
Plan Overview

A Data Management Plan created using DMPonline

Title: The charm of virtual live streaming: Why do viewers follow virtual live streamers and send gifts?

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Project abstract:

In recent years, as live streaming has become popular and technology has evolved, live streaming platforms have seen the appearance of virtual live streamers besides real-person live streamers (Zhou, 2020). Although there is a lot of research around live streaming, it is based on the live streaming of a real person. Research on virtual live streaming is lacking (Lu et al., 2021). This research proposes to explore and examine: a) how virtual live streamers attract viewers, b) how virtual live streaming differs from real-person live streaming in terms of interaction with viewers, and c) how to increase the viewers' loyalty. The proposed research will be based on Bilibili, which is one of the largest social media platforms and virtual live-streaming communities in China (Bilibili, 2021).

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The charm of virtual live streaming: Why do viewers follow virtual live streamers and send gifts?

Data Collection

What data will you collect or create?

I will collect the data from the real-time virtual live streaming and interview. The data will be of both video and voice types, after which the content will be converted to text format.

How will the data be collected or created?

Data will be collected from the participants' online interviews and the recording from the observations of real-time virtual live streaming. All text data will be recorded in word. The observation data will be stored in date categories.

Documentation and Metadata

What documentation and metadata will accompany the data?

There will be a documentation explaining what methodology will be applied and how to analyze these data. At the same time, the interview data will be categorized into excel according to the questions for easy reading by second users.

Ethics and Legal Compliance

How will you manage any ethical issues?

Based on the results of the ethical approval, my project is low risk. All personal data of the interviewees will not be collected and all data will be collected anonymously. If necessary I will not disclose any video and audio data, only anonymous text data will be published.

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

Researchers of the project will own these data following the university's guidance. Before the results are published in conferences and journals, data will be restricted to reuse and sharing.

Storage and Backup

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

All video, audio, and text data are stored in Newcastle University's filestore service, in addition to being backed up to a removable hard drive and my personal computer. During the data collection phase, the plan is to update and back up the data once a week.

How will you manage access and security?

The data stored in the cloud is only accessible to those with permission and requires a password. In addition to these, passwords are set for data on the hardware, which is updated every three months.

Selection and Preservation

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

In the long term, virtual live streaming is developing rapidly, and after the development of metaverse technology as well, I believe virtual live streaming will get more attention from everyone. The textual data will be retained for at least 5 years for reuse and shared with the second users after this Ph.D. project. The video and audio data will be kept on a backup hard drive after the research result is published, but will not be accessible to secondary users.

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

Textual data is stored in the university's filestore system according to university policy, and is also backed up to google driver for others to access.

Data Sharing

How will you share the data?

When the research results are published in a conference and journal, the textual data of the project will be available for second users, who need to contact me and receive the permission to access the database in the cloud.

Are any restrictions on data sharing required?

No restrictions are required.

Responsibilities and Resources

Who will be responsible for data management?

I will be responsible for data management with the support and guidance of my supervisors.

What resources will you require to deliver your plan?

No additional resources required.