

---

## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** YouGaMSI

**Creator:** Erin McEvoy

**Principal Investigator:** Dr Paul Kitchin, Professor Aphra Kerr, Professor John O'Brennan

**Contributor:** Ms Erin Mc Evoy, Dr Tugce Bidav, Erin Mc Evoy

**Affiliation:** University of Ulster

**Funder:** Science Europe

**Template:** Science Europe

**ORCID iD:** 0000-0001-7219-5167

**ORCID iD:** 0000-0001-5445-7805

**ORCID iD:** 0000-0003-0003-9514

### Project abstract:

The gambling market on the island of Ireland is characterised by three unique features. The first of these features are significantly high percentages of problem gamblers in both Ireland (0.8%) and in Northern Ireland (2.3%), with young men particularly susceptible. Second, in terms of regulations, gambling is a devolved matter for the Stormont Executive in Northern Ireland with the most recent regulation dated from 1985 (preceding the internet), while in Ireland the current regulation dates from the 1950s and is wholly inadequate to deal with the current technological and media context. Third, in terms of sport broadcasting, both Ireland and Northern Ireland have a shared media market for major sporting events distributed by transnational broadcasters and cross promoted on social media. The project will examine how gambling companies' market through sport to young people (14 - 24) on the island of Ireland in both a qualitative and quantitative context.

**ID:** 113946

**Start date:** 01-09-2022

**End date:** 31-10-2024

**Last modified:** 28-08-2024

**Grant number / URL:** <https://www.maynoothuniversity.ie/social-sciences-institute/news/sociology-success-hea-shared-island-research-programme>

**Copyright information:**

The above plan creator(s) have agreed that others may use as much of the text of this plan as they would like in their own plans, and customise it as necessary. You do not need to credit the creator(s) as the source of the language used, but using any of the plan's text does not imply that the creator(s) endorse, or have any relationship to, your project or proposal

## Data description and collection or re-use of existing data

### How will new data be collected or produced and/or how will existing data be re-used?

The project will be completed over five work packages (WP#) on a collaboration between Ulster University (UU) and Maynooth University (MU). In total, five collaborators will be involved in the completion of the You|GaM|SI project over a 24-month period.

For clarity, work package one (WP1) refers to the management and recruitment for the initial study. This document and data management plan refers to work packages 2, 3, 4 and 5.

The collaborators detailed below will be involved in the planning, data collection, data analysis, write up and publication of all data during the You|GaM|SI project.

Name	Role	University	Location	Work Package Responsibility
Dr Paul Kitchin	Senior Lecturer	Ulster University	Northern Ireland	WP 1, 2, 3, 4, 5
Ms Erin McEvoy	Post-Doctoral Research Associate	Ulster University	Northern Ireland	WP 2, 3, 4, 5
Professor Aphra Kerr	Professor	Maynooth University	Ireland	WP 1, 2, 3, 4, 5
Professor John O'Brennan	Professor	Maynooth University	Ireland	WP 1, 2, 3, 4, 5
Dr Tuğçe Bidav	Post-Doctoral Research Associate	Maynooth University	Ireland	WP 3, 4, 5

**WP2:** Work package two will be conducted between December 2022 and December 2023 by UU. The research team at UU (Kitchin and McEvoy) will explore the extent of exposure to gambling marketing through sport, and their attitudes towards it through focus groups with young people on both sides of the border. In total, 12 focus groups were planned in four border towns across three age cohorts 14-15, 16-17, 18-24 years old. All focus groups will be voice recorded and transcribed in verbatim by McEvoy. A secondary check of the transcribed data will be completed by Dr Paul Kitchin. WP2 will also involve the collection of personal data and subject matter data from research subjects. The researchers will engage directly with young people (over 14 years old) and adults up to the age of 24. This package will also have the involvement of the research team at MU.

**WP3:** Work package three will be conducted between September 2023 and September 2024 by MU. The research team at MU (Kerr, O'Brennan and Bidav) will identify how gambling operators market their services through sport to young people by conducting content analysis of traditional media and social media marketing around major sporting events. WP3 will be indirectly gathered from media and social media sources. In addition, some personal data may be gathered that forms part of public social media profiles. This package will also have the involvement of the research team at UU. WP3 is still within the planning process and therefore this document will provide updated information pertaining to this work package when it is available.

