Media Content in Research Data Management Plans

Eva Czaran and Malcolm Wolski
Griffith University
Eva Czaran is an Educational Media Producer in eResearch Services (INS), at Griffith University. She has over 25 years experience in media production, starting her career as a freelance producer and video editor. She has been working in the Media Production team since 2004. Her current challenge is working with Griffith Research Centres helping them tell their research stories.

Malcolm Wolski is the Director, eResearch Services at Griffith University. In this role, he oversees the development, management and delivery of eResearch services to support the University’s research community. Malcolm and his team play an active part in working with research groups to: build information systems that manage the capture, collection, analysis and preservation of data; develop collaboration and communication tools; and use advanced information technology tools. Malcolm is a member of the Organisational Advisory Board of the Research Data Alliance.
Increasing shift to present information visually (images from Griffith research stories)
What are we going to talk about

- How are we helping researchers to tell the story of their research?
- Why is this important?
- What institutions can do to support this type of activity?
**PROJECT SUMMARY**

**Media Production Services to Researchers**

**Jun 2013**
- MP joins eResearch Services (INS).

**Jul 2014 - Dec 2015**
- MP pilots the services to selected Griffith research centres/institutes.

**Jul 2013 - Jun 2014**
- MP starts producing media products about innovative tools and technologies developed by eResearch Services to support the work of researchers.

**Jan 2016 - current**
- eResearch Services makes MP services available to all Griffith research centres/institutes. Priorities set from input of Deans Research and Office for Research.
WHY telling the research story is important? (images from Griffith research stories)

Storing data overseas can breach Australia’s privacy legislation and University policy.
Images from “Playful Engagement” – effective visual story telling
Key achievements of the past 18 months

- Implemented a 12-month production plan approach
- Produced 26 media products (and producing 10 more)
- Worked with 10 Griffith research centres/institutes
- Developed “The Four Phase Media Development Model” and currently producing supporting materials
- Actively reviewing projects in collaboration with researchers (post-handover)
- Conducted review of the service
- Soon to launch a digital media archive
The Four-Phase Media Development Model

- **Scoping**
  - Pinpoint the Change
  - Decide on the Visual Approach
  - Identify the Audience

- **Development**
  - Write the Content
  - Create the Product
  - Identify the Need/Benefit

- **Release**
  - Action the Release

- **Review**
  - Do a Review
Feedback from researchers

The video captures the project very well. I am a strong advocate of videos as a way to share practice and give an inside view of projects that otherwise are difficult to describe. [Professor Michael Balfour, Playful Engagement]

We have received $10,000 as a result of a person viewing the video. The video also assisted in helping people to understand what might be asked of them and therefore they were more positive about being part of the new study. [Professor Wendy Moyle, Social Robots and Dementia]

This video has bought direct interest in our work. Redland City Council now wish to partner with us to trial Let's Go. They are now considered investing funds to progress some ideas (an app) for us to test. I wouldn't change the process we used. It has really delivered, more than I dreamt it would. [Professor Sharyn Rundle-Thiele, Increasing Walking]
What can institutions do?
What can institutions do?

- Legal issues awareness
- Fit-for-purpose/self help resources
- Incorporate into impact services
- Incorporate into research data services
- Digital literacy programs
- General outreach services

Opportunities for Library and I.T. Units
Online self-help resources

- [Link to video clips]
Links to some of our work

https://www.youtube.com/watch?v=jsaay7U8Jvk&t=123s
https://www.youtube.com/watch?v=T4ziTxP0-6k&t=1s
https://www.youtube.com/watch?v=ACj6BsLoMXo
https://www.youtube.com/watch?v=fZCv1YwDUMo
https://www.youtube.com/watch?v=pmZG5LQ6UJ8
THANK YOU