S 1000-N

**Sand**  
CMYK: 9, 9, 12, 0  
RGB: 235, 229, 224  
Hex: #E8E5E0  
PMS: S 4050-R80B  
NCS: S 4050-R80B

**KTH-blå**  
CMYK: 100, 70, 0, 12  
RGB: 0, 71, 145  
Hex: #004791  
PMS: 7686 C  
NCS: S 5540-R70B

**Himmelblå**  
CMYK: 65, 32, 0, 0  
RGB: 98, 152, 210  
Hex: #62B8D2  
PMS: 2755 C  
NCS: S 5540-R70B

**Marinblå**  
CMYK: 100, 95, 0, 43  
RGB: 0, 0, 97  
Hex: #000061  
PMS: 2755 C  
NCS: S 5540-R70B

**Ljusblå**  
CMYK: 15, 0, 0, 0  
RGB: 222, 240, 255  
Hex: #0EFOFF  
PMS: 2707  
NCS: S 0515-R80B

Digitalblå\*

RGB: 0, 41, 237

Hex: #0029ED

Secondary colours (use when needed)



**Mörkgrön**  
CMYK: 75, 5, 75, 70  
RGB: 13, 74, 33  
Hex: #0D4A21



**Mörkturkos**  
CMYK: 80, 45, 40, 57  
RGB: 28, 67, 76  
Hex: #1C434C



**Mörktel**  
CMYK: 10, 100, 60, 57  
RGB: 120, 0, 26  
Hex: #78001A



**Mörkgul**  
CMYK: 25, 65, 100, 20  
RGB: 166, 89, 0  
Hex: #A65900



**Mörgrå**  
CMYK: 0, 0, 0, 90  
RGB: 50, 50, 50  
Hex: #323232



**Bruten svart\***  
RGB: 33, 33, 33  
Hex: #212121



**Grön**  
CMYK: 72, 13, 75, 0  
RGB: 77, 160, 97  
Hex: #4DA060



**Turkos**  
CMYK: 72, 17, 38, 7  
RGB: 51, 156, 156  
Hex: #339C9C



**Tegel**  
CMYK: 5, 70, 64, 0  
RGB: 232, 106, 88  
Hex: #E86A58



**Gul**  
CMYK: 0, 30, 95, 0  
RGB: 255, 190, 0  
Hex: #FFBE00



**Grå**  
CMYK: 0, 0, 0, 45  
RGB: 165, 165, 165  
Hex: #A5A5A5



**Bruten vit\***  
RGB: 252, 252, 252  
Hex: #FCFCFC



**Ljusgrön**  
CMYK: 27, 0, 36, 0  
RGB: 199, 235, 186  
Hex: #C7EBBA



**Ljus turkos**  
CMYK: 34, 0, 16, 0  
RGB: 178, 224, 224  
Hex: #B2E0E0



**Ljus tegel**  
CMYK: 0, 28, 18, 0  
RGB: 255, 204, 196  
Hex: #FFCC4



**Ljusgul**  
CMYK: 0, 4, 39, 0  
RGB: 255, 240, 176  
Hex: #F6E6E6



**Ljusgrå**  
CMYK: 0, 0, 0, 15  
RGB: 230, 230, 230  
Hex: #E6E6E6

# Use the pre-defined colours of your organisation

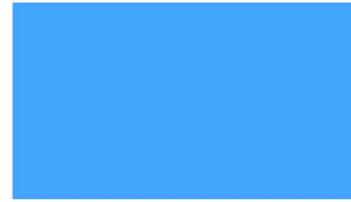
## Brand colours



Aalto University Red  
HEX - #FD6360  
PMS - 1787  
CMYK - 0 82 53 0



Aalto University Yellow  
HEX - #F7E159  
PMS - 106  
CMYK - 0 0 75 0



Aalto University Blue  
HEX - #46A5FF  
PMS - 2925  
CMYK - 85 21 0 0

## School colours



School of Engineering  
HEX - #DC00ADE  
PMS - 252  
CMYK - 27 67 0 0



School of Electrical Engineering  
HEX - #A087FF  
PMS - 2715  
CMYK - 56 52 0 0



School of Chemical Engineering  
HEX - #5D0089  
PMS - 339  
CMYK - 84 0 59 0



School of Arts, Design and Architecture  
HEX - #FFC341  
PMS - 1235  
CMYK - 0 31 98 0



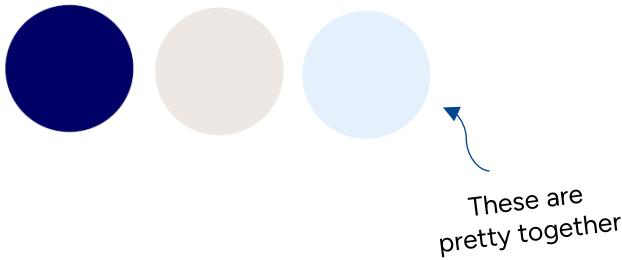
School of Business  
HEX - #9BD84C  
PMS - 375  
CMYK - 46 0 90 0



