DISENTANGLING THE BENEFICIAL ROLE OF CAREER ROLE MODELS IN TV SERIES AND ON SOCIAL MEDIA AMONG YOUTH WITH LOW SOCIOECONOMIC STATUS.

A Data Management Plan created using DMPonline.be

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Project abstract:

Late adolescents and emerging adults with a low socioeconomic status (SES) often experience inequalities regarding the initiation and successful completion of postsecondary education. Role models can play a crucial role in these processes. While research often focused on offline role models in these dynamics, some studies highlighted the potential of TV series and social media role models in affecting individuals' career choice trajectories. Yet, previous research neglected specific groups that may experience a more powerful impact of media role models, that is low-SES youth. Therefore, I will introduce the Positive Media Career Role Model (PMCRM) framework, wherein I theorize how and under which conditions TV and social media models in postsecondary career trajectories contribute to social-psychological determinants that are important for the initiation and completion of postsecondary education among low-SES late adolescents and first-generation students. The PMCRM will be tested via experiments, of which some use eye-tracking data collection methods, physiological measures, and indirect measures.

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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	
StimuliExp1_WP1	The stimuli materials of experiment 1 consists of self-developed video clips. Condition 1 (i.e., empowering condition) includes 3 clips that portray a group of lawyers. Some of these lawyers were first-generation students. The messages in the experiment focus on their success, the positive outcomes of obtaining an higher education degree, and having a growth mindset. Condition 2 (i.e., control condition) uses the same scenes as condition 1 without making any job-related references.	New	Digital	Audiovisual	MP4	<1GB	
Dataset_PilotExp1_WP1	Dataset containing the results of the online pilot study aiming to test the audiovisual messages (i.e., self-developed videos) under scrutiny (e.g., perceived realism) of experiment 1 and the role models presented in these messages (e.g., socioeconomic status).	New	Digital	Numerical	SPSS Statistics Data Document	<100GB	
Dataset_Exp1_WP1	Dataset containing the results of an online pre-test survey and an online post-test survey of experiment 1. Data of the eye-tracking and physiological measures (i.e., galvanic skin response) that were assessed during the experiment will be included	New	Digital	Numerical	SPSS Statistics Data Document, .dat, Mircrosoft Excel Worksheet	<100GB	
StimuliExp2_WP1	The stimuli materials of experiment 2 includes 4 TikTok videos. Condition 1 (i.e., empowering condition) shows people with different jobs who explain that they were first-generation students. The messages focus on their success, positive outcomes of obtaining a degree, and their growth mindset. Condition 2 (i.e., control condition) uses the same videos as in condition 1. The portrayed people explain their daily activities without making any job-related references.	New	Digital	Audiovisual	MP4	<1GB	
Dataset_PilotExp2_WP1	Dataset containing the results of the online pilot study aiming to test the audiovisual messages (i.e., TikTok videos) under scrutiny (e.g., perceived realism) of experiment 2 and the role models presented in these messages (e.g., socioeconomic status).	New	Digital	Numerical	SPSS statistics data document	<100GB	

