

# e-ScienceTalk

## D4.4 ANNUAL REPORT ON FEEDBACK AND METRICS

### EU DELIVERABLE: D4.4

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#### Abstract

This report summarises the feedback received on all e-ScienceTalk's products, including the e-ScienceBriefings, the GridCafé, GridCast and GridGuide websites, the Real Time Monitor, the e-ScienceTalk website, the social media channels and International Science Grid This Week. The report also summarises the project and work package level metrics, discusses trends in the statistics and makes recommendations for Year Three of the project.

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## IV. APPLICATION AREA

This document is a formal deliverable for the European Commission, applicable to all members of the e-ScienceTalk project and its beneficiaries and collaborating projects.

## V. DOCUMENT AMENDMENT PROCEDURE

Amendments, comments and suggestions should be sent to the authors.

## VI. PROJECT SUMMARY

Over the last 10 years, the European Commission and governments have invested substantial funds in distributed computing infrastructures. Scientists have access to state-of-the-art computational and data resources located around the world, putting European research into a leading position to address the greatest challenges facing us today, such as climate change, pandemics and sustainable energy. The advent of the European Grid Infrastructure, combined with the blurring of boundaries between grids, clouds, supercomputing networks and volunteer grids, means that a clear consistent source of information aimed at non-experts is now more important than ever, through dissemination projects that cross national boundaries.

Objectives:

- e-ScienceTalk will build on the achievements of the GridTalk project in bringing the success stories of Europe's e-Infrastructure to policy makers in government and business, to the scientific community and to the general public.
- e-ScienceTalk will work with EGI-InSPIRE and other collaborating projects to expand the scope of the existing GridTalk outputs, and to report on the interactions of grids with e-Infrastructures such as cloud computing and supercomputing.
- The project will explore options for the sustainability of e-ScienceTalk's products.
- e-ScienceTalk will produce a series of reports aimed at policy makers to disseminate key policy issues underpinning grid and e-Infrastructure development in Europe. The project will also coordinate e-concertation activities.
- The GridCafé, GridCast and GridGuide suite of websites will cover new topics and explore novel web technologies; they will integrate closely with GridPP's Real Time Monitor, combining live views of grid activity with the human aspects of computing.
- The growing weekly publication, International Science Grid This Week (iSGTW) will bring news and events to the existing and potential e-Science community.

## VII. EXECUTIVE SUMMARY

e-ScienceTalk has had another successful year exceeding or meeting most of its targets. The project and activity metrics for e-ScienceTalk are outlined in D4.2 *Quality Assurance Guide* [R1]. In addition, the success of the e-ScienceTalk project is also assessed in these main ways: surveys, feedback sessions, feedback from the PMB, unsolicited feedback and canvassing at institutions and meetings. This report summarises the project level metrics used to track the progress of the project as a whole. Quantitative methods used for measuring feedback include surveys, web analytics, webometric tools, social media measurement tools and counting e.g. of downloads. Qualitative methods used include feedback sessions, surveys, expert advisory panels, unsolicited feedback and interviews. The methods used to assess each product are summarised in the report.

e-ScienceTalk has increased circulation and broadened the scope of the e-ScienceBriefings. The e-ScienceBriefings are becoming increasingly recognised amongst individuals involved in grid computing. Feedback from one-to-one interviews from various e-science conferences attended by the e-ScienceTalk team indicate that e-ScienceBriefings are providing a useful information source for a range of different audiences including user communities, policy makers and network providers. People are increasingly sharing the documents across different social media platforms and the PDF version is downloaded by large number of countries across different continents. The techniques used to gather feedback are described.

GridCafé continues to be widely used as a reference by grid project websites. Feedback focuses on formative and summative evaluation from focus groups and online surveys of the intended audience. GridCast has attracted more readers and bloggers. There is good evidence of GridCast's impact as an important resource for the niche audience it serves. The number of unique visitors has increased slightly, and there is a larger percentage of new visitors. People rely on the GridCast for information for both the conferences they attend, and conferences they are not present at. E-ScienceTalk has used various methods to gather feedback on the blog such as focus groups and regular emails to bloggers.

