Exploratory Factor Analysis of a sexually objectifying media scale (Media-SOS) for cisgender women and men

A Data Management Plan created using DMPonline

Creator: Zhuozhuo hu

Affiliation: The University of Sheffield

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Project abstract:

Study 2 of my PhD project examined whether sexual objectification experience (SOE) best predicted individuals' self-objectification (SO). The predictive role of SOE on individuals' SO level was supported. However, age contributed to the prediction of all three SO scores after controlling for SOE, and gender predicted the SOQ and OBCS-BS scores above and beyond SOE and age. The failure to fully support the primary predictive role of SOE may be due to limitations with the SOE measure used. SOE is posited as the antecedent precursor of SO, and in-person interpersonal sexually objectifying encounters and sexually objectifying media content exposure are two major sources of SOE (Fredrickson & Roberts, 1997). However, the measure of sexually objectifying media content in Study 2 focused on interpersonal sexual objectification in visual media, and accordingly is unable to capture the objectification cues that occur in other forms of mass media. Study 3,4, and 5 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 (Sexually Objectifying Media Scale, Media-SOS). Study 3 (REF: 043096) and Study 4 (REF: 044148) of my PhD Project resulted in a total of 34 scale items for cisgender women and 10 items for cigender men. In the current study (Study 5), we will use exploratory factor analysis (EFA) to explore the latent factor

structure underlying the data produced by the items and then derive a new scale.

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Copyright information:

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Defining your data

- What data 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?
- Approximately how much digital data 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 15th February 2022). It is expected that around 440 participants' data will be collected. This is estimated to be less than 1 GB of data.

Looking after your data

- How will you make data easier to understand and use? *(e.g. creating a README file)*
- Where will you store digital and physical data during the project?
- How will you name and organise your data files?
- How will you ensure data is backed up? *(e.g. using [University research data storage](#))*
- How often will you check your backup files? *(e.g. on backup, at set intervals)*
- 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 EFA ". 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.

Archiving your data

- What data will be archived (stored on a long-term basis) at the end of the project?
- How long will the data be stored for? *(e.g. standard TUoS retention period of 10 years)*
- Where will the archive be stored? *(e.g. subject-specific repository, or [ORDA](#))*
- Who will archive the data? *(e.g. you, or your supervisor)*
- If you plan to use 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 your data

- How will you make your data available outside the research group after the project? *(e.g. through data repository, or access on request via data availability statement)*
- 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)*
- How might you make more of your data available? *(e.g. anonymisation, participant consent, analysed data only)*
- What licence might you attach to your data to say how it can be reused and shared?

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 the identical terms.

Implementing your plan

- Who is responsible for making sure the plan is followed? *(e.g. you, your supervisor)*
- How often will the plan be reviewed and updated? *(e.g. if the project changes, yearly)*
- What actions have you identified from the rest of this plan? *(e.g. selecting a repository, 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.