Sharing data is supposed to fulfil many purposes, one of them is to ensure transparency and validation of results. Borrowing from big data parlance, data could become the new oil of science. While academics’ reputation still depends on publications and not on data peer reviews or the extent to which data have been made publicly accessible, research funding bodies increasingly pay attention to quality standards and curation criteria for research data. What does this imply for researchers in terms of additional efforts for documenting data, obtaining informed consent for archiving data and providing data via a data repository to researchers, research participants or members of civil society?

Presenting lessons learnt from participant observation within the interdisciplinary Collaborative Research Center “Affective Societies” at FU Berlin, I will focus on some of the major challenges and accompanying debates on data management. Preparing a research-supporting project for data management, the heterogenous data sources and diverging disciplinary perspectives within the humanities and social sciences have proved particularly challenging. The entanglement of methodological practices and ethical reflections, analyzed through the lens of data management, demonstrates the need for further discussions. Additional insight can be gained from the affective resonances and dissonances associated with this new “audit culture”. Starting from this case study I will then explore how a proactive role of Social and Cultural Anthropologists in shaping the nascent data sharing culture could look like.