Editorial

The first edition of Volume 5 of the *ACM Journal on Data and Information Quality* (JDIQ) is a double issue with Issues 1 and 2 combined. It features six articles of which three are regular research contributions. The other three articles are short challenge papers, a new format.

The main role of journals is to be a repository of completed research projects and articles. We would like to use this journal to also be an inspiration for new research. We have thus reached out to leading researchers in the data and information quality community and have asked them to define and discuss research challenges of interest to them and their vision of how to address these challenges. In recognition of the main archival role of the journal, we requested the authors be brief and limit the challenge articles to two or three pages.

The first challenge article is by John Talburt and his colleagues. John has been a very active member of our community in the past. He organized the 2013 ICIQ conference, has edited a special issue of JDIQ, and he heads the Information Quality graduate program at the University of Arkansas at Little Rock. The article highlights an important and sometimes overlooked dimension of information quality, namely, the people dimension. Without IQ enthusiasm among and communication between all stakeholders, improving information quality in an organization is an uphill battle.

The second challenge article by Erhard Rahm highlights an intriguing data quality problem, namely, the identification of counterfeits in online stores. Erhard Rahm, of the University of Leipzig, has contributed much to the area of data cleansing and duplicate detection. This new challenge takes data analysis and data cleansing to a much more difficult level than the typical customer relationship management use-case. Comparing offerings of fake product with those of real products is already a challenge for human experts, but its automation is certainly worth the effort.

The third challenge article in this unordered list is by Peter Christen and colleagues and also addresses a data cleansing challenge: How can organizations match their records, for instance representing customers, without revealing the records themselves? The vision marries the concepts of privacy and encryption with that of record linkage, posing both conceptual and computational challenges. Peter Christen has already contributed much to the data quality community, most notably his book *Data Matching*.

Louiq and I are certain that these short articles will spark research interest and activities. We have already invited other researches to write their vision for important JDIQ research directions. We also welcome our readers to contribute their own vision articles! If you are interested please contact me so that we can discuss your ideas.

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