**WP4:** Work package four will involve the co-creation workshops of educational resources with our civil society partners in both jurisdictions. This package will have the involvement of the research teams at UU, MU and external partners involved with the research project.

**WP5:** Work package five will involve the development of policy briefs, informed by the data generated throughout WP2, WP3 and WP4. This phase will also involve the launch of an all-island gambling researcher network and symposium. Finally, a report on Irish Youths exposure to gambling marketing will be produced. This package will have the involvement of the research teams at UU and MU.

### What data (for example the kinds, formats, and volumes) will be collected or produced?

All data associated with the project will be collected and/or produced between September 2022 and September 2024. The data collected will be discussed in the context of their respective work packages.

**WP2:** UU PI and PDRA will organise and take responsibility for gathering data from focus groups. Data will be collected in bordering counties across the island of Ireland (Dundalk, Newry, Derry/Londonderry, Letterkenny). An example of how each focus group will be conducted is detailed below in the context of Newry.

Focus Group 1	14 - 15 years old	6 - 8 participants
Focus Group 2	16 - 17 years old	6 - 8 participants
Focus Group 3	18 - 24 years old	6 - 8 participants

It is anticipated WP2 will generate an estimated minimum of 12 hours of audio. At this stage of the project, the anticipated amount of transcription associated with the above estimate is immeasurable due to the flexibility associated with focus group discussions. As the project evolves, this will be clarified.

Upon completion, the data generated from all focus groups will be stored on a password protected computer in both Open Microsoft Word (e.g. docx or .odt) and Open Microsoft excel formats (.xlsx or .odt). Microsoft Word will be used for the purposes of transcription. Whilst data will be stored on personal password protected computers, the data generated from the project will also be stored on MS OneDrive. The data collected as part of the study will be backed up on a weekly basis.

Microsoft Excel will be used for the purposes of tracking the completion of focus groups prior to analysis and will also have an additional password to protect participant data. An example of how each focus group will be detailed has been inserted below. This example contains NEW1415 (Newry, Age 14-15). Each focus group will be coded in the same format, e.g, NEW1415, NEW1617, DUN1415 as a unique identifier.

NEW1415					
Focus Group Age	Location	Participant	Name	Age	Gender
14 - 15	Newry	1A			
14 - 15	Newry	2A			
14 - 15	Newry	3A			
14 - 15	Newry	4A			
14 - 15	Newry	5A			
14 - 15	Newry	6A			
14 - 15	Newry	7A			
14 - 15	Newry	8A			

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. In the context of WP2, storage of all data generated will be stored in a folder called 'data collection'. Sub-folders will be allocated for recruitment materials, transcripts and audio files associated with the work package. i.e. Data Collection > Recruitment Materials > Recruitment Posters > Posters for Parents

All data collected by Dr Paul Kitchen and Ms Erin McEvoy will be peer reviewed by collaborators at MU. In addition, all data will be double blind peer reviewed upon submission for publication to an academic journal of choice.

**WP3:** MU PI's and PDRA will take responsibility for the media content analysis. WP3 will involve the collection of indirect data gathered from media and social media. Some personal media may be gathered that forms part of public social media profiles. Collaborators responsible for WP3 will also organise four co-creation workshops in bordering counties.

Data gathering will be conducted in accordance with university and national guidelines and professional standards as established by the Sociology Association of Ireland (SAI) and for digital methods, the ethics code of the Association for Internet Research (see <https://aoir.org/ethics/>).

Work Package three is still within the planning stages and therefore at this time, we are unable to clarify specifics pertaining to the work package. As the project evolves, this work package will be updated.

## Documentation and data quality

## **What metadata and documentation (for example the methodology of data collection and way of organising data) will accompany data?**

Audio files will be deleted once focus group transcriptions are reviewed and approved by participants to ensure greater participant anonymity. All processes for recording (identical devices used), transcription (consistent formatting of 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.

## **What data quality control measures will be used?**

The study will employ several data quality control measures. The project will discuss the data control measures in the context of each respective work package.

### **• Work Package Two**

Work package two will be the responsibility of both Kitchin and McEvoy. Kitchin and McEvoy will be responsible for the dissemination of recruitment materials, engaging with potential participants and organising focus groups across four bordering counties of the island of Ireland.

