Plan Overview

A Data Management Plan created using DMPonline

Title: How Inclusive is LSE Student Recruitment and Marketing?

Creator: Loic Stuart-Delavaine

Principal Investigator: Loic Stuart-Delavaine, Ishika Srivastava

Data Manager: Zoé Vanhersecke, Loic Stuart-Delavaine, Ishika Srivastava

Project Administrator: Zoé Vanhersecke

Affiliation: London School of Economics and Political Science

Template: Data Management Plan for masters & undergraduate students

Project abstract:

While there is a disparity caused by socio-economic background when it comes to general access to university, is this disparity exacerbated at the LSE? While LSE boasts of a 70% International student population, we wish to examine the perception of the LSE by UK undergraduates. Student Recruitment plays an essential role in creating and conveying LSE Image. We wish to examine the inclusivity of the LSE Student Recruitment Team in terms of socio-economic background, in relation to the number of UK undergraduate students enrolling to the LSE each year? How does their work inform the perception of LSE by prospective students and does the LSE's marketing attract a certain "type" of students? According to a global survey conducted by higher education academic Suneeta Bhardwa, the five most important factors which motivate students to attend university, in order of importance are i) high-quality teaching, ii) possibility of scholarships, iii) ranking, iv) welcoming to international students and v) a prestigious brand. To what extent do these factors contribute to choosing the LSE? We answer these questions by conducting interviews with present students from lower socio-economic backgrounds and performing quantitative analysis of the enrollment rate of students from lower socio-economic backgrounds.

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How Inclusive is LSE Student Recruitment and Marketing?

Cyber Security Awareness

Can you confirm that you have completed the cyber security awareness course?

- Yes

Overview

Name

Loic Stuart-Delavaine

LSE Email:

l.stuart-delavaine@lse.ac.uk

Department:

Economics

Supervisor name:

Ellis Saxey

Project Details

Dissertation/ project title:

How Inclusive is LSE's Student Recruitment and Marketing?

Please summarise your research question in no more than three sentences:

How inclusive is the work of the LSE Student Recruitment/Marketing division, in relation to the number of UK undergraduate students enrolling in the LSE each year, in terms of socio-economic background? How does their work inform the perception of LSE by prospective students? Which factors motivate students to choose the LSE as a university?

Data Collection

Will you be using any secondary data for this project? Please outline what kind of secondary data you will be using below:

Yes, secondary data will be used in the research project.
This will be made up of;

- 2000 - 2019 LSE Admissions Data (application, offer, and enrollment numbers per secondary education institution that offered candidates)
- 2015- 2020 LSE Student Recruitment and Marketing Date (location and number of student recruiters sent to schools within the UK)

Will you require access to any secure datasets i.e. datasets to which LSE Library does not have a subscription, which will need to be requested directly from the supplier:

- No

Will you require access to any internal LSE datasets for this project?

- Yes

Have you already submitted a request for internal data to datalibrary@lse.ac.uk ?

- Yes

A request for internal data was made to the individual departments in question (LSE Admissions and LSE Student Recruitment and Marketing) where datalibary@lse.ac.uk was cc'd in on the requests.

Will you be collecting primary data from research participants?

- Yes

What research methods will you use for data collection (You can select as many as apply)

- Interviews

Please can you describe how you plan on conducting data collection using these methods:

Qualitative data will be collected through the form of **semi-structured interviews** conducted via Zoom, leading students to think about the questions mentioned above but allowing them to elaborate in the direction they find appropriate.
The participants will be, a handful, 6-7 **current undergraduate students** from **different degrees and years from the UK** . The participants will be incentivized through taking part in a lottery having for prizes two 50£ vouchers. We would hope to create a categorical variable separating the participants according to their school type background, however, this will depend on the availability and diversity of respondents.
The interviews will subsequently be analyzed using **Braun's and Clarke's Thematic Analysis** , so as to capture the important parts of the collected material and represent a patterned response or meaning within the dataset. Coding will be **data-driven**.

Research Ethics

Please explain how you will collect informed consent:

The quantitative data is already anonymized and applicants will have provided informed consent previously when they applied.
The interviewees will be given a participant consent form to fill out before they undertake the interview, and will also be given the option to opt-out after the interview is recorded if they are no longer comfortable being a part of the research project.

Once you have collected proof of consent, you will need to store it safely. Please can you explain below how you plan

to do this:

The participant's consent forms will be stored in a secure LSE One Drive that would be password protected so as to keep up with the guidelines laid out in LSE's cybersecurity course.

Have you submitted a research ethics review for this project?

- Yes

If you are collecting primary data from research participants, you are required to anonymise the dataset so that individuals are not identifiable. How do you plan to do this?

The only source of primary data will be the interviews conducted.
To anonymize the data;

- Consistent pseudonyms or replacements shall be used for the whole project
- Initially, only necessary disclosive data shall be collected.
- Search and replace techniques will be used so as not to make unintended changes.
- An anonymization ledger and the original data will be kept within the research team to ensure data is not misinterpreted.

Are there any circumstances where you will not anonymise research participants?

- No

Data Protection

Do you believe your research will require you to fill in a data protection impact assessment?

- Yes

Data Storage & Security

Are you the lone researcher on this project or do you have collaborators?

- I have collaborators

Could you outline how you plan to share data between members in your research team:

The admissions and student recruitment data will be shared between Ishika Srivastava and Loic Stuart-Delavaine. Furthermore, Zoé Vanhersecke will have sole responsibility for the qualitative data gathered through interviews. All data share be stored on a secure LSE One Drive (in keeping with cybersecurity guidelines).

Will you require any additional research tools to complete your project?

- Yes

Please can you supply details/ links to any additional research tools you'll be using below:

The interviews will be conducted via the video conferencing platform - zoom.us using the Clarke and Braun
Quantitative data will be processed using R (the coding language) and Microsoft Excel.
To anonymize the interview transcripts the UK Data Service text anonymisation helper tool will be used.

What hardware will you require to complete this project (you can select more than one option):

- Personal laptop/ desktop PC

Do all personal devices used on this project meet the LSE's minimum standards for device level security?

- Yes

Are all personal devices used on this project secured with passwords that meet the standard of the LSE password policy?

- Yes

Where will you store your dissertation/ research project while you are working on it:

- LSE OneDrive

Where will you store any primary data you collect during the research process:

- LSE OneDrive