



20th October 2022

To: UKRN Institutional Leads (ILs)

Subject: Communication brief for UKRN Survey on Open and Transparent Research Practices

Dear IL,

You receive this brief as your institution will be taking part in UKRN's Survey on Open and Transparent Research Practices (OTRP).

We kindly ask you to read the brief carefully as it contains some information regarding how to communicate the survey and how to sample participants so we can implement a standardised strategy across institutions.

We appreciate your time and support, should you have any questions or need further information please do not hesitate to contact Lukas Hughes-Noehrer, who is responsible for the survey implementation, via lukas.noehrer@manchester.ac.uk

Key dates:

- **Promotion of survey:** ILs starting promotion at their institution w/c 24th of October (OA week); please find some suggestions to promote the survey in the appendix
- **Survey launch date:** institution-dependant, but not earlier than the 14th of November and not later than the 9th of January.
- **Data collection:** Survey to be open for two weeks (14 days); all data collection ends on 22nd of January.

Please do inform the survey team of go live date via lukas.noehrer@manchester.ac.uk, so we can monitor the survey responses accordingly.

Sampling:

We aim to draw a representational sample of research active staff across institutions. This ranges from PGRs to professorial grades and should include ALL subjects/departments at your university.

To sample appropriately, please follow your institution's organisational chart to establish the overall population. Whilst we appreciate that a rigorous power analysis would be tedious and time-intensive, we still kindly ask you to target a suitable sample of researchers including all career stages and departments and address those sampled directly **by name**.

We therefore provide you with a sample text in the appendix.

We appreciate that representational sampling will not always be possible, and we have therefore included a non-exhaustive list that might help to target specific departments/groups at your institutions (please see Appendix).

If you use this sampling method, we will then apply posthoc measures and continuous analysis to ensure that the sample is representational and we might contact you with an update approx. 5-7 days after your survey launch asking you to target undersampled groups specifically.

Data analysis:

Institutions receive their dataset including a report after analysis; UKRN will publish aggregates of all institutions.

Ethics:

The survey is hosted by Qualtrics and the University of Manchester is the lead institution. The survey will have been reviewed by the University of Manchester Ethics Panel and launched after approval.

All ILs are named collaborators on the application and the data management plan (DMP).

Data collection is anonymised, however, the survey does collect protected characteristics (gender and ethnic group). Questions about protected characteristics can be removed upon request for your institution, should this need specific ethical review, which might take you past the survey's opening window of the 22nd of January.

Depending on your institution's ethics panel, it might be sufficient to be a named collaborator on Manchester's application, please do check this locally.

Many thanks and all very best,

The UKRN OTRP Survey Team

APPENDIX

Ad) Promotion:

Newsletter/website/listserv announcement (depending on date of dissemination, you might want to use the Open Access Week - w/c 24th October - to further promote the survey):

UKRN to launch survey on Open and Transparent Research Practices

Our institution will be taking part in the first round of the United Kingdom Reproducibility Network's (UKRN) OTRP survey. The survey is aimed at all research active staff across all disciplines - from PhD candidates to professorial grades – and investigates the level and perception of Open Research practices at our institution. Results will be used to provide insight into the practices that are used and recognised as well as rewarded across our organisation and the whole network.

The survey will launch on xx/xx/202x and I kindly ask everyone, those interested and already practising open research, but also those who are opposed to it or do not find such practices useful to take part. It is important to collect as many voices as possible as OR will become ever more integrated in academic life, especially now that a lot of funding bodies require evidence of such practices from the earliest stages on. UKRN and I much appreciate your valuable input.

Ad) Sampling:

Sample text:

Dear/Hi <name>,

I kindly invite you to take part at the United Kingdom Reproducibility Network's (UKRN) Survey on Open and Transparent Research Practices.

You were specifically chosen because of your particular research field and career stage.

I am aware that you might have received a lot of survey invitations, especially over the last two years, leading to a general survey fatigue. However, the data gathered through this survey can directly help to shape future practices of open and transparent research at our university, a topic of great importance on an institutional and national level, with funding bodies now requiring the implementation of open research practices as early as the proposal stage.

It is important that we hear from those who do not see a benefit in open research practices and those who do. We would therefore like to hear your personal opinion and appreciate your insight.

Participation is anonymous and as a token of appreciation you have the chance to enter a prize draw to win a £50 Amazon voucher at the end of the survey (participation in the prize draw is not anonymised, but your details will be stored separately to the survey data and cannot be linked to your answers).

The survey addresses ALL research subjects and career stages, ranging from PGRs to professorial grades. It aims to establish an overview of the level and perception of Open and Transparent Research Practices at these institutions.

Our university will use the results of this survey to target training here as part of a national programme, and will also use the survey results to inform improvements to the ways in which we recognise and reward open research practices.

Many thanks and kind regards,

<name of IL>

This list is in order of priority group, and priority channel. It is not exhaustive.

All Staff

- All staff bulletin/newsletter
- Staff internal webpages (news, landing page)
- Digital screens
- Posters/hard copy in social spaces (e.g., staff rooms)

Faculty/Departmental/Prof Services

- Bulletin/newsletter (e.g., School of X, Staff Development, Research Services)
- Faculty/departmental meetings (all staff/ new staff meetings)
- Internal webpages (news, landing pages)
- Posters/hard copy in social spaces (e.g., staff rooms, kitchens)
- Mass/target emails using predefined email groups (e.g., 'all research staff in X dept')

PGR

- Bulletin/newsletter
- PGR internal webpages (news, landing page)
- Posters/hard copy in social spaces (e.g., PGR lounge, staff rooms, postgrad accommodation)
- Mass/target emails using predefined email groups (e.g., 'all PGRs in yr. 1/2/3...')

Internal staff communities (e.g., EDI network, Post Doc Networks, large research centres)

- Bulletin/newsletter
- Meetings

Marketing of survey (non-exhaustive)

- UKRN blog article (external facing)
- HEI's Research culture lead/champion authored blog (internal facing)
- Email signatures – UKRN ILs, LNLs, Research Culture leads/champions
- Social media (Twitter, LinkedIn)

Office for Open Research (or equivalent if existing)

- Bulletin/newsletter
- Website
- Meetings

Checklist for ILs to consider

- Can you market the survey in advance e.g., blog post for Open Access Week, authored by senior staff or a research culture lead? If so – contact potential author & Marketing/Comms dept early
- Prioritise pre-existing channels (e.g., item in school newsletter vs. one-off mass email)
- Marketing & Communications departments often have staff and guidelines focused on internal communications. Contact them and ask for advice. Send copy for all-staff comms, ask if any additional channels available, and if they have list of faculty/dept comms contacts (for e.g., school newsletters)
- Professional Services – who regularly contacts and amplifies messages to researchers, including PGRs? (e.g., Research Services, Library Services, Staff Development, Doctoral Colleges)
- What internal communities do researchers belong to? Contact established staff networks (e.g., <https://www.bristol.ac.uk/inclusion/staff-networks/>) and staff reps
- Considering a mass target emailing? Make it as targeted as possible with a specific ask e.g. 'Only 10% of responses have come from PGRs so far. We want your views...' If you can't make it specific, don't send.