



# *Metrics for GALA Serious Gaming (GALA WP9)*

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# Responses to review comments

- More targets specified
- SEO
- Games on website → catalog (SIGs)
- GALA conference

## Dissemination SWOT: Strengths

- T9.1 Basic policy description
- T9.2 Increased traffic, content, and partner involvement
- T9.3 On target: Special issues
- T9.4 On target: Conferences contributions
- T9.5 On target: GALA Conference

# Dissemination SWOT: Weaknesses

- Partner data reporting is incomplete
- Alignment of WPs (communication)
- Calendar, Video clip postponed

# Dissemination SWOT: Opportunities

- Large groups of visitors of the GALA site
- Joint approach for stakeholder communities (Atos et al.)
- SGS

# Dissemination SWOT: Threats

- Limited and fragmented resources
- Overheads required for aligning WPs

- **Content**  
Blogs, SEO, SG pages, deliverables on website, Gala Leaflet, press releases, social media
- **Tools**  
SGS-website
- **Special issues**  
aHCI, JOCCH, ETS, EEC + 2 submitted proposals
- **Conferences**  
VS-Games conference Genoa  
Online Educa 2011, ICALT 2012, ECTEL 2012, SGDA/IFIP\_ICEC 2012  
(ECGBL 2012, Online Educa 2012)

## Year 3 priorities

- We will prolong:
  - T9.2 Website improvements
  - T9.2 Key publications on website
  - T9.2 Blogging & Social media channels
  - T9.2 Promote games description on SIG's sites
- We will arrange:
  - T9.3 Conference contributions
  - T9.4 Special issues
  - T9.5 The GALA conference; Inititiate SGS journal
- We anticipate:
  - SGS branding and coordinated stakeholder communities



## Year 3 targets

*Table 9 Quantified dissemination targets for year 3.*

<b>Item</b>	<b>Target</b>
Blogs on GaLA site	50
Unique visitors GaLA website	10,000
Unique visitors SGS website	5,000
Subscriptions SGS	???
Special issues	2
Joint conference contributions	3-4
First-tier conference contribution	<b>1</b>
GaLA conference	<b>1</b>
Involvement of games industry (WP4)	<b>40</b>
Involvement of PhD students	<b>20</b>