

Deliverable 9.7 - GALA Dissemination Report 3

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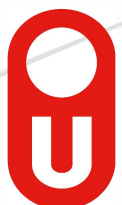
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The European Network of Excellence on Serious Games

Deliverable D09.07

GALA Dissemination Report 3

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ABSTRACT	This report summarises the activities and outcomes of WP09 during the third year of the GALA project.
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5 EXECUTIVE SUMMARY

For year 3 we have set our targets substantially higher than in previous years. This holds especially for web traffic volumes and social media presence. Nevertheless we met most of our targets. Gala website traffic went up, despite the launch of SGS websites. We raised the volume and diversity of web contents (e.g. blogs, comments, news). Likewise GALA visibility in social media networks went up. Also, we have achieved the envisioned numbers of special issues and joint conference contributions, made preparations for our own SG journal, and we prepared and organised the GALA conference. We were unlucky at entering a targeted first tier conference, but we make additional efforts for this in Year 4.

Altogether the dissemination by WP9 in co-operation with the other GALA WPs is well on schedule. Next year's priorities are:

- The transition of the GALA brand and website to the SGS brand and website
- Consolidation of the existing traffic volumes
- A joint GALA contribution to a first tier conference
- Establishing the SGS conference
- Launching the SGS journal

6 INTRODUCTION

This document describes the activities and achievements of the GALA WP09 workpackage on dissemination during year 3 of the project, which is the period from October 2012 till October 2013. Primary tasks defined in the Description of Work are:

- Joint dissemination policy and workflow (Task 9.1; Task leader: Wim Westera, OUNL)
- Website and media (Task 9.2; Task leader: Riccardo Berta (UNIGE))
- Visibility at conferences (Task 9.3; Task leader: Rob Nadolski (OUNL))
- Yearly conference (Task 9.4; Task leader; Francesco Bellotti (UNIGE))
- Involvement in Special Journal Issues (Task 9.5; Task leader: Francesco Bellotti (UNIGE))

The Description of Work does not specify formal deliverables for year 3 (except this very year 3 report).

In our evaluation of activities in year 2 report we have suggested the following priorities for year 3:

- Intensify the GALA Blogging schedule
- Intensify Social media channels
- Improve communication interfaces with WPs
- Dissemination involvement of all partners
- Key publications on website
- Provide basic slides for GaLA, SGS

In addition, the Review Panel of the GALA project made various recommendations with respect to dissemination:

- The Review Panel stressed the importance of setting up a new SG Journal in association with the Serious Games Society (SGS), as to preserve and strengthen the network beyond the date when the funding of GALA ends.
- Also the Review Panel suggested to include dissemination actions that target the general public, rather than just addressing academics and professional practitioners.
- The conference was an important accomplishment but could be more focused on SGs with better reporting of participation and impact.
- Strongly position the SGS as a valuable network to all stakeholders and explain the benefits of SGS membership.
- Develop additional usable metrics for each WP that will help explain why things happened as they did and that will help predict the likely impact of the project.

7 TASKS DESCRIBED IN THE DESCRIPTION OF WORK

Below we give a brief explanation of the WP's basic activities and achievements as covered by the description of work.

7.1 JOINT DISSEMINATION POLICY AND WORKFLOW (Task 9.1; Task leader: Wim Westera, OUNL)

This task covers the overall arrangement of the WP's work, WP sessions, presenting and discussing the WP in GALA's General Assembly, this yearly report, participations at EMB level and participation in the project's review.

7.2 WEBSITE AND MEDIA (Task 9.2; Task leader: Riccardo Berta, UNIGE)

We have shifted our focus from the GALA website to the SGS web site. We have now a principal entry point (figure 1), which is a page containing the SGS description and the possibility to become a member: <http://www.seriousgamesociety.org/>.

