



D7.2

Dissemination Activities Report





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The colMOOC: Integrating Conversational Agents and Learning Analytics in MOOCs

D7.2 – Dissemination Activities Report

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Abstract:	This report will present all dissemination-relevant activities during the first half of the project. Furthermore, the report will fine-tune the project's dissemination plans for the upcoming period according also to new dissemination opportunities that may have appear since the dissemination plan issue in M4.
Keywords:	

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Executive Summary

In the deliverable “**D7.2: Dissemination Activities Report**” are summarized the main dissemination activities carried out by the colMOOC Consortium during the first half of the project.

All the activities described in this Deliverable fall within the common framework of a Dissemination and Information Campaign taking place during all the life cycle of the project following the methodologies described in the Dissemination and Use Plan (DUP) previously developed and submitted as deliverable D7.1.

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List of Acronyms

Acronym	Description
AUTH	Aristotle University of Thessaloniki
CERTH	Ethniko Kentro Erevnas Kai Technologikis Anaptyxis
UVA	Universidad de Valladolid
AU	Aarhus Universitet
UOC	Fundacio per a la Universitat Oberta de Catalunya
SU	Universitat des Saarlandes
LW	Learnworlds ltd
GU	Akadimaiko Diadiktyo
TED	Telefonica Educación Digital SL
DUP	Dissemination and Use Plan
Y	Year
M	Month
URL	Uniform Resource Locator
LMU	Ludwig-Maximilians-Universität München
EPFL	École polytechnique fédérale de Lausanne
SN	Social Networks

1 Introduction

1.1 Purpose of this document

In the deliverable “**D7.2: Dissemination Activities Report**” are summarized the main dissemination activities carried out by the colMOOC Consortium during the first half of the project.

All the activities described in this Deliverable fall within the common framework of a Dissemination and Information Campaign taking place during all the life cycle of the project following the methodologies described in the Dissemination and Use Plan (DUP) previously developed and submitted as deliverable D7.1.

1.2 Document structure

The present deliverable is split into three major chapters and one Annex:

- Introduction
- Dissemination activities
- Future dissemination plans
- Annex I

1.3 Audience

This document is public.

2 Dissemination Activities

2.1 General Dissemination Activities

The General Dissemination Activities are activities carried out by each partner considering the DUP guidelines provided. TED has designed and distributed among partners a template spreadsheet file (excel file) with the objective to gather all this kind of activities, which are listed in this document.

The general categories of the dissemination activities proposed in the DUP that have been implemented during the first year of the project are the following:

Table 1: Categories of dissemination activities

Target audience	
Online	colMOOC Website
	Press Releases and Newsletter
	Exchange of links with related project/websites
	Use of partners' & stakeholders' on-line dissemination channels
	Social Networks Exploitation
Offline	Journals / Conferences
	Presentation of project in events

2.1.1 Online Channels

2.1.1.1 colMOOC website

The colMOOC website was launched in two phases, corresponding each one with the presentation of different functionalities. The first release was at M4 with general information and public areas available and the second release has been launched at M18 with improvements included.

Regarding the dissemination uses of the website, the main functionalities available are:

1. [Resources](#) section (Articles, Research, Best Practices...)

In this section each partner uploads an article related to the topic of the project. It mainly includes reports, project-relevant video tutorials, publications, presentations, studies (authored by the colMOOC consortium or by other researchers), benchmarks, recommendations, roadmaps, white papers, a compendium of best practices, highlighting 'best of' case studies identified and selected by the consortium in consultation with stakeholders.

For each of the articles, best practices, the uploader provides a title, a summary, a description and an URL.

The information is uploaded directly by each Partner through the administration accounts provided by TED.

