Plan Overview

A Data Management Plan created using DMPonline

Title: Graduation project: Redesigning Travel Norms: Strategic Design Interventions for Reducing Frequent Flying among young professionals

Creator: Yiling Han

Data Manager: Yiling Han

Project Administrator: Yiling Han

Contributor: Suzanne Hiemstra-van Mastrigt, Giulia Granato

Affiliation: Delft University of Technology

Template: TU Delft Data Management Plan template (2025)

Project abstract:

This research explores the growing contradiction between environmental awareness and frequent air travel among consumers. While the aviation industry contributes significantly to climate change, flying remains a normalized and socially desirable practice.

This behavioral paradox reflects what is often described as an "attitude-behavior gap," where people's sustainable values do not align with their actions. Social norms, cultural expectations, and identity-related factors continue to reinforce the appeal of flying as a symbol of freedom and success. As a result, many individuals experience internal tension or cognitive dissonance when making travel decisions.

The project aims to investigate how such dissonance manifests, how people rationalize their choices, and how social expectations shape travel behavior. Insights from this study will inform the design of behavioral interventions that can support more sustainable travel habits, with a particular focus on reducing the normalization of frequent flying.

ID: 176168

Start date: 13-02-2025

End date: 30-09-2025

Last modified: 24-04-2025

Copyright information:

Graduation project: Redesigning Travel Norms: Strategic Design Interventions for Reducing Frequent Flying among young professionals

0. Adminstrative questions

1. Provide the name of the data management support staff consulted during the preparation of this plan and the date of consultation. Please also mention if you consulted any other support staff.

Chair: Giulia Granato , Data Steward at the Faculty of Industrial Design Engineering, has reviewed this DMP on [4/24/2025].
Mentor: Suzzane Hiemstra-van Mastrigt, Data Steward at the Faculty of Industrial Design Engineering, has reviewed this DMP on [4/24/2025].

2. Is TU Delft the lead institution for this project?

- Yes, the only institution involved

I. Data/code description and collection or re-use

3. Provide a general description of the types of data/code you will be working with, including any re-used data/code.

Type of data/code	File format(s)	How will data/code be collected/generated? *For re-used data/code: what are the sources and terms of use?*	Purpose of processing	Storage location	Who will have access to the data/code?
Qualitative interview	mp4. files word. files	code & group key information	understand how social norms shape and internal conflict shape their decisions	private onedrive storage at TU Delft IDE faculty	Yiling Han Giulia Granato Suzanne Hiemstra-van Mastrigt
Quantitative survey	.csv files	qualtrics results downloaded in excel and spss - Online survey	test design result	private onedrive storage at TU Delft IDE faculty	Yiling Han Giulia Granato Suzanne Hiemstra-van Mastrigt
Informed consent forms	PDF	Informed consent forms signe	To obtain and document informed consent.	private onedrive storage at TU Delft IDE faculty	Yiling Han Giulia Granato Suzanne Hiemstra-van Mastrigt

II. Storage and backup during the research process

4. How much data/code storage will you require during the project lifetime?

- < 250 GB

5. Where will the data/code be stored and backed-up during the project lifetime? (Select all that apply.)

- TU Delft OneDrive

III. Data/code documentation

6. What documentation will accompany data/code? (Select all that apply.)

- Procedure – A description of data processing procedure(s) (such as laboratory setup, simulation workflows).
- Data – Methodology of data collection

IV. Legal and ethical requirements, code of conducts

7. Does your research involve human subjects or third-party datasets collected from human participants?

If you are working with a human subject(s), you will need to obtain the HREC approval for your research project.

- Yes – please provide details in the additional information box below

I intend to apply for ethical approval from the Human Research Ethics Committee, but have not yet done so.

8. Will you work with personal data? (This is information about an identified or identifiable natural person, either for research or project administration purposes.)

- Yes

9. Will you work with any other types of confidential or classified data or code as listed below? (Select all that apply and provide additional details below.)

If you are not sure which option to select, ask your Faculty Data Steward for advice.

- No, I will not work with any other types of confidential or classified data/code

10. How will ownership of the data and intellectual property rights to the data be managed?

For projects involving commercially-sensitive research or research involving third parties, seek advice of your Faculty Contract Manager when answering this question

This is an internal TUD MSc thesis project.

