Plan Overview

A Data Management Plan created using DMPonline

Title: Studying User Attitude Change in Web Search on Debated Topics

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Template: TU Delft Data Management Plan template (2021)

Project abstract:

This research project aims to study the search engine manipulation effect (SEME); which describes the phenomenon that web search users change their attitudes on debated topics following whichever viewpoints are expressed by the most highly ranked search results. Specifically, we intend to record users' pre-search attitudes on three debated topics (i.e., atheism, intellectual property rights, and school uniforms), expose them to sets of search results related to those topics, and subsequently measure their post-search attitudes (i.e., right after the search and one week later).

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End date: 30-04-2023

Last modified: 02-11-2022

Copyright information:

Studying User Attitude Change in Web Search on Debated Topics

0. Administrative questions

1. Name of data management support staff consulted during the preparation of this plan.

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2. Date of consultation with support staff.

I. Data description and collection or re-use of existing data

3. Provide a general description of the type of data you will be working with, including any re-used data:

Type of data	File format(s)	How will data be collected (for re-used data: source and terms of use)?	Purpose of processing	Storage location	Who will have access to the data
Anonymized demographics and (behavioral) user data including users' attitudes and web search interactions	csv	Qualtrics; participants are recruited from Prolific	address research questions	project drive	me and supervisor (Nava Tintarev)
Search results	csv	Bing API and webscraping from Google	set up user study	surfdrive	me

4. How much data storage will you require during the project lifetime?

- < 250 GB

II. Documentation and data quality

5. What documentation will accompany data?

- Methodology of data collection

III. Storage and backup during research process

6. Where will the data (and code, if applicable) be stored and backed-up during the project lifetime?

- Project Storage at TU Delft
- SURFdrive

IV. Legal and ethical requirements, codes of conduct

7. Does your research involve human subjects or 3rd party datasets collected from human participants?

- Yes

8A. Will you work with personal data? (information about an identified or identifiable natural person)

If you are not sure which option to select, ask your Faculty Data Steward for advice. You can also check with the privacy website or contact the privacy team: privacy-tud@tudelft.nl

- Yes

We will anonymize all data (i.e., not store IDs that could be used to trace participants)

8B. Will you work with any other types of confidential or classified data or code as listed below? (tick all that apply)

If you are not sure which option to select, ask your Faculty Data Steward for advice.

- No, I will not work with any confidential or classified data/code

9. How will ownership of the data and intellectual property rights to the data be managed?

For projects involving commercially-sensitive research or research involving third parties, seek advice of your [Faculty Contract Manager](#) when answering this question. If this is not the case, you can use the example below.

Data will be shared publicly and exist only in anonymized format; no ownership

10. Which personal data will you process? Tick all that apply

- Gender, date of birth and/or age
- Special categories of personal data (specify which): race, ethnicity, criminal offence data, political beliefs, union membership, religion, sex life, health data, biometric or genetic data
- Signed consent forms

11. Please list the categories of data subjects

web search users

12. Will you be sharing personal data with individuals/organisations outside of the EEA (European Economic Area)?

- No

15. What is the legal ground for personal data processing?

- Informed consent

16. Please describe the informed consent procedure you will follow:

we follow the template by TU Delft

17. Where will you store the signed consent forms?

- Same storage solutions as explained in question 6

18. Does the processing of the personal data result in a high risk to the data subjects?

If the processing of the personal data results in a high risk to the data subjects, it is required to perform a [Data Protection Impact Assessment (DPIA).](#) In order to determine if there is a high risk for the data subjects, please check if any of the options below that are applicable to the processing of the personal data during your research (check all that apply).
If two or more of the options listed below apply, you will have to [complete the DPIA](#). Please get in touch with the privacy team: privacy-tud@tudelft.nl to receive support with DPIA.
If only one of the options listed below applies, your project might need a DPIA. Please get in touch with the privacy team: privacy-tud@tudelft.nl to get advice as to whether DPIA is necessary.
If you have any additional comments, please add them in the box below.

- None of the above applies

22. What will happen with personal research data after the end of the research project?

- Anonymised or aggregated data will be shared with others

25. Will your study participants be asked for their consent for data sharing?

- Yes, in consent form - please explain below what you will do with data from participants who did not consent to data sharing

we will notify participants that data might be shared in anonymized format

V. Data sharing and long-term preservation

27. Apart from personal data mentioned in question 22, will any other data be publicly shared?

- All other non-personal data (and code) produced in the project

29. How will you share research data (and code), including the one mentioned in question 22?

- My data will be shared in a different way - please explain below

Open Science Framework

30. How much of your data will be shared in a research data repository?

- < 100 GB

31. When will the data (or code) be shared?

- As soon as corresponding results (papers, theses, reports) are published

32. Under what licence will be the data/code released?

- CC BY

VI. Data management responsibilities and resources

33. Is TU Delft the lead institution for this project?

- Yes, the only institution involved

34. If you leave TU Delft (or are unavailable), who is going to be responsible for the data resulting from this project?

Geert-Jan Houben (professor Web Information Systems and my promotor)

35. 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)?

time