
Plan Overview

A Data Management Plan created using DMPonline

Title: All-Ireland Research and Policy Hub for Healthy Digital Childhoods (YouGotThis)

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Project abstract:

This proposed All-Ireland research hub includes multidisciplinary scholars, charities, and policy makers in the fields of children's health and well-being with expertise in digital media, sociology, psychology, law, policy, and innovation. Online Commercial Entertainment Products and Services (OCEPS) are central to children's leisure activities. To date, the legal and policy focus has been on illegal content. Our project will focus on commercial content and persuasive design that may negatively impact children's health and well-being. This hub will strengthen the evidence base, co-create critical digital literacy resources with children and evaluate the effectiveness of current legal and policy responses.

Our objectives will:

1. Establish an evidence-base of mixed-methods data on children's engagement with OCEPS and their impact on health and wellbeing.
2. Examine and evaluate the design, monetisation and governance strategies of OCEPS that children use.
3. Identify legal and policy gaps that pertain to OCEPS aimed at children.
4. Co-create an age-appropriate critical digital literacy programme that empowers children to act in online spaces.
5. Inform public policy on the island of Ireland and build stakeholder capacity, networking and collaboration.
6. Deepen North-South collaboration through a strategic research partnership which contributes to enhancing the capacity of all institutions and individuals involved.

This project builds on the team leaders' successful previous project, YouGaMSI: Assessing the exposure of young people to gambling marketing through sport on the island of Ireland (2022-2024), which was funded by the Higher Education Authority's North South Research Programme in its previous funding cycle.

An interdisciplinary team specialising in youth, marketing, health, digital media, gaming, policy, and regulation will address gaps in understanding, and mitigate fragmented research approaches to Irish youths' online experiences. Our project will conduct research that actively involves young people in crafting solutions that support their digital health and wellbeing. Each work package will involve post-doctoral and PhD researchers and external partners, enabling direct application of findings and reinforcing partners' capacity to positively impact youth health.

YouGotThis will foster a vibrant, inclusive research environment. In Tier 1, all contract researchers transitioned to full-time academic roles, underscoring our commitment to people. The project also had significant policy impacts. This new proposal will deepen and expand our network, enabling the sustainable impact of our mission across Ireland.

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All-Ireland Research and Policy Hub for Healthy Digital Childhoods (YouGotThis)

Data Collection

What data will you collect or create?

This project will be completed across seven work packages in a collaboration between Ulster University (UU), University College Dublin (UCD) and University College Cork (UCC) over a 48 month period.

WP1: Project Management: Lead Partners: UCD (AK), UU (PK)

This work package centres on managing and implementing the project plan. We will develop a four-year communications plan, including a dedicated website and social media presence. This will help to prepare ethics applications for Work Packages 4, 5, and 6 and coordinate the appointment of stakeholders to the Advisory Board.

WP2: Legal Mapping: Lead Partner: UCC (FW)

In a dynamic legal environment, this package will examine known gaps and identify potential unknown gaps in the laws of IRL(EU)/NI(UK) in the specific areas related to online commercial entertainment productions and services (OCEPS). The relevant laws for underage engagement with OCEPS in both jurisdictions include the law of contract, consumer protection, product safety, gambling law, law pertaining to digital services, certain aspects of online safety legislation, and law relating to the use of artificial intelligence (Hyde & Cartwright, 2023; Leahy, 2022). As the project progresses, these gaps will be related to the research findings to assess whether the proposed interventions will meet the regulatory needs and responses recommended by the research project.

WP3: Policy Mapping: Lead Partners: UCD (AK), UCC (FW)

This package will explore how the stakeholder landscape in online safety has evolved to protect and empower children since the implementation of the OSMR Act 2022 in Ireland, the OSA 2023 in the UK and the DSA in the EU. The package is centred on the risks related to OCEPS and an assessment of effectiveness as to how entertainment platforms responded to new regulatory requirements, which will provide empirical data to complement the mapping of regulatory loopholes (WP2), whether and to what extent the individual complaints mechanism has assisted in addressing some of these risks; and how the educational provisions of the Acts have been applied towards capacity building in the civil sector and the wider public (children, parents/caregivers and educators). We will engage with multiple stakeholders, including policymakers, to inform the application of these acts in Ireland and NI for OCEPS and their features.

