**Beyond Big Bata — The Long Tail of Research**

**Abstract:**

Universities and research institutions are identifying
research data as an asset and invest in collecting and providing access to those datasets
generated at their institution that do not fall within the scope of other discipline-based,
or government repositories. This
"long-tail" can pose challenges for those institutions, including the
diversity of disciplines, the variety of standards, the multitude of
projects and persons involved. Yet, the support of the long-tail is
paramount — not the least because the highest innovation capacity in
research is in the emerging fields — not in the already established
mainstream.