Plan Overview

A Data Management Plan created using DMPTuuli

Title: Humanizing Non-human Actors in Customer Interactions

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Data Manager: Hoang Khuat

Project Administrator: Hoang Khuat

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Template: General Finnish DMP template

Project abstract:

The integration of Non-human Actors has become a transformative force that is reshaping the dynamics of customer interactions. These entities, not ontologically human, serve as substitutes for tasks traditionally performed by humans. While the literature on automated Non-human Actors burgeons, the less discussed embodied Non-human Actors are gaining prominence and represent an interesting facet of the Non-human landscape. This dissertation seeks to dissect the intricate interplay between Non-human Actors and customer interaction strategies through three interconnected studies. Study one offers an overview of Non-human Actors in customer interaction strategies. Study two examines how the attribution of human elements influences customer attitudes and outcomes. Study three addresses issues related to the ethics and sustainability of Non-human Actors.

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Copyright information:

Humanizing Non-human Actors in Customer Interactions

1. General description of the data

1.1 What kinds of data is your research based on? What data will be collected, produced or reused? What file formats will the data be in? Additionally, give a rough estimate of the size of the data produced/collected.

Data collected, produced and/or reused for this project include:
Audio recordings of interviews in .mp3, mp4 formats
Interview transcripts in .docx, .pdf formats
Personal data: Participants' email addresses, age, work industries, and positions in .docx, CSV formats
Survey data includes participants' answers to survey questions in CSV format.
This research does not involve the processing of personal data of special categories.

The total size of the data produced/collected for this research would be approximately 100 MB (audio recordings) + 2 MB (interview transcripts) + 2 MB (survey data) ≈ 104 MB

1.2 How will the consistency and quality of data be controlled?

Audio data will be collected and transcribed by the main author. To ensure the quality and consistency of the data, transcriptions of audio or video interviews will be checked by co-authors.
Data protection measures such as minimization, pseudonymization, and anonymization will not affect data quality. In all conversions, maintaining the original information content will be ensured.
Any changes to the data during the data collection and data analyzing process will be recorded making them traceable and repeatable.

2. Ethical and legal compliance

2.1 What legal issues are related to your data management? (For example, GDPR and other legislation affecting data processing.)

lawful basis for processing personal data in scientific research
Lawful basis for processing personal data in scientific research: Scientific research serving a public interest (GDPR, Article 6.1e, special personal data categories 9.2j)
The destination country (Finland) has got a decision by the EU Commission on the adequacy of data protection (GDPR, Article 45).
Participants have the rights to:

- Access your personal data (GDPR, Article 15)
- Right to rectification (GDPR, Article 16)
- Right to erasure (GDPR, Article 17); Right to restriction of processing (GDPR, Article 18)
- Right to object the processing (GDPR, Article 21)

2.2 How will you manage the rights of the data you use, produce and share?

The principal investigator is responsible for concluding contracts on authorship, data ownership, data sharing, and user rights, which will be agreed on with all researchers and participants prior to the start of
actual research. The data ownership agreement describes who owns the data, and whether and what rights will be transferred. Copyright and intellectual property rights will also be secured before any data is made public.

3. Documentation and metadata

3.1 How will you document your data in order to make it findable, accessible, interoperable and re-usable for you and others? What kind of metadata standards, README files or other documentation will you use to help others to understand and use your data?

The research team members are committed to the FAIR data principles (Findable, Accessible, Interoperable, and Reusable), while at the same time following the principle "as open as possible, as closed as necessary.

The metadata will be openly published by using the Fairdata Qvain tool. Otherwise, the data will not be openly shared in a data repository, though it will be stored in the research group's shared folder until the end of the research project. All relevant information
concerning data collection, recording, and possible alterations will be saved in a separate file

4. Storage and backup during the research project

4.1 Where will your data be stored, and how will the data be backed up?

During the active research period (when the research team members are still analysing the data), the data will be stored in and shared through such cloud-based information systems that are provided and maintained by Hanken (besides research team members' private computers), such as:

1. in individual researcher(s)' password-protected personal computers,
2. in password-protected joint-use computers in a room located physically at Hanken,
3. on memory sticks stored in locked closets/lockers of the researcher(s), and/or
4. in Hanken-provided network or cloud storages/drives (Hanken's network drives or Microsoft OneDrive for Business)

4.2 Who will be responsible for controlling access to your data, and how will secured access be controlled?

Right to access the data and data usage are controlled by the PI. The PI completes the list of users and all rights granted, and a procedure for withdrawing rights. Technical access control is provided by IT-services of Hanken. Data will be available to all research members of the project by using the 'Specific people'-option in Hanken's OneDrive portal, to keep control over who can be the authorized users.
Access control will be in line with the level of confidentiality involved. Data with direct identifiers and contact information will be protected with adequate, additional appropriate safeguard measures such as encryption and strict access control.

5. Opening, publishing and archiving the data after the research project

5.1 What part of the data can be made openly available or published? Where and when will the data, or its metadata, be made available?

The metadata will be openly published by using the Fairdata Qvain tool. The metadata will be openly available after research publications. No sensitive personal data or direct or indirect identifiers will be published.

Besides metadata, all other data will be stored until the end of the research project, and only for the research group's own use. As the data will not be openly published, no additional resources and time are allotted to archiving. All the personal data will be stored until the end of the research project (or 5 years after the last publication with a few exceptions).
More specifically:

- Consent forms with names and contact information will be deleted within five years after the completion of the research project.
- Data will be pseudonymised immediately after they are collected.
  The information used to create the pseudonyms and codes will be kept organisationally and technically separate from the pseudonymised data and be deleted within five years after the completion of the research project.
- Audio recordings of interviews will be deleted after the audio recordings are transcribed in text format.

5.2 Where will data with long-term value be preserved, and for how long?

The research project does not consider the long-term preservation of the research data. All personal data will be stored until the end of the research project (or 5 years after the last publication).

6. Data management responsibilities and resources

6.1 Who (for example role, position, and institution) will be responsible for data management?

The Data Controller is responsible for lawful processing of personal data in this research. The Data Controller of this research is:

- Khuat Minh Hoang. Email:hoang.khuat@hanken.fi

Processor of personal data refers to somebody processing personal data on behalf of the Data Controller and according to the Data Controller's instructions. A Data Processing Agreement must be signed with the processor of personal data. In this research, personal data are processed by:

- Webropol survey software / webropol-kyselyohjelmisto

6.2 What resources will be required for your data management procedures to ensure that the data can be opened and preserved according to FAIR principles (Findable, Accessible, Interoperable, Re-usable)?

The research dedicated time to complete the data management tasks. The data management tasks altogether will take around 1 month during the 3-year project.
The project PI is responsible for the initial planning and execution of data management procedures.
Hanken's research support unit will provide guidance for data management/stewardship and management of IPRs.