



EC Project 687916

D6.2 - Dissemination Plan

Version 1.0

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Change Log

Version	Date	Amended By	Comment
0.1	26/04/2016	Nina Simon	Setup of initial document
0.2	06/05/2016	Nina Simon	First draft (german)
0.3	05/05/2016	Nina Simon	Second draft
0.4	28/05/2016	Nina Simon	Revisions
1.0	31/05/2016	Mathieu d'Aquin	Final Review
1.0	31/05/2016	Keyur Dave	Final QA and formatting

Executive Summary

Purpose of this Document

The purpose of this deliverable is to set up a targeted communication and dissemination plan for the AFEL project. AFEL is exploring informal and collective learning processes which take place in online social environments and thereby breaking new ground.

Scope of this Document

An essential part of this document is the clear determination of communication and dissemination objectives, the identification of relevant target groups as well as the development of a target-group-oriented communication strategy.

An AFEL-customized communication matrix and an action plan for dissemination activities are the basis for reaching the AFEL audiences and implementing the strategy the right way. The deliverable furthermore gives an overview of realised as well as planned dissemination measures. This document does not only enumerate these actions, but also describes the strategies and objectives behind them. To ensure that we will reach our dissemination targets, controlling is integrated in our dissemination process. This helps us to identify risks and challenges at an early stage and to react in a forward-looking manner.

Regarding the communication plan, it is worth noting that the plan is being updated regularly. It will be readjusted accordingly, if the realization possibilities and conditions change or if it turns out that results are not satisfying.

Related Documents

Before reading this document it is recommended to be familiar with [Deliverable 6.1](#) “AFEL public online community and external communication tools”. This document reports the communication tools used to reach out to external stakeholders and communities in AFEL.

This deliverable does not include the further exploitation plan for the project. Nevertheless the dissemination plan is designed to support the exploitation of the project. An exploitation plan will be provided within the deliverable D6.5 in Month 22.

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Introduction + Dissemination Objectives

Create visibility – Engage end users to test the tools - Generate know-how - Support exploitation

The overall dissemination goal is to ensure the **visibility** of the AFEL project, the project outcomes and the AFEL experts. Furthermore, dissemination could be used to generate **feedback and know-how** about the needs of the end users (informal learners) and also of online platform providers, if needed. Dissemination activities are also designed to **support the exploitation** of the project and to help identifying potential exploitation channels.

Key Messages and outline communication plan

Based on the goals of the project, it is critical to establish the key messages that all communication activities in the project should adhere to and attempt at disseminating. In concertation with all partners of the project during our plenary session in Hanover, we agreed on the following set of key messages:

- The goal of the EU project AFEL (Analytics for Everyday Learning) is to make learning in online social environments more effective through data analytics.
- AFEL aims to make life easier for learners and educators in online social environments.
- AFEL is a project, expert network and first contact point for learning analytics.
- AFEL tools and methods are innovation boosters for online social learning platforms
- The AFEL project is funded by the EU Horizon 2020 programme and runs from 2015-2018. It will demonstrate efficient and reasonable use of EU funding.
- The AFEL project combines approaches from data analytics and psychology to better understand and support online social learning.”

Based on these beacon functions of the project communication, we derive the specific dissemination goals, while keeping in mind to build strong communication cornerstones. We therefore aim to:

- enlarge the visibility of AFEL project and the AFEL consortium in their respective areas (Europe-wide in the participating countries). This includes the presence of the project at relevant scientific and industrial events and on relevant communication channels.
- position the project partners as experts and first contact point for learning analytics.
- sustain coverage of the topic of learning analytics in online social environments.
- generate interest among end-users and take feedback their feedback onboard.
- engage end-users to give feedback about their needs.

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- exploit of gained know-how (in form of media-content, as references, commercially, etc.)

