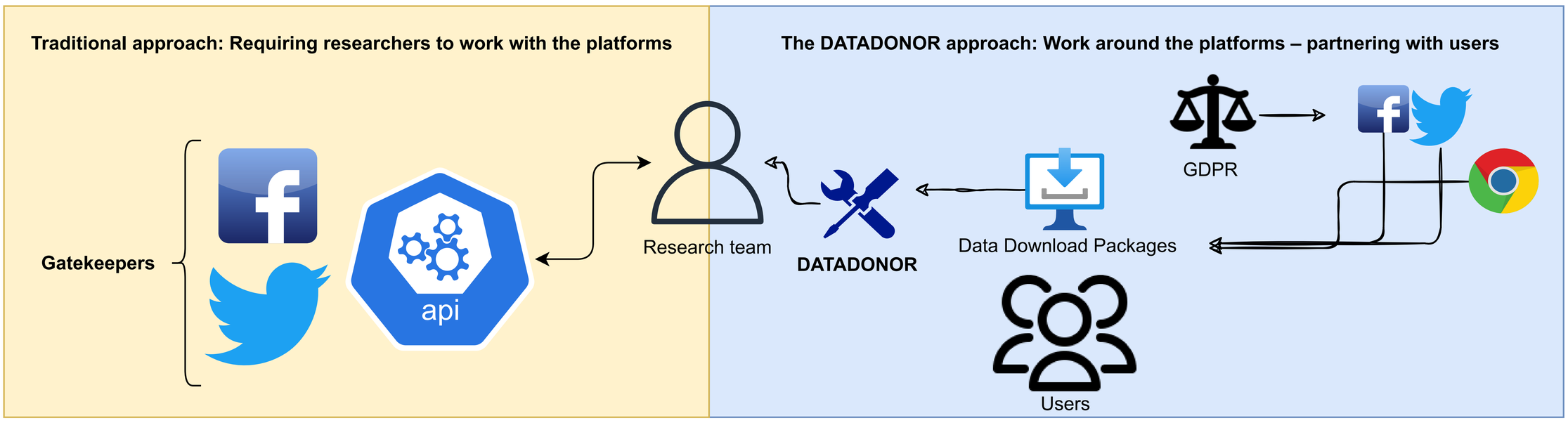
Media Futures

BECOME A DATA DONOR!

