Sample Data Management Plan

Project Information

This Data Management Plan (DMP) covers the data which will be collected for a longitudinal study at the University of North Carolina at Chapel Hill. The study projected to be conducted between January 1, 2011 and December 31, 2011. The study will collect non-sensitive data from a cohort of mixed-gender subjects ranging from 18 to 85 years of age. No other personal identifiers will be collected during the study apart from those identified above.

The study will focus on determining subject preference for patronage of specific fast food chains. The subjects will be randomly selected in urban and rural public, non-retail locations in central North Carolina, United States. Subjects who consent to participate will be anonymously surveyed by asking to respond to a simple yes/no, single question verbal survey. The results will be manually recorded by the surveyor. The data collected during this study will be archived with H. W. Odum Institute for Research in Social Science located at the University of North Carolina at Chapel Hill (UNC-CH). The data will be stored in a specific virtual archive and will be made publicly available through the Odum Institute Dataverse Network (DVN). The Odum Institute Data Archive is a well-established and trusted archive in the social science field. As a member of the Data Preservation Alliance for the Social Sciences (Data-PASS) and the Library of Congress National Digital Stewardship Alliance (NDSA) Odum provides a strong archival and data distribution resource to the project.

General Data Management Plan information

This DMP was created on December 1, 2010 for submission to the National Science Foundation as required by NSF guidelines in the interest of securing funding for this study. The aim and purpose of this DMP is to detail and guarantee the preservation of the data collected during this study, as well as any results derived from the associated research. This DMP is intended for review by relevant NSF personnel, as well as Odum Institute staff and UNC-CH staff Odum Institute affiliated directly with this study and the collection and preservation of the associated data and research. This is the first iteration of this DMP associated with this data.

Policies

There are no requirements stipulated by the funding or partner organizations regarding this data. Comprehensive institutional and research group guidelines specified by UNC-CH were applied regarding the collection of this data. There are no additional requirements associated with the data being submitted.

Legal Guidelines and Requirements
This study will only collect non-sensitive data. No personal identifiers will be recorded or retained by the researchers in any form. There are no copyright or licensing issues associated with the data being submitted.

**Access, Sharing and Re-use of Data**

The researchers associated with this study are not aware of any reasons which might prohibit the sharing and re-use of the data being submitted. The researchers are not required to make this data available publicly but have elected to do so. The data being submitted will be made publicly available through the Odum Institute for Research in Social Science located at UNC-CH by January 1, 2013. There will be no additional restrictions or permissions required for accessing the data. Findings will be published by the researchers based on this data; the estimated date of publication is June 1, 2012. There is an agreement regarding the right of the original data collector, creator or principal investigator for first use of the data. The specified embargo period associated with the data being submitted extends from the projected conclusion date for initial research (December 31, 2011) until six months after projected publication date for the findings (June 1, 2012). The embargo will be lifted by January 1, 2013.

**Data Standards and Capture**

The associated data types will be captured using Qualtrics survey software and analyzed using SPSS data analytics tools. The researchers are not aware of any issues regarding the effects or limitations of these formats regarding the data being submitted.

**Metadata**

General metadata related to the survey topic will be created for the data being submitted. The associated metadata will be manually created in XML file format. DDI metadata standards will be applied during the creation of the metadata.

**Security, Storage, Management and Back-Up of Data**

The Odum Institute’s experience with, and commitment to, secure data archiving is well established and is in keeping with established [UNC Information Security Policies](#). During the implementation of the survey, associated research data will be physically stored on a password-protected secure server maintained by UNC-CH using standard SPSS file formats. No data will reside on portable or laptop devices, and no other external media/format(s) will be used for data storage.

Research data is backed up on a daily basis. The researchers are currently responsible for storage, maintenance and back-up of the data. The specific storage volume of the data being submitted will be not more than 1GB maximum. The long-term strategy for the maintenance, curation and archiving of the data will be implemented when the data and associated research are migrated to the Odum Institute for archiving using the Odum Institute DVN.

**Preservation, Review and Long-Term Management of Data**
Data collected during this study will be archived with the Odum Institute at UNC-CH. The data will be stored in a specific virtual archive and will be made publicly available through the Odum Institute DVN. As a result of this arrangement, there are no specific financial considerations of which the researchers are currently aware which might impact the long-term management of the data. The research and archival staff of the Odum Institute will review this DMP upon accession of the data in order to ensure and demonstrate compliance. The DMP will again be reviewed by Odum Institute research and archival staff prior to ingest and release into the Odum DVN.