School of Science  
HEX - #FF004F  
PMS - 164  
CMYK - 0 59 80 0

# Use a colour theme

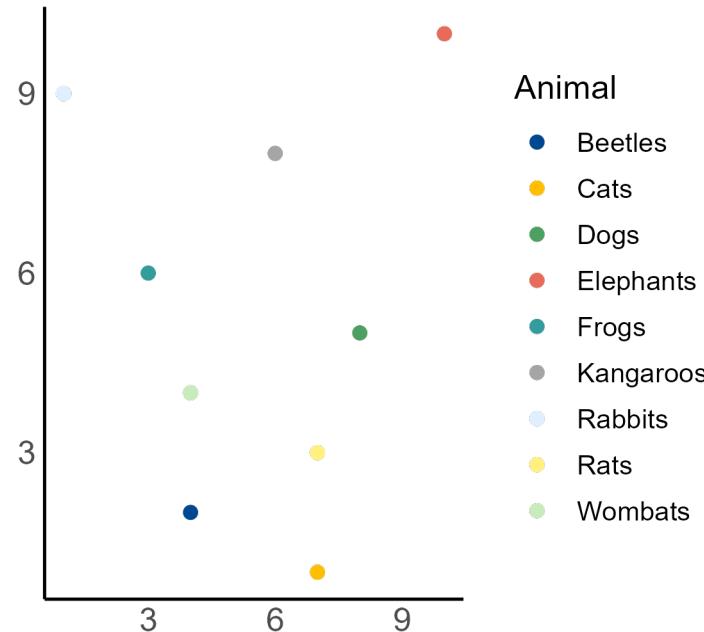
And stick to it



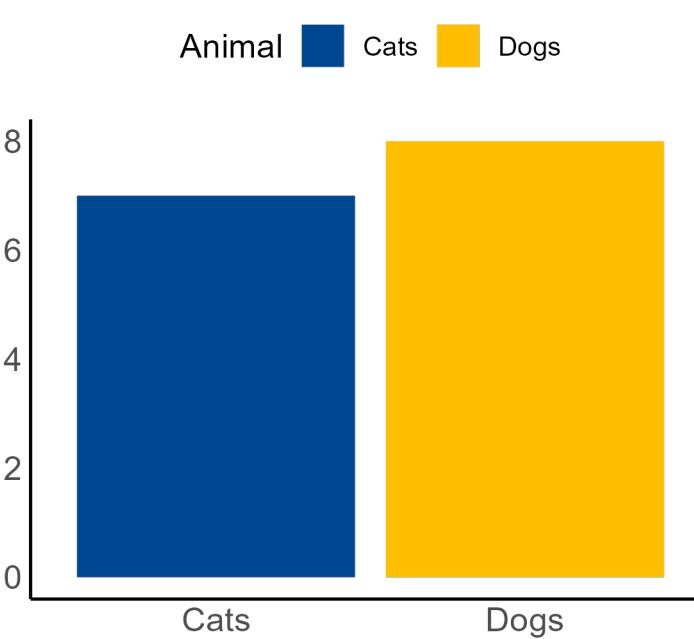
If the colour palette doesn't align with your data, use other colours. Make a palette that emphasizes your data while letting brand colours be present in the layout.  
Be consistent with your chosen theme.

