

STORYMAKER WORLD—African Narratives, Otherness and Empathy in Transmedia Creative Practice

Data Summary

1. Briefly introduce the types of data the research will create. Why did you decide to use these data types?

Qualitative, long form, text-based answers to questions seeking audience feedback on the

- functionality
- flow, navigation, accessibility
- narrative cohesion
- meaning and message
- aesthetic
- genre and medium interplay

of a transmedia creative artefact shared through an online, interactive exhibition space. A format where participants are guided by questions relevant to the study's outcomes but where they have the freedom to express themselves was considered most suitable for gaining an appropriate impression of the artefact's impact.

No personal data will be collected during the course of this study, including names, e-mails or other identifying or potentially sensitive information. The participant consent form clearly states that participants can withdraw from the study at any time, without having to give a reason, up until the online survey is submitted; and after the survey is submitted it will not be possible to withdraw (as it will not be possible to link the participant personally with the information submitted online).

Data Collection

2. Give details on the proposed methodologies that will be used to create the data. Advise how the project team selected will be suitable for the data/digital aspects of the work, including details of how the institution's data support teams may need to support the project

During the course of two feedback rounds, participants will view an online interactive exhibition of the transmedia narrative artefact 'Storymaker World'. They will then be asked to fill out a questionnaire that is designed to gather **qualitative feedback** that will:

- help shape the artefact's final form (iterative development)
- contribute to the research's findings
- contribute to measuring the impact of the research on a small scale.

This data is project-specific and by nature must be generated once the creative artefact is close to completion. The creative artefact is one of the major outcomes of this research, therefore gathering the data must take place towards the end of the project's life cycle. The expected number of records/participants is between 15-30 responders. Responses will be **anonymous**, collected through an online survey, and will be stored in an open document spreadsheet format that will be appended to the PhD thesis and stored on the University OneDrive. The data is not expected to change once the feedback rounds are completed.

Data will be gathered using a set questionnaire which uses well-defined questions to keep all responders on track. Responders are selected from a pool of industry professionals and a pool of the researcher's peers.

Short-term Data Storage

3. How will the data be stored in the short term?

Data will be stored in open document spreadsheet format on the University of Dundee OneDrive. Since the data gathered is text-based, it will not take up more than the 1TB of allocated free storage space. Data is protected under the UoD Information Classification Scheme.

3a What backup will you have in the in-project period to ensure no data is lost?

Data is backed up on the University One-Drive. The project supervisor will also have access to the data.

Long-term Data Storage

4. How the data will be stored in the long term?

Data will be stored for 10 years starting at the completion of the project, in accordance with university policy. It will be saved and stored in an open document format on a UoD secure platform by the project supervisor, and will be subjected to the institution's data management policies. The key output (PhD thesis) will be open access through UoD's research repository.

4a. Where have you decided to store it, why is this appropriate?

Data will be stored and made accessible through the University's Institutional Repository Discovery. This will ensure that data is available for verification if necessary. Access can be restricted, metadata records will indicate what conditions must be satisfied for access to be granted.

4b. How long will it be stored for and why?

Data will be stored for 10 years from the completion of the project in accordance with University policy, which states:
'It is neither practical nor cost-effective to make all data open for an unlimited amount of time. Nevertheless, data underlying publications should be retained for 10 years from the date of any publication which fundamentally relies on the data, unless specified otherwise by the funder of the research.'

4c. Costs of storage - why are these appropriate? Costs related to long term storage will be permitted providing these are fully justified and relate to the project Full justification must be provided in Justification of Resources (JoR)

Staff and students have access to 1TB of free space on the university OneDrive. Data gathered during this study will not exceed this limit, therefore there are no costs associated with the storage of this data beyond normal university overhead costs.

Data Sharing

5. How the data will be shared and the value it will have to others

Data will primarily be used as a tool for reflection and iteration within the thesis and creative project associated with the research.

5a. How the data will enhance the area and how it could be used in the future?

Research outcomes are influenced by participant response, and these outcomes may be influential in future application of transmedia creative practice within the fields of (English) Literature, History, etc.

5b. Releasing the data - advise when you will be releasing and justify if not releasing in line with AHRC guidelines of a minimum of three years. If the data will have value to different audiences, how these groups will be informed?

The thesis and its appendices will be released after the embargo period is over. Anonymous data will be included in the appendices in a spreadsheet format.

5c. Will the data need to be updated? Include future plans for updating if this is the case.

Data gathered is project- and time-specific, and will need no updates in the future.

5d. Will the data be open or will you charge for it? Justify if charging to access the data

Open.

5e. Financial requirements of sharing - include full justification in the JoR

N/A

Ethical and Legal Considerations

6a. Any legal and ethical considerations of collecting the data

The project will be subject to review by UoD's Research Ethics Committee and will have sought ethical clearance prior to delivery. Research integrity is a standing agenda item at all project meetings.

6b. Legal and ethical considerations around releasing and storing the data - anonymity of any participants, following promises made to participants

Written details will be provided to all participants in electronic form during the first contact on the following topics: how data is being collected, for what it is being used, how this may appear in future outputs, security measures in place to ensure participant anonymity. All participants will be asked to give explicit consent, will be given an option to withdraw consent at any point. Final outcomes will be made freely available to those who participate and requested access. The team is committed to ensuring data is managed ethically, in line with the new GDPR and internal data policies. The lawful basis to process data on this project will be consent, with a right to withdraw consent.