General Feedback

Please give us your feedback on each of the following questions:

1. Reason for attending the course?

- Get the certification.
- My company provides both software and professional services in Data Quality area. Although the practical experience is relevant, there is no doubt a formal structure is necessary in the field.
- My company is a software company and some of our products include software for audit and cleanup data. We also have projects that we implement IQ as a service.
- Improving the quality of my company's information products and processes.
- Looking for ideas to help improve the quality of data in support of our on-going customer.
- I am motivated to contribute to the growth of the field of IQ. In particular, I hope to actively pursue techniques and technologies that will allow information confidence (i.e., quality assessment) into decision processes. I attended the MIT class in order to build a foundation upon which to develop new ideas. In addition, I wanted to see other organizations' approaches to the challenges of IQ.
- Markus Helfert asked me to review some talks of the conference. So I decided to come to the conference and found the announcement of the course, which promised answers to long asked questions. My basic Question was almost 'What are the foundations of Data Quality and is there a scientific approach possible?'. I hoped to find the answer at the course - and I did.

2. Were your needs met? If so, in what way? If not, how can we improve?

- Yes – needs were met.
- Yes, in many ways. As we expected the content of the course if quite broad and complete, and it is up to us to go in depth in our projects. What really surprised me was the high level of the whole audience, making the exchange of experiences, and the knowledge sharing very enriching. It is important for the field to create such sense of community.
- Yes, it was very useful for me. I intended to adapt our software and out methodology according to some parts I have learned here – mainly metrics.
- The issues are so big that the course alone cannot meet all the needs. The project will be very helpful in terms of structuring lessons learned by attempting to practice IQ.
- Yes. First, it was enlightening to hear other businesses share the same concern within their field of expectations. Second, it gave me ideas and exposes me to other tools that would help in my search to evaluate the problem on hand.
- The class was successful in developing a fundamental understanding of IQ. And, the instructors delivered the course material in such a way that class participants could interact frequently. In doing so, many different perspectives were offered. My expectations of the class were met fully.
- The course delivered a great mixture of teaching, discussions in scientific and practitioners view. So my needs have been absolutely met.

3. What did you like Most about the course?

- Liked the class size and format.
- The people, both instructors and attendance. Difference style between Rich, Bruce, Yang, and Nalaka also contributes to form different views of Data Quality.
- I appreciated how the formal instruction stimulated discussion and how discussion was encouraged.
- I enjoyed the entire course and look forward to attending future ones.
- The most exciting part of the course for me was the discussion about QER. In addition, I think the diverse experience of the attendees enriched the presented material.
- The way of teaching was very inspiring and intuitive.

4. What did you like Least about the course? How can we improve?

- TOO MUCH FOOD! I gained weight!
- Lack of depth in some technical issues. I would like to explore, such as modeling, specific SQL for Data Quality Audit, and Algebraic Extensions of Relational Model.
- The formal definition of IQ and metrics.
- The core skills presentations: SQL, ERM seemed to lack connection IQ. I understand that all participants need to be fluent in these core skills, but perhaps there is a way to test out these segments.
- I thought that the course was too conceptual. Even though IQ1 is intended to provide "principles and foundations", I think it would have been much more impactful to have shown examples during conceptual discussions. For example, the material on SQL queries would have been much more powerful were it to have centered around the use of SQL in detecting information defects. The Integrity Analyzer was a great segment, but the example database used in the session had no integrity defects, so the value of the segment was diminished.
- Sometimes we discussed several topics a little bit too long and did not really keep on track. But I think this is the responsibility of the attendees.

5. Other suggestions?

- I don't remember seeing any literature describing the background, purpose, requirements, format and possible opportunities for publishing projects. Perhaps a 1-page description could be included in the course materials.
- Include some hands on work with example Databases in some of the Certification levels.
- Quality process and technical Data Management – because I work with that for a long time.
- If possible, would like to see briefing of attendees before the lecture in order to provide more meaningful comments.
- I think there are a few places within IQ1 where group projects could be included, as a means of reinforcing the lecture. For example, groups could be given a real world application and asked to detail the kinds of information quality attributes that would be relevant. The same application could be used later in the course when developing entity-relationship diagrams and SQL queries. By having students work together on projects, the course would give students more exposure to each others' approaches and would help to embed the knowledge more deeply.
- I hope to come back. And I hope to have the chance to be a teacher at the course - may be in the German courses.

ESD.IQ1: Principles and Foundations is designed to cover the baseline knowledge that are fundamental for IQ professionals, and to prepare them for advanced knowledge and skill sets such as those planned for *IQ2* and *IQ3*. In this context, please provide your feedback in the following areas:

Q1: *Information Quality 1: Principles and Foundations*

Are the materials covered in this November 10-14 course balanced? If not, what do you think should be revised? Please be as concrete as possible. Is there a particular lecture that should be eliminated, as you believe should not be included in IQ1? If yes, why? Is there a particular subject or topic that we should have included in IQ1, but we fail to include?

- I am interested in process implementing details. Perhaps in IQ2 the class could implement an actual IQ project. The theory has been very helpful in IQ1 but I still have questions about how to implement IQ!
- Materials are very good; Liked all the lectures; and Not that D know 5L. (Q2) Should show ways to link IQ to $$$ - value of info., asset, impact to bottom line, etc.; Need ways to calculate that are reasonable and persuasive.
- I agreed with the modules on statistics and process modeling. However, I thought they were at such a basic level that class participants would be able to do little with the knowledge conveyed. I suggest that there be a more detailed discussion of both topics...or they should be removed from the course. At the same time, I think the three most important topics in IQ1 are: (1) IP Map, (2) IQ definition, (3) data modeling and QER. These three areas should be covered in much more detail. I think student project presentations are important, but should not consume class time. I also believe that there should be much more discussion about impact of IQ. How can organizations assess the value of good IQ techniques? How are IQ problems exposed in the real world? What methods can be used to quantify impact? There are answers to all of these questions and the students would benefit from discussion of such topics.
- To my opinion the material is quite well balanced. The focus is every time on the basic needs, not too much in detail. May be the statistics part is a little short in time. On the other hand I wouldn't cut off any other part of the course. It could be good idea to include an outlook on process management, which is strongly connected to IQ.

Q2: *IQ2: Theory in Action*

What would you like to be included in IQ2 regardless of whether you will take it or not? What would you like to be included if you show up for IQ2?

- I'd suggest IQ2 course modules include: IQ impact metrics, information cleaning approaches, IQ attribute definition, process solutions to IQ problems, queries for identifying IQ problems, modifications of database structures to improve IQ. It would be marvelous to have a pre-defined "dummy" application that included a data base interface, pre-populated tables (with defects), etc. The class would learn specifics about each course module then be challenged to apply that knowledge to the example problem. Students should come prepared to work on the problem either on their laptops or, alternatively, the course should include use of laboratory PCs during exercises.