# Consistent coloring

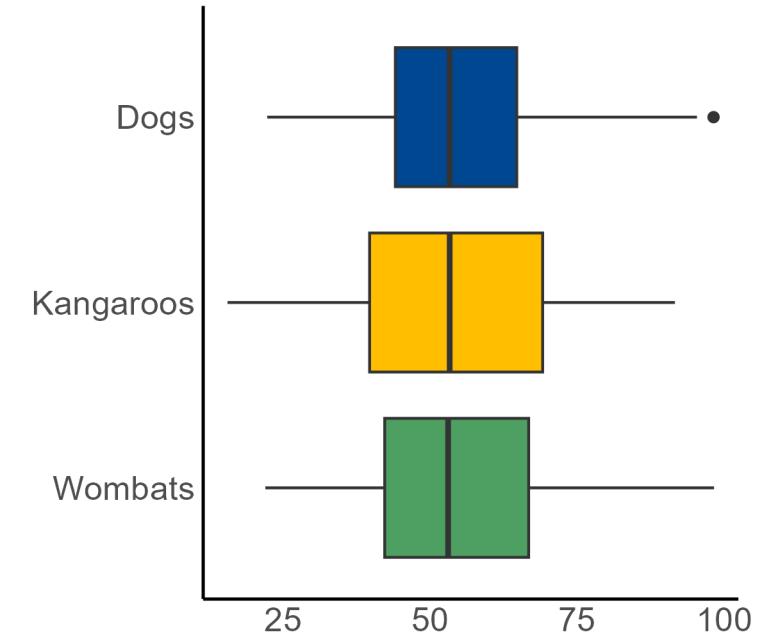
Animals



Cats and Dogs

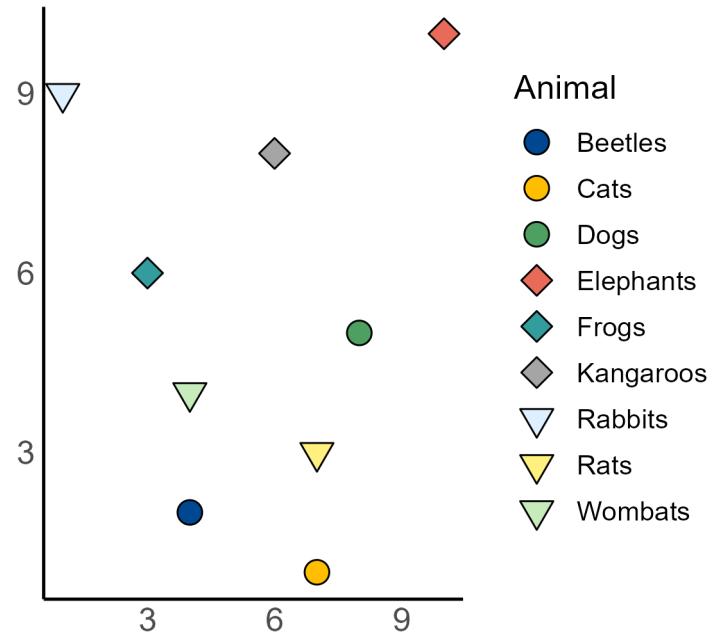


Animals

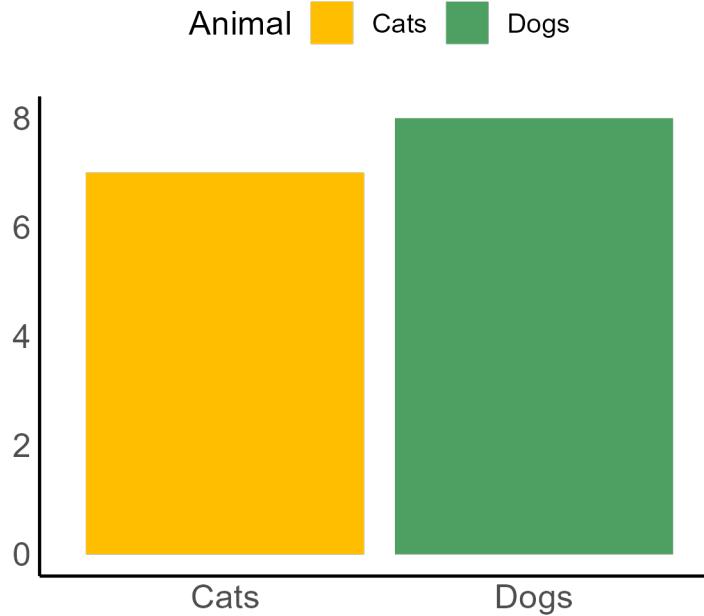


# Consistent coloring

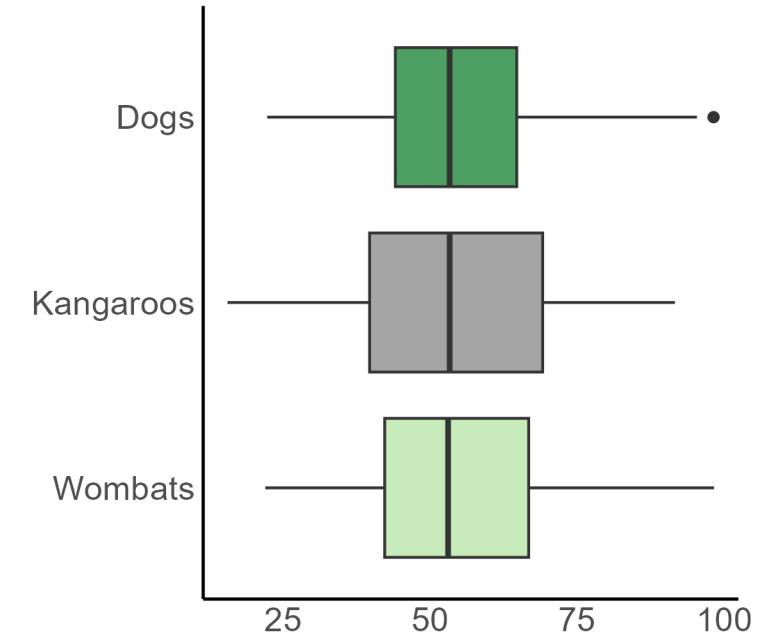
**Animals**



**Cats and Dogs**



**Animals**

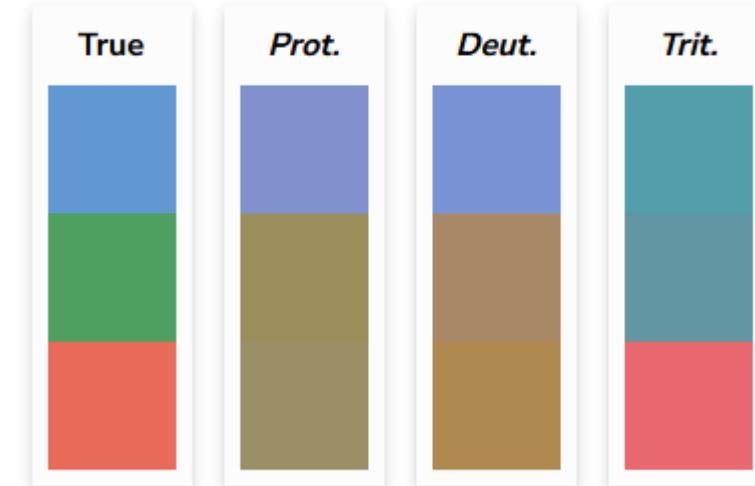


# Mind the color blind!

Color Palette



Color Palette





Negative space is your friend

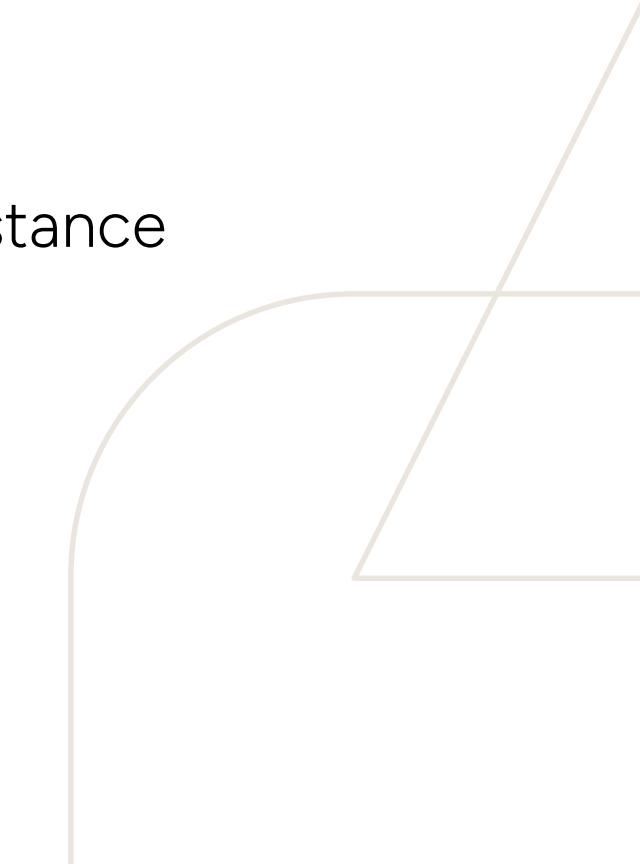




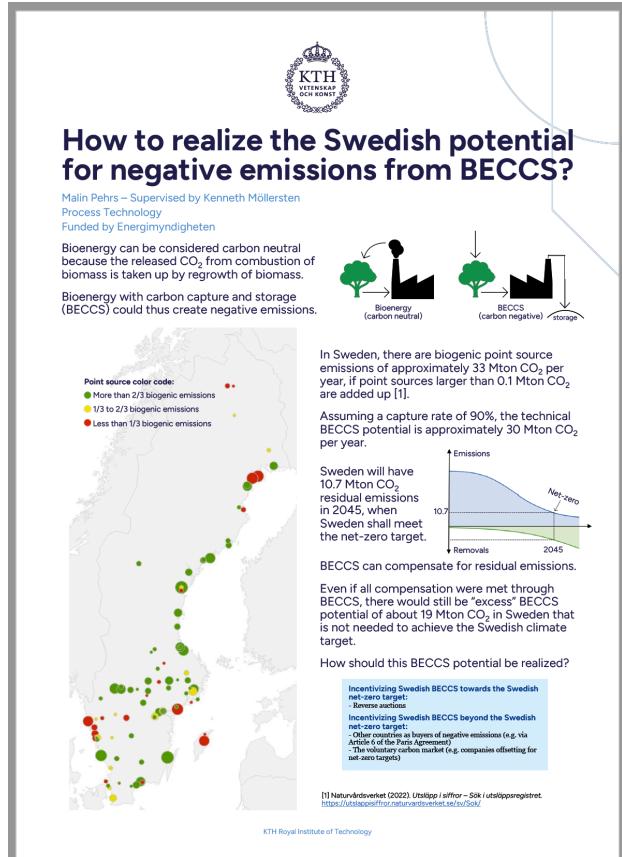
# Posters

# Design to help the reader

- Make it obvious the order to read
- Emphasize what you want to say
- The poster is a conversation starter, nothing else!
- The visuals and graphs are key elements
- Make it obvious what your research is about, even at long distance



# Look at good examples and templates



**Poster title in one or two lines**

**Mind the GRAPH**

**Introduction**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur non malesuada dolor. Suspendisse sit amet ex turpis. Duis congue, mi non tempor mollis, massa sem dictum eros, tempus fringilla diam dolor eu tortor. Donec egestas nec enim eu tincidunt. Nunc nunc mi, sagittis a tincidunt quis, varius at velit.