WP4: Mapping Digital Childhoods' Impact on Health and Wellbeing: Lead Partners: UCD (ME), UU (JD)

This work package will engage with children through a series of qualitative focus groups across the island of Ireland. The findings will inform the design and implementation of an All-Ireland longitudinal survey that will twice map and measure children's use and experience of OCEPS (frequency, duration, types of services, problematic forms of use), their perceptions of commercial practices (including monetisation, persuasive design patterns and of governance and control features in services) and measure their impact on health and wellbeing.

WP5: Playbour: Balancing between digital play and digital labour: Lead Partners: UU (PK), UCD (AK)

This work package will implement co-produced qualitative research projects with children aged 12 to 14, exploring their online digital experiences and reflecting on the journeys they take in 'playbour' (Kücklich, 2005) — the development of digital skills aimed at commercialising content creation and/or

esports. The first project examines children’s perspectives on the challenges and opportunities of developing these online enterprises. Findings will seek to share experiences with other children and policymakers on avoiding negative health impacts. The second project will utilise the co-designing process of game jams to facilitate informal learning about the convergence of gambling and gaming.

WP6: Expressing children’s voices and advocacy: Lead Partners: UU (JD), UCD (ME)

Co-creation and children’s empowerment lie at the heart of this research and policy hub. Drawing on involvement in previous work packages, children will be recruited to participate in a structured engagement programme of 8 co-creation workshops (recruiting 16-24 children) with our external partners on both sides of the border. During another series of 8 interactive workshops (again recruiting 16 participants), we will draw on the cumulative findings of the Research and Policy Hub to co-create innovative educational and community awareness resources. Once created, these resources will be presented through interactive workshops to community and school parent associations, educators, and policymakers.

WP7: Dissemination, Communicating and Archiving: Lead Partners: UCD (AK), UCC (FW), UU (PK)

This work package involves coordinating dissemination, communications, and archiving. Central to this programme will be hosting annual summer schools to bring researchers at all levels together to share knowledge and participate in skills training. A final two-day symposium will present core findings and enable children engaged in the research to speak directly with policymakers, thereby amplifying their voices.

The proposed work packages enhance our understanding of how children perceive commercial risks in the online entertainment landscape while also emphasising the positive aspects of their engagement with digital entertainment. Under the UNCRC, children have the right to protection and participation, which extends to online environments (Livingstone & Third, 2017). When designed with their wellbeing in mind, OCEPS can provide children with opportunities to play, learn, and socialise, facilitating positive experiences (Livingstone & Pothong, 2022). Notably, Article 12 of the UNCRC states that children have the right to be consulted on matters affecting them, meaning that their involvement in discussions regarding the design of these platforms, alongside the risks and opportunities they encounter, must be considered by policymakers. This research design will bring these experiences to the forefront.

How will the data be collected or created?

All data associated with the project will be collected and/or produced between September 2025 and August 2029. The table below details the deliverables required from each work package. The work packages will involve a combination of qualitative (focus groups) and quantitative (surveys) methods for data collection.

Work Package	Deliverable	Month
WP1: Project Management		
WP2: Legal Mapping	D1 Interim Report on WP2 Findings	12-18
WP3: Policy Mapping	D2 Interim Report on WP3 Findings	18
WP4: Mapping Digital Childhoods	D3 Interim Report on WP4 Findings	26
WP5: Playbour: Striking the balance between digital play and digital labour	D4 Interim Report on WP5 Findings	27
WP6: Expressing children's voices and advocacy	D5 Digital Advocacy Resources (multiple)	40-43
WP7: Dissemination	D6 Annual Summer Schools	12-46
	D7 Final Symposium	46
	D8 Final Report	
	D8 Policy Briefs for Dublin and Belfast	47
	D10 Data Management Plan	48

All documents associated with the project will be stored in unique folders on a password protected encrypted device. For ease of access and reuse of all data generated from the project, the storage of all documents will be consistent across the project. For each work package, the storage of all data generated will be stored in a folder called 'data collection'. Sub-folders will be allocated for other relevant aspects of the data collection i.e. recruitment materials, transcripts and audio files associated with the work package. The order of the files will follow a format similar to the following example i.e. Data Collection > Recruitment Materials > Recruitment Posters

All materials will be peer reviewed by parties external to the lead institutional partners and will be discussed amongst the entire team.

Documentation and Metadata

What documentation and metadata will accompany the data?

Data management and storage will follow GDPR regulations. All participants (and/or their legal guardians) will be informed of the legal basis for collecting and storing data as well as the procedures and limits around use of this data in an accessible manner. Data will be collected via quantitative (survey) and qualitative (focus groups/interviews/participatory workshops).

For each work package a single master data file will be created under the responsibility of the work package lead investigator(s) and with limited write access by other team members.