GridGuide now has a greater number of sites with a higher proportion located outside Europe, representing work both in the grid arena, but also in related areas such as the network layer, supercomputing, volunteer and cloud computing. However, our main focus this year has been on gathering feedback on the Real Time Monitor, at events and through contacting heavy users. We also received a number of emails from people interested in the RTM.

Feedback for iSGTW has been very positive, and our methodology for gathering is more extensive than the other products: analysing comments (website and Google+), authors' feedback, monitoring social media activity, examining unsolicited feedback, as well as carrying out focus groups and interviews with subscribers.

Overall, e-ScienceTalk in its first year has largely either achieved or exceeded its Year 2 targets. For WP1, 74 collaborating projects have been covered by e-ScienceBriefings, which is 250% on the second year targets. Thirty-two countries have downloaded briefings, which is more than the first year targets<sup>1</sup>. The e-ScienceBriefings have also been circulating at a number of meetings in various

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<sup>1</sup> 1. Belgium, 2. Brazil, 3. Bulgaria, 4. Canada, 5. China, 6. Czech 7. Republic, 8. Colombia, 9. Ecuador, 10. France, 11. Finland, 12. France, 13. Germany, 14. Greece, 15. India, 16. Italy, 17. Ireland, 18. Latvia, 19. the former Yugoslav republic of

countries including Taiwan, Germany, France, Poland, Greece, USA and Mexico. E-ScienceBriefings are helping people to describe complicated and diverse topics to a wide range of audiences.

The GridCast blog, GridCafé and the GridGuide have all proven to be successful during e-ScienceTalk's second year. To date, GridGuide has a total of 59 sites, which is an additional 20 sites on the project's first year so the project is on target to include 75 sites by the end of the project (31 May 2013). GridCast has gathered momentum and now has a number of contributors reaching its target of an average of 5 bloggers per GridCast. GridCast again held sixteen GridCasts (mini and major) in its second year, which is nearly four times more than the target of three a year. This year, the project produced three new sections on e-ScienceCity (volunteer-computing.org HPC Tower, the latter at <http://www.e-sciencecity.org/EN/HPC-tower/>). As the target was one per year, the project has exceeded this target.

iSGTW has seen a rapid increase in subscribers since the start of e-ScienceTalk, and already increased its readership by 21% in the first year (8,077) compared to GridTalk. During PY2, the team has concentrated on building up RSS feed subscriptions and social media followers. The number of e-mail subscriptions has leveled off but the number of Twitter followers has increased from 341 to 1,269 (370%), and the number of Facebook subscribers has increased from 428 to 602 (1 September 2011-30 August 2012). In total 131 articles on European projects were covered in stories in Year 2, which is more than year one (108), and double than anticipated at the start of the project.

The report includes an analysis of the more detailed individual work package metrics and recommendations for adjustments to metrics in PY3. Generally, most of the targets for PY 2 have been met or exceeded, and targets have been adjusted upwards as appropriate. A few adjustments have been made to the work package metrics introduced at the start of PY2 for PY3. The metrics have enabled us to improve our measurement the impact of e-ScienceTalk's activities, including attendance at events, media partnerships and demonstrations. Metrics have also been added to track the usage of the websites in a more representative way ie length of time spent on the sites, percentage increases in unique visitors, new visitors and referrals to other sites. Interaction with social media channels is also increasingly important for measuring impact, and a number of metrics have been tracked in this area, and will continue to be tracked during PY3. As the content in e-ScienceTalk is developed and the new areas are published online, we will look to improve the search engine optimisation for the new sites to improve traffic, for example by encouraging cross-links with other websites.

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Macedonia, 20. Luxembourg, 21. Netherlands, 22. Pakistan, 23. Poland, 24. Portugal, 25. Qatar, 26. Russian Federation, 27. Romania, 28. South Africa, 29. Spain, 30. Sweden, 31. Switzerland and 32. Taiwan.