The aim was for the data to be collected through twelve focus groups, with approximately 6 - 8 individuals within each focus group. The focus groups will be at minimum one hour in length, and will generate an mp3 audio file for transcription purposes. The total number of focus groups conducted were nine across three regions. The total number of participants across the nine focus groups were approximately 71.

McEvoy will be responsible for the initial transcription of all audio files in verbatim. The transcription will then be second checked by Dr Paul Kitchin for quality assurance purposes. The transcripts will also be reviewed by Kitchin, Kerr, O'Brennan and Bidav throughout the duration of the data generation.

Upon completion, all data collected and participant transcripts will be organised into individual folders. For example, Focus Groups > Newry > NEW1415. This method of file naming will remain consistent throughout the work package to ensure the data is well-ordered and easy to access.

Throughout each of the twelve focus groups, consistency will be maintained through the overarching topics of discussion for the participants. Due to the nature of qualitative research, each focus group may capitalise and build on previous discussions, however, the adjustments to overarching discussions will be kept at a minimum for consistency. In addition to review of all data generated by the named collaborators, all data will be double blind peer reviewed prior to publication in any named academic journal.

### **Work Package Three**

Kerr, O'Brennan and Bidav will hold responsibility for Work Package Three. Kerr, O'Brennan and Bidav will be responsible for the content analysis which will identify how gambling operators market their services through sport to young people by conducting content analysis of traditional media and social media marketing around major sporting events. McEvoy and Kitchin will also have involvement in this process, but to a lesser extent than the team at MU.

The data is indirect in nature and will be collected through media and social media sources. In addition, some personal data may be gathered that forms part of public social media profiles. This package will also have the involvement of the research team at UU.

## **Storage and backup during the research process**

### **How will data and metadata be stored and backed up during the research process?**

Only the named Principal Investigators and Postdoctoral Researchers on the project will have access to the data gathered. Access logs will be kept. All data will be backed up in line with university procedures. UU PI and PDRA will be in charge of WP2 data while MU PI's and PDRA will be in charge of WP3 and WP4 data. Personal data will be anonymised by the respective PDRA's using pseudonyms before being shared with project partners. 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 data collection phases, electronic datasets will be password protected and stored on MU and UU university servers. 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 will be formalised. For the sharing of datasets and transcription files between the research team using password-protected file sharing agreements between the research team members will be formalised. For the sharing of datasets and transcription files between the research team using password-protected file sharing procedures.

### **How will data security and protection of sensitive data be taken care of during the research?**

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 (x3 - UU 1 / MU 2) and Postdoctoral Research Associates (x2 UU 1 / MU 1). 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 Postdoctoral Research Associates responsible for data generation. 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. In addition, all paper data will be destroyed by confidential shredding. Electronic files will be destroyed by overwriting. Both PI's (x3) and PDRA's (x2) 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. The data will also be prepared for storage within the Irish Qualitative Data Archive (IQDA). If consent is needed for further preparation of the data for storage in additional public archives, this will be obtained and the data will be prepared in accordance with public archive procedures.

## **Legal and ethical requirements, codes of conduct**

### **If personal data are processed, how will compliance with legislation on personal data and on data security be ensured?**

All personal data collected as part of the project by any of the named collaborators will comply with data protection obligations under GDPR.

The type of personal data that will be processed as part of the study is noted below.

- Name
- Date of Birth
- Gender / Gender Identity
- Address

Prior to the commencement of each work package, all active participants will be required to provide informed consent. Each participant will be provided with the opportunity to ask questions about the study, and to read through important aspects of the study in their own time before providing consent.

Consent will be provided in written format. For participants under the age of 18, they will complete an assent form and will have a consent form signed by a parent and/or guardian. Hard copies will be stored securely in a locked cabinet in UU/MU. Soft copies will be stored in a password protected file that only named collaborators will be able to access. Consent will also be sought on the night of the focus groups / any other active participation which will be completed verbally and audio recorded. Once consent has been obtained, the participant will be onboarded to the study. Personal data collected from all participants will be anonymised by the named collaborators on the project. Only named collaborators on the project have the ability to access participant information prior to pseudonym allocation. All data that has not been anonymised will be kept in a password protected Microsoft Excel file, which only the named collaborators will have access to.