Target Groups

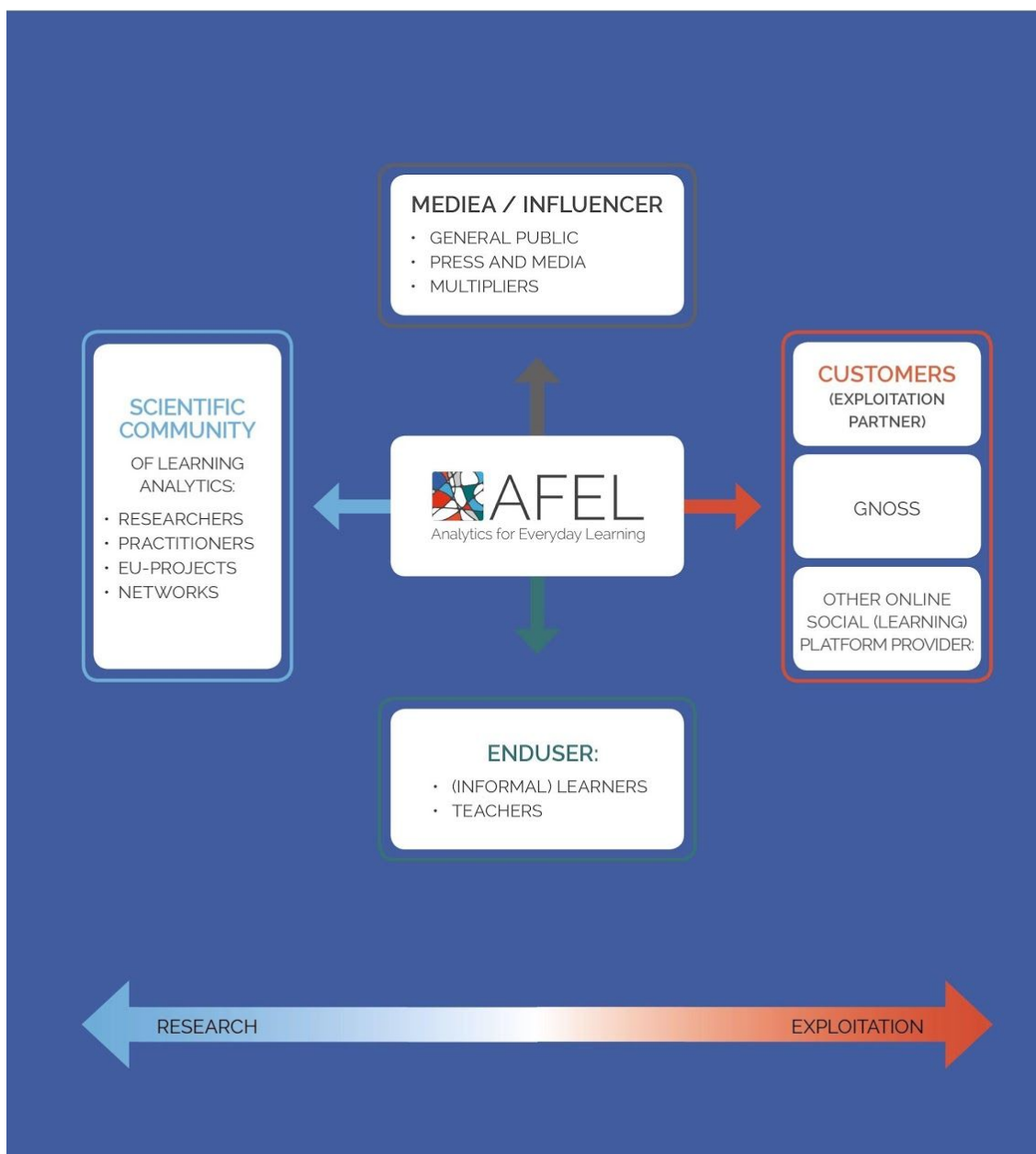


Figure 1: AFEL Target Groups.

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As defined in Deliverable D6.1, we see the audience for the AFEL project in 4 different categories:

- **Researchers and practitioners especially in learning analytics**, who will learn about the results of AFEL, new research outputs and resources generated by the project that they can reuse for their own research purposes.
- **Learners and educators**, who will learn about the tools and results of the AFEL project that they can use in their day-to-day activities related to learning and teaching.
- **Developers of online social (learning) platforms**, who will learn about the tools and research findings in the project that they can apply to better support everyday learning in their own platforms.
- **Interested parties such as the broader public, press and media**, who will learn about the vision, the goals and challenges and the possible impact of AFEL for the public. They will also learn more about the actors involved.

In addition to the audience described in Deliverable D6.1, we have at least 2 more target groups to address:

- **Funding authorities and politics**, who enable and finance the project. The efficient and reasonable use of EU funding and the relevance of AFEL for the European society has to be addressed.
- **The AFEL Consortium**, who enable and develop the project. This expert group shall become visible and accessible for interested parties. This expert group wants to learn about the end user needs.

We distinguish between strategic, exploitation- and content-related target groups:

- **Content-related target groups:** project partners and project team, learners and educators, researchers and practitioners in the field of Learning Analytics
- **Exploitation-related target groups:** developers of online platforms, industry (for learning processes in enterprises)
- **Strategic target groups:** general public, press and media, politics, multipliers

Having identified the target groups, the next section provides an analysis of the relations between the project and those target groups.