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# 1 INTRODUCTION

## 1.1 *e-ScienceTalk Objectives*

e-ScienceTalk's main aim is to build on the significant achievements of GridTalk in bringing the success stories of Europe's e-infrastructure to its audiences. The key challenges are to work with the distributed computing infrastructures, research infrastructures and maintain and enhance the quality of existing outputs, while reaching out to new disciplines and regions. Outlined below are some of the key objectives of the e-ScienceTalk project.

- To disseminate the success stories and societal impact of grid computing and e-Infrastructures to researchers throughout Europe and beyond.
- To engage policy makers in grid and e-Infrastructures.
- To raise awareness amongst the general public of the existence of e-Infrastructure and how these networks contribute to the European Research Area.
- To communicate good practices and key successes to other projects.

## 1.2 *Quality Assurance and Feedback*

The quality assurance processes for e-ScienceTalk are outlined in D4.2 *Quality Assurance Guide* [R1]. This outlined a set of project and activity metrics for the project. In addition to recording a range of metrics the success of the e-ScienceTalk project is also assessed in these main ways:

- **Surveys of e-ScienceTalk's impact aimed at participants at conferences.** Surveys at the EGI User Forums and Technical Forums and e-Infrastructure Concertation meetings, and others as appropriate.
- **Feedback sessions.** These allow more in-depth discussion of users' experiences and views.
- **Acting on feedback from the PMB** to ensure that the project is implemented in an efficient, timely and cost effective manner.
- **Surveys of iSGTW's readers.** Conducted once a year by WP3, these solicit the readership's views, use and experience of iSGTW and are used to plan further developments in the newsletter.
- **Unsolicited feedback** (as it provides examples of how people in the community are using e-Science products and how they're making a difference).
- **Impact and sustainability reports** produced by WP1 based on the metrics and feedback gathered during both phases of the project.



- **Other opportunities for feedback** include canvassing people at institutions.
- **Gathering feedback** at eConcertation meetings and other meetings attended by e-ScienceTalk staff (e.g. GridCasts)
- **Quarterly reports and metrics** and bi-annual impact report and annual deliverable

### 1.3 Project Level Metrics

The overall project metrics for e-ScienceTalk are the top level metrics that demonstrate the total progress of the project, and are listed below, together with targets. These targets and some of the metrics themselves were adjusted at the end of PY1 in response to feedback from the project reviewers, and based on the experiences during PY1. Additional individual work package metrics are also listed in the sections below, and these will be used to track the progress of the project, but without specific targets being set. The project level metrics achieved, and the progress towards the targets, are summarised in the section 3, as are the activity metrics for each quarter.

A summary of the overall project metrics for year two for e-ScienceTalk is listed below (see Figure 1) adapted from last year's *D1.3 Annual Impact and Sustainability Report* [R2]. All metrics are monitored on a three-month basis and are reported in quarterly reports. The metrics were reviewed last year for the *D4.3 Annual Report on Feedback and Metrics* [R3] as the project had exceeded many of its final project end targets. Quantitative data is valuable as it provides numerical data allowing for yearly comparisons.

**Figure 1: Table to show Year 2 e-ScienceTalk main metrics**

Work Package	Metric no.	Description	Target Metric	Comments
WP1	1.1	Projects covered	30 per year	Increased from 20
	1.2	Reports and briefings published	4 per year	Adjusted to number of reports published not printed
	1.3	Countries where reports or briefings are distributed	30 per year	Unchanged
WP2	2.1	Sites on GridGuide	75	Unchanged
	2.2	Bloggers contributing to GridCasts	5 per GridCast	Unchanged
	2.3	GridCasts per year	4 in Europe per year, 1 outside Europe	Increased from 2 in Europe
	2.4	New areas in GridCafé	3, one new area per year	Unchanged

WP3	3.1	iSGTW subscribers	30% increase	Including social media followers
	3.2	Articles on European projects	50 per year	Unchanged
	3.3	Projects in the iSGTW/GridCafé resources section	150 in total	Increased from 100
	3.4	iSGTW printed materials distributed	1000 in total	Unchanged