**Metodology**  
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**Data Analysis**  
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**Graphic Elements**

Insert your Mind the Graph creation

**Conclusion**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur non malesuada dolor. Suspendisse sit amet ex turpis. Duis congue, mi non tempor mollis, massa sem dictum eros, tempus fringilla diam dolor eu tortor. Donec egestas nec enim eu tincidunt. Nunc nunc mi, sagittis a tincidunt quis, varius at velit.

**References**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur non malesuada dolor. Suspendisse sit amet ex turpis. Duis congue, mi non tempor mollis, massa sem dictum eros, tempus fringilla diam dolor eu tortor. Donec egestas nec enim eu tincidunt. Nunc nunc mi, sagittis a tincidunt quis, varius at velit.

**Authors**  
Insert your full name/e-mail contact  
Insert your full name/e-mail contact  
Insert your full name/e-mail contact

**Institute**  
University Address Contact

**Poster title in one or two lines**

**Mind the GRAPH**

**Introduction**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Curabitur non malesuada dolor. Suspendisse sit amet ex turpis. Duis congue, mi non tempor mollis, massa sem dictum eros, tempus fringilla diam dolor eu tortor. Donec egestas nec enim eu tincidunt. Nunc nunc mi, sagittis a tincidunt quis, varius at velit.

**Metodology**  
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**Data Analysis**  
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**Graphic Elements**

**Conclusion**  
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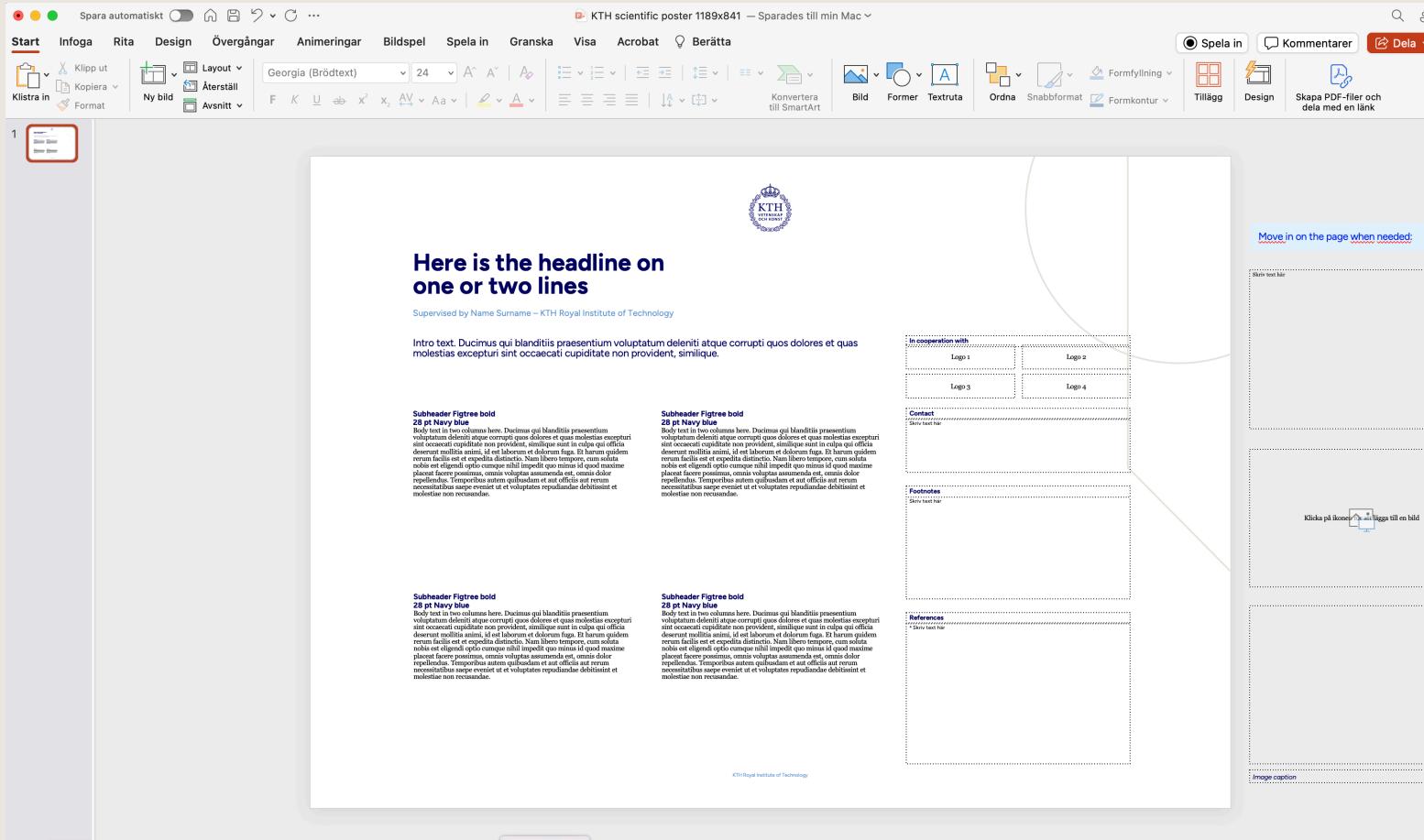
**References**  
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**Authors**  
Insert your full name/e-mail contact  
Insert your full name/e-mail contact  
Insert your full name/e-mail contact

