Plan Overview

A Data Management Plan created using DMPonline

Title: Experimental evidence on the role of framing, difficulty and domain-similarity in shaping behavioral spillovers

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Template: Data Management plan for PhD Researchers

Project abstract:

We develop a between-subject online experiment to study when encouraging a climate-friendly behaviour spur or hamper further engagement for the environmental cause. First, respondents read a newspaper article dealing with a first pro-environmental behaviour (helping scientists as a new form of climate activism). Second, participants choose whether to undertake the behaviour emphasized. Third, respondents are offered to do a second pro-environmental behaviour (signing a petition to call for political action against climate change). In study 1, we manipulate the narrative of the newspaper articles. It either condemns individual inaction, or encourage being pro-environmental. We compare these narratives against a neutral narrative (control) and an article dealing with an unrelated subject (placebo). In study 2, we investigate how the difficulty of the targeted behaviour moderates behavioural spillovers. In study 3, we test if spillovers only occur when the two behaviours belong to the same domain (e.g., climate action).

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Experimental evidence on the role of framing, difficulty and domain-similarity in shaping behavioral spillovers

Cyber Security Awareness

Can you confirm that you have completed the cyber security awareness course?

- Yes

Overview

Name:

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Department:

Geography and Environment

Supervisor:

Susana Mourato, Eugenie Dugoua, Marion Dumas

Project Details

Thesis/ project title:

Experimental evidence on the role of framing, difficulty and domain-similarity in shaping behavioral spillovers

Please summarise your research question in one short paragraph:

We develop a between-subject online experiment to study when encouraging a climate-friendly behaviour spur or hamper further engagement for the environmental cause. First, respondents read a

newspaper article dealing with a first pro-environmental behaviour (helping scientists as a new form of climate activism). Second, participants choose whether to undertake the behaviour emphasized. Third, respondents are offered to do a second pro-environmental behaviour (signing a petition to call for political action against climate change). In study 1, we manipulate the narrative of the newspaper articles. It either condemns individual inaction, or encourage being pro-environmental. We compare these narratives against a neutral narrative (control) and an article dealing with an unrelated subject (placebo). In study 2, we investigate how the difficulty of the targeted behaviour moderates behavioural spillovers. In study 3, we test if spillovers only occur when the two behaviours belong to the same domain (e.g., climate action).

Data Collection

What secondary data will you use for this project?

N/A

Will you require access to any secure datasets?

- No

Will you require access to any internal LSE datasets for this project?

- No

Will you be collecting primary data from research participants?

- Yes

What research methods will you use for data collection (You can select as many as apply):

- Questionnaires/ surveys

Please can you explain how you plan on conducting data collection using these methods:

We will contact participants through a third party (online panel provider). We will not have any interactions with participants who will be asked to fullfill a survey questionnaire on Qualtrics.

Research Ethics

Please explain how you will collect informed consent from research participants:

Upon doing the survey, participants will be informed about the purpose of the data collection. They will have to give their informed consent to participate to the survey. They will be able to exit at any time and ask for their answers to be deleted.

Once you have collected proof of consent, you will need to store it safely. Please can you explain below how you plan to do this:

Consent will be obtained by completing an online form whose answers will be stored on Qualtrics and safely on a secured hardware. This information will be anonymised.

Have you submitted a research ethics review for this project?

- Yes

If you are collecting primary data from human research participants, you are required to anonymise the dataset so that individuals are not identifiable. How do you plan to do this?

We will not collect more than some generic social demographic information (gender, education, income etc) which will not allow us to identify participants from them. Qualtrics and our panel provider will provide us with anonymised data.

Are there any circumstances where you will not anonymise research participants?

- Yes

Please can you explain below when you will not anonymise research participants:

A task of our survey will consist in signing a petition. The petition will be hosted on a dedicated website. Participants agreeing to sign the petition will be asked if they agree to be tracked on the website. If they agree they will have to report an anonymised personal identifier before proceeding any further, which will allow us to match their decisions on the website with their answers to the survey.
We will not keep any personal information which would allow us to identify participants.

Data Protection

Do you believe your research will require you to fill in a **data protection impact assessment?**

- No

Will you be required to travel outside of the **EU and EEA** **at any point during this project?**

- No

Do you believe that you'll be required to work with consultants outside the LSE at any point during this project?

- No

Data Storage & Security

Will you require any additional software to complete your project e.g. questionnaire/ survey tools, transcription software etc.

- Yes

Please can you supply details/ links to the tools you'll be using below:

We will use Qualtrics to design a questionnaire and collect data.
We will use R and Stata to analyse the data.

What hardware will you require to complete this project:

- Personal storage devices (i.e. USBs and external hard drives)
- Personal laptop/ desktop PC

- LSE Laptop/ desktop PC

Do all personal devices used on this project meet the LSEs [minimum standards for device level security](#)?

- Yes

Are all personal devices used on this project secured with passwords that meet the standard of the LSE [password policy](#)?

- Yes

Where will you store your thesis/ research project while you are working on it (you may select more than one option):

- LSE H:Space
- LSE OneDrive
- Other (please explain below)

The research project material will also be stored on dropbox and overleaf.

Where will you store any primary data you collect during the research process (you may select more than one option):

- LSE H:Space
- LSE OneDrive
- Other (please explain below)

The primary data will be stored on Qualtrics servers and on other institutional hardwares: namely, those of the University of Kassel, Germany.

How do you plan to ensure that all data collected for the project is backed up securely?

We will store the data on different institutional hardwares (LSE and university of Kassel, Germany).

Data ownership

Clarify the copyright and intellectual property ownership of any data you have collected as part of this project:

The collected data is the property of the research team.

Preservation and Data Sharing

Do you know of any issues surrounding intellectual property or data ownership which would prevent you from disseminating or sharing your research:

- No

Do you currently plan on sharing your dataset or any aspect of your data collection process in a recognised data archive?

- Yes

Please outline any other plans you may have for sharing your data, outside of placing a dataset in a recognised data archive:

N/A

Do you have the necessary permissions to reuse any data you collect for future projects

- No

Data description and documentation

How will you describe and document your data to help ensure you can easily access and use it, both during your project and in the future.

We will create a file labelling each variable and produce annotated R script explaining the data cleaning process.
We will collect already anonymised data.

How will you describe and document your data to help ensure that others can understand it?

Same as above.