



GALA
Games and Learning Alliance
The European Network of Excellence on Serious Games


Spreading of Excellence in Serious gaming

Jannicke Baalsrud Hauge, Daniel Beligan, Francesco Bellotti,
Riccardo Berta, Liz Boyle, Pablo Moreno-Ger,
Rob Nadolski, Carmen Luisa Padrón-Nápoles, Wim Westera

Luxembourg, December 11-12, 2013



1




Overview


- A. Tasks according to DOW
- B. Priorities of year 3
- C. Review comments

Deliverable 9.7

Luxembourg, December 11-12, 2013



2




Overview


- A. Tasks according to DOW
- B. Priorities of year 3
- C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues

Luxembourg, December 11-12, 2013



3




Overview


- A. Tasks according to DOW
- B. Priorities of year 3
- C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLa, SGS

Luxembourg, December 11-12, 2013



4




Overview


- A. Tasks according to DOW
- B. Priorities of year 3
- C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLa, SGS
10. New SG Journal
11. Clearly advocate the benefits of SGS membership
12. Develop additional usable metrics

Luxembourg, December 11-12, 2013



5




Overview

- A. Tasks according to DOW
- B. Priorities of year 3
- C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues

Luxembourg, December 11-12, 2013



6

9.2 Website and media

- Single entry point SGS



SG repository of descriptions
Journal website
Academy website
Market place website
GALA conference website
GALA blog
...

Luxembourg, December 11-12, 2013

European Commission
Information Society and
Media




7


Overview

A. Tasks according to DOW
B. Priorities of year 3
C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues

Luxembourg, December 11-12, 2013

European Commission
Information Society and
Media




8

9.3 Visibility at conferences

Year 3

- ECGBL 2012 (Cork, October 4-5)
- OEB 2012 (OnLine Educa Berlin, November 28-30)
- ECTEL (Cyprus, September 2013)

Year 4



- ECGBL (October 2013)
- [GALA conference (October 2013)]
- Serious Games Expo (November 2013)
- OEB 2013 (Online Educa Berlin, December 2013)

First tier:

- ACM CHI (May 2013) (rejected: "too much of GALA")
- ACM Multimedia (October 2013) (rejected)

Luxembourg, December 11-12, 2013

European Commission
Information Society and
Media

9



Overview

A. Tasks according to DOW
B. Priorities of year 3
C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues

Luxembourg, December 11-12, 2013

European Commission
Information Society and
Media

10

Yearly conference

- 4th International Conference on Games and Virtual Worlds (VS-Games), Genoa, October 29-31, 2012.
- 2nd International GaLa conference, Dassault Systèmes, Paris, October 23-25, 2013.
- Planned:
3rd International GALA conference, Bucharest, June 2014.

Luxembourg, December 11-12, 2013

European Commission
Information Society and
Media




11



Overview

A. Tasks according to DOW
B. Priorities of year 3
C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues

Luxembourg, December 11-12, 2013

European Commission
Information Society and
Media


12

9.5 Special Journal issues 2013/14

- User Assessment in Serious Games and Technology-Enhanced Learning”, Hindawi, Advances in Human Computer Interaction (aHC. Jan. 2013).
- Serious Games for Cultural Heritage”, in ACM Journal of Computing and Cultural Heritage (JOCCH, May 2013).
- Game based learning for 21st century transferable skills: challenges and opportunities”, Journal of Educational Technology & Society (ETS), 2014.
- VS-Games, Elsevier Entertainment Computing, September 2013.

Luxembourg, December 11-12, 2013

European Commission Information Society and Media



13

Overview

A. Tasks according to DOW


B. Priorities of year 3

C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLA, SGS

Luxembourg, December 11-12, 2013

European Commission Information Society and Media



14


Intensify the GALA Blogging schedule

	Year 1 (October 2011)	Year 2 (September 2012)	Year 3 (September 2013)
Number of blog posts	3	32	61
Number of SIG blog posts	-	-	49
Number of comments	-	-	(42)
Total	3	32	110

In addition:
 -Calls for papers (15)
 -News from literature (20)
 -SIG news messages (WP3)