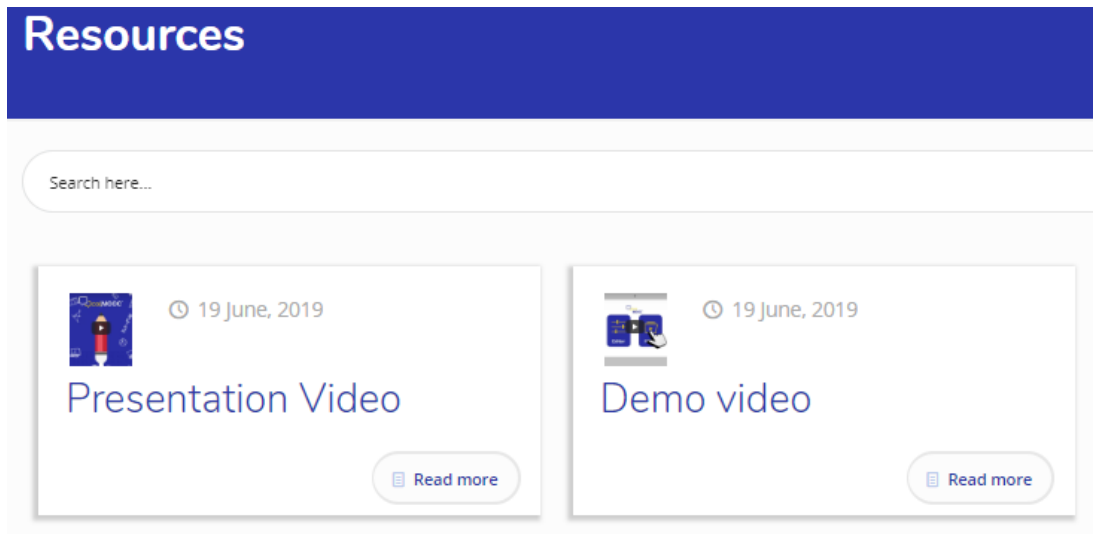


Figure 1: Resources section screen capture

2. [Results](#) section

In this section each partner uploads public deliverables. For each of the publication, the uploader provides a title, a summary, a description and an URL if possible.

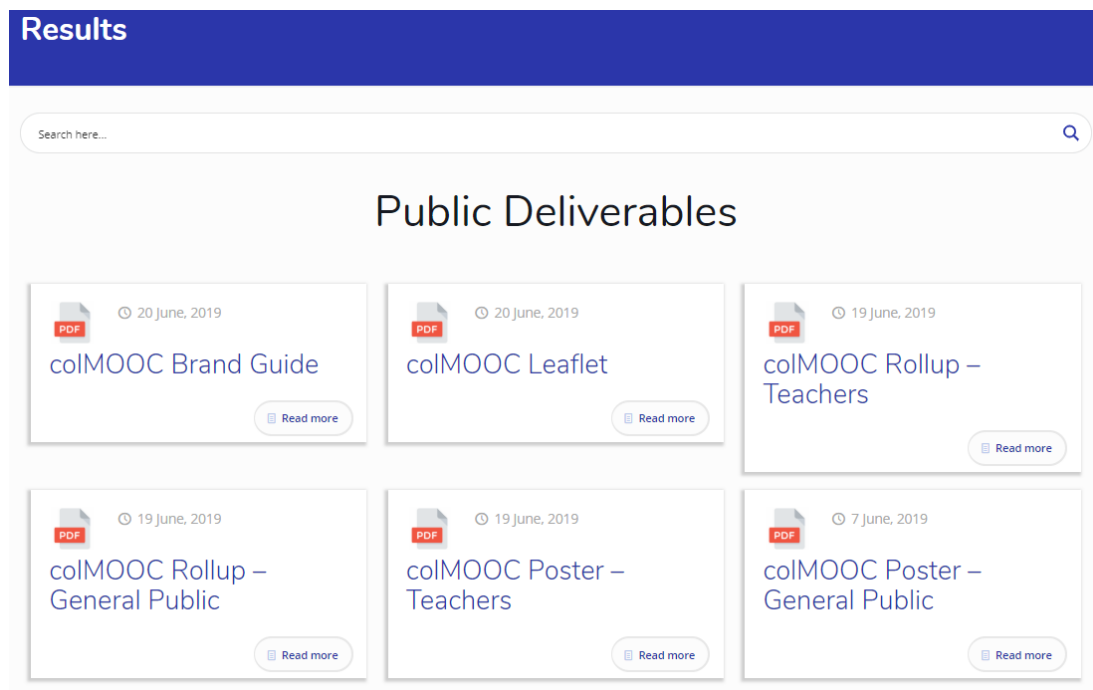


Figure 2: Results section screen capture

3. [News](#) section

With the objective of keeping fresh and interesting content for the users in the website, all the Partners should contribute uploading content within the established schedule published in the D7.1 Dissemination and Use Plan report. All the Partners will contribute to the news section with 4 posts each month.

A list of articles or research links, events which could be linked to the colMOOC project: each with its own little paragraph summary and conclusions, image and URL.