Dataset_Exp2_WP1	Dataset containing the results of an online pre-test survey and an online post-test survey of experiment 2. Data of the eye-tracking and physiological measures (i.e., galvanic skin response) that were assessed during the experiment will be included.	New	Digital	Numerical	SPSS statistics data document, .dat, Mircrosoft Excel Worksheet	<100GB	
StimuliExp3_WP2	The stimuli materials of experiment 1 consists of self-developed video clips in Dutch. Condition 1 (i.e., first-generation student condition) includes 3 short clips that tell the story of a group of first-generation students. The messages in the experiment focus on their success, the positive outcomes of obtaining a higher education degree, and having a growth mindset. Condition 2 (i.e., non-first-generation student condition) uses the same video clips as condition 1. However, the messages focus on the successes, positive outcomes of obtaining a higher education degree, and having a growth mindset as a non-first-generation student. Condition 3 (i.e., control condition) uses the same scenes as the previous conditions. No references will be made to career-related topics or the people being students.	New	Digital	Audiovisual	MP4	<1G	
Dataset_PilotExp3_WP2	Dataset containing the results of the online pilot study aiming to test the audiovisual messages (i.e., self-developed video clips) under scrutiny (e.g., perceived realism) of experiment 3 and the role models presented in these messages (e.g., socioeconomic status).	New	Digital	Numerical	SPSS Statistics Data Document	<100GB	
Dataset_Exp3_WP2	Dataset containing the results of an online pre-test survey and an online post-test survey of experiment 3.	New	Digital	Numerical	SPSS Statistics Data Document, .dat	<100GB	
StimuliExp4_WP2	The stimuli materials of experiment 2 includes 4 TikTok videos. Condition 1 (i.e., the first-generation student condition) show a day in the life of first-generation students. Condition 2 (i.e., the non-first-generation student condition) shows the same videos as the first-generation student condition. The videos will be edited so they portray a day in a life of a non-first-generation student. Condition 3 (i.e., control condition) will use the same videos as the previous conditions. However, no references will be made to career trajectories or being a (non-)first-generation student.	New	Digital	Audiovisual	MP4	<1GB	
Dataset_PilotExp4_WP2	Dataset containing the results of the online pilot study aiming to test the audiovisual messages (i.e., tiktok videos) under scrutiny (e.g., perceived realism) of experiment 4 and the role models presented in these messages (e.g., socioeconomic status).	New	Digital	Numerical	SPSS Statistics Data Document	<100GB	
Dataset_Exp4_WP2	Dataset containing the results of an online pre-test survey and an online post-test survey of experiment 4.	New	Digital	Numerical	SPSS Statistics Data Document, .dat	<100GB	

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:

Not applicable

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)

Work packages 1 and 2 make use of human subject data (demographic info like socioeconomic status, social-psychological factors concerning higher education like self-efficacy, growth mindset, and positive outcome expectations, general TV series/social media use).
For all the studies, ethical approval will be asked to SMEC (KU Leuven) in the near future.

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)

In work packages 1 and 2, personal data of participants will be collected in the form of socio-demographical data (e.g., gender, age, ethnicity, socioeconomic status) and background information of participants (e.g., email addresses) will be asked. This personal information will be stored separately from the analytical dataset and all datasets will be pseudonymized.
Privacy Registry Reference: ethical approval will be asked from the Ethical Commission of KU Leuven (SMEC) in the near future.

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).

The main researcher will collect all data and group the different datafiles according to the different work packages (WP) in the secured KU Leuven folder. WP1 has 6 datasets and receive the names "StimuliExp1_WP1", "Dataset_PilotExp1_WP1", "Dataset_Exp1_WP1",

"StimuliExp2_WP1", "Dataset_PilotExp2_WP1" and "Dataset_Exp2_WP1". The datasets entitled "StimuiExp1_WP1" and "StimuliExp2_WP1" contain the audiovisual materials that will be used during the online pilot studies and the experiments. The audiovisual materials of "StimuliExp1_WP1" contain self-developed videoclips in Dutch. The adiovisual materials of "StimuliExp2_WP1" will contain 4 self-developed TikTok videos.

WP2 contains 6 datasets and receive the names "StimuliExp3_WP2", Dataset_PilotExp3_WP2", "Dataset_Exp3_WP2", "StimuliExp4_WP2", "Dataset_PilotExp4_WP2", "Dataset_Exp4_WP2". The datasets entitled "StimuliExp3_WP2" and "StimuliExp4_WP2" contain the audiovisual materials that will be used during the online pilot studies and the experiments. The audiovisual materials of "StimuliExp3_WP2" contain self-developed videoclips in Dutch. The audiovisual materials of "StimuliExp4_WP2" will contain 4 self-developed TikTok videos.