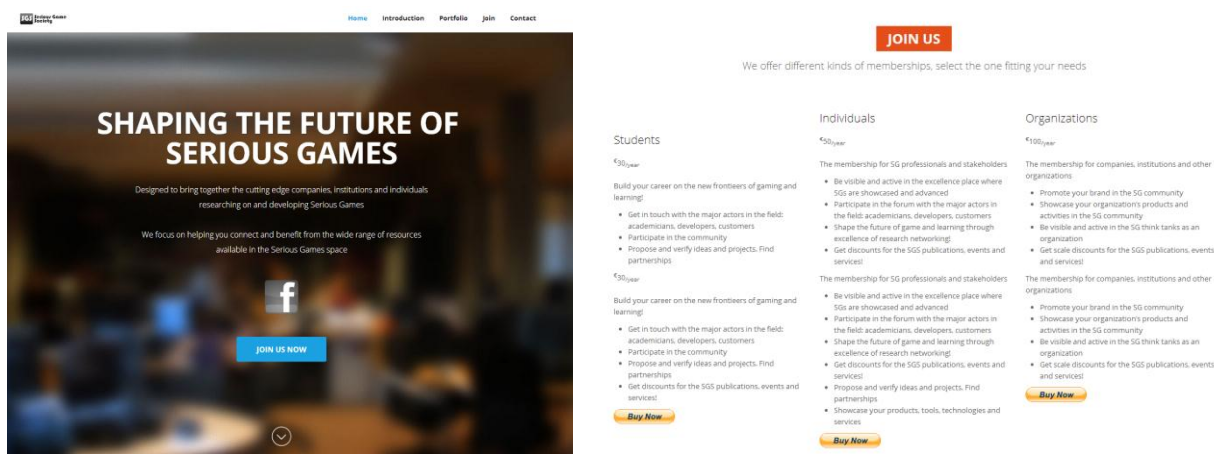


Figure 1 The SGS homepage.

On this site, we have a set of link towards all the main services/features/outputs of the GALA Project that becomes assets for the SGS, in particular (figure 2):

- The SG repository (a database of SG detailed descriptions) - <http://kes.seriousgamesociety.org>)
- The International Journal of Serious Games - <http://journal.seriousgamesociety.org>
- The Academy and Market Place (the social network supports to create a community of researchers and industries) - <http://academy.seriousgamesociety.org> and <http://marketplace.seriousgamesociety.org>
- The Games and Learning Alliance annual conference - <http://www.galaconf.org/>
- The GALA Blog – www.galanoe.eu
- The Service framework (a catalogue of web services which can be used to develop new SGs) – coming soon