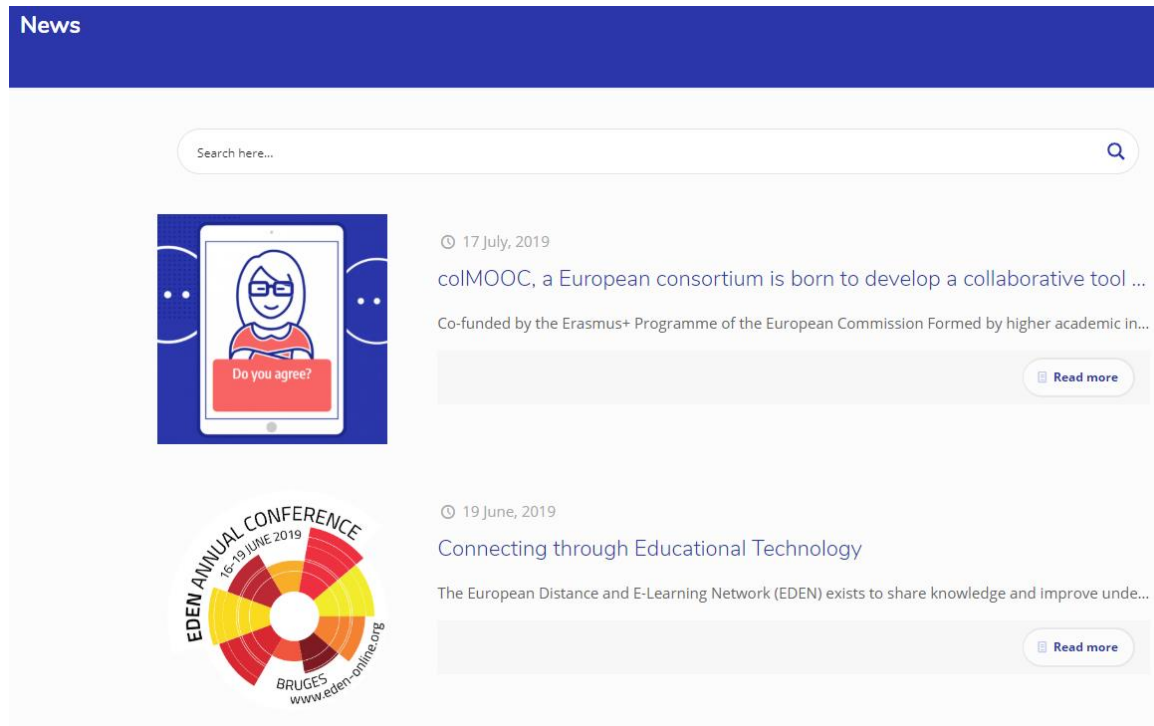


Figure 3: News section screen capture

2.1.1.2 Use of partners' websites for information

Partners have been invited to publish information about colMOOC project on their own websites, mainly a direct link to <http://www.colmooc.eu> website, the project logo, or general information. The results of this action are summarized below:

- TED: Publication of information about colMOOC Project at Miríadax's website (Logo and the link) - <https://miriadax.net/blog>
- AUTH: Publication of information about colMOOC Project at <http://switch.csd.auth.gr/colmooc>
- AU: Publication of information about colMOOC Project at: <https://tdm.au.dk/en/research/research-projects/colmooc/>
- CERTH: Publication of information about colMOOC Project at: <https://mklab.itl.gr/projects/colmooc/>
- GU: Publication of information about colMOOC Project at: <https://colmooc.gunet.gr/>
- LW: Publication of information about colMOOC Project at: <https://www.learnworlds.com/learnworlds-research-lab-colmooc-project/>

- UOC: Publication of information about colMOOC Project at the Faculty of Computer Science, Multimedia and Telecommunications' blog: <http://transfer.rdi.uoc.edu/en/node/42302>
- UVA: Publication of information about colMOOC Project at: https://www.gsic.uva.es/proyectos.php?lang=en&pId_p=46; <https://www.gsic.uva.es>
- SU: Publication of information about colMOOC Project at: <http://edutech.uni-saarland.de/projects/>

2.1.1.3 Social Networks exploitation

Social networks can be exploited from two points of view: using the colMOOC networks specially created for this activity, as referred before, or using existing partners' networks. Partners have been invited to publish information about colMOOC project by using their online communication channels to promote colMOOC initiatives. In this sense, some partners have disseminated colMOOC activities using their own networks:

- TED:
 - Twitter
 - @miriadax [>14.000 followers]
 - @telefonica_ed [>7.315 followers]
 - Facebook
 - Miriadax: <https://www.facebook.com/MiriadaX/> / [>114.000 followers]
 - LinkedIn
 - Miriadax <https://es.linkedin.com/company/mir-ada-x> [>12.300 followers]
 - Telefónica Educación Digital <https://es.linkedin.com/company/telefonica-educacion-digital> [>10.600 followers]
- AU
 - Twitter:
 - @AarhusUni
 - @TDMArts
 - Facebook
 - Aarhus University: <https://www.facebook.com/UniAarhus/>
 - AU Centre for Teaching Development and Digital Media: https://www.facebook.com/cudimAU/?ref=br_rs
- AUTH
 - Twitter:
 - @Aristoteleio [> 7.000 followers]
 - Facebook:
 - AUTH facebook page: <https://www.facebook.com/Aristoteleio>
 - Informatics Department AUTH <https://www.facebook.com/csdauthgr>
- CERTH

