

Deliverable 9.7 - GALA Dissemination Report 4

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The European Network of Excellence on Serious Games

Deliverable D09.08

GALA Dissemination Report 4

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ABSTRACT	This report summarises the activities and outcomes of WP09 during the fourth year of the GALA project, actually for practical reasons M37-M47 (11 months).
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5 EXECUTIVE SUMMARY

We have created and executed a separate plan for the transition of GALA to the Serious Games Society for securing the conditions in the post-project phase.

For assessing the effectiveness of the dissemination efforts we have devised 5 outward- looking KPIs:

- Website impact was measured with Alexa and Google ranking. The Alexa index of both GALA and SGS outperform the reference websites. Google ranking provide less details and rates Stellarnet slightly higher. We have reached a maturity level of the network and its network, and managed to attract a higher rate of visitors (18,000) and unique visitors (12,000). Interestingly, the more visitors from outside Europe are attracted (e.g. US: 2153). Also the SG Academy and the Journal website are popular sites: 10000 visits and 5576 paper downloads, respectively. We conclude the website KPI requirement is met.



- Social web impact was expressed with Peerindex, and indicators of Kred and Klout services. The PeerIndex indicating the social web impact grew from 29 to 34 (+17%) , thus meeting the predefined KPI. The Kred and Klout indexes did not reach the 10% growth level. Activities via Twitter and Facebook show substantial growth (e.g. 485 followers: 60% growth; 4204 Facebook page stories: 300% growth; 2473 people talking about the page: +240%). Likewise: members of the linked-in group increased with 30% to 161. We conclude that the social media KPI requirement is met.



- Conference contributions impact was expressed as having involved well over 200 active participants in joint conference contributions. We managed to attract 225 participants, possibly even well over 300, because not all participants were registered. The KPI for conference contributions KPI requirement is met.



- The GALA-SGS conference KPI was expressed as having organised 3 GALA-SGS conferences consolidated in 3 high-level proceedings. We have organised 3 conferences and have managed to have high-level proceedings published for all three (Elsevier, Springer, Springer, respectively). The KPI was met.



- SGS Journal KPI was defined as having 3 quarterly issues with 5 published papers each. In only 6 months the journal website has become a popular site (e.g. 5576 paper downloads) The SGS journal KPI requirement was met.



In sum all KPI requirements were met. Also, additional targets revealing more detail were met.

6 Introduction

This document describes the activities and achievements of the GALA dissemination work package (WP09) during Year 4 of the GALA project. In order to have this final deliverable available well before the ending of the project, we have confined ourselves to the 11 months period from October 2013 till September 2014.

In our Year 3 dissemination report (deliverable 9.7) we have listed our priorities for Year 4:

- 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 GALA/SGS conference
- Launching the International Journal of Serious Games

In addition the review committee made the following suggestions for the WP9 activities:

- Strengthen the Web presence and broaden metrics to gauge external use of resources; Include KPIs that indicate external uptake and usage
-New KPI's have been devised for this.
- Develop a specific plan for transferring the brand and network produced resources and opportunities (e.g. internships) from GaLA to SGS.
-A transition plan has been devised and executed for this (See Appendix 1)
- The current Academic site should have at least one additional sub-site in order to meet the needs of other than academic communities (WP4)
-This is the "Market place" site, which has been implemented successfully.
- Web usability/navigation issues
-Some minor adjustments of the GALA website were made. Because of the prioritised brand transition from GALA to SGS we have decided to focus our efforts on the SGS web environment instead leading to a new design and more user friendly graphical interface. The usability test for the SGS are described in D8.7.
- Develop a set of priorities for Year 4, and associated KPIs so that those outside the project can use the KPIs to assess the impact of the effort. Our priorities are in the 4 main WP tasks: (Website, Conferences, Our new journal, GALA conference).

In the following chapters we will explain the activities and present associated data.

7 Transition of GALA website and brand to SGS

We have created a separate plan for this (cf. Appendix 1), while taking into account the risk of losing visitors during the transition. The transition plan comprised the following steps to be carried out as a gradual transition during the 4 month period June-October 2014:

1. Present a clear, big notification/banner on the GALA site that pushes to SGS site and brand

2. Move the blog(s) to SGS. Here we have to consider the GALA subscriptions, which don't necessarily align with SGS subscriptions.
3. Transfer the SIG descriptions, SIG blogs and SIG news
4. Migrate social media accounts (Twitter, Facebook, LinkedIn).
Here we didn't want to lose the strong (#)GALANOE and GAMESANDLEARNING brand. We have renamed the Twitter account and faded out the initial SGS account. The Facebook and Linked-In accounts were maintained for both brands, while they were manifestly cross-referenced.
5. Viral announcements
At the end of the transition, aligned with the GALA conference, the second issue of the IJSG and the website transition we have arranged a viral publicity explosion about the new brand and web sites.

8 Key Performance Indicators

In response to the review we have submitted more outward looking KPIs for WP09. These are summarised in Table 1 below.

