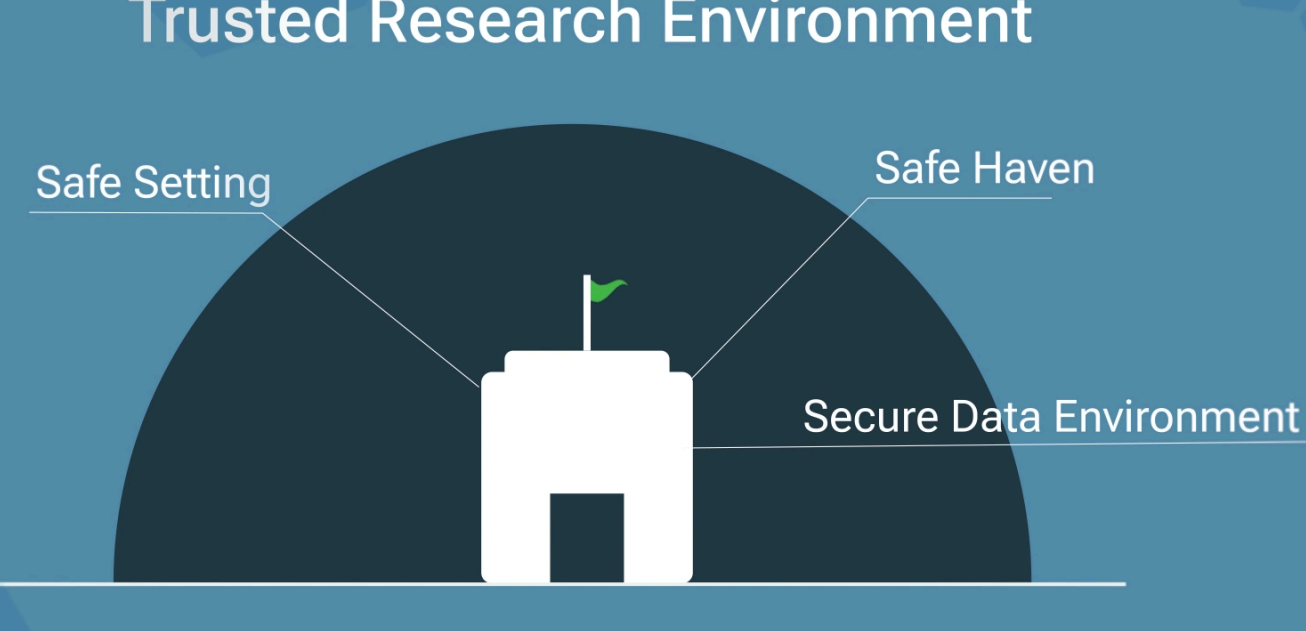


Transparency Animations:

Trusted Research Environments, data linkage, synthetic data

With funding from HDR UK, Research Data Scotland (RDS) commissioned award-winning production company Media Co-op to create three short graphic animations targeted at both researchers and members of the public. These videos introduce three topics that have generated substantial interest among RDS users. All animations are licensed under Creative Commons Non-Commercial Share Alike 4.0 to allow other organisations to share and adapt them with attribution.



How is data kept secure?

Find out how the Five Safes framework keeps data safe and secure when it's used for research.