- Twitter:
 - @CERTHellas
- Facebook
 - <https://www.facebook.com/Multimedia-Knowledge-and-Social-Media-Analytics-Laboratory-633315540063066>
- GUNET
 - Twitter:
 - @AcademicGUNET
 - <https://twitter.com/openeclass/status/1168476438565150720>
 - Facebook:
 - <https://www.facebook.com/AcademicGUNET/>
 - <https://www.facebook.com/OpenEClass/posts/2380729385375424>
- LW
 - Twitter:
 - @learnworlds
 - Facebook
 - <https://www.facebook.com/learnWorldsCo/>
- SA
 - Twitter:
 - @EduTechUdS
 - Facebook
 - <https://www.facebook.com/EduTechMaster>
- UOC
 - Twitter:
 - @UOCuniversitat [>35,500 followers]
 - @UOCuniversidad [>32,000 followers]
 - @UOCuniversity [>3,480 followers]
 - @UOC_research [>1,800 followers]
 - @UOCosrt [>3,400 followers]
 - @UOCeimt [>3,130 followers]
 - Facebook
 - <https://www.facebook.com/UOC.universitat/> [>85,600 followers]
 - <https://ca-es.facebook.com/eimtuoc/> [>3,200 followers]
 - Instagram
 - <https://www.instagram.com/uocuniversitat/> [>12,000 followers]
- UVA
 - Twitter:
 - @UVa_es
 - @fungeuva
 - Facebook

- Universidad de Valladolid: <https://www.facebook.com/Gabinete-de-Comunicaci%C3%B3n-de-la-Universidad-de-Valladolid-187763507920209/>
- Fundación General de la Universidad de Valladolid: https://www.facebook.com/fungeuva/?hc_ref=SEARCH

Examples of these dissemination activities:

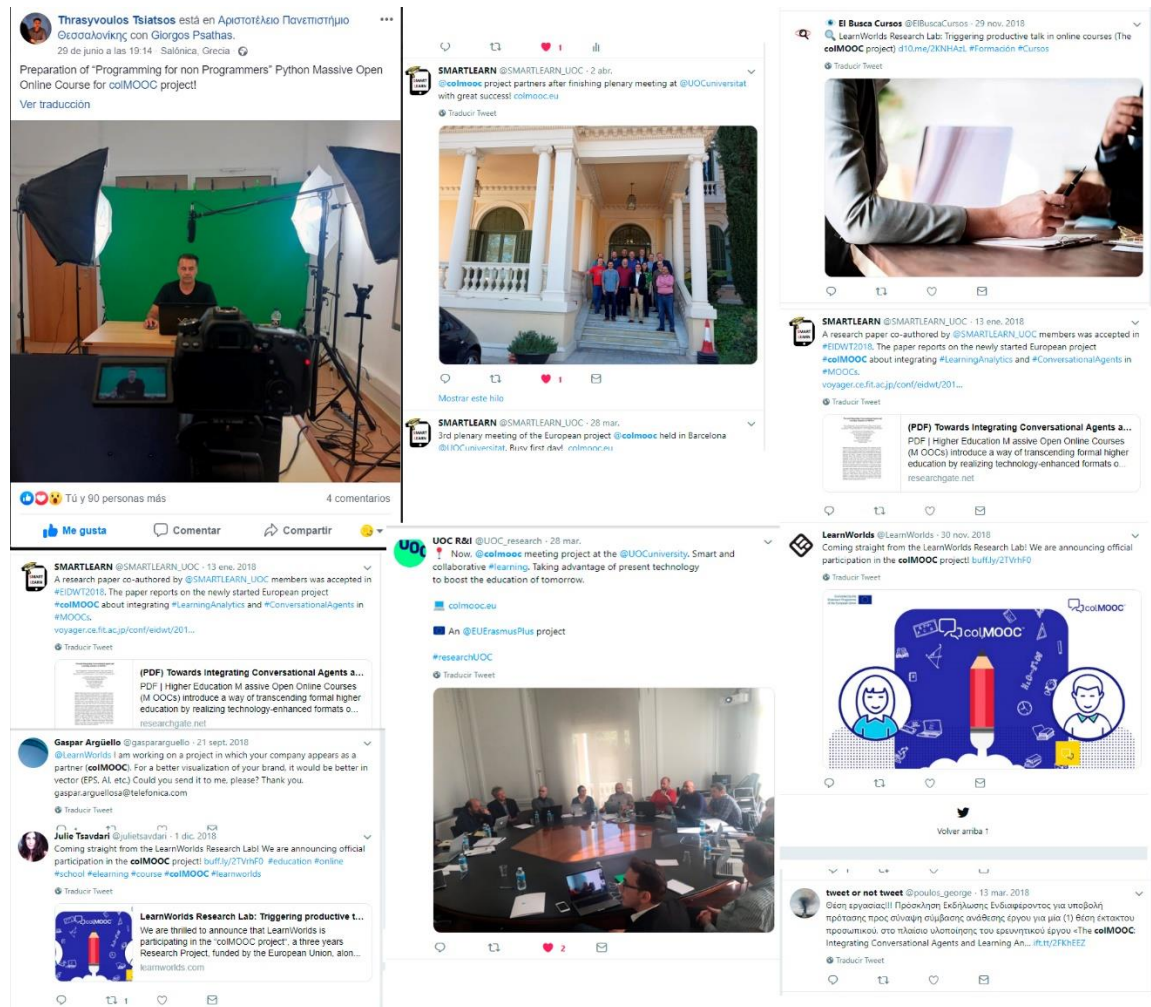


Figure 4: Social Network posts screen capture

2.1.2 Offline Channels

2.1.2.1 Presentation of project in scientific events (conferences, workshops, journals)

Partners have presented colMOOC in the following events during the first half of the project:

- AU
 - CUDIM: Spring Research Seminars (February 2, 2018, Aarhus, Denmark)
 - LMU: guest lecture (November 29, 2018, Munich, Germany)

- EPFL: guest lecture (December 3, 2018, Lausanne, Switzerland)
- International Conference: CSCL 2019: 13th International Conference on Computer Supported Collaborative Learning (June 21, 2019, Lyon, France)
- AUTH
 - Seminars organized by [eMadrid](#) (May 11, 2018, Madrid, Spain)
 - International Conference: Learning with MOOCS 2018 (September 26-28, 2018, Madrid, Spain)
 - International Conference: EMOOCS 2019: European MOOCs Stakeholders Summit (May 20-22, 2019, Naples, Italy)
- UOC
 - International Conference: 6th International Conference on Emerging Intelligent Data and Web Technologies (March 15-17, 2018, Tirana, Albania)
 - International Conference: 8th International Workshop on Adaptive Learning via Interactive, Collaborative and Emotional approaches (ALICE-2018) (September 5, 2018, Bratislava, Slovakia)
 - EduTECH Emprande (October 16, 2018, Barcelona, Spain)

2.1.2.2 Monitoring the actions

To monitor the results reached with the dissemination actions carried out by the partners of the project, each colMOOC partner keeps track of the dissemination and communication actions in the online google spreadsheet designed for that purpose (see Annex I):

DISSEMINATION ACTIVITIES									
Date	colMOOC Responsible	Partner/Venue/Channel	Title of Event/Magazine/Project	Action Description	Content details	URL	Location	Type of Audience	Conclusions
11-09-2018	AUT - Stanis Demetriades	eMadrid Seminars	Learning with MOOCS 2018	Paper Presentation / Talk: «Conversational Agents (URL)»		http://www.emadrid.es/colmoocs2018/programa.htm	Madrid, Spain	Academics, Students, Researchers	
20-09-2018	AUT - Stanis Demetriades	International Conference	Learning with MOOCS 2018	Paper Presentation / Talk: "Conversational Agents (URL)»		http://www.emadrid.es/colmoocs2018/programa.htm	Madrid, Spain	Academics, Students, Researchers	
16-10-2018	UOC - Santi Caballé	EduTECH Emprande	Una oportunitat per aprendre en el sector del Paper Presentation / Talk: "Extrapolating (URL)»			http://www.edutech.es/colmoocs2018/programa.htm	Barcelona, Spain	Companies, Academics, Students, Researchers	
05-09-2018	UOC - Santi Caballé	AUICE 2018	8th International Workshop on Adaptive Learning	Paper Presentation / Talk: "Conversational Agents (URL)»		http://www.auice.es/colmoocs2018/programa.htm	Bratislava, Slovakia	Academics, Students, Researchers	
05-09-2018	UOC - Santi Caballé	AUICE 2018	8th International Workshop on Adaptive Learning	Paper Presentation / Talk: "Conversational Agents (URL)»		http://www.auice.es/colmoocs2018/programa.htm	Bratislava, Slovakia	Academics, Students, Researchers	
19-10-2018	UOC - Santi Caballé	EDU 2018	8th International Conference on Emerging Paper Presentation / Talk: "Conversational Agents (URL)»			http://www.education.es/colmoocs2018/programa.htm	Torres, Albania	Academics, Students, Researchers	
02-02-2019	AUT - Paraske Papadopoulos	AU Seminar	CUDM: Spring Research Seminars	Presentation / Talk: "colMOOC: Integrating Conversational Agents and Learning Analytics (URL)»		http://www.colmooc.eu/colmoocs2018/programa.htm	Aarhus, Denmark	Academics, Students, Researchers	
29-11-2018	AUT - Paraske Papadopoulos	LMU Munich	Guest lecture	Presentation / Talk: "From Learning (URL)»		http://www.lmu.de/colmoocs2018/programa.htm	Munich, Germany	Academics, Students, Researchers	
03-12-2018	AUT - Paraske Papadopoulos	EPFL	Guest lecture	Presentation / Talk: "Bridging: Audience Response Systems, and Conversational Agents (URL)»		http://www.epfl.ch/colmoocs2018/programa.htm	Lausanne, Switzerland	Academics, Students, Researchers	
20-05-2019	AUT - Giorgio Pavesi	EMOOCs 2019	European MOOCs Stakeholders Summit	Paper Presentation / Talk: "The Spring (URL)»		http://www.emoocs2019.eu/colmoocs2018/programa.htm	Naples, Italy	Academics, Students, Researchers	
21-06-2019	AUT - Paraske Papadopoulos	CSCL 2019	13th International Conference on Computer Supported Collaborative Learning	Paper Presentation / Talk: "What is (URL)»		http://www.cscl2019.com/colmoocs2018/programa.htm	Lyon, France	Academics, Students, Researchers	