Table 1 GALA WP09 KPIs Year 4

KPI Nr.	Key performance indicator name	key performance indicator description	Target value for impact measurement	Reference value
1	Web site impact	We will use global ranking position based on the number of visitors to GALA and SGS website measured from external indexes. The web ranking is thus considered as an indicator of overall dissemination impact.	achieve higher rankings than websites of US Serious Games Association, Stellarnet, EATEL and SEGAN	Ranking of Stellarnet, Eatel, SGA, SEGAN
2	Social web impact	We will subject our <i>social web presence indicators</i> (LinkedIn, facebook, twitter followers, mentions, posts, likes, tweets, stories, etc.) to external indexes (Klout, PeerIndex, Kred	10% increase by end of project	Februari 2014, Klout: 46/100, PeerIndex: 29, Kred: 664/1000
3	Impact of conference contributions	we pursuit continuity arranging 4 events per year and reaching out to over 200 participants per year	goal achievement 200 participants	200
4	SGS journal impact	Regularity KPI which is used as eligibility criterion for Scopus indexing	5 published papers per quarter	15
5	GALA-SGS conference impact	Having high-level proceedings for each of the three GALA conferences, e.g. Elsevier, Springer, ACM, IEEE	3 high level proceedings	3

The evaluation of these KPIs is summarised in chapter 16.

9 Blogs (Task 9.2)

Over the years the GALA blog has become a valuable and popular asset. In Year 4 we have continued our blogging schedule and intensified the posting of comments to the blogs. From June 2014 we have intensified the rate of blog publishing as to firmly establish the SGS launch.

Table 2 Number of blog posts and comments over the years

	Year 1 (October 2011)	Year 2 (September 2012)	Year 3 (September 2013)	Year 4 (August 2014)
Number of blog posts	3	32	61	82
Number of SIG blog posts	-	-	49	22
Number of comments	-	-	42	41

Taking into account that the data of Year 4 cover only 11 months, we have managed to maintain and even exceed our blog publication rate. We expect to see more activities both in September as well as in the period after Gala ends, since several of the topics GALA has been working on during the past four years will be released on Sept. 30. These will be published and advertised via our blog. Examples of products we expect to be discussed and also downloaded are the literature reviews of WP2 and 6, the roadmap, as well as the different SIG reports.

10 Website traffic (Task 9.2)

The SGS landing page has been extended for inclusion of GALA content. All contents have been transferred successfully by end of June 2014. Table 3 lists the traffic data of the GALA website traffic over the Years 1-4.

Table 3 Traffic of the GALA website

Indicator	Year 1	Year 2	Year 3	Year 4
Number of visits to the website	12,170	15,000	18,274	17,857
Number of pages per visit	5.1	3.1	2.49	2.40
Average duration of visits	4 minutes 13 seconds	3 minutes 9 seconds	2 minutes 27 seconds	1 minutes 59 seconds
Unique visitors	4,505	8,364	11,705	12,022
Unique visitors from US	429	1,077	2,344	1,794

Once again it should be noted that the data of Year 4 cover only 11 months. When converted to monthly rates the data obtained are slightly above those of Year 3. We have reached a maturity level of the network, and managed to attract more unique visitors. Another interesting thing is that the bigger number of visits comes from outside Europe (cf. table 4).

Table 4 Geographic distribution of website GALA traffic

USA	2153 visits (12.1%)
Italy	2140 visits (12.0%)
UK	1424 visits (8.0%)
France	1234 visits (6.9%)
Germany	1030 visits (5.8%)
Spain	1002 visits (5.6%)
Netherlands	953 visits (5.3%)
Turkey	520 visits (2.9%)
Portugal	504 visits (2.8%)
India	431 visits (2.4%)
Other	6484 visits (36.2%)

The transition from GALA to SGS started in June (with all tools and blog moved to SGS) and it will be fully completed by the end of September. Thereafter the GALA site will provide just a summary of the project activities and a direct link to the SGS site.

Traffic data of the SGS website will only be available from September 2014. However, we have some topical data available from the Journal website (Tables 5 and 6):

Table 5 Traffic of the International Journal of Serious Games website

Issues published	3
Papers published	15
Total submissions	23
Days to review	28
Days to publication	90
Registered users	348

Registered readers	293
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Table 6 IJSG Journal Paper impact (from Februari 2014)

Article Title	Issue	Abstract Views	Downloads
Business models for Serious Games developers - transition from a product centric to a service centric approach.	Vol 1, No 1	2450	639
Guidelines for an effective design of serious games	Vol 1, No 1	1374	1134
Serious Games for education and training	Vol 1, No 1	922	1424
Gamification and Smart, Competence-Centered Feedback: Promising Experiences in the Classroom	Vol 1, No 1	782	454
Individual and collaborative Performance and Level of Certainty in MetaVals	Vol 1, No 1	514	407
Serious Gaming Analytics: What Students' Log Files Tell Us about Gaming and Learning	Vol 1, No 2	638	433
Measuring Effectiveness in Digital Game-Based Learning: A Methodological Review.	Vol 1, No 2	556	399
Evaluating the usefulness of Eye Tracking in Game-based Learning	Vol 1, No 2	332	204
An Agent Based approach to design Serious Game	Vol 1, No 2	316	245
Collaborative Language Learning in Immersive Virtual Worlds: Competence-based Formative Feedback and Open Learner Modeling	Vol 1, No 2	242	237
Total 2 issues, 10 papers ¹	Vol 1, 2	8126	5576

In addition, we have traffic data form the SG Academy website:

Year 3: 7337 visits, 31264 page views

Year 4 (till September): 10006 visits, 40877 page views

10.1 Evaluation of Website KPI

Table 7 displays the ranking of the GALA website and the SGS website according to Alex/Google ranking. Also the rankings of the KPI reference websites are listed.

¹ Issue 3 (Vol.1, No.3) featuring 5 papers was released September 2, 2014.

