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# Imagining Paradise: World-making through Multidisciplinary Methods

*A Data Management Plan created using DMPOnline*

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## **Project abstract:**

This practice-based Ph.D uses multidisciplinary methods in film and digital media to uncover the deeper, more subtle knowledge that arises from an increased attention to the experience of everyday life and a deep engagement with place. It situates itself on a stretch of American roadside called Sunset Boulevard, stretching from Figueroa Street in Downtown Los Angeles to the Sunset Beach at Santa Monica, moving slowly through an old and new Los Angeles before lingering in the belly of the Dreamland. The Dreamland, otherwise known as Hollywood, is not just a physical place but an imaginal one, with an affective, aesthetic grasp that not only permeates American consciousness but extends across the rest of the world. Hollywood plays a large role in weaving a nation's collective dream, yet this project finds itself in dystopia in the aftermath of a controversial presidential election, as well as long-standing gentrification and urban regeneration, and an uprising against misplaced power, inequality, and sexual violence that lurks not only in the "streets you don't go down" but in its elite production houses. What's more, Hollywood and the surrounding region of Los Angeles is known as a place that "easily forgets", where vernacular landmarks and roadside iconographies are here today and gone tomorrow, erasing local histories, livelihoods, and cultural identities. What emerges, then, is a strong urge to retell, reaffirm, and reimagine the story of a place that has been told too many times from a singular viewpoint, that is rarely explored from below the surface, and that is seldom a subject in ethnographic research.

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## **Copyright information:**

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## Manchester Data Management Outline

- Yes
- Not applicable
- Yes – only institution involved
- Re-use existing data (please list below)
- Acquire new data
- The project will be generating new data through filmmaking, photography, and recorded interviews, but will also use archival data with the help of the Los Angeles as Subject research alliance. The project will also utilise pre-existing data (videos, images, sounds, etc) from the participants where appropriate, should they be submitted as part of their contribution to the project.
- University of Manchester Research Data Storage Service (Isilon)
- Other storage system (please list below)
- Dropbox for Business
- Master copies will be securely stored with the University of Manchester's Research Data Storage (RDS) service.
- I will also be using an encrypted external hard-drive and my personal Icloud/Dropbox storage account. As the fieldwork period will take place in Los Angeles, it is important that I can access research and data that is "at home" via Icloud.
- Secondary (temporary) copies will be kept on my personal computers as an extra back-up measure.
- 1 - 8 TB
- No
- < 5 years
- Audio and/or video recordings
- Pseudonymised personal data
- Anonymised personal data
- Personal information
- Data stored about participants will be limited to their names only and the general assumption that they live in the area of Los Angeles. I will securely store e-mail address, telephone numbers, and other contact information for the sole purpose of contacting participants regarding the project. Participant contact information will never be released to anyone else or third parties.
- Participants will be given the choice to be part of an essay film or a web ethnography. In both cases, participants may be filmed, photographed, or be recorded during a spoken interview. Participants are given the opportunity to submit their own photographs, video clips, or voice recordings to the project. These materials are copyright to the participant and will only be used with the correct permissions and credit, both in the film and on the website:
  - Participants are free to discontinue participation in the project at any time at no detriment to themselves.
  - Participants reserve the right to have media (such as scenes, voice over, etc) removed from the film should they change their mind.
  - Participants can specify to be anonymous or use an alias if they wish to.
- All materials will be stored on an encrypted external hard drive, two of my own computers, and on Dropbox and Icloud storage.
- Yes - The project relies on identifiable personal data in order to be understood
- The film and website may reveal the participant's real name if they have chosen to share it. This is the only personal information about the participants that would be made public. The website will be available for up to 5 years after the completion of the PhD (2020) and the film may be viewed indefinitely.
- Yes - Third party service provider/supplier
- Icloud Storage and Dropbox Storage, although these services are private, password-protected and will be accessed by myself only.

- Not applicable
- Yes
- On the Participant Information and Participant Consent sheets, I have stated that some data (such as statements said in interviews, etc) may be used in future for research purposes only.

Johannes Sjoberg

21/08/2018

## Data Summary

The research will produce data that will be used as part of an essay film or an online ethnography, including:

- Videos, photographs, sound recordings, and written stories produced by me, the researcher.
- Videos, photographs, sound recordings, and written stories by the participants.

Some of this data will be presented as part of an essay film and will be accessible in an .MP4 format. Raw, unedited footage from the camera (including footage that does not make it into the film) will still be stored securely alongside the material that is used.