Figure 5: Dissemination actions control sheet

2.1.3 Main results at M18:

- More than 5 News (Articles), 6 Results documents, and 2 Research articles published in the colMOOC website
- More than 50 followers and 14 tweets & posts at colMOOC specific social networks
- Five (5) publications in international scientific conferences / edited volumes
- At least (10) colMOOC presentations at various events (scientific announcements and/or invited talks) in countries such as: Germany, Slovakia, Spain, Denmark, Albania, Switzerland, France and Italy.
- At least 35 followers and 100 reads of the [colMOOC project page at researchgate.net](#)

The final aim of **colMOOC Dissemination Activities Report** is to implement all measures defined in the DUP to promote the project itself, its progress and results.

Telefonica Educación Digital (TED) is leading this task in close coordination with the rest of the Partners always looking for the collaboration and participation of all partners, considering them as essential elements to ensure maximum impact of the dissemination actions carried out.

Supporting all those activities described within the next section, a set of ready-to-use communication material has been prepared.

In this sense, these are the communication tools that were already available at the end of **M12**:

- Brand guide
- Logo
- colMOOC website
- Poster
- Leaflet
- Roll up
- Power point presentation template
- Video presentation of the project
- Social media profile created

Moreover, these are the communication tools that were already available and are being used during the **Y2 (M13-M24)**:

- New colMOOC website. New functionalities and structure.
- colMOOC logo and colMOOC look & feel style definition
- Leaflet
- Posters
- Roll ups
- Social media profile created
- Power point presentation template
- Video presentation of the project
- CA video demo
- Newsletter templates

During **Y3 (M25-M36)**, most of the material will be reused from previous years and there is no expectation that new materials will be created and developed-

2.2 Communication Campaigns

Specific communication campaigns have been designed aiming at promoting project specific activities. During the first year of the project these specific campaigns have been focused on the Website launching through:

2.2.1 Posts

- TED: Publication of a news on Miríadax Blog in Spanish: <https://miriadax.net/blog/-/blogs/nace-colmooc-consorcio-europeo-para-desarrollar-una-herramienta-colaborativa-que-favorezca-el-aprendizaje-a-traves-de-los-moocs>
- UOC: Publication of a news on Research and Innovation at the UOC blog in Spanish: <http://informatica.blogs.uoc.edu/2018/07/26/inteligencia-artificial-en-la-educacion/>
- Learnwords: Publication of a news on Learnwords Blog in English: <https://www.learnworlds.com/learnworlds-research-lab-colmooc-project/>

2.2.2 Social Networks

- Dissemination actions on SN before and after the launching of the web including actions such as definition of hashtags, promotional tweets, timing for the launching, etc...