**Institute**  
University Address Contact

# Use templates

- But alter to make your research clear



# Tools for layout and collaboration

# Free\* software to use

- PowerPoint (almost always included in business accounts such as universities)
- Google Docs (or Slides)
- Canva
- Adobe Express
- Quarto
- Affinity (by Canva)

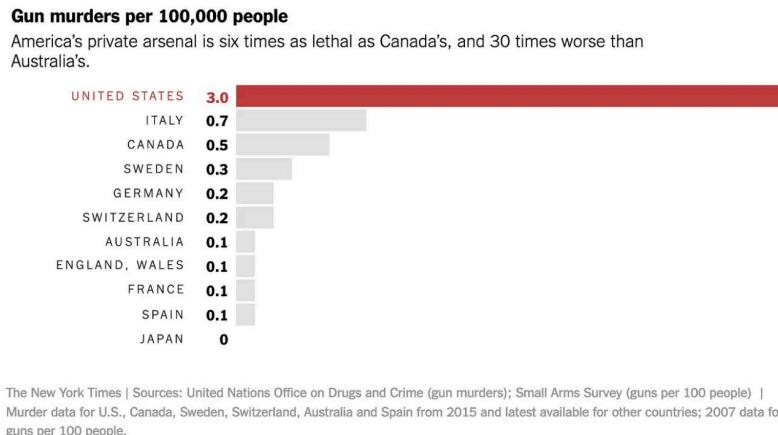


\*Free versions, but premium (paid) features might be even more useful

# Accessible visualisation

# Two important things about accessible viz

- Add Alt-texts



If I was posting this chart from the *New York Times* article “[How to Reduce Shootings](#)” on social media I would include a link to the article and write this alt text:

alt= “**Bar chart** of gun murders per 100,000 people where **America's murder rate is 6 times worse than Canada, and 30 times Australia**”

# And contrast

In KTH Visual identity manual all allowed combinations are marked

Contrast checker

Grön	Mörkgrön	Grön	Ljusgrön	Sand	Vit	Svart	Turkos	Mörk turkos	Turkos	Ljus turkos	Sand	Vit	Svart	Tegel	Mörk tegel	Tegel	Ljus tegel	Sand	Vit	Svart	
	1:1	3,2:1**	7,9:1*	8,3:*	10,4:1*	2:1		1:1	3,3:1**	7,5:1*	8,6:1*	10,7:1*	2:1		1:1	3,7:1*	8,1:1*	9,3:1*	11,6:1*	1,8:1	
		3,2:1**	1:1	2,5:1	2,6:1	3,2:1**				2,3:1	2,6:1	3,3:1**	6,4:1*			3,7:1*	1:1	2,2:1	2,5:1	3,2:1*	6,6:1*
		7,9:1*	2,5:1	1:1	1:1	1,3:1				1:1	1,1:1	1,4:1	14,6:1*			8,1:1*	2,2:1	1:1	1,1:1	1,4:1	14,7:1*
		8,3:*	2,6:1	1:1	1:1	1,2:1				1,1:1	1:1	1,2:1	16,8:1*			9,3:1*	2,5:1	1,1:1	1:1	1,2:1	16,8:1*
		10,4:1*	3,2:1**	1,3:1	1,2:1	1:1				1,4:1	1,2:1	1:1	21,5:1*			2:1	6,4:1*	14,6:1*	16,8:1*	21,5:1*	1:1
		2:1	6,5:1*	16,1:*	16,8:1*	21,5:1*										1,8:1	6,6:1*	14,7:1*	16,8:1*	21,5:1*	1:1
Gul	Mörkgul	Gul	Ljusgul	Sand	Vit	Svart	Grå	Mörkgrå	Grå	Ljusgrå	Sand	Vit	Svart	Grå	Mörkgrå	Grå	Ljusgrå	Sand	Vit	Svart	
																1:1	5,2:1*	10,3:1*	10,3:1*	12,8:1*	1,6:1
	1:1	3,1:1**	4,5:1*	4,2:1**	5,2:1*	4,1:1**										5,2:1*	1:1	2:1	2:1	2,5:1	8,5:1*
		3,1:1**	1:1	1,5:1	1,3:1	1,7:1										10,3:1*	2:1	1:1	1:1	1,2:1	16,8:1*
		4,5:1*	1,5:1	1:1	1,1:1	1,1:1										10,3:1*	2:1	1:1	1:1	1,2:1	16,8:1*
		4,2:1**	1,3:1	1,1:1	1:1	1,2:1										10,3:1*	2:1	1:1	1:1	1,2:1	16,8:1*
		5,2:1*	1,7:1	1,1:1	1,2:1	1:1										12,8:1*	2,5:1	1,2:1	1,2:1	1:1	21,5:1*
		4,1:1**	12,6:1*	18,3:1*	16,8:1*	21,5:1*										1,6:1	8,5:1*	16,8:1*	16,8:1*	21,5:1*	1:1