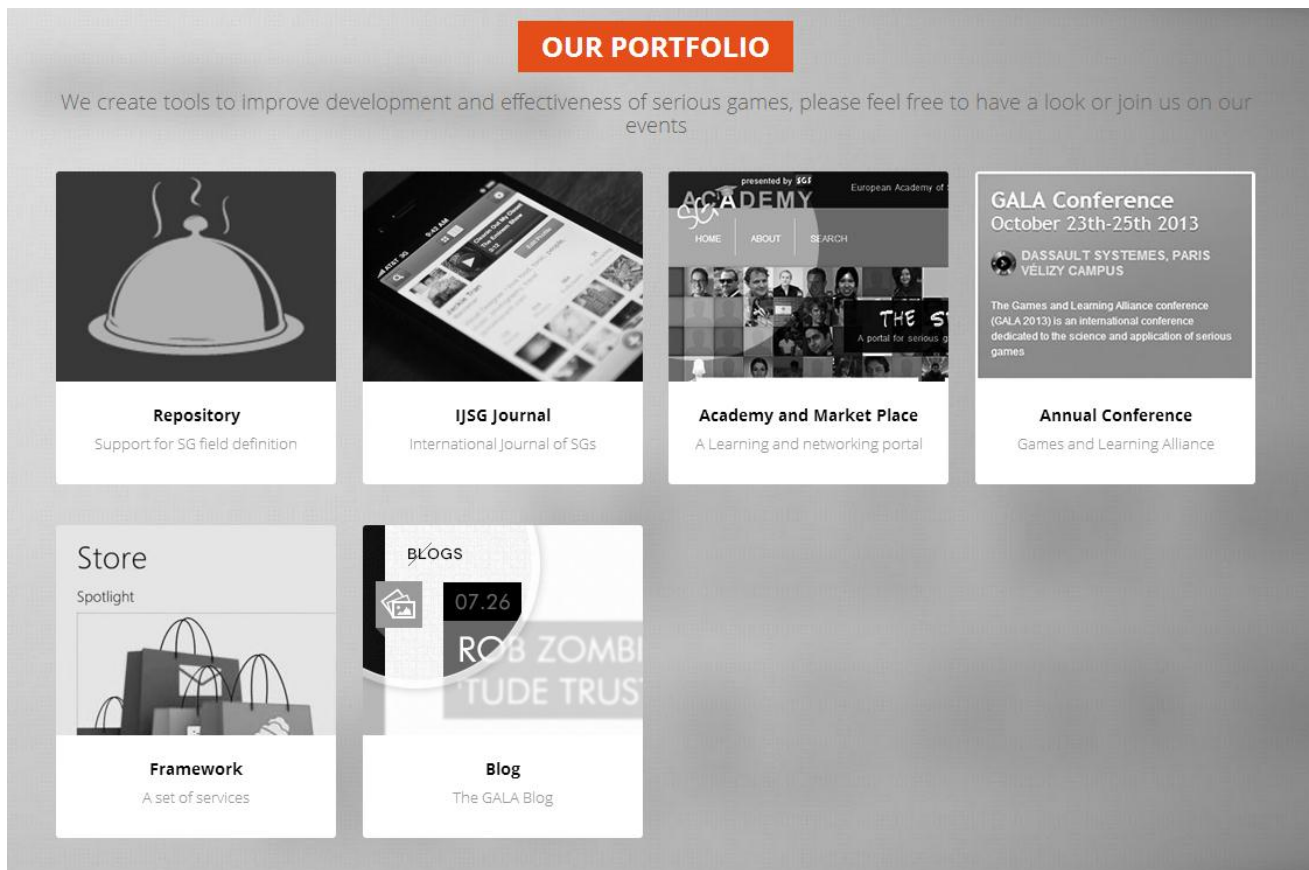


Figure 2 The SGS assets presented at the SGS website.

We are now working at improving the overall graphics style in order to create a common image and brand.

7.2.1 GALA WEBSITE TRAFFIC

The GALA website traffic in year 1, 2 and 3 is listed in table 1.

Table 1 GALA website traffic (www.galanoe.eu)

Indicator	Year 1	Year 2	Year 3
Number of visits to the website	12,170	15,000	18,274
Number of pages per visit	5.1	3.1	2.49
Average duration of visits	4 minutes 13 seconds	3 minutes 9 seconds	2 minutes 27 seconds
Unique visitors	4,505	8,364	11,705
Unique visitors from US	429	1,077	2,344

The reported data are from www.galanoe.eu. We see a steady growth of the number of unique visitors to almost 12,000. Particularly we were successful at attracting more visitors from abroad (US). The number of pages per visit and the visit durations go down a bit, which is understandable as such, when attracting a wider circle of people less involved in the project.

Traffic data of the SGS website will be provided in Year 4 of the project. The SG Academy was launched in October 2012 and ever since managed to attract up to 3646 unique visitors (until August 2013). More statistics about the SGS Academy website (e.g. monthly growth of the number of visitors, registered users, number of news items, number of calendar events) are provided in Deliverable D 4.20 Stakeholders Community Building.

7.2.2 PRESS RELEASES

Press releases were issued for the VS-Games/Gala conference in October 2012, for the launch of the International Journal of Serious Games (IJSG) and for the Genoa school living lab (september 2013).

7.2.3 OUTLOOK TASK 9.2

The main priority of Task 9.2 in Year 4 will be the transition from www.galanoe.eu to www.seriousgamesociety.org. In contrast with our intentions to fully focus on the SGS brand (cf. Deliverable 9.1) we have decided to maintain the GALA website for the time being, in order to avoid losing the visitors of the GALA site. Therefore the transition to SGS will be a gradual one, despite some duplicative efforts that go with maintaining two channels. We will directly link and guide visitors to the SGS website. Also we aim to enhance the SGS visual style and its look and feel.

7.3 VISIBILITY AT CONFERENCES

(Task 9.3; Task leader: Rob Nadolski, OUNL)

Our target of year 3 was to maintain the volume of 3-4 joint GALA contributions per year and be successful at a first tier conference.

Up to 8 joint GALA initiatives were prepared in year 3:

1. ECGBL 2012 (Cork, October 4-5): accepted and done

All GaLA partners were challenged to submit contributions to this European Conference on Game-Based Learning (chair: Thomas Connolly, University of the West of Scotland). Various papers from GaLA-partners were accepted. Simon Egenfeldt-Nielsen (Serious Games Interactive) was keynote speaker on ECGBL. Participants are mainly from the academic sector.

2. OEB 2012 (OnLine Educa Berlin) (Berlin, November 28-30): accepted and done

Workshop: Are You Serious? Evidence for Learning Using Games

Participants on this international conference on technology supported learning and training were mainly from the academic, the corporate and the public sector. The half-day workshop was attended by 40 participants (fully booked room).

3. ECTEL (September 2013): accepted and done

Tutorial: Seamless Assessment in Serious Games

Participants on this European conference on technology enhanced learning were mainly from the academic sector. The half-day tutorial was attended by 10 participants.

