Quadrant 1: Audience and goals

Who is the audience for your research? E.g.,

- Scientific peers: Medium
- Funding agencies: Medium
- Policy makers: High
- The general public: Low
- "Users": Medium (e.g., inventors, lawyers)
- You yourself: Medium
- …

Why are you doing this research?
What are you trying to accomplish? E.g.,

- Curiosity/finding out new things: Medium
- Peer recognition and career advancement: Medium
- Financial income: High
- Societal impact: High
- …

Quadrant 2: Current approach

How do you usually solve problems in this research?

- Buy data from commercial providers
- Get data from open repositories, e.g., NBER patent database
- Hire research assistants (RAs) to hand-collect data from different sources
- Survey inventors to learn about their patent related behaviors and decisions

Quadrant 3: Pains

In light of your answers to Q1 and Q2:

What do you or your audience find "negative" about the data you use or generate?

- Hand-collected data sets tend to be too small to have enough statistical power or to do subsample analyses
- Existing data sets are too narrow and industry specific
- Existing data sets miss variables I need to test my theories

What do you or your audience find "negative" about the process you usually use to generate data?

- Buying data from existing vendors is too expensive
- Hiring RAs is too expensive to get large data sets
- RAs take too long to collect the data

Quadrant 4: Gains

In light of your answers to Q1 and Q2:

What do you or your audience expect or are positively surprised by with respect to data?

- Data from multiple countries to be able to compare
- Standardized format so that data can be integrated with data from other scholars
- Variables that are not included in standard data sets (e.g., product categories, price)

What do you or your audience expect or are positively surprised by with respect to the process you usually use to generate data?

- Transparent process documentation that enables others to replicate my data, or to collect the same kind of data in other countries
- Continuous data collection that updates data sets with new products and patents