# Key take-aways

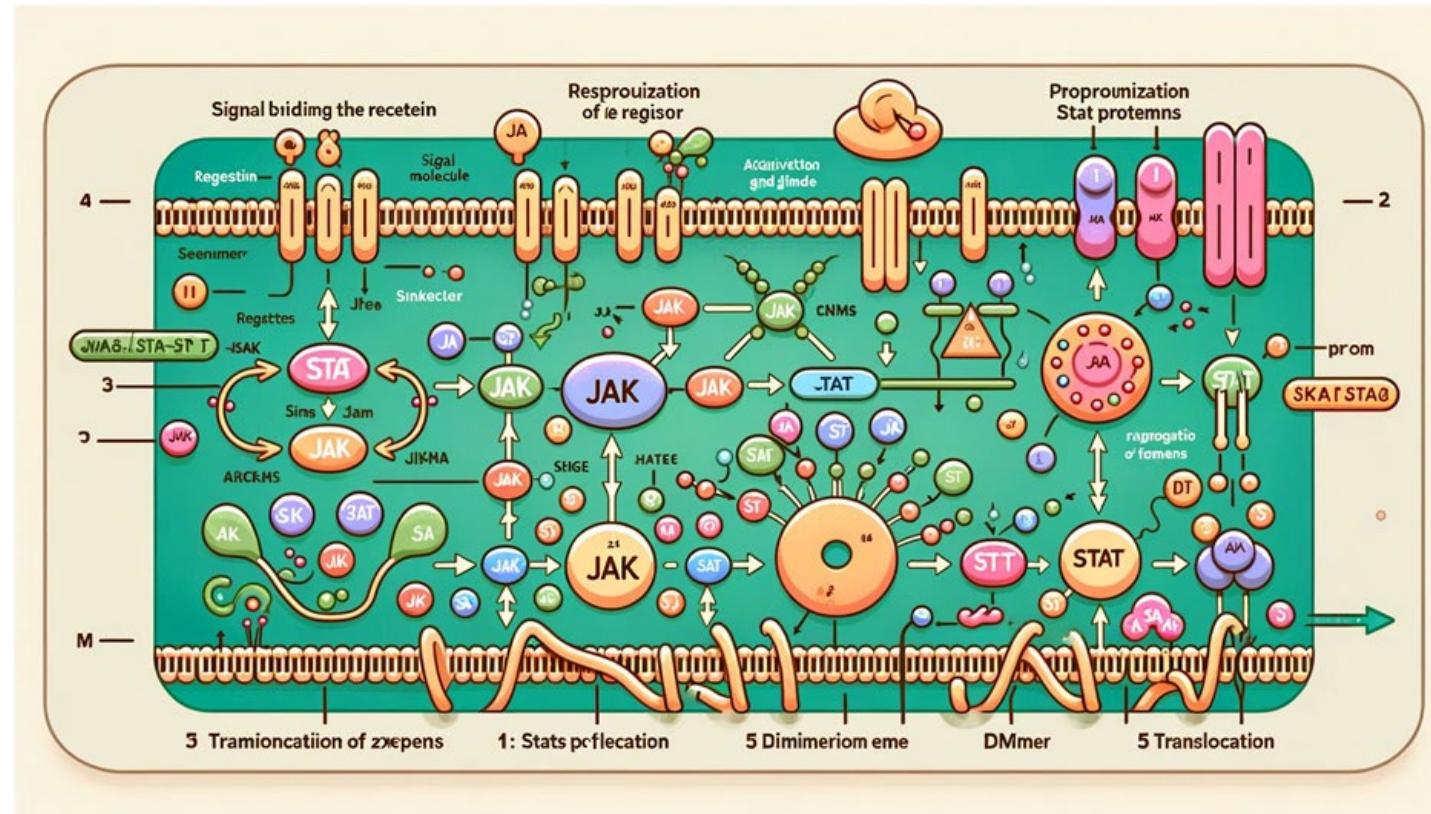
# Think about where you put your research data

- Using a webservice to analyse your data usually includes uploading the data to the service.
- This is essentially sending your data to a separate server, likely in a different country.
- If you are working with sensitive data, or data with personal information this can be deeply problematic.
- If you are unsure: Ask for advice from the relevant support function at your research institute.

