
Plan Overview

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Title: Reorienting Western Theories of Atmospheres: A Case Study of Qi-based Holistic Medicine in Taiwan and Northeast England

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Project abstract:

The main research question (RQ) of this project is *How is qi-based holistic medicine experienced within a body that is shaped by sociopolitical contexts?*

To collect data on *qi*-based holistic medicine, I will **interview** instructors, practitioners, users, regulators, and researchers of *qi*-based holistic medicine in Northeast England and Taiwan. I will also conduct **group interviews** in case several of my participants want to be interviewed together. I will conduct **participant observation** at places where my interviewees practice or receive *qi*-based holistic therapies. In Taiwan, I will mainly conduct participant observation in community college classes that offer or teach *qi*-based holistic medicine. In Northeast England, I will conduct participant observation in small businesses, charities, and further education colleges that offer or teach *qi*-based holistic medicine. Another method that I will undertake is **content analysis**. I will analyze news articles, policy documents, and social media posts that explore people's experience with holistic medicine.

Besides participant observation, interview, and content analysis, I will also use unconventional methods that can better capture feelings beyond words and our vision. The first method I will use is **diary-interview method**. I will invite my participants to keep a diary for a period of time to document their experience with holistic medicine. The second unconventional method I will use is **drawing**. Drawing would be helpful for participants to express feelings that are beyond their words. Also, depicting body through drawing rather than speaking could provide a more concrete image of the 'alternative' sense of body that many believers of *qi* have.

Besides the practitioners and users of *qi*-based holistic medicine in Taiwan and Northeast England, I will also be a participant in this research. This enables me to pursue **autoethnographic methods**. I will attend classes and treatment sessions in both Taiwan and Northeast England and document my feelings.

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Reorienting Western Theories of Atmospheres: A Case Study of Qi-based Holistic Medicine in Taiwan and Northeast England

Assessment of existing data

Provide an explanation of the existing data sources that will be used by the research project, with references

I will analyze policy documents, news articles, and social media contents about *qi*-based holistic medicine. This method is called ‘content analysis’ in my research. Some examples of the documents include:

- Policy Document:
<https://www.gov.uk/government/publications/advice-on-regulating-herbal-medicines-and-practitioners>
- News Articles:
<https://www.theguardian.com/lifeandstyle/2019/jan/05/mind-body-soul-rise-holistic-wellness-makeover>
- Social media content:
<https://www.facebook.com/CNHK.org.uk/posts/pfbid0skU6uTaLPuWPAKk7GdzYHfNbXgszHHTNDzYrGzjb8FJnExEdQVNbHig9uoMvj8EI>

Provide an analysis of the gaps identified between the currently available and required data for the research

These data sources rarely provide insight into people’s feelings, emotions, or embodied experience. They are mostly discussing regulations, statistics, or the technical details of holistic therapies. Getting insights into embodied experience of holistic medicine is important because it can help us understand the thing that people find useful about holistic medicine and that modern medicine cannot offer. Therefore, I need to use participant observation, interviews, diary-interview, drawing, and autoethnography to collect new data. The data I will produce will generate rich and more nuanced insight on people’s experiences of holistic medicine. In so doing, the richness and nuances afforded by the qualitative data enables other researchers and policymakers to locate sites for interventions.

Information on new data

Provide information on the data that will be produced or accessed by the research project

Digital output	Output type	Format(s)	Duration or Size	Planned access
One-to-one and group interview recordings	Digital audio data	Waveform Audio Format (.wav). 48 kHz, 24 bits, 2 channels.	Up to 50 interviews, 1 hr each. Requires 30 Gb storage.	Data will be used for the production of transcripts. Recordings will be deleted after transcripts are produced.
Diary-interview recordings	Digital audio data	Waveform Audio Format (.wav). 48 kHz, 24 bits, 2 channels.	Up to 50 interviews, 1 hr each. Requires 30 Gb storage.	Data will be used for the production of transcripts. Recordings will be deleted after transcripts are produced.
Drawing session recordings	Digital audio data	Waveform Audio Format (.wav). 48 kHz, 24 bits, 2 channels.	Up to 50 sessions, 1 hr each. Requires 30 Gb storage.	Data will be used for the production of transcripts. Recordings will be deleted after transcripts are produced.