Table 7 Traffic on the GALA website and SGS website(s)

Indicator	Website ranking Alexa ²	Website ranking Google ³
www.galanoe.eu	3,779,827	5/10
www.seriousgamessociety.org	4,656,396	4/10
www.seriousgamesassociation.com	7,872,327	5/10
seriousgamesnet.eu	6,374,979	4/10
www.stellarnet.eu	4,952,220	6/10
www.teleurope.eu	No data available	5/10

The GALA website was assigned rank 3,779.827 in the Alexa Ranking and 5/10 using the PageRank algorithms. According to Alexa the GALA website performs better in comparison with the reference websites of SGA, SEGAN and Stellar. The SGS website, which is still in its launching phase, manages to reach a position in the Alexa ranking similar to the one of other EU TEL network and better than its US competitor. The PageRank data hint at the same tendency, be it slightly more ambiguous. The data substantiate that the GALA/SGS web presence has been successfully attracting a large number of visitors

11 Social media (Task 9.2)

11.1 Twitter activity

At the end of Year 3, a new Serious Games Society account (@SeriousGamesSoc) was created next to the existing GALA account (@gameandlearning). The table below summarizes twitter activity as of August 2014.

² The rank is calculated using a combination of average daily visitors to this site and page views on the site over the past 3 months. The site with the highest combination of visitors and page views is ranked #1.

³ Google PageRank is one of the methods Google uses to determine a page's relevance or importance. Important pages receive a higher PageRank and are more likely to appear at the top of the search results. Google PageRank is a measure from 0 - 10. Google Pagerank is based on backlinks. The more quality backlinks the higher Google Pagerank.

Table 8 GALA and SGS Twitter data in Year 4⁴

Twitter	GALA (@gameandlearning) Year 4	SGS (@SeriousGamesSoc) Year 4
Followers	485	256
Tweets	689	652
Mentions	337	106
ReTweets	459	165

According to the brand transition plan (see Appendix 1), both accounts have been merged to establish a single communication channel. As of June 2014, a single Twitter Account is in use. Given the broader initial audience, the original GALA account was rebranded and will be used in the future. Accordingly, table 9 summarizes the yearly progress, while in Year 4 the aggregated data of the two co/existing accounts is given.

Table 9 Aggregated Twitter data⁵

Twitter	Year 2 (September 2012)	Year 3 (September 2013)	Year 4 (August 2014) (GALA and SGS)
Followers	193	297	485 ⁶
Tweets	1352 (including retweets)	450 ⁷	1341
Mentions	109	355	443
Retweets	N/A	N/A	624

The impact has increased steadily, with each year showing significant growth. The merger of both accounts helped concentrate the audience, as demonstrated by the increase in mentions and the high number of mentions and retweets in Year 4. From this point, social media dissemination in Twitter will continue under the Serious Games Society brand.

⁴ Sources: SumAll.com and Twitonomy.com

⁵ Detailed statistics for Year 1 are not available, given that most non-commercial tools do not provide historical data.

⁶ SGS followers have not been included since the activity in the SGS account has ceased and continues under the original GALA account.

⁷ The service used in Year 2 to cover retweet counts became a paid service in December 2012.

11.2 Facebook activity

Facebook activity started at the end Year 1, and has seen a significant increase of activity rates ever since. Similarly to the Twitter account, in year 4 both GALA and the SGS were represented by separate pages, with the impact outlined in table 10.

Table 10 GALA and SGS Facebook data in Year 4

	GALA Year 4	SGS Year 4
Likes	311	284
Page stories	1921	2283
People Talking about the page	1038	1435

According to the brand transition plan (see Appendix 1), the effort is now focused on the Serious Game Society brand, while the GALA page ceased its activity in May 2014. Table 11 summarizes the statistics during the project's lifetime, aggregating in Year 4 data from both the GALA and the SGS Facebook pages.

Table 11 Aggregated Facebook data

Item	Year 1 (October 2011)	Year 2 (September 2012)	Year 3 (September 2013)	Year 4 (August 2014)
Likes	50	132	216	595
Page stories	53	1009	1124	4204
People Talking About This ⁸	105	427	717	2473

The trend in Facebook impact has steadily increased year by year, with a very important growth in year 4. We have paid special attention to empowering the new SGS Facebook page in order to turn it into a well-trusted news stream for Serious Games Society members (or prospective members).

11.3 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) and displayed steady growth. In August 2014, the group had 161 members. Additional data are not available from LinkedIn.

⁸ People Talking About This is the number of unique users who have created a "story" about a page in a seven-day period (cf. <http://www.insidefacebook.com/2012/01/10/people-talking-about-this-defined/>)

11.4 Social web KPI

Our social web presence indicators (LinkedIn, facebook, twitter followers, mentions, posts, likes, tweets, stories, etc.) as expressed by external indexes (Kred, Klout, PeerIndex) was assumed to display a 10% increase by the end of the project. The PeerIndex increased from 29 by February to 34 by the end of August. PeerIndex is a measure of each user's global influence over Twitter as a whole. Peerindex scores range from 0 - 100. According to the interpretation: our index has reached the level of active user (peerindex > 30). The Kred index grew from 664/1000 to 687/1000; the Klout index remained unchanged (46). Although these three indicators are somewhat incoherent, the PeerIndex reveals a unambiguous, firm growth of 17%, which is far more than our target. As based on PeerIndex, we conclude that social web KPI was met.