For KTH: [researchdata@kth.se](mailto:researchdata@kth.se)

For Aalto: [researchdata@aalto.fi](mailto:researchdata@aalto.fi)

# AI can be helpful... and deceitful



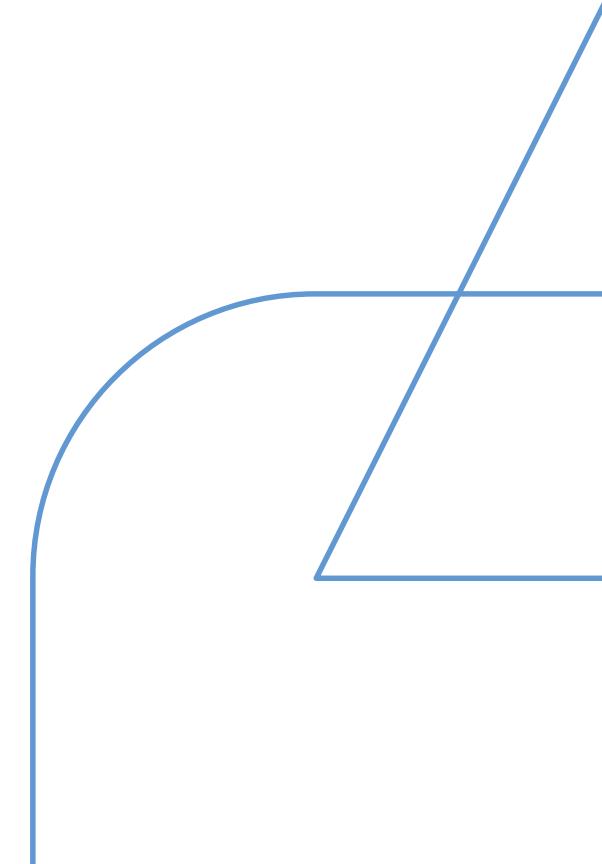
- This illustration was published and peer-reviewed (now retracted)
- It contains multiple errors made by AI
- This was one of many graphs/illustrations with errors

Blog post by Elisabeth Bik, 2024. [Source](#)

From: Guo X, Dong L and Hao D (2024) Cellular functions of spermatogonial stem cells in relation to JAK/STAT signaling pathway. *Front. Cell Dev. Biol.* 11:1339390. doi: 10.3389/fcell.2023.1339390  
(RETRACTED) [CC-BY](#)

# Key take-aways

- Help the viewer by directing attention
- Use consistent coloring and mind the color blind
- Reduce complexity if possible - Less is usually more
- Avoid circular representations of data
- Design to get attention
- Be creative about reaching out





# Tools and Resources

# Links to useful resources

- [DataVizcatalogue.com](#)  
Contains links to many additional resources and galleries
- [Data-to-Viz](#)  
Useful decision trees for selecting graphics
- [Ktheme for R](#) and [kth-quarto](#)  
Unofficial KTH colorschemes and layouts for R and quarto
- [Visual storytelling psychology](#) by Nadieh Bremer  
Educational slides on the psychology behind visualisation
- [InfraVis](#) National Infrastructure for DataViz  
Provides support to researchers (a lot of it free)
- [Affinity](#)  
From Canva, nowadays free for everyone.
- Adobe Illustrator  
Academic Licenses available through your university typically.
- [Adobe Express](#) or [Canva](#)  
Free version available. Great for working with layout.
- [Python graph gallery](#)  
Contains lots of examples on how to make plots in python.
- [R Graph gallery](#)  
Contains lots of examples on how to make plots in R.
- [Plotly](#)  
Making graphs interactive. For R, python, Matlab and more.
- [Shiny](#)  
Web framework for making interactive apps. R and python.
- [Datawrapper color guide](#)  
What to consider when choosing colors for data visualisation
- Colour tools:
  - [colors.co](#): Fast palette generator.
  - [palett.es](#): Generate a palette from one color
  - [Color-blindness tool](#): Check your palettes.
  - [Contrast checker](#): Check your contrast
- [Tikz for LaTeX](#)  
Create vector-graphics in LaTeX.

# Links to useful resources

- Icons – for infographics and graphical abstracts:  
[bioicons](#): Life science  
[Scidraw](#): Life science  
[bioart \(NIH\)](#): Health and Life science  
[Wikimedia Commons](#): Everything CC-BY
- [D3.js graph gallery](#)  
Contains lots of examples on how to make plots in D3.js
- [OriginLab](#)  
GUI based with plugin apps for data analysis and visualisation. Popular in engineering.
- [Inkscape](#)  
Free alternative to Illustrator and Affinity Designer.



# Agenda

## Monday 9th of February

- 10.00 FAIR data and how to check fairness of your data
- 11.00 An introduction to Data Management Plans
- 12.00 Supporting good research management practices with Electronic Lab Notebooks
- 14.00 Where will my data end up? - Selecting a high quality repository for the data underlying your published results

## Tuesday 10th of February

- 10.00 Automated large-scale text analysis
- 11.00 Visualize your research data
- 13.00 BRIGHT Data Catalog - Developing A Research Data Management Infrastructure
- 13.30 Introduction to Data Publishing and Zenodo
- 14.00 Where's the data to your article?  
Learn how to prepare a Data Availability Statement

## Wednesday 11th of February

- 10.00 Searching for research data
- 11.00 FAIR by Default: Building Reproducible Digital Research Projects
- 12.00 Introduction to OpenRefine
- 12.30 Licensing research data for reuse
- 13.00 Responsible Preservation of Research Data & Data Available on Unreasonable Request

Full schedule at: [www.nordiclovedataweek.org](http://www.nordiclovedataweek.org)