**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

---

**Increase the REACH of Your Data**

The Data Documentation Initiative

www.ddialliance.org
DDI Transforms Data

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:

1. A great deal
2. Quite a bit
3. Some
4. Very little
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?

<table>
<thead>
<tr>
<th>Code</th>
<th>Label</th>
<th>Freq</th>
<th>%</th>
<th>Valid %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>A great deal</td>
<td>198</td>
<td>21.02</td>
<td>21.02%</td>
</tr>
<tr>
<td>2</td>
<td>Quite a bit</td>
<td>318</td>
<td>33.76</td>
<td>33.76%</td>
</tr>
<tr>
<td>3</td>
<td>Some</td>
<td>304</td>
<td>32.27</td>
<td>32.27%</td>
</tr>
<tr>
<td>4</td>
<td>Very little</td>
<td>110</td>
<td>11.68</td>
<td>11.68%</td>
</tr>
<tr>
<td>5</td>
<td>None</td>
<td>12</td>
<td>1.27</td>
<td>1.27%</td>
</tr>
<tr>
<td>8</td>
<td>Don't know (m)</td>
<td>0</td>
<td>0.00</td>
<td>--</td>
</tr>
<tr>
<td>9</td>
<td>Refused (m)</td>
<td>0</td>
<td>0.00</td>
<td>--</td>
</tr>
</tbody>
</table>

Total 942 100% 100%

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.

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.

DDI makes data more accessible to a wider audience.