12 Visibility at conferences (Task 9.3)

Our target of year 4 was to maintain the volume of 3-4 joint GALA contributions per year and be successful at a first tier conference. We have prepared the following 9 proposals, 8 of which were accepted and realised:

- ECGBL 2013 (paper presentation & round table) (100 participants)
 - Baalsrud Hauge, J., Bellotti, F., Nadolski, R. J., Kickmeier-Rust, M., Berta, R., & Carvalho, M. B. (2013). Deploying Serious Games for Management in Higher Education: lessons learned and good practices. In C. Vaz de Carvalho, & P. Escudeiro (Eds.), Proceedings of the 7th European Conference on Games-Based Learning (pp. 225-234). Porto, October 3-4, Portugal: Academic Conferences and Publishing International Limited. The paper was selected for also being published in EAI transaction (vol. 2. 2014)
- ECGBL 2013 (round table) (number of participants not recorded)
 - Baalsrud Hauge, J., Bellotti, F., Nadolski, R. J., Kickmeier-Rust, M., Munkvold, R., Fernández Manjón, B., & Hainey, T. (2013, 3 October). GBL in practice: supporting an effective integration of serious games in educational contexts. Round Table at ECGBL 2013, Porto, Portugal.
- Online Educa Berlin 2013 (Discussion session) (45 participants)
 - Riedel, J., Luccini, M., Mayer, I., Brown, D., Baalsrud Hauge, J., & Hansen, P. (2013, 5 December). Can serious games make employees creative-a debate. Discussion session at Online Educa Berlin, Berlin, Germany.
- IEEE-EDUCON (special session) (first tier conference) (20 participants)
 - Baalsrud Hauge, J., Bellotti, F., Fernández Manjon, B., & Nadolski, R. J., (2014). Learning Analytics and Assessment in Serious Games. Special Track at the IEEE-Educon Conference, Istanbul, Turkey (3-5 April). ISBN of proceedings 978-1-4799-3190-3.
- IEEE-ICE 2014 (workshop) (first tier conference) (number of participants not recorded)
 - Duin, H.; Baalsrud Hauge, J.; Gorltdt, C.; Thoben, K.-D., "Work process oriented competence development for the port of the future," Engineering, Technology and Innovation (ICE), 2014 International ICE Conference on, vol., no., pp.1,8, 23-25 June 2014 doi: 10.1109/ICE.2014.6871623
- ICALT 2014 (paper, *best paper award*) (80 participants)
 - Baalsrud-Hauge, J., Fernández Manjón , B., Berta, R., Fiucci, G., Padrón-Nápoles, C.L., Nadolski, R., and Westera, W. (2014). Implication of learning analytics for serious game

design. In D.G. Sampson, & J. M. Spector (Eds.), Proceedings of the 14th International Conference on Advanced Learning Technologies. Athens, July 7-9, Greece ICAIT, Athens, July 2014.

- SGDA 2014 (paper presentation) (number of participants not recorded)
 - Riedel, JCKH; Feng, Y; Azadegan, A; Romero, M; Usart, M. & Baalsrud Hauge, J. (2014) Measuring the Commercial Outcomes of Serious Games in Companies - A Review, In: Ma, M; Oliveira, MF; & Baalsrud Hauge, J. (Eds) 5th International Conference on Serious Games Development and Application, SGDA 2014, Berlin, Germany, October 9-10, 2014, Proceedings. Lecture Notes in Computer Science, LNCS 8778. Springer, Switzerland, pp176-191.
- GameDays 20, Darmstadt (workshop and paper presentation) (60 participants)
 - Lim, T.; Souchart, S.; Suttie, N.; Baalsrud Hauge, J.; Stanescu, I.A.; Ortiz, I.M.; Moreno-Ger, P.; Bellotti, F.; Carvalho, M.B.; Earp, J.; Ott, M.; Arnab, S.; Berta, R. (2014). Narrative Serious Game Mechanics (NSGM) - Insights into the Narrative-Pedagogical Mechanism. In: Games for Training, Education, Health and Sports Lecture Notes in Computer Science Volume 8395, 2014, S. 23-34.
 - Lim, T.; Souchart, S.; Suttie, N.; Baalsrud Hauge, J.; Stanescu, I.A.; Bellotti, F.; Carvalho, M.B.; Earp, J.; Ott, M.; Arnab, S.; Brown, D. (2014). Serious Game Mechanics, Workshop on the Ludo-Pedagogical Mechanism. In: Games for Training, Education, Health and Sports Lecture Notes in Computer Science Volume 8395, 2014; Pg. 186-189.
- ACM-CHI-2014 (workshop proposal): rejected

12.1 Conference contributions KPI

Our KPI was the pursuit of continuity by arranging 3-4 joint conference events per year and reaching out to over 200 participants per year. Having achieved 8 events, among which two first tier events, and having involved 305 participants in only 5 of these (for the other 3 events we did not record participants), we have amply met our target of involving 200 people in joint conference sessions. Special sessions for preparing and validating the GALA Serious Games roadmap are not included in these numbers (cf. 12.2).

12.2 Special sessions about the GALA Serious Games roadmap

In addition, in Year 4 various sessions have been prepared for discussing and validating the GALA Serious Games Roadmap. Over 500 people have been actively involved. See appendix 2.

13 Yearly conference (Task 9.4)

The GALA Year 3 conference and the GALA Year 4 conference both took place in Year 4.

13.1 The GALA Year 3 conference Paris/Dassault

This second edition of the Games and Learning Alliance (GALA) Conference was held on October 23rd-25th, 2013 at Dassault Systems, Paris Velizy Campus. The seat was chosen for selecting a big industrial actor in the field of 3D modelling and of simulations and games for training. This favored particularly collecting a number of small and medium size enterprises, typically from the nearby area, that attended the conference, also with their own stands. The first day was dedicated to workshops (five, either of academic and industrial

interest), one doctoral consortium for PhD and the exhibition, in which eight companies showed their products. The second and third day were devoted to the actual conference, with 6 sections for a total of 25 presentations. The acceptance rate was of 50%. The sections covered several areas of serious games R&D, from pedagogy to design, from technology to applications and deployment in educational/training settings. A poster presentation section was also held. Beside the regular oral presentations, the conference featured two keynote speeches: by James Stewart, of the EC-JRC IPTS, Seville, and by Donald Brinkman, of Microsoft Research, US. Two panels were also held, the first one on the future of serious games, the second one on technology transfer. The conference was attended by 60 paying subscribers.