Target Group Analysis

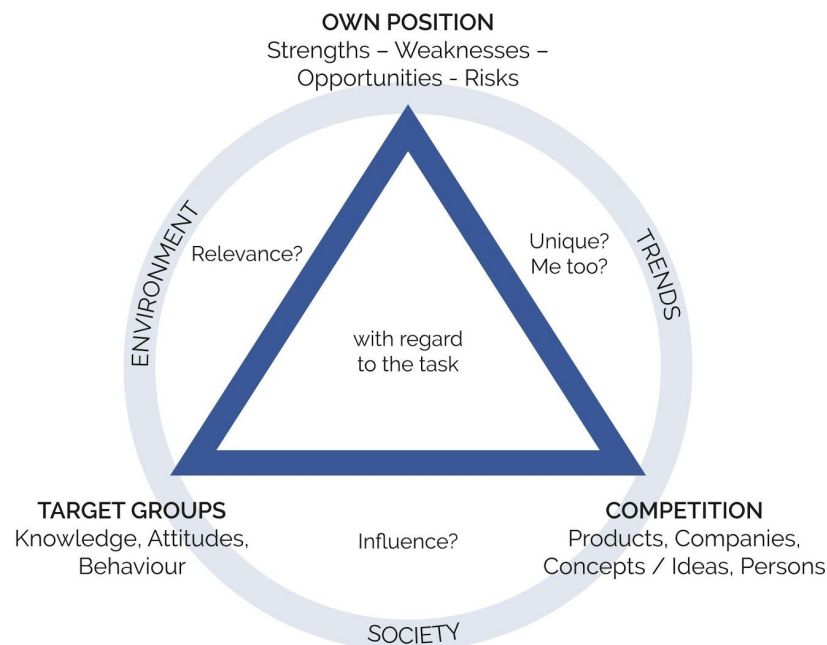


Figure 2: The three-way analysis.

Taking Figure 2 as a basis for the analysis, we extract the following observations:

- As demonstrated through their publication and engagement track records, the project partners have already been dealing with the trending topic Learning Analytics in previous years and have therefore gained a large amount of know-how.
- The co-operation between industry, academia and researchers within the project now enables an interdisciplinary collaboration, which generates further know-how and provides possibilities for practical applications and resulting monetary exploitation.
- Due to the trend of communicating in social media in today's society, the data stream remains continuous and increasingly, the potential of data for generation of knowledge is being recognized. Numerous concepts as well as concrete application possibilities are already available. More and more institutions and companies are dealing with this topic, who might benefit from the findings in AFEL especially to support their staff and customers' in their online social learning.
- On the one hand, this leads to more research output and a stronger presence and greater awareness of the topic within society. On the other hand, it also results in greater competition among providers of Learning Analytics tools and solutions. A

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survey of this competition and of the unique position of AFEL should be established as part of AFEL's exploitation plan.

- Concerning the individual target groups, these differ greatly in their amount of prior knowledge. Developers and researchers already have previous knowledge on the topic or interest in sound scientific and technical information, whereas only little awareness of the topic's relevance is present among educators and learners as well as the predominant part of industry and general public. This creates a great opportunity for to generate impact from the research results in AFEL.

Approach and Dissemination Strategy

A recurrent theme within our target groups is the practical usability of (Big) Data for Smart Learning and the related benefit for enterprises and society through all measures. Here, tangible examples are necessary to reach the target groups in their everyday environment.

Our hypothesis is therefore that if we want to get to properly practices and requirements for online social learning, we need to participate ourselves, as well as providing an appropriate offer to the end-user through various dissemination channels.

Thus, the project communication has a double function:

- On the one hand, it serves to directly achieve our (communicative) goals
- On the other hand, it is also itself an integral part of the experimental design. We communicate on the Web. We provide information on cutting-edge technology to support knowledge sharing and try to make use of the same mechanisms that have proven to be particularly effective in the analysis.

Another key aspects that needs to be tackled is that our key messages, which relate to complex technologies and practice, should be expressible in a form that our end-users can relate to. To achieve this, we introduce fictitious characters, representing certain target groups. Relying on these fictitious characters as support for our communication helps us in:

- getting insight into the respective living environments and everyday life of characters (Where do they disclose personal data? Where do they use Data applications?)
- simulating various scenarios, which result from online social learning application possibilities, intended within the project.
- creating interaction among characters themselves, to understand the interactions between our target groups.