Data which contains sensitive information will be referred to as 'working data' throughout the duration of the project. Only named collaborators will have access to working data. Once the project has been completed, the primary anonymised data will be shared and stored within the Irish Qualitative Data Archive (IQDA) for future reuse. All primary data will be stored for 10 years post publication.

**How will other legal issues, such as intellectual property rights and ownership, be managed? What legislation is applicable?**

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

**How will possible ethical issues be taken into account, and codes of conduct followed?**

As a research team, we are aware of the potential ethical issues associated with human participant research. 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)

**Indirect Identifiers**

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

Under ICPSR, data may need to be recoded 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.

## **Data sharing and long-term preservation**

**How and when will data be shared? Are there possible restrictions to data sharing or embargo reasons?**

Any personal data will be anonymised by the respective Principal Investigators and Postdoctoral Researchers 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 IQDA. In addition, the datasets that are shared with other researchers will be licensed with a Creative Commons license.

**How will data for preservation be selected, and where will data be preserved long-term (for example a data repository or archive)?**

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

All data associated with the project will remain with each university (UU and MU) 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 Irish Qualitative Data Archive (IQDA) post project.

The Principal Investigators and Postdoctoral Researchers intend to process and anonymise all data collected as part of the project and store it within the IQDA 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.

### **What methods or software tools will be needed to access and use the data?**

Several methods or software tools are required to access and use the data generated throughout the project lifespan. The software and methods will be discussed in accordance with each respective work package.

**WP2:** Work package two and the data associated with it will be generated through a qualitative methodological approach. Due to the nature and volumes of data associated with qualitative research projects, the following software tools will be required to allow all named collaborators to access and use the data.

- Microsoft Word (Transcription)
- Microsoft Excel (Participant Information, Recruitment Tracker, Analysis Tables with Coding)
- MP3 Audio Player (Re-play audio for transcription purposes)
- NVivo (qualitative analysis software)
- Analysis (Grounded Theory / Reflective Thematic Analysis)

**WP3:** Work package three and the data associated with it will be generated through a quantitative methodological approach. Due to the nature and volumes of data likely to be generated from this project from online / media / social media sources, the following software tools will be required to allow all named collaborators to access and use the data.

### **How will the application of a unique and persistent identifier (such as a Digital Object Identifier (DOI)) to each data set be ensured?**

As part of the publishing process of an object a Digital Object Identifier for each data set will be created in the DataCite registry. If the data set is cited within PURE, a DOI will also be assigned in this case. When publishing is complete the DOI name will be visible in the object's citation. The DOI name and the metadata used to create it (a subset of the full object metadata) will be permanently accessible in the DataCite registry. As such it is important that an object is checked thoroughly prior to being published.

In addition, the deposit of any datasets to the IQDA (Irish Qualitative Data Archive) will also result in the generation of Data DOI's.

## **Data management responsibilities and resources**

### **Who (for example role, position, and institution) will be responsible for data management (i.e. the data steward)?**

All named collaborators, i.e. Principal Investigators and Postdoctoral Research Associates at Ulster University and Maynooth University are responsible for the control, processing and management of all data collected on the project.

**WP2:** McEvoy and Kitchen will be the allocated data stewards for the data capture, metadata production, data quality, storage and backup of work package two.



**WP3:** Bidav, Kerr and O'Brennan will be the allocated data stewards responsible for the data capture, metadata production, data quality, storage and backup of work package three.

The named collaborators above, will all be responsible for data sharing and data archiving of all raw and primary anonymised data that is generated from the project. All named collaborators will also review the data generated from each work package and will mutually agree on the management of the data.

**What resources (for example financial and time) will be dedicated to data management and ensuring that data will be FAIR (Findable, Accessible, Interoperable, Re-usable)?**

All named collaborators on the YouGaMSI 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, project keywords such as 'youth gambling', 'young people', 'gambling', 'Ireland', 'shared island', 'YouGaMSI', 'sports marketing', 'gambling 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 the project will be processed into primary data and submitted to the Irish Qualitative Data Archive (IQDA) upon completion. The IQDA disseminates most of its collections through the Digital Repository of Ireland. All data archived by the named collaborators through the IQDA 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 - gambling addiction / addictive gambling / gambling disorder / disordered gambling / disordered gambler / problem gambling / problem gambler / gambler / gambling addict etc.

**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.