The conference proceedings have been published by Springer in the Lecture Notes in Computer Science (LNCS) bookseries. A special issue dedicated to the conference's best papers was organized and published in the second number of the International Journal of Serious Games (IJSG). After the conference, based on the reviewers' scores and on the impact of the presentations, 5 best papers were selected and the authors were invited to submit an extended version (in particular presenting new experimental results), that was regularly peer-reviewed, according to the rules of the IJSG.

The evaluation of the conference is positive, as it confirmed the interest, both from academic and industrial actors, for creating and participating in a community focused on serious games research. While the first edition of the conference – it was held in Genoa in 2012 – was under the umbrella of the already established (and more general) VS-Games conference, the 2013 GALA Conference was independent and had a specific focus on SGs. We believe that this helped addressing more in-depth the specific challenges and advancements of the SG field and associated community building.

13.2 The GALA Year 4 conference Bucharest

The third edition of the GALA Conference was held on July 2nd-4th, 2014 in Bucharest, Romania. The seat was chosen because of the relevance of MAN in particular in the field of military training and because of our intention to promote the serious games field in the new EU-accession countries. In accordance with the model established in the previous edition, the first day was dedicated to workshops either of academic and industrial interest, while the second and third day were devoted to the actual conference, with 5 sections for a total of 20 presentations. The acceptance rate was of 67%. The sections covered several areas of serious games R&D, from pedagogy to design, from technology to applications and deployment in educational/training settings. Beside the regular oral presentations, the conference featured a keynote by Federico Fasce, of the Urustar indie game developer company. Mr. Fasce invitation and participation to the conference was also the occasion to start a dialogue between the world of the Serious Games Society and that of indie game developers, that represent a significant potential especially in terms of creativity and human resources. The conference was attended by 50 paying subscribers.

The conference proceedings will be published by Springer in the Lecture Notes in Computer Science (LNCS) bookseries. A special issue dedicated to the conference's best papers will be published by the International Journal of Serious Games (IJSG). After the conference, based on the reviewers' scores and on the impact of the presentations, 5 best papers were selected and the authors invited to submit an extended version (in particular presenting new experimental results), that will be regularly peer-reviewed, according to the rules of the IJSG.

The evaluation of the conference is substantially positive. We recorded a slight decrease in number of participants and submissions. We mostly attribute it to the lack of a proper widespread industrial and academic background in Romania, which led to a lower participation when compared to the Paris area the previous year. Moreover, the extended crisis period caused a generalized decrease in the attendance numbers in all scientific conferences, and we tried to limit this effect by keeping the participation costs as

low as possible. In any case, the conference was very useful to promote use of and research on serious games, and we expect a positive impact from the started dialogue with the indie game developers world.

13.3 Conference KPI

Our KPI was defined as having high-level proceedings for each of the three GALA conferences, e.g. Elsevier, Springer, ACM, IEEE. GALA was able to achieve the targeted KPI by obtaining publication of all the three conferences in a well acknowledged bookseries by a high level publisher. The first year the conference papers were published by Elsevier in the Procedia series, thereafter by Springer in Lecture Notes in Computer Science (LNCS).

14 Involvement in special journal issues (Task 9.5)

From Year 4 we have repositioned this task toward establishing our own journal, the International Journal of Serious Games. As a result of preparations made in Year 3 though, we have achieved the following two special issues in Year 4:

- A special issue of the Journal of Educational Technology & Society (ETS) covered “Game based learning for 21st century transferable skills: challenges and opportunities” (Volume 17, Issue 1, 2014). It was edited by F. Bellotti, R. M. Bottino, R. Nadolski, and B. Fernández-Manjón.
- A special issue of the Elsevier Entertainment Computing featuring the selected best papers of the 1st edition of the GALA Conference/VS-Games, held in Genoa in October 2012. It is already published online⁹ and will be issued in paper format in December 2014. It was edited by F. Bellotti, R. Berta and A. De Gloria.

14.1 The International Journal of Serious Games

In year 4 all organizational and technical arrangements have been made to start releasing the first issues of the new journal. Our intention is to establish a quarterly journal presenting 5 high-quality papers per issue (plus an editorial). So far we have released three issues: January 2014, May 2014 and September 2014. Issue four is anticipated for October 2014.

The journal is indexed in J-Gate, Google Scholar and DBLP. We are in contact and working with other indexing organizations, and we are confident to further extend the index set. The journal has its own ISSN.

According to the statistics, in the month of September we have around 30 sessions (24 users) per day, mostly from Italy, US, UK and the Netherlands. The most visited pages are the home and the current issue. The most downloaded paper has 1492, the second one 1184, then 673 (the number of visualized abstracts is slightly higher, on average)¹⁰.

⁹ This is the address of the editorial, that describes the special issue and is available in the “recent article” section together with all the other accepted papers. <http://www.sciencedirect.com/science/article/pii/S1875952114000196>

¹⁰ These data have been collected on sept. 8th 2014, which is different from the date of table 6.

The journal website has managed to attract a large audience in a very short period of time (6-7 months). The number of abstract views and paper downloads are considerable (cf. table 6).