Some data will be used as part of the web ethnography where it will be published online. The project will have its own .com domain hosted by Dreamhost.com.

## Data Collection

- Data will be collected via filmmaking, photographic, and audio recordings. Interviews will be conducted in person and recorded using audio equipment. All digital media will be stored and organised on external hard drives, and iCloud and Dropbox software. Secondary (temporary) copies will be kept on my personal computer, and master copies will be securely stored with the University of Manchester's Research Data Storage (RDS) service.
- Media will be organised in the following ways:
  - All visual media (images and video) will be kept as both RAW, uncompressed files for editing and as medium-res (screen resolution) copies for web pages.
  - ALL raw video footage will be kept in a "raw footage" folder, and each clip will be named as [ddmmyy.nameofclip.mp4] along with a spreadsheet "footage log" containing the file name, a brief description of the clip, and a brief description of the intended usage of the clip within the overall film.
  - The final film will be kept in a "final cut" folder with the name [paradise.mp4]
  - Archival and secondary materials used in the film will be kept in a "secondary materials" folder, named as [ddmmyy.nameofmedia] along with a spreadsheet log that contains the file name of the material, its copyright/ownership information, a brief description of what it is and where it will be used.
  - Recordings will be kept in an "audio" folder with the name [ddmmyy.recordingname.WAV] along with a spreadsheet audio log that contains the file name of the recording, a brief description of the recording, and a brief description of its intended usage within the project. Audio will be stored as both lossless WAV files for editing and MP3 for website use.
- All spreadsheet logs will be revised and updated regularly should the status of an item change.
- The spreadsheet logs serve as a way to organise the data but also to monitor the quality and relevance of captured media.

## Short-term Data Storage

All research data and digital media will be stored and organised on external hard drives, and iCloud and Dropbox software. Secondary (temporary) copies will be kept on my personal computer, and master copies will be securely stored with the University of Manchester's Research Data Storage (RDS) service.

Data is automatically stored to cloud software and external hard drive every 15 minutes.

## Long-term Data Storage

Data will be stored for 5 years following the completion of the project on my personal computer, encrypted external hard drive, and Icloud/Dropbox software.

Data will be stored for 5 years following the completion of the project on my personal computer, encrypted external hard drive, and Icloud/Dropbox software. The data contains large media files which take up a considerable amount of space and therefore several backup methods are needed.

Data will be stored following completion of the PhD so that it may be re-used in the instance that the film is accepted at film festivals or the project is presented at exhibitions or events.

Dropbox Business account subscription.

## Data Sharing

- Film may be screened at several film festivals worldwide and in the location of the field site. A screening will be organised for participants and other members of the community who may wish to attend;
- The web ethnography will showcase text, images, videos, and sound recordings that were obtained during the fieldwork process and will be accessible via the website and through the use of social media platforms such as Instagram;
- This project is being undertaken at a time of political uncertainty and divide in the USA (field site), where local landmarks and businesses are vanishing from the landscape. Local people are campaigning and protesting to keep the roadside how they know it to be. The film and web ethnography both capture the atmosphere during this time and the affects of a changing vernacular landscape. The film offers an immersive look into the experience of everyday life as it unfolds, whereas the web ethnography serves as a reflexive archive that documents the fieldwork process and its outcomes.
  
- The vernacular roadside of Los Angeles has been studied from an architectural and historical perspective but is seldom the focus of ethnographic research and how this plays out in the everyday lives of people. This project will produce an immersive essay film and a web project that is easily accessible and therefore can be referred to in future research.
  
- The data will be published and released upon completion of the PhD (2020) and will be available for up to 5 years following.
  
- The website is what is known as a "living document" and can be updated at any time, if needed. Data may be removed should a participant wish to have it removed at a later date, and edits will be made should there be any incorrect information.
  
- The website will be open and free to access to the public;
- The film will be screened without charge at film festivals and in academic environments. The film may then be made available online and there may be a charge for access, although this is undecided.
  
- N/A

## Ethical and Legal Considerations

- Copyright and intellectual property - care will be taken to ensure that all archival material is used under the appropriate copyright agreements.

Most photographs that are government derived are free to use within an educational/research context. Materials that are copyright to the participants will be explicitly stated as so.

- Participants are free to withdraw their contribution to the project without reason and with no detriment to themselves. Participants may also decide to participate anonymously or under an alias if they wish.
- Copyright and intellectual property - (see above) care will be taken to ensure that all archival material is used under the appropriate copyright agreements. Most photographs that are government derived are free to use within an educational/research context. Materials that are copyright to the participants will be explicitly stated as so.