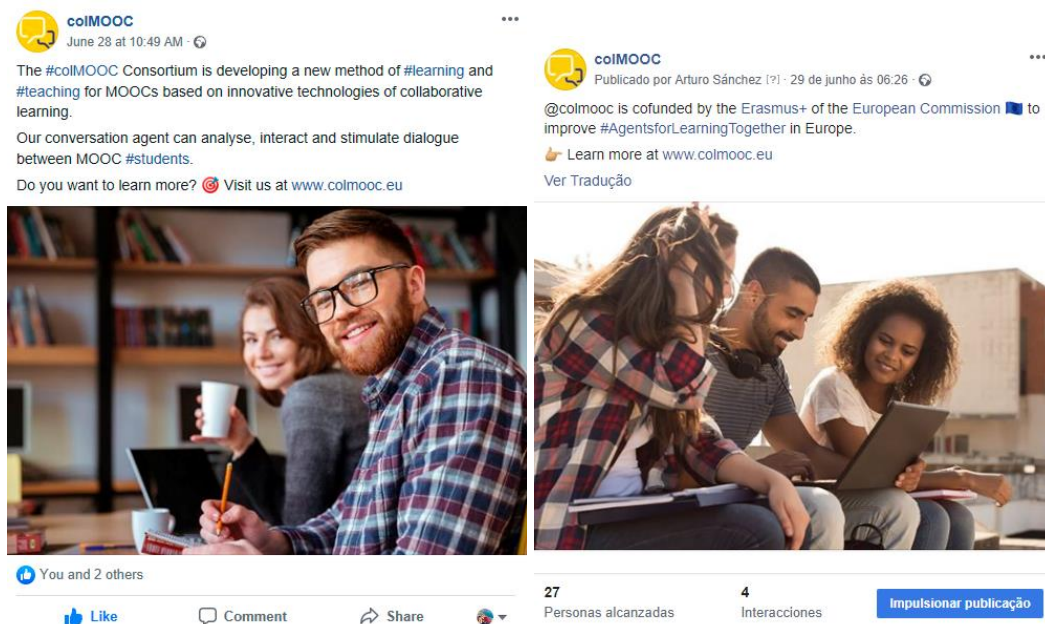


Figure 6: Website launching in SN example

2.2.3 Press Release and eNewsletter

TED centralizes eNewsletter and Press Releases for the project using the already established channels which enable wide impact on colMOOC related news fostered by the consortium. TED's media listing includes general media, radio, television in the education and society sections. Similarly, it consists of a section of HR journals. Telefónica's list has gone mainly to the technology sector.

- Miríadax's eNewsletter:
 - M19 – News



Figure 7: Website launching in Newsletter

- TED and Telefónica Newsroom:
<https://www.telefonicaeducaciondigital.com/web/guest/noticias1s>
<https://www.telefonica.com/es/web/sala-de-prensa/-/nace-colmooc-consorcio-europeo-para-desarrollar-una-herramienta-colaborativa-que-favorezca-el-aprendizaje-a-traves-de-los-moocs>
- M19 – Press Release (colMOOC, a European consortium is born to develop a collaborative tool that favors learning through MOOCs; July 2019)

Telefónica EDUCACIÓN DIGITAL

NOTA DE PRENSA PRESS RELEASE

Co-funded by the Erasmus+ Programme of the European Commission

colMOOC, a European consortium is born to develop a collaborative tool that favors learning through MOOCs.

- Formed by higher academic institutions and companies, all of them specialized in MOOCs, collaborative learning, learning analysis, educational software, etc.

- With the aim of increasing effective learning and completion rates

Madrid, 03 July 2019. The Massive and Open Online Courses (MOOC) have become a very effective tool for access to quality knowledge from anywhere in the world and at any time. These great advantages make it possible for many students to begin this training although they only finish it on average between 8 and 10%.

For this reason, and in order to continue researching learning through MOOCs, the colMOOC consortium has been created, co-financed by the European Commission's Erasmus+ Programme, and made up of nine institutions from five European countries (Greece, Denmark, Spain, Germany, United Kingdom): Aarhus University; Aristotle University of Thessaloniki; Centre for Research & Technology, Hellas; Greek Universities Network; Learnworlds; Universität Des Saarlandes; Telefónica Educación Digital; Universitat Oberta de Catalunya and Universidad de Valladolid. These organizations are experts in digital education, development of educational technological tools; learning analytics.

Figure 8: Website launching in local media

- This news was echoed in the social networks of:
 - Telefónica Educación Digital (Twitter y LinkedIn)



Figure 9: Website launching in TED Twitter account

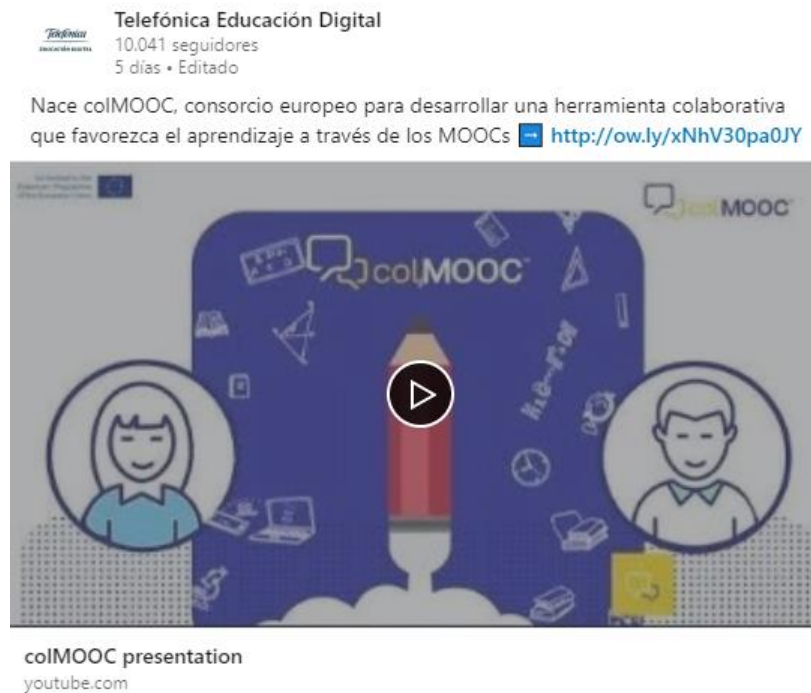


Figure 10: Website launching in TED LinkedIn account

- Miriadax (Twitter, Facebook, LinkedIn).



