HashtagToFork: A social media driven approach to facilitate healthier and more sustainable food choices among lower SES adolescents

A Data Management Plan created using DMPonline.be

Creators: Bram Spruyt, n.n. n.n., Tim Smits

Affiliation: KU Leuven (KUL)

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Principal Investigator: Tim Smits

Data Manager: Bram Spruyt

Project Administrator: n.n. n.n.

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Project abstract:

Overweight and obesity are ever more prevalent, partially due to the (in)direct effect of (non-)commercial food messages. Most of the foods we are exposed to are unhealthy and often they are not the most sustainable option either. Both personal and planetary health are thus jeopardized. For adolescents, habituated to social media and its afflux of foods portrayed, this comes as a specific challenge. Furthermore, there's an urgent need for insights in how more vulnerable subgroups such as those with lower social class are affected. HashtagToFork aims to deliver fundamental insights in (a) the effect of social media on adolescents' (un)healthy and (un)sustainable nutrition behavior, (b) the mediating role of perceived social norms in this process, and (c) how objective and subjective social class moderate these processes. This will result in communication strategy recommendations for the healthy and sustainable food system stakeholders, and policy recommendations concerning social media food messages.

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Research Data Summary

List and describe all datasets or research materials that you plan to generate/collect or reuse during your research project. For each dataset or data type (observational, experimental etc.), provide a short name & description (sufficient for yourself to know what data it is about), indicate whether the data are newly generated/collected or reused, digital or physical, also indicate the type of the data (the kind of content), its technical format (file extension), and an estimate of the upper limit of the volume of the data.

Dataset name / ID	Description	New or reuse	Digital or Physical data	Data Type	File format	Data volume	Physical volume
		*Indicate: **N**(ew data) or **E**(xisting data)*	Indicate: **D**(igital) or **P**(hysical)	Indicate: **A**udiovisual **I**mages **S**ound **N**umerical **T**extual **M**odel **SO**ftware Other (specify)		Indicate: <1GB <100GB <1TB <5TB >5TB NA	
1) Experiments (direct effects/mediation/moderation)	A set of experiments will be conducted to discover influence of social media on eating related outcomes. This includes exposure to real or fictitious (i.e. researcher developed) social media accounts and pre- and post-surveys.	**N**ew data	**D**igital	**N**umerical **T**extual	CSV and/or Excell files; R scripts	<100gb	NA
2) Scale development	Development of sustainability subscale for food literacy. Development includes focus groups and interviews with experts and target population as well validation surveys.	**N**ew data	**D**igital	**A**udiovisual (audio recordings will be made of the interviews and focus groups. Recordings will be deleted when they are no longer necessary for data processing (max. 3 years) **N**umerical **T**extual	MP3 (audio recordings) CSV and/or Excell files; R scripts Word / NVivo files for transcription	<100gb	NA
3) Focus groups	Focus groups, facilitated by photo-voice, will be organised to understand how adolescents view social media food messages and how social media food messages tie into feelings of group membership and social norm perceptions.	**N**ew Data	**D**igital	**A**udiovisual (audio recordings will be made of the interviews and focus groups. Recordings will be deleted when they are no longer necessary for data processing (max. 3 years) **N**umerical **T**extual **I**mages (screenshots captured via the photo-voice technique)	.jpeg MP3 audio recordings Word / NVivo files for transcription	< 100gb	NA

4) Roundtable discussions	Roundtable discussions with relevant stakeholders to understand how they perceive their role, responsibility and media strategy within scope of project.	New data	Digital	Audiovisual (audio recordings will be made of the interviews and focus groups. Recordings will be deleted when they are no longer necessary for data processing (max. 3 years) Numerical Textual	MP3 audio recordings Word / NVivo files for transcription	<100gb	NA
5) Tailored intervention	At least one experimental case study where alternative communication strategies are test for 1 food product/type	New data	Digital	Numerical Textual	CSV and/or Excell files; R scripts	<100gb	NA

If you reuse existing data, please specify the source, preferably by using a persistent identifier (e.g. DOI, Handle, URL etc.) per dataset or data type:

NA

Are there any ethical issues concerning the creation and/or use of the data (e.g. experiments on humans or animals, dual use)? If so, refer to specific datasets or data types when appropriate and provide the relevant ethical approval number.

- Yes, human subject data (Provide SMEC or EC approval number below)

Ethical approval was obtained for the full project: G-2023-7360-R4(MIN)

Will you process personal data? If so, please refer to specific datasets or data types when appropriate and provide the KU Leuven or UZ Leuven privacy register number (G or S number).

- Yes (Provide PRET G-number or EC S-number below)

Personal data will be collected and processed. The data processing strategy was approved by the Privacy and Ethics team: G-2023-7360-R4(MIN)

Does your work have potential for commercial valorization (e.g. tech transfer, for example spin-offs, commercial exploitation, …)? If so, please comment per dataset or data type where appropriate.

- No

Do existing 3rd party agreements restrict exploitation or dissemination of the data you (re)use (e.g. Material or Data transfer agreements, Research collaboration agreements)? If so, please explain in the comment section to what data they relate and what restrictions are in place.

- No

Are there any other legal issues, such as intellectual property rights and ownership, to be managed related to the data you (re)use? If so, please

explain in the comment section to what data they relate and which restrictions will be asserted.