4. *ECGBL (October 2013): accepted*

A round table (GBL in Practice; Supporting an Effective Integration of Serious Games in Educational Contexts) and a joint paper presentation (Deploying Serious Games for Management in Higher Education: Lessons Learned and Good Practices). Participants are mainly from the academic sector.

5. *GALA conference (October 2013): accepted*

All GaLA partners were challenged to submit contributions to this European Conference on Game-Based Learning. Various papers and workshops from GaLA-partners were accepted. The conference aims at bringing together researchers, developers, practitioners and other stakeholders in the field of Serious gaming.

6. *Serious Games Expo (November 2013): accepted*

Two proposals for first tier conferences were submitted, but unfortunately not accepted:

7. *ACM CHI (May 2013) (submitted but not accepted)*

8. *ACM Multimedia (October 2013) (submitted but not accepted)*

7.3.1 OUTLOOK TASK 9.3

Our target is to maintain the volume of 3-4 joint GALA contributions per year and be successful at a first tier conference by the end of year 4. To achieve this target, we plan to prepare 7 joint GALA contributions for Year 4 (2 first tier conferences are amongst these).

1- ECTEL

2- VS Games

3- ICALT

4- GALA conference

5- IEEE Educon (first tier)

6- GameDays 2014

7- ACM CHI (first tier)

8- Serious Games Expo (November, 2013)

Possibly we will also address ECGBL (October 2014), be it that this is beyond the ending of the project.

7.4 YEARLY CONFERENCE

(Task 9.4; Task leader; Francesco Bellotti, UNIGE)

A significant goal in the GaLA vision consists in gathering, building and nurturing a community on SGs involving outstanding academics, industrial developers and users, teachers, trainers and other relevant stakeholders. To this end, we thought of organizing a conference with a specific focus on SGs, given the lack, especially at European level, of an ad-hoc dedicated conference for SGs. Presence of a specific venue was considered necessary both for visibility and for favoring community building, also involving industrial interests. In a gradual development perspective, we first decided to participate as main organizer of an existing conference. Based on the outcomes of that effort, we would decide whether to organize an own conference or not.

Thus, the University of Genoa hosted the 4th *International Conference on Games and Virtual Worlds for Serious Applications (VS-Games 2012)*. The conference was chaired by Alessandro De Gloria and Sara De Freitas. The conference took place in Villa Cambiaso, and lasted three days from Monday October 29th to Wednesday October 31st. The conference was organized in conjunction with the new born *Serious Games Society (SGS)*, that was officially presented during the conference, Tuesday October 30th afternoon. The conference received a substantial amount of submissions (56) concerning SGs. This has allowed the organizers to prepare 7 high quality sessions covering all the major phases of SG design and deployment, from the theoretical foundations to the real-world use cases. as it is shown by the titles: SGs' Theoretical Foundations, SG Design Principles, SG Design, SG Engineering, SG Assessment, SGs in Formal Education, SG Application Fields. A parallel poster session was offered as well. The conference proceedings have been published in the well established Elsevier *Procedia Computer Science Series*: <http://www.sciencedirect.com/science/journal/18770509/15>. The conference's six best papers have been selected to be enhanced and published in a dedicated special issue, that will appear on the Elsevier *Entertainment Computing Journal*.

The conference hosted 3 key-note speeches from the top levels of the world of industry and the EU. *Marco Marsella*, Deputy Head of the Unit eContent and Safer Internet of the European Commission Directorate-General for Information Society and Media, opened the conference addressing emerging trends in the EU in a speech entitled: "Serious Games and gamification of learning: taking stock of latest EU research on Technology-Enhanced Learning". *Pascale Xélot*, who is the leader for the European IBM Innovation Centers run by ISV & Developer Relations (IDR), talked on "How to use serious games to teach business process management in an Industry context". Finally, *Donald Brinkman*, who manages external programs in digital humanities, digital heritage and games for learning at Microsoft Research in the US, delivered a speech on "Structured Signs and Infinite Games: Serious Play for Lifelong Learning".

The first day of the conference was devoted to workshops and tutorials, with academic and industrial coverage, allowing participants to learn and practice about the whole SG development and deployment cycle.

As applied research should systematically confront itself with the marketplace, in parallel to the conference, a SG exhibition took place, with leading-edge companies showing their products and doing networking. Business-to-business speed-dating and conference crawling was held as well. Exhibitors were: Imaginary (Ita), IBM (Fra-USA), Ticon Blu (Ita), Microsoft (USA), Serious Games Interactive (Dk), Serious Games Institute (UK), BIBA (De), Sim Venture (UK), UNA Games (Ita), BK - Brain and Knowledge (Ita).