14.2 The SGS journal KPI

For the journal we have defined regularity KPI (5 published papers per quarter), which is used as eligibility criterion for Scopus indexing. This is also what we are achieving by now, with good quality, triple blinded reviews. We have met our Year 4 target KPI.






15 Sustainability

We have been preparing the requirements and conditions that would allow the Serious Games Society to continue and extend the reach-out toward various target groups. A main effort has been the development of the SGS website, the transfer of the GALA assets to the SGS site and the transition of social media outlets to SGS accounts. Now that this transition has been successfully completed, without losing the audiences of the GALA accounts, the Serious Games Society is in an excellent position to further extend the communities of serious gaming stakeholders. The GALA heritage, which is now fully available for the SGS, includes an extensive technical infrastructure of various websites and their hosting, a set of tools and services (e.g. information, news, blogs, software assets, web analytics), and vivid communities based on Twitter, Facebook and LinkedIn. Beside this there is a dedicated person appointed by SGS, who will continue the operational management of the society beyond the end of the EU funding and there is the commitment of several GALA partners and new SGS members to provide and review contents and to maintain the infrastructure. This is essential for growing the SGS to full stature. Also the International Journal of Serious Games and the GALA conference, that are precious scientific and technological research support tools, have been adopted by the Serious Games Society.

16 Summary of KPIs, targets and evaluation

Table 12 provides the evaluation of KPIs as defined in table 1.

Table 12 Dissemination KPI: targets and results

KPI Nr.	Key performance indicator name	key performance indicator description	Target value for impact measurement	Reference value	Evaluation by August 2014			
1 	Web site impact	We will use global ranking position based on the number of visitors to GALA and SGS website measured from external indexes. The web ranking is thus considered as an indicator of overall dissemination impact.	achieve higher rankings than websites of US Serious Games Association, Stellarnet, EATEL and SEGAN	Ranking of Stellarnet, Eatel, SGA, SEGAN	<table border="1"> <tr> <td>Alexa: 1. GALA 2. SGS 3. Stellarnet 4. SEGAN 5. SGA</td> <td>Google: 1. Stellarnet 2. GALA 2. TELEUROPE 2. SGA 3. SGS 3. SEGAN</td> </tr> </table>	Alexa: 1. GALA 2. SGS 3. Stellarnet 4. SEGAN 5. SGA	Google: 1. Stellarnet 2. GALA 2. TELEUROPE 2. SGA 3. SGS 3. SEGAN	
Alexa: 1. GALA 2. SGS 3. Stellarnet 4. SEGAN 5. SGA	Google: 1. Stellarnet 2. GALA 2. TELEUROPE 2. SGA 3. SGS 3. SEGAN							
2 	Social web impact	We will subject our <i>social web presence indicators</i> (Linkedin, facebook, twitter followers, mentions, posts, likes, tweets, stories, etc.) to external indexes (Klout, PeerIndex, Kred)	10% increase by end of project	Februari 2014, Klout: 46/100, PeerIndex: 29, Kred: 664/1000	<table border="1"> <tr> <td>Klout: 46 (0%)</td> <td>Peerindex: 34 (+17%)</td> <td>Kred: 687/1000 (+3.5%)</td> </tr> </table>	Klout: 46 (0%)	Peerindex: 34 (+17%)	Kred: 687/1000 (+3.5%)
Klout: 46 (0%)	Peerindex: 34 (+17%)	Kred: 687/1000 (+3.5%)						
3 	Impact of conference contributions	We pursuit continuity arranging 4 events per year and reaching out to over 200 participants per year	goal achievement 200 participants	200	>305			
4 	SGS journal impact	Regularity KPI which is used as eligibility criterion for Scopus indexing	5 published papers per quarter	15	15 papers (3 issues) by September 2014			
5 	GALA-SGS conference impact	Having high-level proceedings for each of the three GALA conferences, e.g. Elsevier, Springer, ACM, IEEE	3 high level proceedings	3	3			

- Website impact
The Alexa index of both GALA and SGS outperform the reference websites. Google ranking provide less details and rates Stellarnet slightly higher. Overall we conclude the website impact KPI is met.
- Social web impact
The PeerIndex indicating the social web impact grew from 29 to 34 (+17%) , thus meeting the predefined KPI. The Kred and Klout indexes did not reach the 10% growth level.
- Conference contributions impact
By having involved well over 200 active participants in conference events the conference contributions KPI was met.
- GALA-SGS conference impact
For all 3 GALA conferences we have managed high-level proceedings by Elsevier and Springer, respectively.

- SGS Journal impact
We met our target 3 quarterly issues with 5 published papers each.

Table 13 summarises additional WP9 metrics, for each year.

Table 13 Detailed dissemination metrics: targets and results Year 1-4

WP09 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>	<i>Result</i> ¹¹
GALA website: number of visits	baseline	12170	increase	15000	17000	18274	10000	17857
GALA website: Unique visitors	baseline	4505	increase	8364	10000	11705	5000	12022
GALA website: Unique visitors from US	baseline	429	increase	1077	1300	2344	1000	1794
SGS website: Unique visitors					5000	unknown	5000	unknown ¹²
SG Academy website: visitors						7337	-	10006
IJSG abstract views							-	8126
IJSG downloads							-	5576
Number of blog posts	baseline	3	30	32	45	110	100	104
Twitter: Followers			baseline	193	250	297	250	485
Twitter: tweets (incl. retweets)			baseline	1352	1500	450	450	1965
Twitter: tweet			baseline	109	150	355	350	443

¹¹ By September 1st.

