



Discussing Data: The Elevator Pitch

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Technical Briefing

Researchers and custodians of data are often tasked with explaining their data to unfamiliar audiences. There exists a knowledge gap that can be challenging, particularly when attempting to communicate research that uses complex or less well-known data. This paper describes an “elevator pitch” that can be used to quickly and efficiently present core characteristics of data. Specifically, it outlines seven core characteristics that can be used to create such a pitch. Additionally, it provides examples of how this compact description can be integrated into research papers, presentations, or collaborative conversations to foster a consistent standard of data description.

Additional Files: [Appendix](#)

Keywords: data, communication, research

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