

# Ocean & Society Survey Administration

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## To support international uptake and use, the OSS can be administered in two ways:

**1. Facilitated Administration:** To expedite and standardize country-level, nationally representative data collection, [Focaldata](#) – a public opinion survey agency based in the UK – is leading OSS administration.

**Focaldata was chosen, based on:**

- expertise and respected reputation in market research administration
- affordability
- capacity for wide global reach, and ability to contextualize for regional needs
- high efficiency, with globally diverse panels and data collection in under a week
- ease of comparative analysis across countries through an online dashboard
- ready access and rights to collected data
- support for translation and analysis outputs

**Benefits of facilitated administration:**

- Common platform & visualization: All participating countries use a shared platform with access to dashboards and data tables for easy visualization and comparison.
- Contribution to Ocean Decade events: Invites your participation in co-analysis and/or enables your data to be included in comparative co-analysis to inform insights for ocean communications campaigns, effective public engagement practices, decision-making, and investments.
- Networking: Presents an opportunity to be a part of an established and growing international team of transdisciplinary collaborators.

See [FAQs](#) on Focaldata administration.

**2. Independent administration:** Any individual/group/organization can engage in independent administration in a particular country, region, or subset population, and/or can share the survey toward these ends, in the following ways:

A) The OSS is also available through the REDCap survey platform which stores data securely on Dalhousie University's Canadian servers. To use the OSS, administrators will be provided with a username and password for access to a survey link that has been tailored for your country, region, or subpopulation. The link can be publicly shared with your intended user groups. The resultant data will be stored on the REDCap platform, accessible for download and use through survey administrator login details.

- If you are interested in using the REDCap survey platform to collect data, we ask that you share your data with us for upload on the OSS dedicated webpage to afford a) wider comparison with globally participating countries, and b) knowledge exchange and identification of regional trends and patterns throughout the Ocean Decade and beyond. See Data Sharing section for more information.

B) You can also utilize the question set (or subset thereof) in a survey platform of choice, for particular aims. Please note that unless the use is standardized in accordance with specified terms, you may not be able to compare your survey results with the wider data sets from participating countries. If this is not an issue, and you are interested in using the OSS questions in whole or part for your own inquiry purposes, we kindly ask the following:

- To afford comparability with the wider effort, the question types, wording and answer choices must remain unchanged and consistent with the standardized question set.
- To support OSS uptake on different scales, we'd appreciate feedback on your experience, the successes and benefits, challenges you run into, what you learn from the data you collect, etc.
- To promote learning and sharing of your experience, users are invited to write a short synopsis story of your study, your research approach, why you chose the OSS, your experience of its use, and any related visuals for potential highlights in OSS-related outputs (e.g., website features, conference presentations and posters, publication case study examples).

## Citation & acknowledgement

Whether facilitated or independent administration, the following citation is for use in all outputs and deliverables (e.g., reports, visual, publications, presentations, theses, articles, website site content) to acknowledge co-design efforts of the collaborating research team: McRuer, J., Glithero, D., McKinley, E., Pagès, J., Fauville, G., Morris-Webb, E., Hart, N., Strang, C., Christofolletti, R., Hulme, S., Grainger, E., Pinheiro, B., Payne, D., Bridge, N., Lindoso, V., Machado Martins, I., Zandvliet, D., Bueno Fernandes, M., Bumbeer, J., & Shellock, R. (2025). Co-designing the Ocean & Society Survey—A Global Tool for Understanding People-Ocean Connections and Mobilizing Ocean Action. *Ocean & Society*, 2. <https://doi.org/10.17645/oas.9809>

In cases of using datasets obtained through facilitated administration by FocalData, the following formula is to be accordingly amended with respect to lead country, and cited as:

“Ocean and Society Survey [Country]. Yyyy. [Country] data provided by [XXXXXX project funding statement]. Survey administration by FocalData. Methods from McRuer et al. 2025, associated data, and more detail accessible via Your paragraph text”

For specific dataset funding sources, please see Participating Countries.

In cases of independent administration with REDCap, please cite the publications below. REDCAP recommends the following boilerplate language:

Study data were collected and managed using REDCap electronic data capture tools hosted at Dalhousie University. REDCap (Research Electronic Data Capture) is a secure, web-based software platform designed to support data capture for research studies, providing:

- an intuitive interface for validated data capture;
- audit trails for tracking data manipulation and export procedures;
- automated export procedures for seamless data downloads to common statistical packages; and
- procedures for data integration and interoperability with external sources.

1) Harris, P.A., Taylor, R., Thielke, R., Payne, J., Gonzalez, N., Conde, J.G. (2009). Research electronic data capture (REDCap) – A metadata-driven methodology and workflow process for providing translational research informatics support. *Journal of Biomedical Information*. 42(2): 377-81.

2) Harris, P. A., Taylor, R., Minor, B. L., Elliott, V., Fernandez, M., O'Neal, L., ... & REDCap Consortium. (2019). The REDCap consortium: Building an international community of software platform partners. *Journal of Biomedical Informatics*, 95, 103208.