INTRODUCTION TO THE **DATADONOR** TOOL

Erik Knudsen, SFI MediaFutures, UiB
erik.Knudsen@uib.no



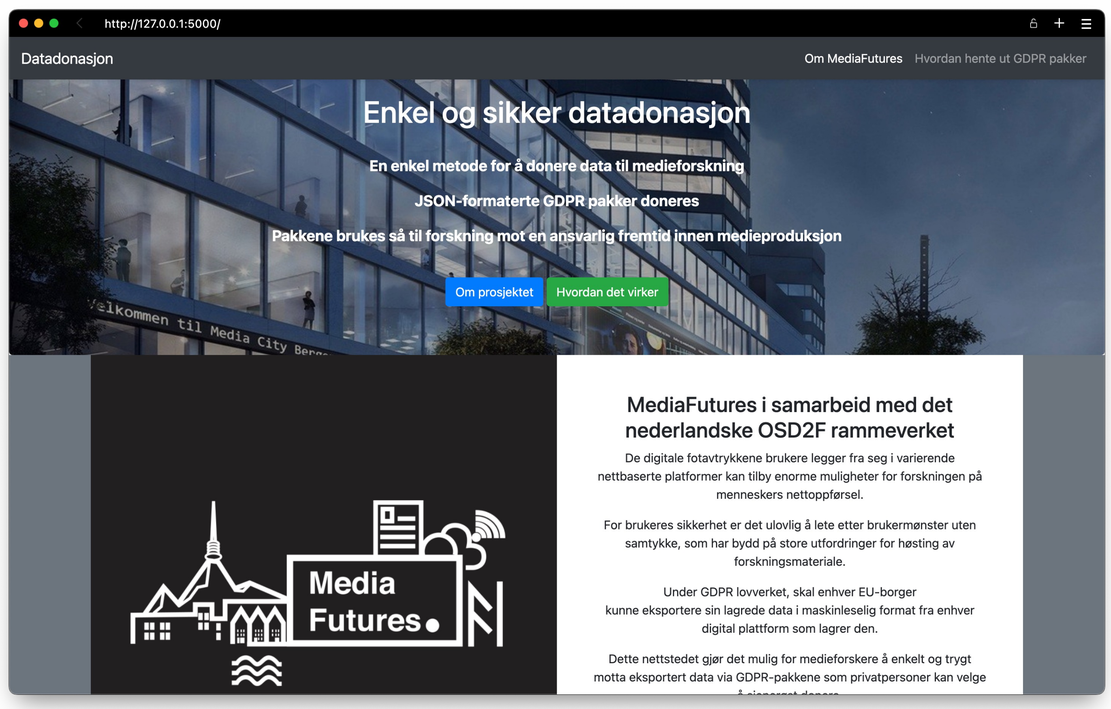
About

To study people's online behavior, researchers have typically needed access to data from platforms such as Facebook and Twitter through so-called API-based approaches. There are at least two problems with such approaches: 1) Researchers depend on the goodwill of online platforms to receive access to such data. 2) Each study is typically "platform dependent", meaning that it is hard to study people's media use *across* platforms and online sites.

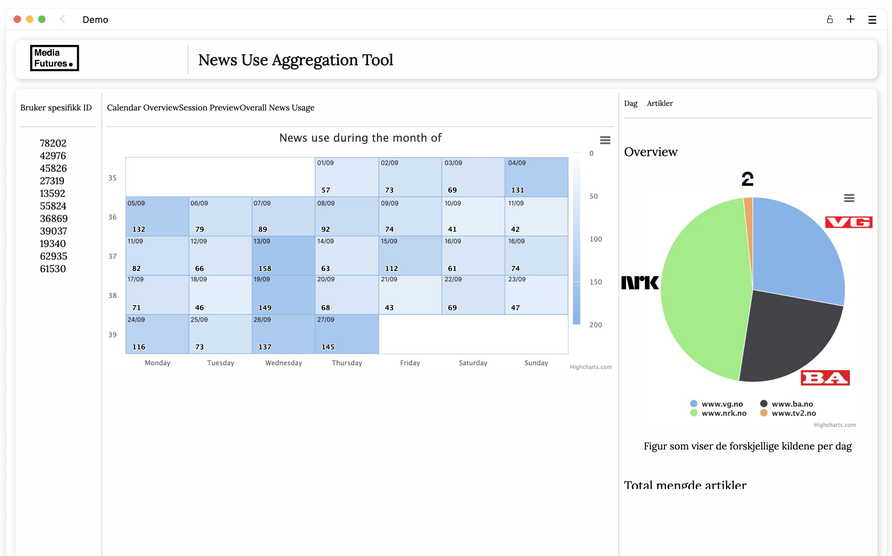
We propose to collect data on people's online behavior through a radically different approach: Through so-called 'data donations' of digital trace data. Instead of asking Tech Giants for access to their data, we ask the individual online news user for access to their digital trace data. Crucially, all Norwegians have access to their own digital trace data through GDPR. Such data can be safely donated for research purposes.

To collect such data in safe manner, we have developed DATADONOR, a tool that builds directly on the so-called "OSD2F framework" (Araujo et al., 2022). DATADONOR allows us to safely collect digital trace data from respondents through their explicit informed consent to download and donate their digital trace data from the browsers and platforms they use, with full GDPR compliance.

This means that users can share limited aspects of, say, their browser history with the researchers while retaining full control of what is to be shared with researchers.



Psst! *To explore possible opportuneties to study such data once it has been collected, have a look at Mariannes Demo!*



Have a look at the code by scanning this QR code, or go to https://github.com/sfimediafutures/Data-Donation

Reference:
Araujo, T., Ausloos, J., van Atteveldt, W., Loecherbach, F., Moeller, J., Ohme, J., ... & Welbers, K. (2022). Osd2f: An open-source data donation framework. *Computational Communication Research*, 4(2), 372–387.

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This research is funded by SFI MediaFutures partners and the Research Council of Norway (grant number 309339).