- No

Documentation and Metadata

Clearly describe what approach will be followed to capture the accompanying information necessary to keep data understandable and usable, for yourself and others, now and in the future (e.g. in terms of documentation levels and types required, procedures used, Electronic Lab Notebooks, README.txt files, codebook.tsv etc. where this information is recorded).

To make (pseudonymised) datasets generated during the experiments and tailored intervention(s) more understandable and usable, Word documents will be created and shared within a secured online sharing environment for the involved researchers (OneDrive). These documents will contain a glossary of variable abbreviations, variable definitions, steps undertaken to clean data and steps undertaken for data transformation/manipulation. For sharing the datasets within the KU Leuven team of involved researchers, these documents can contain more detailed information that, for example, expands on the interrelation between different datasets. Additionally, R scripts used for analysis can be made available on OSF.
For the qualitative analysis of focus groups, interviews and roundtable discussions the interview guides and codebooks will be made available.

Will a metadata standard be used to make it easier to find and reuse the data?
If so, please specify which metadata standard will be used.

If not, please specify which metadata will be created to make the data easier to find and reuse.

- No

Data Storage & Back-up during the Research Project

Where will the data be stored?

- Digital Vault
- ManGO
- OneDrive (KU Leuven)
- Shared network drive (J-drive)

Data will be initially stored in password protected folders on a secure OneDrive to which only the researchers involved in this project have access. If more space if required, other data solution will be used (e.g., ManGo, J-Drive, Digital Vault).

How will the data be backed up?

- Standard back-up provided by KU Leuven ICTS for my storage solution

Is there currently sufficient storage & backup capacity during the project?

If no or insufficient storage or backup capacities are available, explain how this will be taken care of.

- Yes

How will you ensure that the data are securely stored and not accessed or modified by unauthorized persons?

Files will be stored in password protected folders on secure KU Leuven servers to which only the researchers involved in this research project have access to.

What are the expected costs for data storage and backup during the research project? How will these costs be covered?

For now, the faculty of social sciences is covering the storage costs. This might change in the future, but a budget is foreseen within the project to cover these costs for the project duration (+1 year).

Data Preservation after the end of the Research Project

Which data will be retained for 10 years (or longer, in agreement with other retention policies that are applicable) after the end of the project?

In case some data cannot be preserved, clearly state the reasons for this (e.g. legal or contractual restrictions, storage/budget issues, institutional policies...).

- All data will be preserved for 10 years according to KU Leuven RDM policy
- Certain data cannot be kept for 10 years (explain below)

Audio recordings will be deleted when the research team decides that they are no longer necessary for data processing and will be stored for a maximum of 3 years.

Where will these data be archived (stored and curated for the long-term)?

- Shared network drive (J-drive)

What are the expected costs for data preservation during the expected retention period? How will these costs be covered?

For now, the faculty of social sciences is covering the storage costs. This might change in the future. The costs for additional storage beyond the project duration will be covered by a budget line from Tim Smits.

Data Sharing and Reuse

Will the data (or part of the data) be made available for reuse after/during the project?
Please explain per dataset or data type which data will be made available.

- Yes, as open data

Following pseudonymisation we will make relevant data sets available for reuse (e.g. on a platform such as OSF)

If access is restricted, please specify who will be able to access the data and under what conditions.

NA

Are there any factors that restrict or prevent the sharing of (some of) the data (e.g. as defined in an agreement with a 3rd party, legal restrictions)?

Please explain per dataset or data type where appropriate.

- Yes, privacy aspects

Due to privacy reasons we will not share transcripts or audio recordings from focus groups, interviews and roundtable discussions.

Where will the data be made available?

If already known, please provide a repository per dataset or data type.

- Other data repository (specify below)

Datasets from the experiments and tailored intervention(s) will be made available on OSF (where pre-registrations of the studies will also be available).

When will the data be made available?

- Upon publication of research results

Which data usage licenses are you going to provide?

If none, please explain why.

- CC-BY 4.0 (data)

Do you intend to add a persistent identifier (PID) to your dataset(s), e.g. a DOI or accession number? If already available, please provide it here.

- Yes, a PID will be added upon deposit in a data repository

Via OSF.

What are the expected costs for data sharing? How will these costs be covered?

We expect free data sharing, for instance on OSF, but if necessary we can allocate project budget to this (cf. open access publication fees that were budgetted)

Responsibilities

Who will manage data documentation and metadata during the research project?

During the project, the doctoral student (Bram Spruyt) and the post-doctoral researcher and co-promotor of the project (Dr. Yara Quttteina) will be responsible for documenting data and generating metadata to improve data readability. They will be closely supported by the main promotor of the project (prof. Dr. Tim Smits).

Who will manage data storage and backup during the research project?

During the project, generated data will be managed by the doctoral student (Bram Spruyt) and the post-doctoral researcher and co-promotor of the project (Dr. Yara Quttteina), under supervision of the main promotor (prof. Dr. Tim Smits).

Who will manage data preservation and sharing?

The main promotor of the project (prof. Dr. Tim Smits) will be designated responsible person for longterm management, preservation and facilitation of data generated within this research project.

Who will update and implement this DMP?

This is the collective responsibility of all three involved researchers: Bram Spruyt, Yara Qutteina and Tim Smits