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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** ConsEngMap4Eff\_Well

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**Template:** BU Template (Staff and PGRs)

### Project abstract:

The aim of this project is to map the full scope of consumer engagement on social media and examine its relationship with consumer wellbeing. This project is of high relevance to advertising and digital media researchers, advertisers, publishers, media planning and advertising agencies in that it will supply innovative conceptual and methodological tools to better understand consumers' interests and intentions, and metrics to measure their engagement more accurately on social media than existing metrics, such as 'likes', comments or shares, allow. These outcomes will expand existing scholarship by recognising all forms of consumer engagement and help improve digital advertising effectiveness and its positive impact on consumer wellbeing. To achieve the project aim, the Fellow will expand on her PhD research, where she introduced the Digital Practices Tracing Methodological Framework based on screen recordings. The tool will be further developed to measure motivational and contextual factors and effects on consumer wellbeing. Consumer engagement data collected via the upgraded tool will then allow to develop the new engagement metrics. To deliver this innovative project and produce high-quality research outputs, the Fellow's expertise in digital methods and invisible engagement will be combined with the host institution's leading expertise in post-phenomenological enquiry, consumer engagement and digital media research. Working closely with international academic experts and industry partners will ensure the applicability of the new metrics and therefore the impact of the research outcomes across academia and industry. The collaboration between the Fellow and the host institution will be a mutually beneficial partnership that will enhance the Fellow's research capabilities and bring important research contributions.

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# ConsEngMap4Eff\_Well

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## Data overview

**Will you be using existing datasets owned by 3rd parties for your research?**

- No

**Will you be collecting your own primary data?**

- Yes

**Briefly list the data you will be collecting, and the data collection method.**

The research aims to have 50 participants, from which three categories of data are planned to be collected over the course of the project. First, the participants will fill in pre- and post-research online questionnaires. Second, the participants will create their own screen recordings on their mobile devices. And third, the participants will be interviewed through MS Teams.

## Ethical and legal compliance

**Will you be handling personal data?**

- Yes

**Will you be handling special category data or data relating to criminal convictions?**

- No

**List what personal data or special category/criminal conviction data you will be handling during your research.**

The project will collect personal data of the research participants, including name, address, telephone number and email address. The project will also collect demographic data, including: age, gender,

occupation, income range. Demographic data will be kept for data analysis, however personal data will only be stored over the duration of data collection to allow communication with the research participants and their remuneration. No special category data will be collected.

**Briefly describe why the personal data you're handling is needed.**

Personal data will only be stored over the duration of data collection to allow communication with the research participants and their remuneration.

**Will you be handling any other data which could be considered high-risk?**

- No

**Will anyone else have access to any of the data at any point?**

- Yes

**Will any of the data be received from partners outside of the UK?**

- No

**Will any of the data be sent to partners outside of the UK?**

- No

**Provide brief details of anyone else who will have access to any of the data.**

The data will only be accessible by the investigator and academic supervisor (BU). The outcomes of the project (publications, industry white papers) will be publicly shared.

**Who will have Intellectual Property Rights to the data?**

The research data generated in this project will be held by BU.

**Is exploitation for profit or social enterprise an intended outcome of the research findings and/or data from the project?**

- Yes

The outcomes of the project will expand existing scholarship and help improve digital advertising effectiveness and its positive impact on consumer wellbeing. With this knowledge, companies will be able to measure and elicit the right kind of consumer engagement according to campaign objectives. As a result of this, companies will be able to more effectively allocate their digital advertising spend.

**Storage, back-up, and security**

**Estimate storage space requirements.**

- 1 TB or more

**Will you be storing any non-digital research data or documentation?**

- No

**Will you be storing digital research data or documentation?**

- Yes

**Where will your digital research data or documentation be stored, short or long-term?  
Select all that apply:**

- BU SharePoint site
- External cloud storage e.g. Google Drive

The research will collect video data from the research participants that will be uploaded from a mobile application directly to a cloud storage. The estimated size of the dataset is 2-3TB of data. The selected storage is Nextcloud, a EU GDPR compliant cloud storage. The video data will only be stored there for a time necessary for data analysis and transformation into a structured data set (max 6months). After this period the video data will be deleted and the anonymised structured data set in the form of a csv/xls/json files will be stored on the BU Sharepoint.

For this structure, there is no integration required from any other system used by BU, or connection required to hardware such as servers. Once the data is collected and anonymised, this will not be larger than the allocated 1TB Sharepoint storage quota, therefore no storage increase requirement.

**What are your plans for backing-up data to prevent data loss?**

Nextcloud, BU Share-Point back up features

**Do you plan to keep identifiable participant data after the study has finished?**

- No

**How and when will personal or other sensitive data be deleted/destroyed?**

All sensitive data will be destroyed upon participants complete their participation. Screen recordings will be deleted after all data has been analysed and transformed into a structured dataset. It is expected that the maximum time for data transformation is 6 months. Afterwards only anonymised data in xls/csv/json format will be stored on the BU Sharepoint.

**What security measures will be put in place to prevent unauthorised disclosure of data, both during and after the study?**

First, the data (screen recordings, questionnaire replies, interview transcripts) will be pseudonymised to avoid direct association with personal information (name, telephone number, address, email address). The key to associate the data will only be held by the PI until the participants end their participation. From that point, personal data will be deleted and only the pseudonymised data and demographic characteristics of participants will be kept. The access to the data will only be granted to the main researcher or possibly to the data analyst or research assistant.

**What data and project documentation do you plan to keep after the study has finished?**

After the project is finished, only anonymised data in xls/csv/json format will be stored on the BU Sharepoint. Besides the data collected from the research participants, the project will keep documentation on methodology, including templates of consent forms, questionnaires, interview guides.

**Data quality, organisation, and documentation****What quality control procedures will be in place to ensure the quality of the data?**

To allow fullest use of data, participant consent will be in place to ensure that data collected through

all means, including online questionnaires, screen recordings and interviews can be fully used. For the screen recordings, important is to obtain sufficient video quality, which will be ensured by using native screen recordings functions on mobile devices or screen recordings mobile applications. To ensure high quality of the interview data, the interviewer will follow a detailed interview guide. To allow high quality data from the questionnaire, the questions will be reviewed and discussed with the academic advisory panel.

### **How will you organise your data and documentation files?**

After the data collection, each type of data will be stored in a separate folder (i.e., questionnaire replies, interview transcripts and the transformed screen recordings) under each participant ID. The pseudonymised data will be kept in a different location to the personal data and the key to associate them. The accessibility to the key will only be limited to the main investigator.

### **What documentation do you need to produce to make sense of the data?**

All methodologies and protocols used to analyse the data and co-analyze data from various sources will be kept in the project folder that will be accessible by the main investigator and the academic supervisor.

### **Data sharing**

#### **Do you plan to deposit your data in a research data repository? Select all that apply.**

- Yes (open access)

#### **What data do you plan to deposit?**

Anonymised data in structured formats, no screen recordings will be deposited after the data analysis is completed.

#### **Outline steps that need to be taken to anonymise participant data.**

The personal data as well as the key will be permanently deleted.

#### **How will participants consent to sharing their data?**

The participants will sign an online consent form that their data will only be stored and used in

anonymised form.

**Where do you plan to deposit the data?**

- BORDaR (BU's research data repository)

**Estimated total size of files planned for deposit in a research data repository.**

- 2-50GB

**In which file formats will data be deposited?**

xls, csv, json, doc

**Are there any costs associated with depositing your data in your chosen research data repository?**

no