11. Which personal data or data from human participants do you work with? (Select all that apply.)

- Other types of personal data or other data from human participants – please provide details below
- Proof of consent (such as signed consent materials which contain name and signature)
- Audio recordings
- Date of birth and/or age
- Gender

12. Please list the categories of data subjects and their geographical location.

Interview participants are residents in urban areas in the Netherlands.

13. Will you be receiving personal data from or transferring personal data to third parties (groups of individuals or organisations)?

- No

16. What are the legal grounds for personal data processing?

- Informed consent

17. Please describe the informed consent procedure you will follow below.

For QL research:
The researcher will inform the potential participants about the goals and procedures of the research project. The researcher will also inform them about the personal data that are being processed and for what purpose. This information will be provided to the potential participants as follows: [please specify, for example, if a digital copy of the information will be emailed to participants before the interview/experiment]. All participants will be asked for their consent for taking part in the study and for data processing by signing a [physical/digital] informed consent form before the start of the interview/experiment.
For QNT research:
At the start of the anonymous online survey an Opening Statement will be used to inform participants about the goals and procedures of the research project, as well as the type of information that is requested in the survey. Participants' agreement with the terms and conditions of the research are signified by clicking through to the survey.

18. Where will you store the physical/digital signed consent forms or other types of proof of consent (such as recording of verbal consent)?

The proof of consent (digital copy of signed document) will be preserved on the TU Delft Project Data Storage (U:) drive.

19. Does the processing of the personal data result in a high risk to the data subjects? (Select all that apply.)

If the processing of the personal data results in a high risk to the data subjects, it is required to perform a Data Protection Impact Assessment (DPIA). In order to determine if there is a high risk for the data subjects, please check if any of the options below that are applicable to the processing of the personal data in your research project.

If any category applies, please provide additional information in the box below. Likewise, if you collect other type of potentially sensitive data, or if you have any additional comments, include these in the box below.

If one or more options listed below apply, your project might need a DPIA. Please get in touch with the Privacy team (privacy-tud@tudelft.nl) to get advice as to whether DPIA is necessary.

- None of the above apply

23. What will happen with the personal data used in the research after the end of the research project?

- Anonymised or aggregated data will be shared with others

24. For how long will personal research data (including pseudonymised data) be stored?

- 10 years, in accordance with the TU Delft Research Data Framework Policy

25. How will your study participants be asked for their consent for data sharing?

- In the informed consent form: participants are informed that their personal data will be anonymised and that the anonymised dataset is shared publicly

V. Data sharing and long term preservation

27. Apart from personal data mentioned in question 23, will any other data be publicly shared?

Please provide a list of data/code you are going to share under 'Additional Information'.

- All other non-personal data/code produced in the project

29. How will you share research data/code, including those mentioned in question 23?
Select all that apply and provide additional details below.

- I am a Bachelor's/Master's student at TU Delft and I will share the data/code in the body and/or appendices of my thesis/report in the TU Delft Repository
- All anonymised or aggregated data, and/or all other non-personal data/code will be uploaded to 4TU.ResearchData with public access

30. How much of your data/code will be shared in a research data repository?

- < 100 GB

31. When will the data/code be shared?

- As soon as corresponding results (papers, theses, reports) are published

32. Under what licence(s) will the data/code be released?

- CC0

VI. Data management responsibilities and resources

33. If you leave TU Delft (or are unavailable), who is going to be responsible for the data/code resulting from this project?

Chair: Giulia Granato , assistant professor in design for sustainable behavioral change at the Faculty of Industrial Design Engineering, DOS
Email: g.granato@tudelft.nl
Mentor: Suzzane Hiemstra-van Mastrigt, director of the Seamless Personal Mobility Lab, at the Faculty of Industrial Design Engineering, DOS
Email: s.hiemstra-vanmastrigt@tudelft.nl

34. What resources (for example financial and time) will be dedicated to data management and ensuring that data will be FAIR (Findable, Accessible, Interoperable, Re-usable)?

Question not answered.

35. Which faculty do you belong to?

* Faculty of Industrial Design Engineering (IDE)