Plan Overview

A Data Management Plan created using DMPonline

Title: Confirmatory Factor Analysis and psychometric properties examination of a sexually objectifying media scale (Media-SOS) for cisgender women and men

Creator: Zhuozhuo hu

Affiliation: The University of Sheffield

Template: Postgraduate Research DMP (The University of Sheffield)

Project abstract:

Sexual objectification (i.e., valuing a person as an object whose worth is based primarily for his or her physical and sexual attractivebess, Fredrickson & Roberts, 1997) can be experienced via both in-person interpersonal sexually objectifying encounters and sexually objectifying media content exposure experience (Fredrickson & Roberts, 1997). Sexually objectifying media content ranges from visual media (e.g., TV programs) depicting interpersonal and social encounters, text emphasizing the importance of physical appearance, to the sexualised images or videos underscoring individuals' sexuality and bodies (Aubrey & Mbure, 2011; Fredrickson & Roberts). Given the COVID-19 context, and the prevalence of digital interactions more generally, experiences of sexual objectification from media sources is likely to be particularly critical. However, current measures of sexually objectifying media content focus on interpersonal sexual objectification in visual media (e.g., the catcall appearing in TV programmes), and accordingly are unable to capture the objectification cues that occur in other forms of mass media (e.g., sexualised images appearing in Social Networking Sites, magazine articles underscoring the importance of physical appearance etc.).

Studies 3- 6 of my PhD project, therefore, aim to overcome the

limitations of current sexually objectifying media measures and develop a new measure that focuses on the characteristics of a range of sexually objectifying media. This will allow for better capturing sexual objectification cues across mediums. Studies 3-5, which involved scale item development and exploratory factor analysis, were complete. In the current study (Study 6), we will first conduct confirmatory factor analysis (CFA) to verify the factor structure identified by the initial EFA for cisgender women and men. Once the final factor structure is confirmed, the validity and reliability of the scale will be examined using an online two-week longitudinal survey of cisgender women and men.

ID: 93852

Start date: 20-02-2022

End date: 31-03-2022

Last modified: 14-02-2022

Copyright information:

Confirmatory Factor Analysis and psychometric properties examination of a sexually objectifying media scale (Media-SOS) for cisgender women and men

Defining your data

- What digital data (and physical data if applicable) will you collect or create during the project?
- How will the data be collected or created, and over what time period?
- What formats will your digital data be in? (E.g. .doc, .txt, .jpeg)
- Approximately how much digital data (in GB, MB, etc) will be generated during the project?
- Are you using pre-existing datasets? Give details if possible, including conditions of use.

Participants' data will be collected using the Qualtrics Survey, and Prolific will be used as the participating recruitment platform. Data comprises (1) participants' provided information in the online survey e.g., demographic information and questionnaire responses (usually .xls or .csv); (2) The Quantitative data analysed by SPSS software (usually .sav). Data collection is expected to run across January (with an expected completion date of 31st March 2022). It is expected that around 640 participants' data will be collected. This is estimated to be less than 1 GB of data.

Looking after data during your research

- Where will you store digital data during the project to ensure it is secure and backed up regularly? (E.g. University research data storage, or University Google drive)
- How will you name and organise your data files? (An example filename can help to illustrate this)
- If you collect or create physical data, where will you store these securely?
- How will you make data easier to understand and use? (E.g. include file structure and methodology in a README file)
- Will you use extra security precautions for any of your digital or physical data? (E.g. for sensitive and/or personal data)

Raw data (with self-generated IDs and Prolific IDs attached) will be stored on Qualtrics and be accessible only to the research team. The raw data will be exported from Qualtrics and analysed using SPSS. A new Google Drive folder will be created for storing all study-

related data and this folder will be named “Study 3 SOE-Media scale CFA ”. After each modification and update, the data files will be named as Study 3 plus the data of modification for version control. This is estimated to be less than 1 GB of data. Google Drive data is backed up to the TUOS servers on a daily basis.

To keep participants’ personal data confidential, respondents’ data will be only identified by their self-generated ID. Prolific IDs will be deleted after the project is completed and the remuneration is allocated to the Prolific account. All other anonymous data will be kept indefinitely.

Storing data after your research

- Which parts of your data will be stored on a long-term basis after the end of the project?
- Where will the data be stored after the project? (E.g. University of Sheffield repository ORDA, or a subject-specific repository)
- How long will the data be stored for? (E.g. standard TUoS retention period of 10 years after the project)
- Who will place the data in a repository or other long-term storage? (E.g. you, or your supervisor)
- If you plan to use long-term data storage other than a repository, who will be responsible for the data?

The raw, anonymised data (with self-generated ID codes and Prolific ID removed) collected from the online questionnaire e.g., participants' demographic information and questionnaire responses, will be stored in the OSF and also indexed on the University of Sheffield's ORDA data repository archive. It is expected that the data will be utilised for 10-year post-collection for the duration of the project. However, when completing the whole project, the value of the data will be reevaluated by the research team and decide whether the data need to be longer stored. This will be the responsibility of the primary researcher.

Sharing data after your research

- How will you make data available outside of the research group after the project? (E.g. openly available through a repository, or on request through your department)
- Will you make all of your data available, or are there reasons you can’t do this? (E.g. personal data, commercial or legal restrictions, very large datasets)
- If there are reasons you can’t share all of your data, how might you make as much of it available as possible? (E.g. anonymisation, participant consent, sharing analysed data only)
- How will you make your data as widely accessible as possible? (E.g. include a data

availability statement in publications, ensure published data has a DOI)
- What licence will you apply to your data to say how it can be reused and shared? (E.g. one of the Creative Commons licences)

All data (with self-generated ID codes and Prolific ID removed) arising from the study, including Spss scripts will be made available on open access servers such as OSF. These depositions will include a detailed annotation to allow reuse, including documentation of the methods used to generate the data, analytical and procedural information, and detailed descriptions for variables. A Creative Common BY-NC-SA License will be applied for allowing other researchers to remix, tweak, and build upon our work non-commercially, as long as they credit the research team for the original creation and license their new creations under identical terms.

Putting your plan into practice

- Who is responsible for making sure your data management plan is followed? (E.g. you with the support of your supervisor)
- How often will your data management plan be reviewed and updated? (E.g. yearly and if the project changes)
- Are there any actions you need to take in order to put your data management plan into practice? (E.g. requesting University research data storage)

I and my supervisors will be responsible for ensuring this plan is accurately followed. The plan would be reviewed and updated every 6 months to make sure the plan is followed.