## 1.4 Quantitative Metrics for measuring feedback

e-ScienceTalk gathers data via a number of different methodologies such as surveys, website analytics and various social media measurement tools. **NB: To produce this report and gather feedback, e-ScienceTalk has used the same methodology as had previously been described in the D4.3 Annual Report on Feedback and Metrics [R3]. You will find the same methodology is outlined in sections 1.4 and 1.5 below.**

### 1.4.1 Surveys

Online surveys captured quantitative data using both close-ended and ranking-type questions. As e-ScienceTalk largely provides online communications channels and products, web-based surveys are an appropriate mechanism for capturing responses. However, there are various disadvantages to online surveys. For example, there can be technical issues, problems of partial responders, or general online survey fatigue from responders. Online surveys have been incorporated into Volunteer Garage and GridCafé. iSGTW has also sent out a Readership survey to its users, described in *D3.5 Report on iSGTW survey* [R6].

### 1.4.2 Website analytics

Google analytics is an easy to implement, broad-brush measure of the impact of a website that will provide evidence of changing patterns, and hopefully growth in use. Since September 2010, website traffic data has been closely monitored through Google analytics for all websites within the e-ScienceTalk project (e.g. GridCast, GridCafé, e-ScienceCity, GridGuide, iSGTW). This open-source measurement tool provides a wealth of information, not just about reader numbers for individual pages but also the paths readers take through the website, geographical location, technical information, and many other metrics. Website statistics can also offer an insight into users' behaviour and therefore provides e-ScienceTalk with data for enhancing visitor experience and formulating marketing campaigns. In 2012, Google analytics has added a variety of features (Real Time Reporting and Mobile Reporting). Flow visualization is also a highly sophisticated tool for graphically showing how visitors navigate through your site.

### 1.4.3 Webometric tools

Webometrics is another quantitative measure that relies on counting how many pages and domains link to a particular website. “Incoming links” provide a snapshot of the visibility of a website. Google’s PageRank algorithm, a webometric indicator, suggests it is a good tool for achieving the goal of evaluating performance and activity.

### 1.4.4 Social Media Measurement Tools

The global adoption of social media tools and platforms has increased dramatically over the last two years. Keeping up-to-date with this trend, e-ScienceTalk has grown its social media presence in the last year. Twitter tools (such as Tweetreach<sup>2</sup>) and Facebook Insights have been used to monitor our activity. Due to the fact that social media channels make direct engagement possible by users, feedback is encouraged and inevitable, and can be used as a basis for making improvements and for discovering users’ preferences.

Off-site web analytics refers to web measurement and analysis regardless of whether you own or maintain a website. It includes the measurement of a website's potential audience (opportunity), share of voice (visibility), and buzz (comments) that is happening on the Internet as a whole. The project team assesses e-ScienceTalk’s social networks’ true reach (*numbers influenced*) and amplification (*a measure of your influence*) using various online tools such as Socialmention<sup>3</sup> and Klout<sup>4</sup>. E-ScienceTalk can also examine social engagement through a number of Google analytics reports.

**Figure 2: Overview Perspective on Programme Activities for Measuring Impact using quantitative analysis**

e-ScienceTalk product	Metric
e-ScienceTalk	<ul style="list-style-type: none"> <li>• <i>Google analytics</i> – page views/unique visitors, referrals from the e-ScienceTalk website to other e-ScienceTalk sites</li> <li>• <i>Twitter</i> – number of followers, mentions and numbers and types of tweets</li> <li>• <i>Klout</i> – monthly scores</li> <li>• <i>Email</i>- Deliverables submitted, milestones agreed, late Deliverable and Milestones</li> <li>• <i>Production</i>- e-ScienceTalk materials produced</li> <li>• <i>Alphagalileo</i>-Media releases issued</li> <li>• <i>Google Alerts</i>- Press cuttings</li> <li>• <i>Counting</i>- Events attended, media partnerships at events, number of MoUs signed</li> <li>• <i>Twitter/Facebook</i>-Social media subscribers</li> </ul>

