Plan Overview

A Data Management Plan created using DMPonline

Title: Dublin Castle Christmas Market Social Media Review

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Affiliation: Other

Template: DCC Template

Project abstract:

The Dublin Castle Christmas market ran from 7th December to the 21st December 2021. I will be conducting a review of the digital audience's reaction to the event and posts concerning the event. To do this, I will be conducting a sentiment analysis and collecting comments and messages about the market from our social media platforms - Facebook, Twitter and Instagram.

ID: 90375

Start date: 22-12-2021

End date: 31-12-2021

Last modified: 17-12-2021

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Dublin Castle Christmas Market Social Media Review

Data Collection

What data will you collect or create?

I will be collecting sentiment data from Facebook, Instagram and Twitter to establish how our visitors felt about the Dublin Castle Christmas Market. I will use Social Searcher, a sentiment analysis tool for social media. I will also collect text data in the form of comments and messages. I will also be collecting images as I will screenshot pertinent comments.

I will be creating documents with the text and images and saving in Pdf form to share with my colleagues. These can be easily shared openly.

How will the data be collected or created?

I will use Social Searcher, a sentiment analysis tool, to gain an overview of our audience's reaction to the Christmas market and related posts.

I will also use Facebook manager, Twitter and Instagram to collect the data. This will be time consuming as there has been a huge volume of messages and comments since the market has started, however I will have a clear two week bracket to analyse. Along with the Social Searcher results, I will compile the text and images into a document, grouping messages from each platform together. I will also group the messages by date and include the dates in the document. Screenshots will be included (with names and photos blacked out) to show that the content is genuine.

Documentation and Metadata

What documentation and metadata will accompany the data?

I will use Dublin Core to create the metadata for this data as I have experience with it and it is straightforward to use. All elements are optional, so I need only include the relevant information. If I upload the pdf files to Omeka, it will be easy to include the Dublin Core metadata. I will include the site (Dublin Castle) and the event (Christmas Market) in the description element. For "type" I will use "Social media sentiment data". I will cite myself as the creator. The "source" will be Facebook, Twitter and Instagram.

Ethics and Legal Compliance

How will you manage any ethical issues?

I will be blocking any names and photos when storing the comments and messages from people who visited Dublin Castle. Although they have left comments on a public forum, they may change their mind or delete their profile after I have gathered the data, so I will anonymise all text and images.

How will you manage copyright and Intellectual Property Rights (IPR) issues?

The data will belong to Dublin Castle. If I leave my position, they will have access to the Omeka item. I do not plan to have any restrictions on this information and as it will be anonymised, it can be reused by anyone who would find it useful. I will also upload it to Zenodo where it can be accessed and reused.

Storage and Backup

How will the data be stored and backed up during the research?

I will store the date on a pdf document on my local work computer. I will also be sharing the document via email with my colleagues and managers, so the data will be stored on their computers as well. I will upload a copy to Omeka as back up. I have experience with Omeka and have found it straightforward to use. In the event of an incident on our work server, the data will still be accessible on Omeka.

How will you manage access and security?

Raw data as it stands on Facebook, Twitter and Instagram, can only be accessed with the username and password known only by a few of my coworkers. I receive a notification if there are any new logins. While I am compiling this information, I will be storing the document on my work computer which can only be accessed on site with my username and password.

Selection and Preservation

Which data are of long-term value and should be retained, shared, and/or preserved?

I will be compiling all useful data into one document. The purpose of this document will be to inform future events on site - what people enjoyed, issues that arose etc. The main use will be for Dublin Castle but if another similar site is planning a similar event, the information may be useful. It is also significant that this event took place during the Covid-19 pandemic, so the data may be useful to someone researching events during this time. The data will be retained indefinitely on Omeka and Zenodo.

What is the long-term preservation plan for the dataset?

I will store the data in Omeka, a free repository with Dublin Core capability. I will also share it on Zenodo. I will put together and share the data during my work hourse.

Data Sharing

How will you share the data?

I will initially share this data with my colleagues - specifically the OPW digital team, Dublin Castle event team and Dublin Castle management. I will attach the Pdf file to an email to share it with them. I will also upload the document to Omeka, using Dublin Core metadata to ensure it is findable. I will make the data available as soon as it is completed. As I will upload the data to Zenodo, it will be assigned a persistent identifier.

Are any restrictions on data sharing required?

This data will not have any restrictions. As long as I follow GDPR regulations while compiling it, anonymising comments and messages, there is no reason why it cannot be shared openly to be reused.

Responsibilities and Resources

Who will be responsible for data management?

I will be responsible entirely for this project.

What resources will you require to deliver your plan?

I will be using only free software to compile this data. I have never used Social Searcher before, so I will need to learn about this software through instructional videos and website guidelines.