Figure 11: Website launching in Miriadax Twitter account



Figure 12: Website launching in Telefónica Social Networks



Figure 13: Website launching in Miriadax Facebook account



Figure 14: Website launching in Miriadax LinkedIn account

- Media Appearance:
 - RRHH Press:
<https://www.rhhpress.com/zona-tech/46621-colmooc-el-nuevo-consorcio-europeo-para-impulsar-la-colaboracion-en-los-mooc>
 - IT-User:
<https://www.ituser.es/actualidad/2019/07/formacion-arranca-el-consorcio-europeo-colmooc-con-tres-miembros-espanoles>
 - Denoticias:
<https://www.denoticias.es/notas/nace-colmooc-consorcio-europeo-para-desarrollar-una-herramienta-colaborativa-que-favorezca-el-aprendizaje-a-traves-de-los-moocs.html>
 - Likewise, the press release was sent as news to APEL (Asociación de Proveedores de elearning) of which Telefónica Educación Digital is a member, being published in its July APEL Bulletin:
<http://www.apel.es/telefonica-educacion-digital-participa-en-colmooc/>

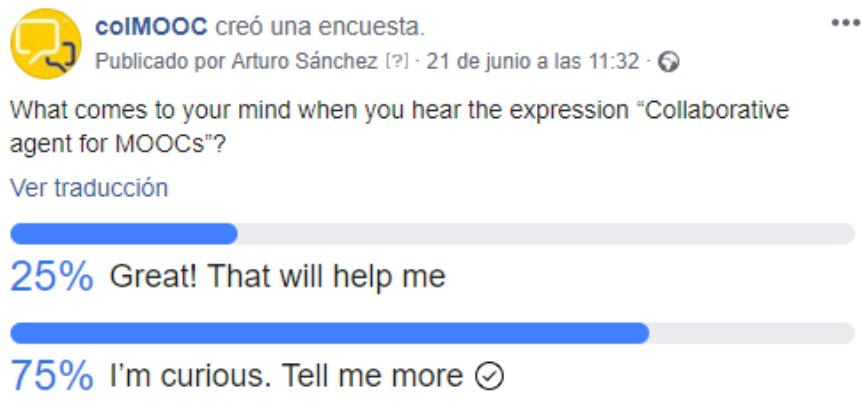
Some partner has sent the Press Release to the most relevant media of his country:

- UOC's Newsroom:
 - M19 – Press Release (colMOOC, a European consortium to develop a collaborative tool that favours MOOC-based learning; July 2019).
 - <http://www.uoc.edu/portal/en/news/actualitat/2019/184-colMooc.html> (English version)
 - <http://www.uoc.edu/portal/ca/news/actualitat/2019/184-colMooc.html> (Spanish version)
 - <http://www.uoc.edu/portal/es/news/actualitat/2019/184-colMooc.html> (Catalan version)



2.2.4 Survey

The colMOOC project launched a survey on its [Facebook](#) account coinciding with promotion of the website:



3 Future dissemination plans

Future dissemination plans include:

- *MOOCs advertisement and dissemination*: launching dissemination campaigns and "Call for Enrollment" for the three MOOCs to be offered
- *Info days*: organizing "info day" events to promote visibility of the project and the MOOCs
- *Public deliverables*: publicising at the project website the public deliverables (especially those with scientific content, for example reviews of the field)
- *Publications*: collecting data and authoring scientific publications to be published/announced at international journals and/or conferences
- *Workshop*: organizing the project workshop within the context of an international conference.
- Promoting, generally, the visibility of the project through facebook posts, twitter messages and personal/institutional webpages, press releases, posts, etc.

4 Conclusions

During this year and a half of the project (M1-M18), the communication strategy has been designed and the target audience identified and segmented. To reach these specific targets, we have created a communication campaign based on simple messages with partners having been regularly encouraged and guided by TED to focus on promoting the colMOOC project.

Several channels, including not only colMOOC's, but also partners', have been used to promote colMOOC resources, as well as engaging stakeholders and users through direct messages on social media channels

Beyond Internet and online channels, colMOOC has been promoted in many third-party events throughout the first 18 months of the project. Each and every partner has contributed in the dissemination of the project in different countries across Europe.

Based on these activities and learning from the various outcomes the Consortium plans to continue building on the results of the first half of the project and increase the level of participation in the project by the target audiences.

Annex I Monitoring the actions

To monitor the results reached with the dissemination actions carried out by the project Partners, each colMOOC Partner keeps track of the single dissemination and communication actions in the excel sheet designed for that purpose:

<https://bit.ly/2Loh16l> (click to open the document)