The fictional characters will be created and introduced on the project website progressively within the next 6 months of the project, through a dedicated series of articles. In support for this activity, a set of photos illustrating typical online social learning situation have been created (using consortium members as models), and are [available from the AFEL project website](#) under an open licence ([CC-BY](#)).

As detailed in Figure 3, this highly individual approach to the target group segments is being

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embedded in a classical communication measures mix, including

- Using events and networks as multipliers: this includes the participation in international boards and committees along with thematic events and conferences as well as thematically related groups and clusters and networks. The aim is to sharpen up the positioning of the project and its offering
- The continuous expansion of the media network: this means the intensive on-going processing of the pre-media space and purposeful advertisement. The aim of the first phase of the project is to make AFEL known as first-class research project in conjunction with Big Data and Learning by launching good stories.

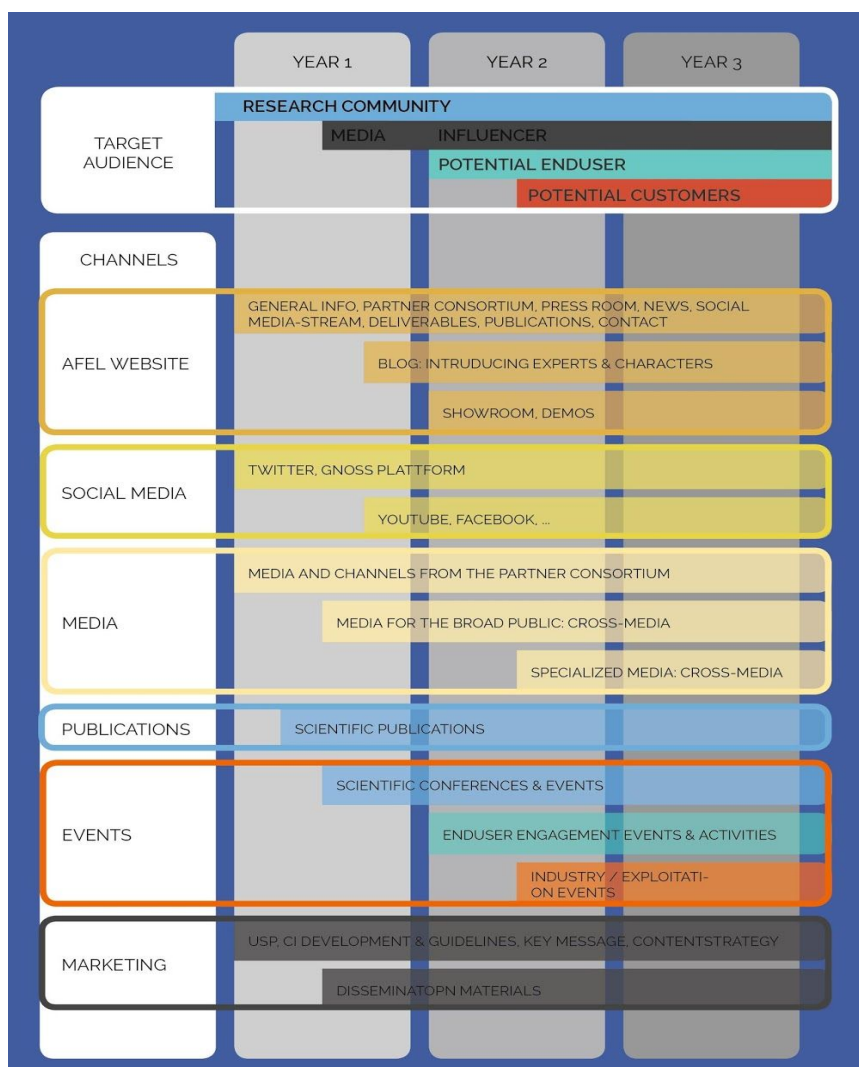


Figure 3: Communications Matrix.

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Implementation

Schedule

Communication and dissemination measures run parallel to the project's research and technical activities, that is until November 2018 or occasionally also beyond that date (for example for communication of issues that are linked to AFEL or follow-up projects). The specific dates for the individual measures result from the communication matrix.

Communication Channels

We will use a mixture of traditional and new media channels to make sure that we reach our target audience via their communication channel of choice. As the project focuses on users in online social environment online communication, this will also be the focus of the communication work.

