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## Plan Overview

*A Data Management Plan created using DMPonline*

**Title:** Project Title: The charm of virtual live streaming: Understanding the avatar characteristics of virtual live streamers and how they affect viewers engagement behaviours

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**Template:** DCC Template

### **Project abstract:**

As a highly interactive form of real-time entertainment, live streaming lays emphasis on the engagement behaviours of viewers (Hilvert-Bruce et al., 2018). Despite plenty of studies on engagement behaviours in the context of live streaming, virtual live streaming attracts little attention as most of them focus on real-person live streaming. Avatars, representing a critical and distinctive element of virtual live streamers, makes them distinguishable from their real-person counterparts, which underscores the necessity to explore how the engagement behaviours of viewers are influenced during live streaming by the avatar characteristics of virtual live streamers. Furthermore, prior research is drawn on to discover an overlooked aspect, that is, the impact of other users' avatars within virtual worlds on user experiences and engagement behaviours. To fill these research gaps, the stimulus-organism-response (S-O-R) model is used to explore how the virtual experience of viewers is influenced by the avatar characteristics of virtual live streamers, such as various avatar appearances, animacy, and visual anonymity, to shape their engagement behaviours. Also, data are collected through online survey and then analysed, which contributes to the better understanding of human-avatar interaction. Additionally, it provides insights into the virtual live streaming industry and the business climate within the virtual world. Ultimately, the findings are presented to enrich both theoretical knowledge and practical applications.

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### **Copyright information:**

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# **Project Title: The charm of virtual live streaming: Understanding the avatar characteristics of virtual live streamers and how they affect viewers engagement behaviours**

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## **Data Collection**

### **What data will you collect or create?**

I will collect the data by using questionnaire. The data will be converted to text format.

### **How will the data be collected or created?**

Data will be collected from the online survey.

## **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 questionnaire 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 participants will not be collected and all data will be collected anonymously.

### **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 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.