Luxembourg, December 11-12, 2013

European Commission Information Society and Media



15

Overview

A. Tasks according to DOW


B. Priorities of year 3

C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLA, SGS

Luxembourg, December 11-12, 2013

European Commission Information Society and Media




16

Intensify GALA social media

Item	Year 1 (October 2011)	Year 2 (September 2012)	Year 3 (September 2013)
FACEBOOK Likes	50	132	216
FACEBOOK Page stories	53	1009	1124
FACEBOOK People Talking about the page	105	427	717
TWITTER Followers		193	297
TWITTER Mentions		109	355
LINKEDIN GALA			130 members
LINKEDIN SG/Gamification			4153/3932

Luxembourg, December 11-12, 2013

European Commission Information Society and Media



17

Overview

A. Tasks according to DOW


B. Priorities of year 3

C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLA, SGS

Luxembourg, December 11-12, 2013

European Commission Information Society and Media



18

Improve communication interfaces with WPs

Cross WP Working sessions

i.e.

- Stakeholder Community Building
- Joint deliverable D4.19
- Joint approach to website alignment (both functionally and technically – Joomla-Elgg)

Luxembourg, December 11-12, 2013

European Commission Information Society and Media




Overview

A. Tasks according to DOW



B. Priorities of year 3

C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLA, SGS

Luxembourg, December 11-12, 2013

European Commission Information Society and Media


Key publications on website

- A list of selected papers at <http://www.galanoe.eu/index.php/breaking-news/publications>
- References only



Luxembourg, December 11-12, 2013

European Commission Information Society and Media




Overview

A. Tasks according to DOW



B. Priorities of year 3

C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLA, SGS

Luxembourg, December 11-12, 2013

European Commission Information Society and Media

Basic slides set of GALA



Luxembourg, December 11-12, 2013

European Commission Information Society and Media




Overview

A. Tasks according to DOW



B. Priorities of year 3

C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLA, SGS
10. New SG Journal
11. Clearly advocate the benefits of SGS membership
12. Develop additional usable metrics

Luxembourg, December 11-12, 2013

European Commission Information Society and Media

International Journal of Serious games

- Website
- Editorial board
- Call for papers
- First issue: Januari 2014



Luxembourg, December 11-12, 2013

European Commission
Information Society and Media



Overview

A. Tasks according to DOW

B. Priorities of year 3

C. Review comments


1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues

5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLa, SGS

10. New SG Journal
11. Clearly advocate the benefits of SGS membership
12. Develop additional usable metrics

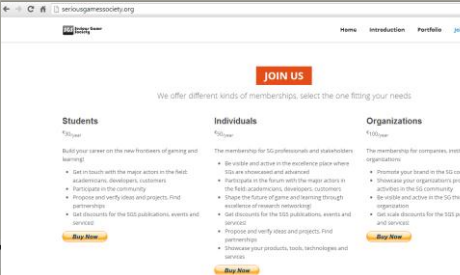
Luxembourg, December 11-12, 2013

European Commission
Information Society and Media



Benefits of SGS

- Students
- Individuals
- Organizations



Luxembourg, D

Overview

A. Tasks according to DOW

B. Priorities of year 3

C. Review comments


1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues

5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLa, SGS

10. New SG Journal
11. Clearly advocate the benefits of SGS membership
12. Develop additional usable metrics

Luxembourg, December 11-12, 2013

European Commission
Information Society and Media




Metrics

	Target 2013	Result 2013	Target 2014
GALA website: number of visits	17000	✓ 18274	10000+SGS
GALA website: Unique visitors	10000	✓ 11705	5000+SGS
# blog posts	45	✓ 110	100
Twitter: Followers	250	✓ 297	250
Twitter: tweet mentions	150	✓ 355	350
Facebook: Likes	150	✓ 216	200
Special issues	2	✓ 2	1
GALA conference	1	✓ 1	1
SGS journal	-	✓ -	1
Joint conference contributions	3-4	✓ 3-4	3-4

Luxembourg, December 11-12, 2013

European Commission
Information Society and Media



Metrics

Thank you for your attention!

Luxembourg, December 11-12, 2013

European Commission
Information Society and Media