Interview transcripts	Text documents	Word format	Up to 50 transcripts. Requires 100 Mb storage.	Anonymized transcripts in Word files will be used for the duration of the project, and for the analysis of findings.
Diary-interview transcripts	Text documents	Word format	Up to 50 transcripts. Requires 100 Mb storage.	Anonymized transcripts in Word files will be used for the duration of the project, and for the analysis of findings.
Drawing session transcripts	Text documents	Word format	Up to 50 transcripts. Requires 100 Mb storage.	Anonymized transcripts in Word files will be used for the duration of the project, and for the analysis of findings.
Field notes	Text documents	Word format	Up to 100 field notes. Requires 100 Mb storage.	Anonymized field notes will be used for the duration of the project, and for the analysis of findings.
Images of drawings	Digital images	JPG format	Up to 50 images. Requires 200 Mb storage.	Images will be used for the duration of the project, and for the analysis of findings.
Images of diaries	Digital images	JPG format	Up to 1,000 images. Requires 4 Gb storage.	Images will be used for the duration of the project, and for the analysis of findings.
Photos taken during participant observation	Digital images	JPG format	Approximately 2,000 images. Requires 8 Gb storage.	Photos will be used for the duration of the project, and for the analysis of findings.
Video recordings taken during participant observation	Digital video data	MP4 format	Approximately 50 videos. Requires 4 Gb storage.	Video recordings will be used for the duration of the project, and for the analysis of findings.
Publicly available Social Media Content	HTML	Social Media Websites	Will be publicly available unless the content creator deletes the content	Publicly available.
Non-public Social Media Content	HTML	Social Media Websites	Will be available unless the content creator deletes the content	Will ask for consent from the content creator before accessing and citing it
News articles	HTML	News agency websites	Will be publicly available unless the news agency deletes the content	Publicly available.
Policy documents	HTML or text documents	Government Website or PDF format	Will be publicly available unless the news agency deletes the content	Publicly available.

Quality assurance of data

Describe the procedures for quality assurance that will be carried out on the data collected at the time of data collection, data entry, digitisation and data checking.

I will use standard methods for capturing interview data and high-quality recording devices to prevent mistranscriptions. The quality of the data (after anonymization) will also be peer-reviewed in occasions of conferences and reading groups where the work will be presented. In order to secure data authenticity, I will password protect all storage software and hardware to prevent unauthorised changes.

Backup and security of data

Describe the data security and backup procedures you will adopt to ensure the data and metadata are securely stored during the lifetime of the project.

During data collection, all digital data will be stored in dedicated password-protected Durham University OneDrive. Signed consent forms (identifiable) would be kept separate from research data (anonymized), the breaching or loss of one not comprising the other. Transcribing interviews (including drawing session recordings) from audio, anonymizing within 3 weeks of interview, and destroying the audio file will mitigate the risks of breaching confidentiality. Anonymizing fieldnotes, diary entries, and non-public social media content will also mitigate the risks of breaching confidentiality. All digital data will be stored and backed up in secure University's OneDrive server, as soon as possible after collection. Durham University will provide the main storage facility for all project data.

Management and curation of data

Outline your plans for preparing, organising and documenting data.

The interviews will be fully transcribed by myself, not relying on any third-party agency or AI software (e.g., Otter.ai). The interview transcript -- in Microsoft Word format -- will consist of a coded identifier to ensure participants' privacy (e.g., G001 for government official; T001 for holistic therapist). It will be presented in a tabled, uniform layout, comprising speaker tags to indicate turn-taking or question/answer sequence in conversations, numbered pages, and annotations that show clearly where amendments have been made, for example, translation to lay words or real names changed. Anonymization edits will also be placed between square brackets.

Raw data will be only accessible to me. I will be responsible for recording and transcribing all data. Only anonymized data (e.g., transcripts and photos without participants' faces), or non-anonymized data that the participants approve to be made publicly available (e.g., video diaries), will be used for public dissemination and publication.

My data will be organized on folders divided by field sites. These folders will not be shared. The results of my fieldwork with anonymized data will be shared with my supervisors. Full anonymized transcripts in Word files will be used for the duration of the project.

Difficulties in data sharing and measures to overcome these

Identify any potential obstacles to sharing your data, explain which and the possible measures you can apply to overcome these.