All data transformations and analyses performed on these datasets will be explained in a document and stored in a safe folder.

In line with open science practices, the analytical datasets entitled "Dataset_PilotExp1_WP1", "Dataset_Exp1_WP1", "Dataset_PilotExp2_WP1", "Dataset_Exp2_WP1", "Dataset_PilotExp3_WP2", "Dataset_Exp3_WP2", "Dataset_PilotExp4_WP2", and "Dataset_Exp4_WP23 will be anonymized and shared on the Open Science Framework (OSF). Participants will be informed of our intention to share these anonymized datasets on OSF. Datasets in OSF will be accompanied by metadata so datasets are understandable for re-use (cf. infra).

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

For WP1 and WP2, a detailed explanation will be given for the experimental protocol so this metholdology can be used again. This explanation includes detailed information on the creation of the stimuli material, the manipulation check used to validate the stimuli material, and the circumstances in which the experiments were conducted.

Data Storage & Back-up during the Research Project

Where will the data be stored?

- Shared network drive (J-drive)
- Personal network drive (I-drive)

All data will be stored and managed for the duration of the project on the secure central storage infrastructure (network drives) of KU Leuven. Access is personal and can only be obtained through the password protected intranet or through VPN. The pseudonymized data will not be stored together with the personal information of participants.

How will the data be backed up?

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

Data are automatically backed up when stored on the secure central storage infrastructure of KULeuven.

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

KU Leuven ensures sufficient storage for our data which are not exceptionally large.

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

The secure central storage infrastructure of KU Leuven has very strict rules of access. Access is personal to KU Leuven employees (who received access) and can
only be obtained through the password protected intranet or through VPN. The ICTS of KU Leuven guarantees the safety and ensures to update this platform to be
resilient to cyber-attacks. The personal data will only be used by the primary researchers of KU Leven (i.e., the postdoctoral researcher and supervisor) and will not be
distributed to anyone else. This personal data will be stored seperately from the pseudonimized data sets.

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

There are no additional costs for this project. Costs are covered by the research group. The I- and J-drive can be accessed for this project.

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...).

- Certain data cannot be kept for 10 years (explain below)

In accordance with the data management policy of KULeuven, all data will be stored for 10 years after completion of the project. After this period, all data will be
deleted permanently.
All email addresses, ages, and other information that can identify a person will be deleted after completion of the data collection, and before disseminating the results of the study.

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

- Shared network drive (J-drive)

Data will remain stored on the KULeuven central network drives as well as on the repository of OSF where the files will be, in line with open access guidelines, stay
available in the long term.

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

Costs are covered by the research group.

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

Only anonymized data of all work packages will be made available for reuse. Identification data will be deleted from these sub-datasets, so no full datasets will be made available. All identification data will only be made available to the postdoctoral researcher and the supervisor.

For WP1 and WP2, the exported nummeric data of online pilot experiment and the actual online experiments will be made available. All information that can identify people will be deleted before making this data public. All participants will be informed about the public availability of the data in the informed consent form. Note that they will also be explicitly informed on how the data will be anonymized before sharing the datasets on OSF.

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

Only the postdoctoral researcher and the supervisor will have access to the full datasets. The general public will only have access to the datasets without identifiable information.

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
- Yes, ethical aspects

Identification data of the participants will never be shared.

Where will the data be made available?

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

- Other data repository (specify below)

All anonymized datasets of WP1 and WP2 will be made available in the open access repository of OSF. Following international standards, the research should be available to the international community who are not familiar with the new RDR.

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)

Data from the project that can be shared will be made available under a Creative Commons Attribution license (CC-BY 4.0), so that users have to give credit to the
original data creators.

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

A DOI will be automatically made when preregistering the studies on OSF.

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

No costs will exist.

Responsibilities

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

Ilse Vranken

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

Ilse Vranken

Who will manage data preservation and sharing?

Ilse Vranken and Laura Vandenbosch

Who will update and implement this DMP?

Ilse Vranken