¹² Insignificant because of the planned transition to the SGS website during M44-M48.

mentions								
Facebook: Likes	baseline	50	increase	132	150	216	200	585
Facebook: Page stories	baseline	53	increase	1009	1400	1124	1000	4204
Facebook: People Talking about the page	baseline	105	increase	427	600	717	600	2473
Special issues			2	6 in preparation	2	2	0	2
GALA conference			1	0	1	1	1	1
SGS journal							1	1
SGS journal issues							3	3
Joint conference contributions			3-4	4	3-4	3-4	3-4	8
First tier conference contributions					1	0	1	2

From the table it can be read that all Year 4 targets are met.

APPENDIX 1

GALA brand and resources transfer plan

WP9

March, 2014

1 EXECUTIVE SUMMARY

During Year 3, the Serious Games Society (SGS) started its public activities and it is poised to be one of the main legacies of the GALA project. In its attempt to gather researchers, the SGS was born with its own websites and social media outlets (a Twitter account, a Facebook page, etc.). As Year 4 represents the transition from the network (GALA) towards the future (SGS), WP9 will perform a brand transition across the web media involved, moving from the former GALA-branded accounts towards more the more sustainable SGS-branded accounts.

This document describes the plan to perform this transition, indicating the action points to be taken in each of our existing media components.

2 INTRODUCTION

During Year 3, the Serious Games Society started its public activities and is poised to be one of the main legacies of the GALA project. Its aim is to gather researchers (both from former GALA partners and third parties) and act as dissemination channels for ongoing research activities in Serious Games across Europe. As such, it requires a strong online presence, and all the support from GALA's Work Package 9 (Dissemination).

In addition, and in accordance with the reviewers, in Year 4 one of the main outcomes of the project is the transition from the establishment of the network (GALA) to a sustainable legacy driven by the Serious Games Society.

From WP9 we will invest a portion of our effort in facilitating this transition, which requires an effort regarding the web and social media presence of both GALA and the SGS.

In particular, the web and social media dissemination efforts undertaken by GALA were (obviously) branded as part of the GALA project. As we prepare to finish the GALA project and continue under the SGS brand, a transition is required.

However, this is not a simple task, given that the GALA-branded accounts have gathered a reasonably strong support that should not be lost as GALA finishes and the SGS continues.

3 ACTION POINTS

The following subsections describe the situation, transition plan, and specific actions points for each social media outlet.

3.1 *BLOG AND WEBSITE*

3.1.1 Current situation

The GALA blog has been a successful venue for dissemination, featuring relevant posts by the members of the GALA network. The blog is featured prominently in the landing page from the website (www.galanoe.eu), and collects most of the traffic at the site.

The contents are of general interest to a broad audience, covering diverse topics related to serious games. Many of the readers of the blog come to the site not searching for information about GALA (project members, workplan, public deliverables) but searching for the posts in the blog.

The SGS website displays a static landing page and does include a blog or similar source of updates (www.seriousgamessociety.org).

3.1.2 Transition plans

The blog will be removed from the GALA Website, and copied to the SGS website. All the posts and comments will be moved, and further publication activity will take place at the SGS website.

This involves separating the activities and contents aimed at a general audience (which will reside at the SGS website) from the activities and contents directly related to GALA (e.g. deliverables) that will reside at the GALA website.

3.1.3 Action points

The following action points are proposed:

- [UNIGE] Copy all contents from the GALA Blog to the SGS Website
- [UNIGE] Provide all GALA website authors with authoring credentials on the new SGS blog
- [UNIGE] Remove the Blog from the GALA website and prompt visitors to check the new SGS website.
- [UNIGE] Provide redirection pages for all the removed posts (HTTP status code 301)
- [UCM] Provide instructions on how to publish on the new website
- [UCM] Coordinate transition with other WPs using the blog (e.g. WP3 & WP4).

3.2 Twitter

3.2.1 Current situation

The GALA Twitter account was registered by UNIGE, and is currently managed by UCM. It currently has 363 followers and has posted around 1500 tweets. Its username is @gameandlearning, and is considered a good handle for an account on serious games (even beyond the GALA project).

The SGS Twitter account was registered by UNIGE, and is currently managed by UCM. It currently has 90 followers and has posted around 350 tweets. Its username is @SeriousGamesSoc.

3.2.2 Transition plans

The accounts will be merged in one. Comparing the number of followers and the interest of the username handle, the @SeriousGamesSoc will be deleted and the @gameandlearning account will remain.

The @gameandlearning account will be rebranded as the SGS Twitter account.

Over the next two months, the former SGS account will only tweet weekly reminders that the account will close and that SGS activities will continue on the @gameandlearning account. After this period, it will cease all activity and its description will be changed to “This account is closed, please follow the Serious Games Society official Twitter account: @gameandlearning”.

3.2.3 Action points

The following action points are proposed:

- [UCM] Rebrand the @gameandlearning account with the SGS brand, colours, etc.
- [UNIGE] Unbrand the @SeriousGamesSoc account and start posting prompts for followers to move towards the other account.
- [UNIGE] Link the @gameandlearning account from the SGS website.
- [UCM+UNIGE] Continue to provide content only from the @gameandlearning account. Both partners will share management rights to maximize impact.
- [UNIGE] After two months, cease all activities on the @SeriousGamesSoc account.

3.3 Facebook

3.3.1 Current situation

The GALA Facebook page has received 260 likes, and it is being concurrently managed by different GALA partners that have posting rights in the site.

The SGS Facebook page has received 120 likes, and it is being managed by UNIGE.

Facebook allows merging similar pages.

3.3.2 Transition plans

The pages will be merged in one, using Facebooks “page merge” features if possible. This will require rebranding one of the pages to match the other before the merger can happen.

