Plan Overview

A Data Management Plan created using DMPonline

Title: Transformation of Internet Advertising Tools in Ukrainian Media.

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Project abstract:

This Data Management Plan (DMP) outlines the procedures and strategies for handling research data generated during the study titled *'Transformation of Internet Advertising Tools in Ukrainian Media at the Beginning of the 21st Century.'* The plan covers all stages of data lifecycle management, including data collection, documentation, storage, sharing, and preservation. The primary goal is to ensure that data is managed in compliance with FAIR principles (Findable, Accessible, Interoperable, Reusable), institutional policies, and ethical standards. The DMP also details roles and responsibilities, metadata standards, and the measures taken to secure and preserve data for long-term access and future research purposes.

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Transformation of Internet Advertising Tools in Ukrainian Media.

Data Collection

What data will you collect or create?

The data for this research will include analytical statistics of advertising campaigns, user engagement metrics (e.g., clicks, impressions, conversions), and market research reports from Ukrainian media platforms. The data will be collected from online advertising platforms such as Google Ads, Facebook Ads, and programmatic media tools. Data formats will include CSV, Excel, and JSON files

How will the data be collected or created?

- **Existing Data**: Analytical data from advertising platforms (Google Ads, Facebook Ads) will be collected via their official APIs. This includes metrics such as impressions, clicks, conversions, and audience demographics.
- **New Data**: Experimental advertising campaigns will be created and monitored to generate data for comparative analysis.
- **Methods**: Data will be collected automatically using Python scripts for API interaction. Manual data entry will be minimized to reduce errors.
- **Formats**: All collected data will be stored in CSV and JSON formats for easy analysis and integration into statistical tools.
- **Quality Assurance**: Validation scripts will be run to check for missing or inconsistent data. Data will be cross-referenced with campaign reports to ensure accuracy."*

Documentation and Metadata

What documentation and metadata will accompany the data?

Data will be documented using descriptive metadata, including fields such as campaign name, date range, target audience, and performance metrics. A standardized naming convention (e.g., 'CampaignName_YYYYMMDD

Ethics and Legal Compliance

How will you manage any ethical issues?

Data will be stored on a secure cloud storage platform (e.g., Google Drive, OneDrive) with restricted access. Regular backups will be performed weekly on local encrypted drives to prevent data loss.

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

No personal or sensitive user data will be collected. All datasets will comply with GDPR and Ukrainian data protection regulations. Permissions for data usage will be obtained from advertising platforms where necessary.

Storage and Backup

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

Data will be stored on a secure cloud storage platform (e.g., Google Drive, OneDrive) with restricted access. Regular backups will be performed weekly on local encrypted drives to prevent data loss.

How will you manage access and security?

Question not answered.

Selection and Preservation

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

Data of long-term value include aggregated datasets of advertising performance metrics (e.g., impressions, clicks, and conversion rates) and insights derived from the analysis of advertising strategies in Ukrainian media. These datasets will be anonymized to remove any proprietary or sensitive information. Aggregated data and analytical results will be preserved and shared in an open-access repository (e.g., Zenodo) to support future research and industry benchmarking. Raw data containing proprietary information or data subject to licensing agreements will not be shared but will be retained securely for a period of five years, in accordance with institutional and funding body policies.

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

The long-term preservation plan for the dataset includes storing the aggregated and anonymized data in an open-access repository such as Zenodo, where it will be assigned a DOI to ensure persistent access and proper citation. The repository ensures compliance with FAIR (Findable, Accessible, Interoperable, Reusable) principles, guaranteeing long-term usability. Additionally, raw datasets containing sensitive or proprietary information will be securely stored on institutional servers with restricted access. These datasets will be backed up regularly and retained for a minimum of five years in accordance with institutional and funder requirements. Access controls and periodic reviews will be implemented to ensure data integrity and security.

Data Sharing

How will you share the data?

The data will be shared in an open-access repository (e.g., Zenodo) with an assigned DOI. Aggregated datasets will be made publicly available, while raw data with proprietary information will remain restricted

Are any restrictions on data sharing required?

Question not answered.

Responsibilities and Resources

Who will be responsible for data management?

The Principal Investigator (PI) will be primarily responsible for overseeing all aspects of data management, including collection, documentation, storage, and sharing of the datasets. The PI will ensure compliance with institutional policies and data management best practices. Additionally, a dedicated data manager or research assistant will support day-to-day data handling tasks, such as ensuring data quality, creating backups, and preparing datasets for preservation or sharing. The IT department of the research

institution will provide technical support for secure storage, backup processes, and long-term preservation.

What resources will you require to deliver your plan?

Question not answered.