<sup>2</sup> <http://tweetreach.com/>

<sup>3</sup> <http://www.socialmention.com/>

<sup>4</sup> <http://klout.com/home>

<b>e-ScienceBriefings</b>	<ul style="list-style-type: none"> <li>• <i>Counting</i> – projects covered, reports and briefings published, countries where reports or briefings are distributed, policy articles published, printed policy reports circulated per briefing, policy events organised, attendees at e-ScienceTalk organised policy events, policy events attended by e-ScienceTalk</li> </ul>
<b>GridCafe/e-ScienceCity</b>	<ul style="list-style-type: none"> <li>• <i>Google analytics</i> – page views/unique visitors, demographics</li> <li>• <i>Calculations</i> – Change in unique visitors to the GridCafé website, ratio of page views to visitors for the GridCafé website,</li> <li>• <i>Counting</i>-sites on GridGuide, areas of GridCafé</li> </ul>
<b>GridCast</b>	<ul style="list-style-type: none"> <li>• <i>Google analytics</i> – page views/unique visitors, demographics, unique visitors to the GridCast (% new), length of time spent on the GridCast</li> <li>• <i>Counting</i>-bloggers on GridCast, GridCasts per year, total blog entries, podcasts,</li> <li>• <i>YouTube</i> number of subscribers and viewers</li> </ul>
<b>GridGuide</b>	<ul style="list-style-type: none"> <li>• <i>Google analytics</i> – page views/unique visitors</li> <li>• <i>Counting</i>-sites on GridGuide (EU and US), GridGuide sites on RTM</li> </ul>
<b>Real Time Real RTM</b>	<ul style="list-style-type: none"> <li>• <i>Google analytics</i> – page views/unique visitors</li> <li>• <i>Counting</i>-countries on the RTM, numbers of delegates at events demo-ing the RTM</li> </ul>
<b>iSGTW</b>	<ul style="list-style-type: none"> <li>• <i>Counting</i> – iSGTW subscribers, articles on European projects, projects in the iSGTW/GridCafé resources section, iSGTW printed materials distributed, issues published, US articles published, worldwide articles published, marketing materials distributed</li> <li>• <i>Google analytics</i> – page views/unique visitors, demographics, social engagement (shares, G+), countries or territories visiting the iSGTW website, time spent on the site per visit</li> <li>• <i>Klout</i> – monthly scores</li> <li>• <i>Social mention</i> – comparison with competitors etc.</li> <li>• <i>Facebook analytics</i> – numbers ‘Likes’/followers, growth rate</li> <li>• <i>Zoomerang</i>-survey responses</li> <li>• Twitter/Facebook, Google+- Social media subscribers, stories shared on social media</li> </ul>

## 1.5 *Qualitative methods for assessing feedback*

Qualitative methods can be helpful for both formative and exploratory evaluation. e-ScienceTalk used a number of different approaches accounting for the strengths/limitations of each perspective. Our assessment toolkit included focus groups, feedback sessions, in-depth interviews, open-ended questions in surveys, and both unsolicited and solicited feedback. Figure 3 shows some of the questions we hope to answer and some of the qualitative research methods. Some of our methods are outlined below:

### 1.5.1 Feedback sessions

During the project's second year, one-to-one feedback sessions were organised with participants at several e-science and computing conferences, such as the EGI Technical and Community Forums, and e-IRG meetings. On an *ad-hoc* basis, additional informal anecdotal feedback from delegates was also recorded by e-ScienceTalk to help improve the individual resources.

### 1.5.2 Surveys

An annual survey of iSGTW's readership was conducted in July 2012 to give readers a chance to share their opinions on the online magazine's layout, navigation and content. Participants filled in a multiple-choice survey and provided commentary in open-ended questioning using an online tool called Zoomerang<sup>5</sup>. For the last six years, iSGTW has conducted an annual survey of its subscribers to keep up-to-date with its readership's evolving interests, and to develop the scope of the publication. Short surveys were also developed for both Volunteer Garage and GridCafé.