Watch at bit.ly/how-is-data-kept-secure



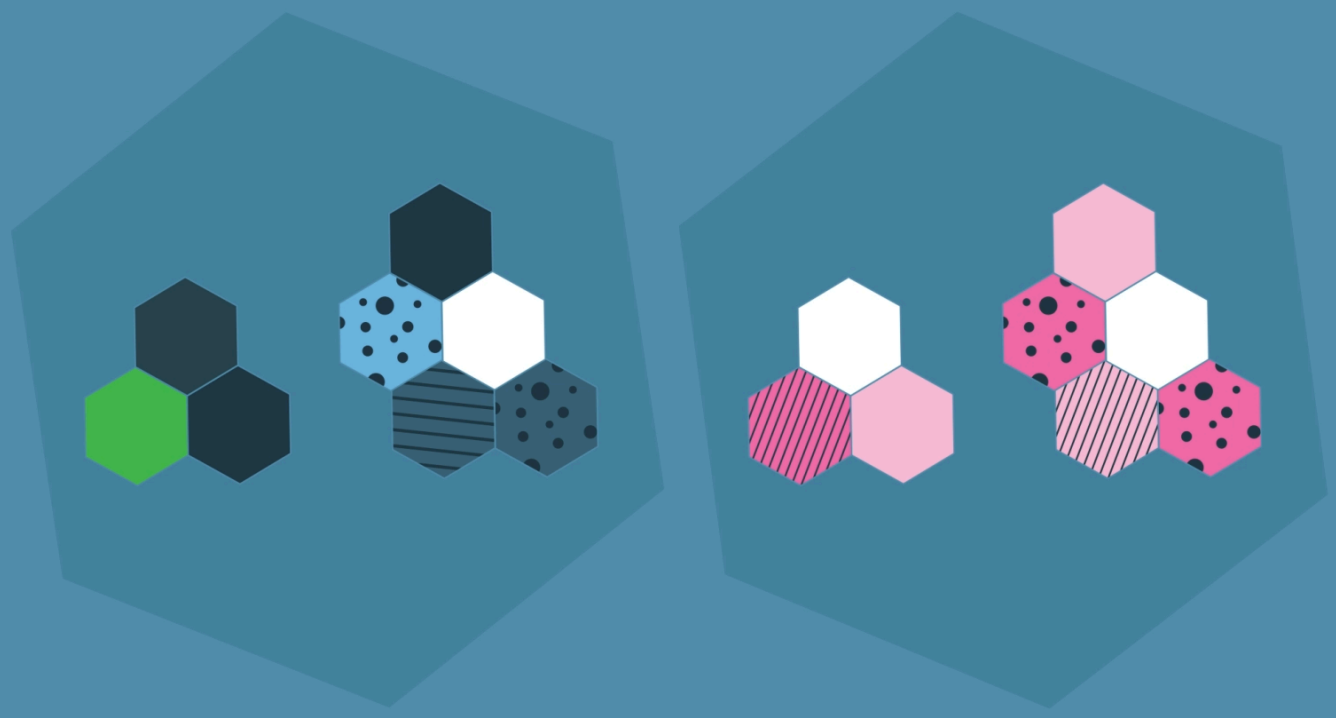


What is data linkage?

Linking data can generate valuable insights to improve public services. But how is data linked when it's held confidentially by different organisations?

Watch at bit.ly/what-is-data-linkage





What is synthetic data?

Synthetic data follows the same patterns as actual data, but contains no information about real people. Find out how synthetic data is used for research.

Watch at bit.ly/what-is-synthetic-data



Transparency Standard 2: Transparent application process and criteria

"Include clear definitions of key terms such as Trusted Research Environment (TRE), Secure Data Environment (SDE), Data Safe Haven (DSH). Consistency of language across data custodians will help facilitate better understanding by the research community and the Public." Accordingly, all three animations:

- Include clear definitions of key terms
- Build consistency of language
- Engender trust

Transparency Standard 4: Consider target audience

"Content should use appropriate language for the audience and should include content specifically developed for members of the public in readily understandable terms."

RDS consulted members of the public from our Public Panel to ensure the creative outputs:

- Use appropriate language
- Are understandable by the public

Background and aims

- Founded in 2021, RDS's brand values centre around providing clarity, encouraging simplicity and building public trust. These values closely align with the aims of the HDR UK Transparency Standards.
- We have seen growing interest in our web content around the three topics above. Our funding allowed us to build on these articles by creating visually appealing content specifically targeted at both researchers and the public in a new format.

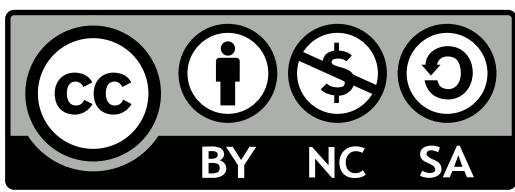
Methods

- RDS worked with creative agency Media Co-op to develop three short animations.
- Data experts were consulted throughout the project to ensure information accuracy.
- The project also incorporated two rounds of feedback from the Scotland Talks Data public panel, run jointly by RDS and the Scottish Centre for Administrative Data Research (SCADR), with the aim of ensuring appropriate and accessible language.

Results and impact

- We have delivered three high quality animations of digestible length to engage researchers and the public.
- Each video has a corresponding British Sign Language (BSL) version to aid wider accessibility.
- We anticipate that these videos will ensure the public can glean a clearer understanding of these complex concepts.

Benefits



- Complex topics are explained in layperson terms to aid comprehension.
- All videos are published with accessibility in mind. We have strived to use accessible language to aid a common understanding of the topics.
- By applying a Creative Commons Share Alike license, we intend for all partner organisations across the UK to be able to reuse or share these videos with their respective audiences. The more organisations share these videos, the more we build a common understanding of these complex topics.

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Research Data Scotland

About

Research Data Scotland (RDS) is a not-for-profit charitable organisation created and funded by the Scottish Government, and a partnership between leading universities and public bodies. The organisation is working to provide a single point of contact for safe and effective access to secure datasets in Scotland.