Quantitative documentation and metadata management

Quantitative survey data will be collected online (hosted on JISC/XX). Data will be downloaded into SPSS and stored as a CSV file. This file type is recommended for data sharing purposes. Due to the nature of this study the data size is within the range to be support by UCD and UU internal ISD services

Templates for data entry and file and variable naming will be agreed before data is collected, following DDI standards. All data files will be accompanied by a data dictionary with contextual information including: variable names; labels and descriptions; units of measurement; value code labels; appropriate missing data codes; information on derived or summary variables and the code used to create them. Files and folders will be well structured with consistent filename conventions and clear version control procedures for both data and written documents.

Data will be stored securely on XX provided by UCD and OneDrive folders provided by UU in password protected files. Data will be inputted on password-protected laptops and will be backed up to XX and OneDrive daily. All UCD and UU laptops are encrypted as a matter of policy.

Our curated data will follow FAIR principles: <https://www.go-fair.org/fair-principles/> and DDI guidelines: <https://ddialliance.org>

All data sets generated through this project will have an accompanying data dictionary outlining: an overarching summary of the data set, procedural information on data collection, coding to generate the data, a summary of metadata, summaries of data coding and meaning and detailed descriptions of the variables.

Qualitative documentation and metadata management

For qualitative research methods, all focus groups / one-to-one interviews will be audio recorded. All audio files will be deleted once focus group / interview transcriptions are transcribed verbatim, reviewed and approved by the research team to ensure greater participant anonymity.

All processes for recording (*identical devices used i.e. microphone amplifier for sound quality, dictaphone(s)*), transcription (*consistent formatting in documents*), anonymisation (*consistent formats for pseudonyms, where necessary*) and consistent file naming formats of all datasets will be mutually agreed upon by the research team to provide the highest quality of data.

These data quality agreements will be transcribed into a Word document and saved in the research team's data depository. Data will conform to best practice and standards to suit Irish and UK data management communities. Qualitative meta-data at the data-level will include a data list (*e.g., key biographical characteristics and features of interviewees and details for the interview*). Metadata will pertain but not be limited to references to age, gender identity, location and other aspects deemed to be relevant by the research team.

Ethics and Legal Compliance

How will you manage any ethical issues?

As a research team, we are aware of the potential ethical issues associated with human participant research and each WP will undergo ethical approval in their respective institutions.

Where possible, all measures will be taken seriously to maintain ethical integrity and relevant codes of conduct associated with the collection and use of personal data.

The named collaborators will adhere to the ICPSR approach to confidentiality throughout the project life cycle. This will include the identification of both direct and indirect identifiers of participants. The list below identifies some potential direct and indirect identifiers that may arise throughout the data generation period.

Direct Identifiers

- Forename(s)
- Surname(s)
- Addresses (including postal / eircodes)
- Telephone numbers (including area codes)
- Gendered identities
- Pseudonyms

Indirect Identifiers

- Geographic Information
- Organisations to which the respondent belongs
- Educational Institutions the respondent is associated with
- Occupation
- Religious Identities
- Political affiliations
- Detailed Income
- Date of Birth

Under ICPSR, data may need to be re-coded to reduce risk and ethical concerns. This can include "converting dates to time intervals, exact dates of birth to age groups, detailed geographic codes to broader levels of geography and detailed income to income ranges or categories" (ICPSR, 2023). All data that has not been anonymised will be accessible by the named collaborators only. Upon project completion, all primary data will be anonymised with direct and indirect identifiers altered or redacted to protect participant identity. Hard copies of sensitive data, such as consent forms, will be stored securely in a locked cabinet, which will only be accessible to the named collaborators on the project.

How will you manage copyright and Intellectual Property Rights (IPR) issues?

Collectively, the named collaborators on the project will hold the intellectual property rights for the data they generate, but will grant redistribution rights to their respective repositories for the purposes of data sharing.

In due course the repository of reference is the Ulster University Research Repository at UU.

In addition, the datasets that are shared with other researchers will be licensed with a Creative Commons license.

Storage and Backup

How will the data be stored and backed up during the research?