	For internal communication	For external communication
Traditional channels	<ul style="list-style-type: none"> • Project meetings (quarterly) • Face to face (team members) 	<ul style="list-style-type: none"> • Publications – newspapers, magazines, journals • Face to face: Events, background meetings for journalists
New media channels	<ul style="list-style-type: none"> • Videoconferencing / Skype (monthly) • Email & Mailing lists • Google Drive • Website / internal area 	<ul style="list-style-type: none"> • Website • Blog(s) • Social media – Facebook, Twitter, YouTube • Mobile • Search • Videoconferencing • GNOSS community

Content

The creation of messages and content is essential for PR. We will generate key messages out of the project. We will observe trends and themes in the media to discover new topics. We create characters of learners to get to know about their needs and behaviours. We will use visuals and video to make content better understandable.

For internal communication	For external communication
<ul style="list-style-type: none"> • Organizational matters 	<ul style="list-style-type: none"> • The project and its goals

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<ul style="list-style-type: none"> • Common research activities and completion of work packages • Agreement on objectives • Dissemination Materials and content 	<ul style="list-style-type: none"> • International networking • Cooperation between industry and science • Benefits for the respective target group • Online social learning in everyday life • Personal connecting factors to online social learning • Project milestones • Project completion and results
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Editorial Plan

An editorial plan is being created that sets a schedule of postings through the various channels of external communication described in Deliverable D6.1. It integrates an event plan listing the academic and non-academic events where the project might have a presence (see Appendix A), with a regular schedule of postings on the set of topics addressed in the project.

Action Plan

The AFEL media communication follows a clear target positioning. Key messages and topics are communicated effectively through specific measures toward target groups. Action has already been taken to implement some of the measures listed below.

Measures	Planned implementation
Definition of responsibilities for the communication	done in 2015, complemented in 2016
Establishment of an (international) media distributor and mailing lists	started in 2016, permanent further development
Direct contact and relationship building with the editors through increased partnerships and background discussions.	started in 2016, permanent further development
Positioning as theme trend scout. Focus on core topics and the researchers themselves.	started in 2016, continuous further development
Systematized and cross-medial communication with Integration of pre-medial space.	2016-2018

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Development of a project-specific CI and provision of information materials (Corp. Publishing)	started in 2015, continuous further development
Set-up of the AFEL online communication tools, Development of a CMS (in the form of a WordPress site)	Mostly developed in 2015, continuous further development
Introduction of PR controlling to measure the communication performance	started in 2016, permanent further development
Identifying and launching selected AFEL topics, trends and stories, define key messages	started in 2016, continuous further development
Identification, Participation and (Co-) Organising of conferences and events (scientific, industry and public audience)	started in 2016 with eventlist, continuous further development
Application for renowned (international) science and industry awards	Tbd, possible measure in 2017-2018
Design, Development and Implementation of characters	Will start in the second half of 2016
Detailed media planning (Dissemination Plan)	done in 2016, continuous further development

Figure 5: Action Plan.

Exploitation and IPR management

Communication and dissemination activities are strongly related to exploitation. Since exploitation activities will be relying on software products and data collaboratively or individually developed/generated by multiple partners of the project, managing the Intellectual Property Rights over these assets will become critical, and the practices to achieve this needs to be established in relation especially to communication activities towards end-users of AFEL products. This aspect relates to the deliverables D7.1 on the quality assurance plan and D6.3 on Data Management within the project. While a proper exploitation plan is to be established later in the project, a set of basic principles have already been agreed by the project consortium, consistently with the consortium agreement:

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- Any background or sideground IP (software/data/others) made available by a partner to others for the benefit of the project remains the property of the original partner and can only be used by other partners for the established project purpose during the lifetime of the project.
- Any IP generated by a partner as part of their distinct activities in the project is made available to other project partners for the duration of the project, but remains the ownership of the originating partner. This in particular implies that the originating partner is free to exploit their own generated IP as they see fit, and no other partner can claim this right.
- Any IP co-generated by multiple partners is co-owned and can be exploited independently by all partners involved in its generation.
- To ensure clarity in the management of IP, an “IP Tracker” document will be created stating clearly the ownership and development status of all software and data products of the project. This document will be reviewed and updated at meetings of the PMB.
- Whenever possible, i.e. when commercial exploitation would not be hampered by such practice, we will aim for IP generated by the project to be made available under an open licence and through a common code/data sharing portal. A [github repository](#) has already been created for this purpose.
- To ensure sustainable usability of AFEL tools, the dissemination of these tools and the data they rely on will take into account dependencies with IP from different partners and organisations.

