FAIR is a set of guiding data management principles created by a diverse community of scholars, librarians, archivists, publishers and research funders who sought to facilitate change towards improved knowledge creation and sharing.

In 2020, there will be around 40 trillion gigabytes of data—or 40 zettabytes. As we capture more and more data, good data management principles will be key to not becoming overwhelmed.

The FAIR data principles were created to support the reuse of scholarly data through good data management, particularly through enhancing the ability of machines to automatically find and use data.

The four guiding principals of FAIR are:

1. **FINDABLE**
   - Data and metadata should be easily findable by both humans and machines. This includes being assigned a unique identifier, described with rich metadata and indexed correctly.

2. **ACCESSIBLE**
   - Data should be interoperable, using a formal, accessible, shared, and broadly applicable language for knowledge representation. If data is siloed, then elements of it can be inaccessible or take a long time to access.

3. **INTEROPERABLE**
   - The data not only needs to be findable, it also needs to be accessible; this could include everything from accessing immediately to details of how to gain authentication or authorization where required.

4. **REUSABLE**
   - Ensuring data is reusable (and with clear guidelines on its usage) means that those who need to access it later on can do so easily and efficiently (and with confidence that it is accurate regardless of how long, or in what format it has been stored).

Why is FAIR so important?

- Clarity on what good data management looks like and who is responsible for it
- Maximise the value obtained from your data
- Visibility and accessibility of data for those who need it, particularly in the case of those who fund research
- Long-term care and stewardship of data
- A major outcome from FAIR will be the improvement in the quality of digital publications

Find out more about how EBSCO & Perpetua by Arkivum can help you follow the FAIR principles

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