All participants will sign a consent form (or provide oral consent) before participating in one-to-one interview/group interview/diary-interview/drawing and they will authorise the use of the data for my thesis and others possible outputs. I will use pseudonyms and not their real names to protect their privacy. However, whilst I strive to protect the confidentiality and anonymity of my research participants, my best efforts might be compromised by the specific nature of my inquiry.

First, though most of my participants are part of the general public, some might be famous holistic therapists, high-ranking government officials, or renowned researchers. Although not all of them would be identifiable to the general reader, it is possible that they could be identified within the field and/or to other participants involved in the study. I plan to protect the anonymity of these elite participants through two practical ways. First, before commencing interviews, I will explain to them about the possibility of being identified within the field. They can then decide to proceed with the interview (or not) after being made known of this possibility. Second, I seek to assure participants by sharing a copy of the transcript for review after the interview so that they can verify accuracy, provide clarification, and/or flag certain sections as 'potentially sensitive' for my information. In sections where I am aware that participants could be readily identified, I will not disclose information by removing their roles and institutional affiliation so as to protect them from potentially personal and professional harm and preserve their anonymity.

Second, certain type of diary entries (e.g., video diaries with participant's face in it) or drawings are hard to anonymize. To tackle this risk, I took two approaches. First, I wrote in the 'information sheet & consent form' that participants should refrain from including non-participants' faces or other identifiable information in their diary entries. Second, I wrote in the 'information sheet & consent form' (in the diary-interview and drawing section) that some forms of data are hard to anonymize, but I will still publicly disseminate them. I will inform my participants beforehand orally that they could choose not to participate, or refrain from using that type of media (e.g., videos) for diary entries or revealing their personal information in drawings.

Consent, anonymisation and strategies to enable further re-use of data

Make explicit mention of the planned procedures to handle consent for data sharing for data obtained from human participants, and/or how to anonymise data, to make sure that data can be made available and accessible for future scientific research.

Participants engaged in one-to-one interviews, group interviews, diary-interview, and drawing will be given a document that combines information sheet and consent form (called 'information sheet & consent form'). For this group of people, before commencing the activity, I will example the document to my participants. After they sign the document, I will take pictures of it and they can keep the copy. For indirect participants who I will not collect data on but happen to be at the field sites, I have an oral script that tells them what I will be doing at the field sites.

The interview transcripts will not contain any personal identifiers – they will be assigned with a coded identifier instead (e.g., G001 for government official; T001 for holistic therapy). The master code list linking the names to the coded identifiers will be stored separately from the research data, and will be destroyed as soon as reasonably possible (e.g., when anonymizing the data). In the event that any identifiable information is provided by participants during the interviews (e.g., address), I will also ensure that it is masked in the transcripts.

The research data, including personally identifying data, collected for this study will be kept secured and confidential using Durham University OneDrive folder that only I can access. The images of the signed consent forms will be stored separately from the research data (audio recordings and transcripts) -- so that interview data will not be linked to the personal information on consent forms. All data will be destroyed 5 years after I receive my PhD. Until then, all data will be digitally stored on password-protected, encrypted devices.

Any publications/reports containing transcribed interview data will not include the coded identifiers. Any report or publication of the data will present the data at the aggregate level, and/or with the sources of the data anonymized or disguised, so that any individual participant's data cannot be identified. All publications will be assigned a DOI in line with Durham Open Access protocols.

Copyright and intellectual property ownership

State who will own the copyright and IPR of any new data that you will generate.

The copyright for the new data will be held by Durham University.

Responsibilities

Outline responsibilities for data management within research teams at all partner institutions

Data management will be my own responsibility.

Preparation of data for sharing and archiving

Are the plans for preparing and documenting data for sharing and archiving with the UK Data Service appropriate?

Published data will be accessible through the UK Data Service and Durham University, all publications will be assigned a DOI in line with Durham Open Access protocols. On successful submission of the thesis, it will be deposited both in print and online in the University archives, to facilitate its use in future research. The thesis will be published open access. All research data and records needed to validate the research findings will be stored for 5 years after the end of the project.

Is there evidence that data will be well documented during research to provide highquality contextual information and/or structured metadata for secondary users?

The data directly obtained in my fieldwork will not be shared with anyone due to their high sensitivity. The results of the analysis of this data will appear in my thesis and other outputs.