Only the named Principal Investigators on the project will have access to the data gathered. All data will be backed up in line with university procedures (in accordance with each academic institution named within this DMP). UU PI (PK) will be in charge of WP 1, 4, 5, 6 and 7. UCC PI (FW) will be in charge of WP 2, 3 and 7. UCD PI (AK) will be in charge of WP 1, 3, 4, 5, 6, 7. Personal data will be anonymised by the respective institutional PI's using pseudonyms before being shared with project

partners. In addition, in line with established university ethics procedures, any hard copy data and consent forms will be stored in locked cabinets in personal university-based offices. After all data collection phases, any electronic datasets will be password protected and stored on UCD, UCC and UU university servers. UU will act as the central repository for the entire dataset across all work packages, upon project completion. This will enable secure and systematic backing up of files. Global institutional and departmental level backup at each institution has mechanisms and policies in place that determine the regularity of backups according to best practice. Data sharing agreements between the research team members were formalised to facilitate the sharing of datasets and transcription files between the research team using password-protected files.

How will you manage access and security?

The security and protection of all sensitive data collected throughout the project will be maintained in several ways.

All digital copies of transcripts, audio and other relevant files will be kept as separate files in a password protected computer folder. Each file will be named using an agreed naming protocol by the Principal Investigators (AK, PK, FW).

All hard copies will be stored securely in a locked cabinet in personal university offices of those responsible for their respective work packages.

All data collected will also be anonymised by the PI's responsible for their respective work packages. All identifiable or sensitive information will be redacted where possible, and all participants will be allocated with a pseudonym. Of note, only listed collaborators of the project will have access to the key to reverse the anonymisation.

Once all voice recordings have been transcribed, they will be deleted with agreement of the PI's named on the work package. In addition, all paper data will be destroyed by confidential shredding. Electronic files will be destroyed by overwriting. All PI's (x 3) will be responsible for this task.

All primary data generated throughout the lifetime of the project will be stored securely for 10 years post publication.

Selection and Preservation

Which data are of long-term value and should be retained, shared, and/or preserved?

All data associated with the project, where possible will be selected for long-term preservation. Exclusions will apply to data that contains sensitive or identifiable information, such as but not limited to;

- Forenames
- Surnames
- Post-primary or Higher Education establishments participants are registered with and/or attend
- Sports club / identifiable sport affiliations
- Gaming Clubs / Identifiable players
- Content Creators / Identifiable brand collaborations

The project data, analysis scripts, and pre-prints of manuscripts will be archived and shared via XX and Ulster's Research Repository powered by PURE. This allows data to be shared alongside study designs and analyses, which will increase the rigour and impact of our findings. We will also generate a project record in the XX and UK Data Service that will direct researchers to our PURE pages and persistent identifiers for data will be provided in all manuscripts. All anonymised data produced by the

project will be deposited on publication of manuscripts or within three months of the end of the project, whichever is sooner (with a maximum embargo period of 12 months to allow for publication). Non-proprietary file types will be used for sharing data (e.g., CSV files). Full data dictionaries (as described above) will accompany each data file and naming conventions will follow the principles outlined above. The team investigators have track records of sharing data and materials from previous research and will embed these principles into the project's practices. As per UCD, UCC and UU's guidelines data will be stored for 10 years post the final output from this study is published.

What is the long-term preservation plan for the dataset?

All data associated with the project will remain with each university (UU, UCD and UCC) throughout the duration of the project lifespan. Moreover, all primary data will be stored for 10 years post publication. Upon project completion, the data will be processed for storage and stored with the UURP powered by PURE post project.

The PI's named on this application (AK, PK, FW) intend to process and anonymise all data collected as part of the project and store it within the UURP with the intent of re-use in the future by other interested parties. If in the event the data will be stored in another public data archive, the data will be prepared and stored in accordance with the requirements of the archive.

Data Sharing

How will you share the data?

All data collected within this project is suitable for sharing. All data can be fully anonymised and consent will be gained from participants (or their guardians) around data sharing.

Any personal data will be anonymised by the respective Principal Investigators using pseudonyms before being shared with project partners.

Collectively, the named collaborators on the project will hold the intellectual property rights for the data they generate, but will grant redistribution rights to their respective repositories for the purposes of data sharing. In this case, the repository of reference is the UU Repository. In addition, the datasets that are shared with other researchers will be licensed with a Creative Commons license.

The data will be made available in its entirety at the end of the lifespan of the project (August 2029). However, publications that originate from the lifecycle of the project may include portions of data collected throughout the project. These dates will be subject to data collection and analysis timelines and will be updated throughout the evolution of the project for each WP.

Are any restrictions on data sharing required?

Any personal data will be anonymised by the respective Principal Investigators using pseudonyms before being shared with project partners.

Collectively, the named collaborators on the project will hold the intellectual property rights for the data they generate, but will grant redistribution rights to their respective repositories for the purposes of data sharing. In this case, the repository of reference is the UURP. In addition, the datasets that are shared with other researchers will be licensed with a Creative Commons license.