The following tables provide a summary of the conference participation.

Table 2 Paper submissions and evaluation of VS-Games 2012

Total number of submissions	56
Number of papers accepted as regular presentations	29
Number of papers accepted as posters	17
Number of workshops	3
Number of reviews (total)	171
Number of reviewers	109
Number of reviews per paper (average)	3.05

Table 3 Countries of VS-Games 2012 participants

Country	Europe	Asia	USA	
Italy	33			
UK	13			
France	7			
Germany	2			
Netherlands	8			
Spain	6			
Denmark	3			
Greece	2			
Portugal	7			
Bosnia	1			
Finland	3			
Luxemburg	1			
Romania	1			
Turkey		2		
Japan		1		
USA			1	
Total	87	3	1	91

7.4.1 OUTLOOK TASK 9.4

The conference is considered a significant asset of the SGS, especially paired with the new born International Journal of Serious Games (IISG). Thus, for the 2013 we decided to organize the 2nd International GaLA conference, that will be held hosted by Dassault Systèmes at their Paris Vélizy Campus on October 23rd-25th 2013 (<http://www.galaconf.org>).

7.5 INVOLVEMENT IN SPECIAL JOURNAL ISSUES (Task 9.5; Task leader: Francesco Bellotti, UNIGE)

Co-organization of the special issues:

- “User Assessment in Serious Games and Technology-Enhanced Learning”, to be published by Hindawi Advances in Human Computer Interaction (aHCI). The special issue has been published in January 2013. Six selected papers, plus the editors’ introduction have been published. Editors: F. Bellotti, B. Kapralos, K. Lee and P. Moreno-Ger. <http://www.hindawi.com/journals/ahci/si/214390/>
- “Serious Games for Cultural Heritage”, in ACM Journal of Computing and Cultural Heritage (JOCCH). The special issue has been published in May 2013. Four papers were selected. Editors: M. Mortara and F. Bellotti. <http://dl.acm.org/citation.cfm?id=2460376&picked=prox&cfid=366638349&cftoken=44536760>
- “Game based learning for 21st century transferable skills: challenges and opportunities”, to be published by Journal of Educational Technology & Society (ETS). The five selected papers in camera-ready version have been hand-out to the journal editors on October 1st 2013. Editors: F. Bellotti, R. M. Bottino, R. Nadolski, F. Balthasar-Manion.

- “Games and Learning Alliance”. Accepted for publication in Elsevier Entertainment Computing, offering a selection of the best papers from the Vs-Games 2012 conference. The second review round (six papers) is being finalized in September 2013. Editors: F. Bellotti, A. De Gloria.

7.5.1 OUTLOOK TASK 9.5

After an internal discussion and given the potential critical mass that Gala is building with own and associate partners and through the SGSociety, we decided to set up the International Journal of Serious Games.

journal.seriousgamessociety.org. The journal follows the Gold Open Access policy (free access for both authors and readers) and features a triple peer review, according to the highest academic standards. The journal is edited by Alessandro De Gloria, coordinator of GaLA, and features an editorial board with 30+ experts of excellence on SGs, both from within and outside GaLA, with a very good coverage in terms of geography and of SG research topics. The IJSG, together with the conference, is expected to be a significant long-term asset of the SGSociety.

Our plan is to have a quarterly journal, with five papers per issue (plus the editorial paper), with a goal to reach Scopus indexing within 3 years. Also ISI IF is targeted through quality publications, in a 5 year time-frame. The first call for papers has been issued in July 2013 and we expect to publish the first issue in December 2013. All the relevant and detailed information about the IJSG can be found on the website:

journal.seriousgamessociety.org

8 PRIORITIES OF YEAR 3 AS SPECIFIED IN OUR YEAR 2 REPORT

Below we will explain how we dealt with the priorities explained in our year 2 evaluation.

8.1 INTENSIFY THE GALA BLOGGING SCHEDULE

In year 2 WP9 has arranged and facilitated a process to promote regular high value contributions from all GALA partners. This has resulted in a significant increase in the number of posts, and in September 2012 it was selected as on the 20 best blogs on Game-Based Learning (position number 6) (http://www.onlinecolleges.net/2012/08/07/the-20-best-blogs-about-game-based-learning/?goback=.gde_155852_member_155524488). In year 3 WP9 core partners also used a schedule for actively commenting on blogs in order to create a more lively discussion on the website. The number of posts and comments are summarised in table 2.