### 1.5.3 Expert advisory panels

e-ScienceTalk consults with expert advisory boards, and the project team values their collective expertise in facilitating decision making on coverage of controversial or complex technical topics. An international advisory board (comprised of representatives of the funding partners with expertise in communications and management) oversees iSGTW. The Editor of iSGTW regularly liaises with the Advisory Board, which directs the content balance and mission for the publication. The panel also previews the online magazine before the publication date. The e-ScienceBriefings policy advisory board includes policy experts from the e-Infrastructure Reflection Group, and representatives of major e-infrastructures such as the European Grid Infrastructure and GÉANT.

### 1.5.4 Unsolicited feedback

Throughout the project's first year, unsolicited feedback has been gathered from a variety of sources. This type of commentary provides meaningful examples of how individuals in the community are using e-ScienceTalk products and how each service is making a difference. For example, unsolicited emails or comments to the iSGTW editors can give an indication of how articles are perceived, and if any actions were taken as a result or knowledge gained (e.g. discovery of new products or tools). Feedback and insights have also been gleaned through regular monitoring of website comments, Google+ shares, and recording both 'unsolicited praise' and 'constructive criticism' from email correspondence.

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<sup>5</sup> [www.zoomerang.com](http://www.zoomerang.com)

### 1.5.5 Interviews

e-ScienceTalk has also set up a number of interviews with collaborative project, with whom we have signed MoUs and also users of some of our products such as iSGTW. Interviews started in for late August/early September and will continue in PY3.

**Figure 3: Our qualitative methods for capturing intended and unintended impacts**

	Year 1	Year 2	Year 3
<b>e-ScienceBriefings</b>			
How do briefings aid policy makers in European science, government and business?	<b>Face-to-face at meetings</b>		<b>Final year survey to policymakers (email)</b>
To what extent respondents are aware of e-ScienceTalk's policy documents. How do readers use the briefings?	<b>Canvassing at meetings</b>	<b>Canvassing at meetings/ mailing list survey</b>	<b>Final year survey to policymakers (email) /In-depth interviews</b>
Do the briefings increase visibility for projects? How has it helped the projects?			<b>Survey of featured case studies</b>
<b>GridCast/@e_scitalk</b>			
Is the blog/twitter helping to build a sense of community? In what ways is the blog helping the e-science community?	<b>Unsolicited/Solicited feedback</b>	<b>Survey (June)/EGI Community Forum focus group</b>	<b>Focus groups/Survey (March)</b>
<b>RTM and GridGuide</b>			
Is the GridGuide helping to foster cross-pollination of expertise?	<b>Unsolicited feedback</b>	<b>Solicited feedback</b>	<b>GridGuide survey/feedback</b>
How is the RTM helping with outreach?		<b>RTM user analysis</b>	<b>RTM User Interviews/Surveys at meetings</b>
<b>e-ScienceCity/GridCafe</b>			
Are our products deepening the understanding of grid and cloud technologies amongst researcher?	<b>Feedback scientists/science communicators</b>		<b>Grounded user test</b>

	Do people find the website(s) useful?		<b>Volunteer Garage/GridCafe online surveys</b>	<b>Focus groups</b>
<b>iSGTW</b>				
	Journalists from mainstream media will have established relationships with those within e-science through iSGTW		<b>iSGTW media 'pick' up analysis</b>	<b>Interviews with media sources</b>
	Centralises the communication effort and increase the visibility of e-science		<b>MoU Thanks you emails</b>	<b>MoU interviews</b>
	Does iSGTW provide assistance to the community in finding future partners /collaboration?		<b>iSGTW Survey</b>	<b>Interviews with authors (Top 10)</b>
	Does iSGTW help scientists informed on the latest technologies in e-science?		<b>iSGTW Survey</b>	<b>Interviews with readership</b>

## 2 FEEDBACK ON E-SCIENCETALK PRODUCTS

### 2.1 *e-ScienceBriefings*

#### 2.1.1 Background

e-ScienceTalk continues the successful series of e-ScienceBriefings which are aimed at policy makers in all layers of government and industry, describing for a non-technical audience how long-term investments in e-infrastructures have led to concrete results. The reports provide useful policy metrics, in terms of investment, manpower and spin-offs in science and industry, and also put results into the context of the overarching research themes supported by the European Commission.