Responsibilities and Resources

Who will be responsible for data management?

The PI's (AK, PK, FW) will oversee the study-wide data management across Ulster University, University College Dublin and University College Cork and are responsible for the control, processing and management of all data collected on the project. Below is a record of each work package, and the primary leads within each institution.

WP1: Project Management: Lead Partners: UCD (AK), UU (PK)

WP2: Legal Mapping: Lead Partner: UCC (FW)

WP3: Policy Mapping: Lead Partners: UCD (AK), UCC (FW)

WP4: Mapping Digital Childhoods' Impact on Health and Wellbeing: Lead Partners: UCD (ME), UU (JD)

WP5: Playbour: Balancing between digital play and digital labour: Lead Partners: UU (PK), UCD (AK)

WP6: Expressing children's voices and advocacy: Lead Partners: UU (JD), UCD (ME)

WP7: Dissemination, Communicating and Archiving: Lead Partners: UCD (AK), UCC (FW), UU (PK)

The named collaborators above, as lead partners in their respective institutions, will be primarily responsible for data sharing and data archiving of all raw and primary anonymised data that is generated from the project. However, all named collaborators will also review the data generated from each work package and will mutually agree on the management of the data.

At Ulster, PK will generate the meta-data. Ulster University Research Governance takes ultimate responsibility for data security, thus the lead investigator will follow all university procedures on data security and have recent Research Integrity training (covering data security). PK and JD will ensure data quality through processes outlined. Before the data sets are uploaded into Ulster Universities Data Repository, Ulster University Research and Impact Data Management processors will assess the products in terms of anonymity, and the compliance with FAIR principles and DDI guidelines.

What resources will you require to deliver your plan?

All named collaborators on the YouGotThis project will be responsible for the management of all data associated with the project.

The project collaborators will conform to the FAIR principles to ensure that all data generated from the project is considered findable, accessible, interoperable and re-usable.

Findable - All data associated with the project, where possible, will have metadata to ensure the data is findable. Metadata may include but will not be limited to author names, university names and project keywords such as 'childhoods', 'childhood', 'children', 'digital', 'digital labour', 'digital leisure', 'commercial influence', 'commercial determinants', 'CDoH', 'gaming', 'esport(s)', 'wellbeing', 'policy', 'legislation', 'advertising', 'public health' and 'marketing' etc. As the project evolves, the metadata associated with the project will be refined to ensure the data is findable upon project completion.

Accessible - All data associated with each respective WP from the project will be processed into

primary data and submitted to the Ulster University Research Repository. All data archived by the named collaborators through the UURP will be accessible to other interested parties, such as researchers and students, via a <https://> link. Only anonymised data and relevant metadata to ensure the data set remains accessible, will be available via the data archives.

Interoperable - To ensure the data has the potential of integration with other data sets or to be human / machine readable in the future, several steps will be taken. The named collaborators will ensure keywords follow the established norms within the social sciences, marketing / sociological bodies of literature. Metadata associated with the project will maintain consistency of the keywords used. In the event of a word that has several explanations in the literature, all keywords will be specified.

For example 'childhoods', 'childhood', 'children', 'digital', 'digital labour', 'digital leisure', 'commercial influence', 'commercial determinants', 'CDoH', 'gaming', 'esport(s)', 'wellbeing', 'policy', 'legislation', 'advertising', 'public health', 'OCEPS' and 'marketing'.

Reusable - All named collaborators will own the intellectual property rights of the data generated throughout the project lifespan. A copyright licence will be applied to the project through Creative Commons for the reuse of data by other interested parties in the future.

At the end of the project, an assessment will be carried out to determine which parts of the research data can be converted into an anonymous format for public availability. The primary guiding principle is to avoid causing any harm, and sensitive data may be restricted according to best practices and ethical guidelines. Data that can be anonymised will be prepared for deposit in the Research Repository UCD, PURE at Ulster University, and CORA at UCC, all in accordance with FAIR principles and DDI guidelines. Generally, the project will aim to make its data findable (both internally and externally), openly accessible (with provisions for open access to scientific publications and research data), interoperable (using common, standardised file formats), and reusable. These principles will guide the implementation choices made by the project team.

Our curated data will follow FAIR principles: <https://www.go-fair.org/fair-principles/> and DDI guidelines: <https://ddialliance.org>

All data sets generated through this project will have an accompanying data dictionary outlining an overarching summary of the data set, procedural information on data collection, coding to generate the data, a summary of metadata, summaries of data coding and meaning and detailed descriptions of the variables.