Table 4 Blog posts on the GALA website

	Year 1 (October 2011)	Year 2 (September 2012)	Year 3 (September 2013)
Number of blog posts	3	32 (+29)	61 (+29)
Number of SIG blog posts	-	-	49
Number of comments	-	-	42

The Special Interest Groups from WP03 have started to feature game spotlights using the GALA blog. This has represented 49 additional posts, for a total of 110 blog posts in year 3.

8.2 INTENSIFY SOCIAL MEDIA PRESENCE

8.2.1 TWITTER ACTIVITY

During Year 2 the GALA twitter account, managed by WP09, increased its number of followers and daily publishing and engagement rates. The table below summarizes twitter activity as of September 2013¹.

Table 5 GALA's Twitter data in Year 2

Twitter	Year 2 (September 2012)	Year 3 (September 2013)
Followers	193	297

¹ Detailed statistics for Year 1 are not available, given that most non-commercial tools do not provide historical data.

Tweets	1352 (including retweets)	450 ²
Mentions	109	355

In year 3, the number of tweets was slightly reduced after having received user feedback from the excessive pace of updates. The lower number has indeed resulted in a very significant increase in the total number of mentions and retweets received, which suggests an increased impact.

8.2.2 FACEBOOK ACTIVITY

Facebook activity started at the end Year 1, and has seen a great increase of activity rates from year 2 (table 4).

Table 6 Facebook data in Year 2

Item	Year 1 (October 2011)	Year 2 (September 2012)	Year 3 (September 2013)
Likes	50	132 (+82)	216 (+84)
Page stories	53	1009 (+962)	1124 (+115)
People Talking about the page	105	427 (+322)	717 (+290)

In year 3, the amount of Likes received by the page kept growing at a steady pace. While the total number of stories showed a moderate 10% increase, the impact (people talking about the page) was more than twice as large.

41.2.3 LINKEDIN ACTIVITY

The LinkedIn group was launched later, and historic statistics are not available. As of September 2013, the group has 124 members (Source: LinkedIn Statistics). Additional data aren't readily available from LinkedIn.

8.3 IMPROVE COMMUNICATION INTERFACES WITH WPS

In our Year 2 report we have noticed some weaknesses in the interfaces between WP9 and the other WPs. Although in many cases the approach of having a contact person for each WP (see detailed description about the organisation of the work in Deliverable 9.1) worked well, we felt the need for a clear, joint focus of activities. Starting from the desire for a structured but differentiated approach to addressing different target groups across different WPs, we have organised several cross-WP sessions to align and cohere external outreach. In particular the issue of Stakeholder Community Building turned out to be an effective catalyst. Guided by WP4 a joint effort led to Deliverable D4.19, which explained the basic requirements for different stakeholder groups. In addition this contributed to successful efforts to align the functional, technical and content requirements of the websites run by GALA. For practical reasons GALA had launched various

² The service used in Year 2 to cover retweet counts became a paid service in December 2012.

separate websites, so far, e.g. the GALA site, the (Young)GALA Academy website, the GALA summerschool website , the provisional SGS website, the GALA conference website and recently the IJSG journal website, hosted and managed by different parties on different platforms. By now all websites are based on the Joomla platform (as CMS) and Elgg platform (as Social Network framework), while maintaining local administration under the control of a super user.

8.4 DISSEMINATION INVOLVEMENT OF ALL PARTNERS

Last year, the dissemination output reported by partners suggested a non-uniform distribution over partners, many of which didn't report any output at all. First, in the GALA General Assemblies we once again stressed the importance of spreading the GALA brand and the SGS brand (and the case of serious gaming) in the partners' local and international networks. Second, having talked to some of the partners, it turned out that even though they didn't report to WP9, they did (occasionally) mention GALA and help to disseminate the project and the SGS. This conforms to our assumptions that dissemination activities are under-reported. Third, using the dissemination reporting tool, which is available reporting at the GALA website, is inconvenient, time-consuming and easily perceived as unnecessary overhead. Fourth, there is a demarcation problem, what output should be attributed to GALA. On the one extreme, some parties suggest to report all the output of their department (including presentations, papers, book chapters, media presence); on the other extreme, partners would just report those outputs that would have been absent without GALA's existence. The latter is ambiguous as well. For these reasons we decided not to urge and chase partners to report their dissemination output. Other WPs are collecting their and reporting their WP-specific contributions as part of their agreed metrics. For instance WP2 has been collecting publication data of Year 3 (74 papers total: 14 cat. 1 (tier 1 journals and conferences); 20 cat. 2 (other refereed journals /book chapters); 39 cat. 3 (other refereed conferences); 5 CORE A, 2 CORE B, 9 CORE C). We restrict ourselves to those data that can be collected easily and that are unambiguously attributed to the GALA project, e.g. the number of blogs, website visitors and similar unambiguous logging data.

