Plan Overview

A Data Management Plan created using DMPonline

Title: Spring ACT Community Engagement Consulting Programme

Creator: Yi Jiang

Principal Investigator: Yi Jiang, Clara Ng, Erika Huartos Castaneda, Alyse Andre, Weili Zhai, Zainab Ali

Data Manager: Weili Zhai, Zainab Ali

Project Administrator: Yi Jiang, Clara Ng, Erika Huartos Castaneda, Alyse Andre, Weili Zhai, Zainab Ali

Affiliation: London School of Economics and Political Science

Template: Data Management Plan for masters & undergraduate students

Project abstract:

The research aims to inform Spring ACT about how they can combat sexism and imposter syndrome through an app for Gen Z females. This is done through a few steps and questions we are attempting to answer. Firstly, we will be conducting secondary research with published papers, online research and existing internal data to explore a few main topics. The topics are namely the role of technology; other efforts with similar aims of combating sexism and the successes and failures of Spring ACT's current projects; sexism and imposter syndrome; the traits of Gen Z to understand their behaviour and pain points. Secondly, online surveys will reach out to Gen Z (aged 18 to 30) females who are currently living in the UK. We aim to reach out to approximately 150 respondents, asking about how they personally experience sexism and imposter syndrome. There will also be further questions about wellness technology which has supported them and their preferences for Combat CatZ.

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Spring ACT Community Engagement Consulting Programme

Cyber Security Awareness

Can you confirm that you have completed the cyber security awareness course?

- Yes

Overview

Name

Yi Jiang

LSE Email:

y.jiang65@lse.ac.uk

Department:

Department of Management

Supervisor name:

Rosalind Coffey

Project Details

Dissertation/ project title:

EmpowerHER

Please summarise your research question in no more than three sentences:

The research aims to guide Spring ACT in enhancing their app, Comback Catz, to better combat sexism and imposter syndrome among Gen Z females. It involves analyzing the challenges faced by this group and evaluating the effectiveness of existing support systems. Insights gained will be used to develop strategic improvements and new features for the app, ensuring it meets the specific needs of its target audience.

Data Collection

Will you be using any secondary data for this project? Please outline what kind of secondary data you will be using below:

Published research papers, existing published online research and secondary research conducted by Spring ACT from information publicly available online.

Will you require access to any secure datasets i.e. datasets to which LSE Library does not have a subscription, which will need to be requested directly from the supplier:

- No

Will you require access to any internal LSE datasets for this project?

- No

Will you be collecting primary data from research participants?

- Yes

What research methods will you use for data collection (You can select as many as apply)

- Questionnaires/ surveys

Please can you describe how you plan on conducting data collection using these methods:

An online survey will be conducted via Qualtrics targeting Gen Z (aged 18 to 26) females who are currently living in the UK or Europe through a snow ball method.

Research Ethics

Please explain how you will collect informed consent:

The consent and participation form will be shown to the participants before they start answering any questions. They will have a 'tick box' to check which indicates their consent to participating in the survey.

Once you have collected proof of consent, you will need to store it safely. Please can you explain below how you plan to do this:

All the survey consent information will be recorded along with the questionnaire answers through Qualtrics and the data will be store in our LSE Onedrive.

Have you submitted a research ethics review for this project?

- Yes

If you are collecting primary data from research participants, you are required to anonymise the dataset so that individuals are not identifiable. How do you plan to do this?

The participants will not be asked about their names. Participants' age range and country of residence will be asked, this data will be stored in H: Space.

Are there any circumstances where you will not anonymise research participants?

- No

Data Protection

Do you believe your research will require you to fill in a data protection impact assessment?

- No

Data Storage & Security

Are you the lone researcher on this project or do you have collaborators?

- I have collaborators

Could you outline how you plan to share data between members in your research team:

We plan to share data through OneDrive

Will you require any additional research tools to complete your project?

- Yes

Please can you supply details/ links to any additional research tools you'll be using below:

Qualtrics, Microsoft Excel, H:Space

What hardware will you require to complete this project (you can select more than one option):

- Personal laptop/ desktop PC

Do all personal devices used on this project meet the LSE's [minimum standards for device level security](#)?

- Yes

Are all personal devices used on this project secured with passwords that meet the standard of the LSE [password policy](#)?

- Yes

Where will you store your dissertation/ research project while you are working on it:

- LSE H:Space
- LSE OneDrive

Where will you store any primary data you collect during the research process:

- LSE H:Space
- LSE OneDrive