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## **Data Management Plan for Emotion Sequence Effects in Persuasive Narratives to Reduce Consumer Risk**

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# Data Management Plan - SBE Directorate

## Expected Data

The intent of this project is to advance knowledge of how emotion sequences in persuasive narratives influence audience beliefs. Data will be collected through self-report surveys administered to participants, as well as facial expression recognition software and biometric data through tracking electrodermal activity via sensors placed on skin, both of which will be converted to numeric data. To this end, the self-report data collected will be in the form of spreadsheets exported from Qualtrics. Videos of study participants will be captured and analyzed through a software algorithm, ultimately resulting in numeric spreadsheets. Electrodermal activity will also be captured and analyzed through a software algorithm, and will take the form of spreadsheets. Persuasive narrative text documents will be generated in conjunction with regional organizations. Data is backed up on Amazon Web Services, as well as library servers, to ensure perpetual access.

## Period of Data Retention

Shareable, non-sensitive data will be retained indefinitely. Sensitive data will be stored on a secure, institutional server for five years after final analysis.

## Data Formats and Dissemination

De-identified and non-sensitive data will be shared via Boise State's Institutional Repository, ScholarWorks (which can be considered a preservation platform as well as a distribution platform), with a two-year embargo. Sensitive data will be maintained on a Boise State OIT server with password protection. Persuasive narrative documents will also be shared via ScholarWorks with a two-year embargo pending agreement from partner organizations.

<b>Data Type</b>	<b>File Type</b>	<b>Shareable?</b>
Qualtrics Survey Data	.csv	Yes, Once de-identified
Videos of Participants	.mp4	No
Facial Expression Analysis	.csv/.tsv	Yes, Once de-identified
Galvanic Skin Response Analysis	.csv/.tsv	Yes, Once de-identified
Narrative Documents	.docx/.pdf	Yes, with partner permission

### Data Storage and Preservation of Access

Student research assistants will gather the data from individual computers used in lab-based studies on flash drives or SD cards and give to the PI. Non-sensitive data will be stored on a Dropbox account. Sensitive data collected, including demographic information and participant videos, will be stored on a Boise State University OIT server with appropriate password protection. The PI will oversee the Dropbox account and the secure institutional server to ensure restricted access by students to sensitive data. Once complete, de-identified and non-sensitive data will be submitted to Boise State University's institutional repository for long-term storage and perpetual access. Data will also be submitted to appropriate subject repositories.