8.5 KEY PUBLICATIONS ON WEBSITE

A selected list of publication has been made available on the GALA website (<http://www.galanoe.eu/index.php/breaking-news/publications>) . Copyright issues don't allow us to make available downloadable copies.

8.6 PROVIDE BASIC SLIDES FOR GALA

A basic set of powerpoint slides about the GALA project has been made available on the website (login required).|

8.7 ADDITIONAL WEBSITE CONTENT

In addition to the blogs and the dynamic tweet timeline, the GALA website also offers updates about calls for papers, conference or event announcements, news messages about new research papers and industry community news. In "Calls for papers" we had 15 posts in Year 3; "News from literature" comprised 20 posts in Year 3. Also on the sub-sites of the SIGs news messages are frequently posted (to be reported by WP3). In addition , at the end of Year 3 we started a new section of news of interested for industry.

9 RESPONSES TO THIRD YEAR REVIEW

During the review of the GALA project on Januari 28th, 2013 in Luxemburg the Review Panel made some additional comments and suggestions for the dissemination approach. These will be summarized below.

9.1 SG JOURNAL

The review panel stressed the importance of setting up a new SG Journal in association with the Serious Games Society (SGS), as to preserve and strengthen the network beyond the date when the funding of GALA ends.

See section 7.5 of this report.

9.2 ADDRESSING A GENERAL AUDIENCE

The Review Panel suggested to include dissemination actions that target the general public, rather than just addressing academics and professional practitioners. Although we recognise the importance of reaching out to a general audience, we didn't cover this by targeted actions. First of all we think that the GALA project is not the right actor to address a "general audience". Addressing a wide public is essentially preserved for mass media such as Radio, TV, newspapers. Newspapers and TV shows already pay a lot of attention to gaming, and sometimes serious gaming. Having an FP7 network project would not necessarily reflect hot news. Also, on behalf of their positions, researchers, professors, developers and other professionals within GALA already publish blogs and articles for a wider audience and maintain contacts with journalists. Fourth, after thorough discussion in year 1 it was decided not to focus on a general audience, but expressly on academics and professionals (Deliverable 9.1, Chapter 12 Disseminating to whom? Stakeholder groups and their needs). Still various GALA-activities address different audiences, e.g. the work carried out under the Living Lab, as in WP8: Covuni has a periodic 2nd Wednesday event where they target different audiences from end users to policy makers. Keynote speeches at different events address different stakeholders and not only those in the SG fields. Altogether, we think that addressing a general audience deserves low priority.

9.3 GALA CONFERENCE: REPORTING AND FOCUS

The conference was an important accomplishment but could be more focused on SGs with better reporting of participation and impact.

See section 7.4 for a description and figures of the VS-Games conference 2012.

9.4 THE SGS AND ITS STAKEHOLDERS

The Review Panel argued for strongly positioning the SGS as a valuable network to all stakeholders and explain the benefits of SGS membership. The entry point web page of the SGS is positioned as the way to "shape the future of Serious Games". The key message is that the SGS was "designed to bring together the cutting edge companies, institutions and individuals researching on and developing Serious Games" and that the "focus is on helping you to connect and benefit from the wide range of resources available in the Serious Games space" (See also section 7.2).

The SGS has considered three membership categories according to a general organizational schema namely: organization, individual and student as special case of individual (cf. table 7). (See also Deliverable D4.19.)

Table 7 SGS membership distribution according to the different stakeholders' types.

SGS membership category	Stakeholders' type
Organization	Serious Games Industry representatives and Academic/Research Institutions; Industrial/Institutional Users of Games , Public Authorities
Students	Academic: Students-
Individuals	Academic: Teachers and Researchers, Developers and Policy makers (as individuals)

In the Organizations membership category, game producers will benefit from

- Promotion of the institution's brand in the SG community
- Showcase of organization's products and activities in the SG community
- Be visible and active in the SG think tanks as an organization. For companies, the two previous benefits will help to increase the company's competitive advantage
- Get scale discounts for the SGS publications, events and services
- Facilities for job recruitment (publication of job/interns offering)
- Access to information about funding opportunities
- Access to services based on the Development framework provided by GALA project.