The GALA page will be rebranded as part of the SGS, and then the merger will be requested. Should the merge operation be denied by Facebook, a transition similar to the one proposed for Twitter will be followed.

The first result on Google search for “Facebook Serious Games Society” is actually the GALA Facebook page (the SGS page is ranked 3rd).

3.3.3 Action points

The following action points are proposed:

- [UCM] Rebrand the GALA page with the SGS brand, colours, etc.
- [UNIGE] Transfer ownership of the SGS page to UCM
- [UCM] Request the merger of the pages.
- [UCM+UNIGE+All] Continue dissemination activities through the merged page.

3.4 LinkedIn

3.4.1 Current situation

The GALA LinkedIn group has 143 members, with a high percent of GALA partners.

The Serious Games Society page has 100 members, with a lower percent of GALA partners.

Both groups have similar traffic statistics.

LinkedIn does not allow merging groups.

3.4.2 Transition plans

Arguable, the premise to join the GALA group was different than the premise to join the SGS group. As opposed to the previous accounts, where we propose leveraging the age and readership of the old accounts, in this case we propose to maintain both groups as separate entities.

All the activities related to Serious Games in general will be published through the SGS LinkedIn group, and GALA-specific information will continue to appear on the GALA LinkedIn group. The GALA LinkedIn group will occasionally remind its users of the importance of joining the SGS LinkedIn group.

After September 2014, the GALA LinkedIn group will cease its activity and prompt visitors to join the SGS group.

Action points

3.4.3 Action points

The following action points are proposed:

- [UCM] Maintain administration of the GALA LinkedIn group, but limit activity to GALA-related contents.

- [UNIGE] Maintain administration of the SGS LinkedIn group, focus on SGS activities and general Serious Games news.
- [UCM] Periodically remind non-GALA users that general Serious Games activities continue under the umbrella of the SGS.

3.5 Social media explosion

3.5.1 The need for advertising the brand transition

For boosting the viral dissemination of the brand transition we will arrange a social media explosion that attracts new users and redirects existing ones to the new channels. In agreement with the board of the SGS we will identify an appropriate point in time, e.g. May/June 2014, possibly linked to a suited occasion such as the GALA conference (SGS-conference?), a new edition of the IJSG, announcement of the SGS summerschool, or the publication of the GALA roadmap (SGS roadmap?) to activate all GALA participants in posting, sharing, liking and tweeting about the new brand and associated media channels

3.5.2 Action points

The following action points are proposed:

- [UNIGE] Decide upon SGS topic and suited point in time
- [OUNL] Address all GALA participants and orchestrate joint social media activity

APPENDIX 2 Validation and dissemination of the roadmap (Year 4)

Event	Full Name	Date	Place	Main target group (participants)
DCH 2013	Digital Cultural heritage 2013	Oct. 28. Nov. 2	<i>Marseille, France</i>	<p>Various stakeholders from HH, both from within and outside EU. Objective to validate the identified challenges and discuss opportunities and challenges for SG in HH</p> <p>In addition the aim was to integrate the findings and experience of based on several other European projects such as V-MUST, 3D-ICONS, Europeana</p> <p>(around 40)</p>
Gamedays Conference	International conference on Serious Games	Apr 1 st -4 th , 2014	<i>Darmstadt</i>	Industrial, developers and research (60)
eLSE Conference	eLearning and Software for Education Conference	Apr 24 th -25 th , 2014	<i>Bucharest</i>	Research, industry and policy makers. ADL Romania (80)
Games for Science		May, 1. 2014	<i>London</i>	Commissioners and developers, researchers (UCL, Wellcome Trust, Preloaded, Sony computer entertainment Europe, etc) (60)
Learning & Development conference and exhibition		30.4.2014-1.5.2014	<i>London</i>	Trainers and training managers. Policy makers, researcher, developers, users and general public (NA)
Games for Business		22.5.2014	<i>London</i>	Developers, and researchers (City University, Newcastle business school, Capgemini, Unruly etc)
ICE	International Conference on Engineering,	June 23 rd – 25 th	<i>Bergamo,</i>	Users of games, mainly from engineering, business and

	Technology and Innovation	June, 2014	<i>Italy</i>	higher education (25)
WMF	World manufacturing Forum	2.7	<i>Milano, Italy</i>	Industry and HE manufacturing (50)
GALA		July, 2-4.	<i>Bucharest Romania</i>	Industry, research and development (policy) 45-50 participants
ISAGA 2014	International Simulation and Gaming Association	July 7 th -11 th , 2014	<i>Dornbirn, Austria</i>	Researchers and developers. Organized and attended by the International Simulation and Gaming Association (90)
ICALT 2014	<i>14th International Conference on Advanced Learning Technologies</i>	July 7 th -10 th , 2014	<i>Athens, Greece</i>	More than 50 International Research and development related organizations attended this conference. Attendees to this track: 80 It is by the IEEE Technical Committee on Learning Technology.
Serious Play Conference	Creating Effective Healthcare Games, Pre-Conference Workshop	July 21 st , 2014	<i>Los Angeles, USA, University of Southern California</i>	Stakeholders health sectors (NA)
ASME IDETC/CIE	International Design and Engineering Technical Conferences & Computers and Information in Engineering Conference	Aug 17 th -20 th , 2014	<i>Buffalo, NY, USA</i>	Virtual reality-gaming systems developers, solution providers, researchers and higher education- engineering (panel, 2 sessions) (56, some doubles)
EC-TEL		17-19.9	<i>Graz, Austria</i>	Material and links will be distributed Researchers and educators (HE)