#### 2.1.2 Summary of feedback

Over the last year, e-ScienceTalk has increased circulation and broadened the scope of the e-ScienceBriefings. The e-ScienceBriefings are becoming increasingly recognised amongst individuals involved in grid computing. The impact that e-ScienceBriefings have had on their audience has been documented in the D1.4 *Annual Impact and Sustainability report* [R4]. Feedback from one-to-one interviews from various e-science conferences attended by the e-ScienceTalk team indicate that e-ScienceBriefings are providing a useful information source for a range of different audiences including user communities, policy makers and network providers.

In PY2, the project took a more proactive approach by polling policy makers and scientists early in the year, to find out what topics they would like to see us cover. e-ScienceTalk has also observed that people are increasingly sharing the documents across different social media platforms (1 'Like' on Facebook; 14 tweets, 3 shares on Google+ and 10 shares on other unidentifiable platforms [September 2012]). The briefings have a broader appeal, and although aimed at an EU audience, the PDF version is downloaded by a large number of countries across different continents.

In this section, we describe an assortment of techniques used to gather feedback. Data was used to both inform decisions on how to increase the uptake and circulation of the briefings for their intended audience, and to guide modifications and improvements. As part of the evaluation, the team were also interested in finding out about the reputation of the briefings, and more detailed information about usage.

#### *Informal feedback at events*

In mid-October 2012, e-ScienceTalk's Dissemination Officer, Zara Qadir, attended the e-IRG workshop in Poznan, to garner feedback from delegates on the e-ScienceBriefings. Below are some of the suggestions and comments from delegates at the meeting, which directed our topics this year.

- Pär Strand from Chalmers University of Technology, Gothenburg, Sweden, has received the e-ScienceBriefings via email, and always reads them. Pär really likes the design and the larger A4 size format, and is interested in the topic of e-Infrastructure governance.



- Françoise Genova from Observatoire Astronomique de Strasbourg Centre de Données astronomiques de Strasbourg (CDS) requested a copy at the meeting, and found the case studies and quotes useful. She particularly liked the Desktop Grids briefing.
- Mathew Dovey, who is Programme Director for Digital Infrastructure (e-Research) at JISC (Joint Information Systems Committee) in the UK, was interested in Open Data/Open Access.
- Roman Wyrzykowski, Professor of Computer Science at Czestochowa University of Technology, had not heard of the briefings before. However, after reading two briefings, he said that they were simple to read, and explained some complex issues really well. He also requested a subscription to the briefings.
- Inz Mateusz Tykierko from Wroclaw Centre for Networking and Supercomputing, Poland, was intrigued by the briefings. Inz had not come across the briefings before, but found them easy to read and liked the simple design. He would like to see a topic on storage especially protecting cultural heritage, or Open Data/Open Access. Inz was also interested in translating some parts of the 'Desktop Grids briefing' in to Polish.
- Erik Jan Bos from NORDUnet, Denmark, would like to see a topic on e-Infrastructure governance.
- Sverker Holmgren, Professor in Scientific Computing from Uppsala University, Sweden remembers receiving the e-ScienceBriefings and commented that they are definitely a good way of introducing broad topics and issues.

### ***Unsolicited feedback***

Sometimes, the project receives unsolicited feedback. Our briefings have received comment at a number of events. One such opinion was volunteered during a focus group for iSGTW held at the EGI-Community Forum<sup>6</sup> (26–30 March 2012) in Garching, Germany. Elizabeth Leake, an External Relations Consultant, from Chicago (formerly External Relations Coordinator at TeraGrid) was exceptionally complimentary about the briefings: "I have contributed to e-ScienceBriefings. It is a beautiful publication and I love that it is printed. It is so important because it is a very graphical snapshot of what's important today for the hands of legislators and policymakers. I actually stole one to show the NSF (National Science Foundation)."