In the case of institutions let be Academic or Industrial entities which are potential users of SG based training, their affiliation to the SGS as Organizations offer the following facilities:

- Access to institutions (including SG companies, research labs, Universities) that can understand and fill their specific training needs.
- Access to a SG showcases which include information the use and effectiveness of (developed, tested and preferably sufficiently evaluated) serious games
- Get latest information about the specific skills required in specific Application area and the potential of SG to support the achievement of such skills.
- Get informed about opportunities for implementing sessions of training based on SG in their institution.

Public Authorities will benefit from:

- Access the latest data about the development of the entire SG industry/network, i.e. economic figures
- Access to latest information to offer and promote opportunities for public-private partnership or collaboration in form of grants
- Access to the latest developments in SG to be in a good position to develop and promote the use of technical standards amongst companies and academics

The Student membership benefit from:

special subscription prices, the SGS offers to students the following benefits:

- Access to the latest (scientific) papers/reports related to the different SG areas.
- Collaboration facilities not only to share their specific interest in SG areas but also to collaborate with the rest of stakeholders in common projects.
- Access and facilities to apply for the latest scholarships/job/interns offers
- Facilities to be informed about the upcoming SG events(scientific/industry conferences, seminars, meetings) and deadlines.
- Special discounts for SGS publications, events and services.

The individual membership offers:

- Access to the information provided by institutions (including SG companies, research labs, Universities) that can be used to better understand and found solutions for specific training needs.
- Access to a SG showcases which include information the use and effectiveness of (developed, tested and preferably sufficiently evaluated) serious games
- Get latest information about the specific skills required in specific Application area and the potential of SG to support the achievement of such skills.
- Get informed about opportunities for implementing sessions of training based on SG in different institutions and the results of those sessions.

In particular, teachers and trainers can also get advice and information about SG curriculum design and certifications. Moreover, they will count on different opportunities to learn and deploy technical and pedagogical standards according to their work interests. In the case of individual researchers and developers, they also have access to the different services based on the Development framework provided by GALA project and also will have means in terms of collaboration and information facilities to take part in the development or deployment of technical and pedagogical standards related to SG.

9.5 CLEAR METRICS

A comment to all WPs was to develop additional usable metrics for each WP that will help explain why things happened as they did and that will help predict the likely impact of the project. In last year's report we defined already quite some quantitative targets and metrics. In Chapter 10 we list an overview of the metrics and use these for evaluating our achievements and establishing strong points and weak spots.

10 Metrics, targets and evaluation

Table y provides the overview of WP9 metrics.

Table 8 Dissemination targets and results of Year 3, and targets of Year 4

WP9 metrics								
	Year 1		Year 2		Year 3		Year 4	
	<i>Target</i>	<i>Result</i>	<i>Target</i>	<i>Result</i>	<i>Target</i>	<i>Result</i>	<i>Target</i>	
GALA website: number of visits	baseline	12170	increase	15000	17000	18274	10000	
GALA website: Unique visitors	baseline	4505	increase	8364	10000	11705	5000	
GALAwebsite: Unique visitors from US	baseline	429	increase	1077	1300	2344	1000	
SGS website: Unique visitors					5000	SGS unknown; SGAcademy 3846	5000	
Number of blog posts	baseline	3	30	32	45	110	100	
Twitter: Followers			baseline	193	250	297	250	
Twitter: tweets (incl. retweets)			baseline	1352	1500	450	450	
Twitter: tweet mentions			baseline	109	150	355	350	
Facebook: Likes	baseline	50	increase	132	150	216	200	
Facebook: Page stories	baseline	53	increase	1009	1400	1124	1000	
Facebook: People Talking about the page	baseline	105	increase	427	600	717	600	
Special issues			2	6 in preparation	2	2	1	
GALA conference			1	0	1	1	1	

SGS journal							1	
Joint conference contributions			3-4	4	3-4	3-4	3-4	

Overall our Year 3 targets are well met. We have achieved to attract more visitors to the GALA website, we created more web content (e.g. blogs, comments, news items), social media presence has continued to grow, we have achieved the envisioned numbers of special issues and joint conference contributions, and we setup and organised the GALA conference. Dissemination by WP9 in co-operation with the other GALA WPs is well on schedule. Next year's targets are listed in table 7 as well. Our priorities are:

- The transition of the GALA brand and website to the SGS brand and website
- Consolidation of the existing traffic volumes
- A joint GALA contribution to a first tier conference
- Establishing the SGS conference
- Launching the SGS journal