Conclusion

We combine a classical mix of measures with a very individual addressing of each target group. A key element for dissemination success remains in the participation of the whole project team. Project meetings will be used to involve the project team. Dissemination Materials and Guidelines (include [resources already available on the project website](#)) will support the Dissemination Activities in a targeted manner. Dissemination control will be implemented and used to keep the project on the right course. Regarding the communication plan, it is worth noting that the plan is being updated regularly and readjusted accordingly, if the realization possibilities and conditions change or if it turns out that these were assessed wrongly

Appendix A - Event List

Acronym	Name	Link
EC-TEL	EUROPEAN CONFERENCE ON TECHNOLOGY ENHANCED LEARNING	www.ec-tel.eu
LAK	International Learning Analytics and Knowledge (LAK) Conference	http://lak16.solaresearch.org
i-KNOW	International conference on Cognitive Computing and Data-Driven Business	http://i-know.tugraz.at
LearnTec	Internationale Fachmesse und Kongress für das Lernen mit IT	http://www.learntec.de/de/home/homepage.jsp
EDM	International Conference on Educational Data Mining	http://www.educationaldatamining.org/EDM2016/
CSCL	International Conference on Computer Supported Collaborative Learning	https://www.isls.org/cscl/2015/
ICLS	INTERNATIONAL CONFERENCE OF THE LEARNING SCIENCES	https://www.isls.org/icls/2016/
ICALT	IEEE International Conference on Advanced Learning Technologies	http://www.ask4research.info/icalt/2016/cfp
ICWL	Advances in Web-Based Learning	http://www.cityu.edu.hk/merc/icwl/icwl2015pre.htm
EuroVis	EG/VGTC Conference on Data Visualization	http://www.cs.rug.nl/jbi/eurovis2016/
EuroVA	EuroVis Workshop on Visual Analytics	http://www.eurova.org/
IEEE VIS	Visual Analytics Science & Technology (VAST), Information Visualization (InfoVis)	http://ieevis.org/
AVI	INTERNATIONAL WORKING CONFERENCE ON ADVANCED VISUAL INTERFACES	http://avi2016.di.uniba.it/
IV	International Conference on Information Visualisation	http://www.graphicslink.co.uk/IV2016/
UIST	ACM User Interface Software and Technology Symposium	http://uist.acm.org/uist2016/
IVAPP	International Conference on Information Visualization Theory and Applications	http://www.ivapp.visigrapp.org/
ACM IUI	ACM Conference on Intelligent User Interfaces	http://iui.acm.org/2016/

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CHI	ACM Conference on Human Computer Interaction	https://chi2016.acm.org/wp/
WSDM	International Conference on Web Search & Data Mining	http://www.wsdm-conference.org/2016/
ICWSM		
WWW	International World Wide Web Conference	http://www2016.ca/
ASONAM	ACM International Conference on Advances in Social Networks Analysis and Mining	http://asonam.cpsc.ucalgary.ca/2016/
CSCW	ACM Conference on Computer-Supported Cooperative Work and Social Computing	http://cscw.acm.org/2016/index.php
SocialCom	International Conference on Social Computing	http://www.scienceengineeringacademy.org/99998/
TNW	The Next Web Conference	http://thenextweb.com/conference/europe/#gref
ISWC	International Semantic Web Conference	http://iswc2016.semanticweb.org/
ESWC	Extended Semantic Web Conference	http://2016.eswc-conferences.org/
SEMANTICS	SEMANTICS	http://www.semantics.cc/
EKAW	20th International Conference on Knowledge Engineering and Knowledge Management	http://ekaw2016.cs.unibo.it/
K-CAP	International conference on Knowledge Capture	http://www.k-cap2015.org/
WebSci	International ACM Web Science Conference	http://www.websci16.org/
ICDM	IEEE International Conference on Data Mining	http://icdm2016.eurecat.org/
HCOMP	AAAI Conference on Human Computation and Crowdsourcing	http://www.humancomputation.com/2016/
UMAP	ACM Conference on User Modeling, Adaptation and Personalization	http://www.um.org/umap2016/
HT	ACM Conference on Hypertext and Social Media	http://ht.acm.org/ht2016/
SSSW	Semantic Web Summer School	http://sssw.org/2016/
BETT show	BETT show	http://www.bettshow.com/
EDF	European Data Forum	http://www.data-forum.eu/
RecSys	The ACM Conference on Recommender Systems	https://recsys.acm.org/
CIKM	Conference on Information and Knowledge Management	http://www.cikmconference.org/

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