This year, one workshop held by DESY (Deutsches Elektronen-Synchrotron) in Hamburg on 31 May and 1 June 2012, was of particular relevance for e-ScienceTalk. Stefan Janusz, e-ScienceTalk Impact Reporter, attended the "European Association of National Research Facilities" ERF workshop, which was on the topic of "The Socio Economic Relevance of Research Infrastructures<sup>7</sup>". During a number of coffee breaks, Stefan handed out e-ScienceBriefings to several delegates, who worked in areas outside the e-science arena but related to financing projects. One delegate provided comprehensive feedback on the briefings in an email two weeks after the meeting. Steven J.M Clarke from JASPERS (Joint Assistance to Support Projects in European Regions) in the European Investment Bank said he had forwarded the briefings to a colleague in the IT department at the EIB: "I thought the document was quite accessible in that the content was scientific and technical enough, but not at an expert level". Steven was also looking for information relevant to the economics of R&D or urban development data.

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<sup>6</sup> <http://cf2012.egi.eu/>

<sup>7</sup> <http://www.europeanresearchfacilities.eu/spip.php?article23>

### *e-ScienceTalk feedback log*

e-ScienceTalk WP1 members also record all comments, compliments and suggestions from the various policy events. Figure 4 lists some feedback from our feedback log.

**Figure 4: Quotes from the feedback log**

<i>Desktop Grids: Connecting everyone to science</i>	
<ul style="list-style-type: none"> <li>• Manisha recalls Silvana Muscella from Trust-IT saying that she enjoyed reading the briefings as they were always well written and understandable.</li> <li>• Rossend Llurba from e-IRG and Ad Emmen from EDGF also congratulated Manisha on the new Desktop Grid briefing.</li> <li>• Miguel Marquina and Ben Segal who work on LHC@Home also really enjoyed the briefing.</li> </ul>	
<i>Research Networks: Global Connectivity</i>	
<ul style="list-style-type: none"> <li>• “Thank you so much for your kind support; it is always a pleasure working with you!” Domenico Vicinanza, composer, network engineer and researcher from GÉANT.</li> </ul>	
<i>Visualisations</i>	
<ul style="list-style-type: none"> <li>• “Thank you for the interesting article on visualisation!” Matti Heikkurinen from Emergence Tech Ltd.</li> </ul>	

### *e-ScienceTalk downloads*

Last year, e-ScienceTalk WP2 team implemented code to measure the number of downloads. When an in-depth analysis of geographical reach was carried out on 16 August 2012, the number of total downloads of briefings from the e-ScienceTalk webpage<sup>8</sup> stood at 6,450. When the WP2 team examined this metric on 31 August, the figure had increased to 6,783 – an impressive 300 downloads in two weeks. Figure 5 shows some of the countries that have downloaded individual briefings. This table reveals the extensive geographical spread of downloads, which shows interest in the briefings beyond European borders. This figure can be added to our subscription list as briefings are also predominantly accessed by our subscription list via the attached PDF. These download statistics also relate to project metric 1.3 (Countries where reports or briefings are distributed). A list of all countries that have downloaded briefings can be found in appendix 7.1.

**Figure 5: Downloading countries per e-ScienceBriefing**

<i>Briefing Title</i>	<i>Numbers</i>	<i>Countries</i>
<i>Desktop Grids: Connecting everyone to science</i>	330	Belgium, China, Czech Republic, France, Finland, France, Germany, India, Italy, Latvia, the former Yugoslav republic of Macedonia, Netherlands, Pakistan, Poland, Portugal, Russian Federation, Romania, South Africa, Spain, Switzerland, Ukraine,

<sup>8</sup> <http://www.e-sciencetalk.org/briefings.php>

		United Kingdom, United States
<i>Research Networks: Global Connectivity</i>	307	Belgium, Brazil, Bulgaria, Canada, China, Czech Republic, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Luxembourg, Netherlands, Poland, Russian Federation, South Africa, Spain, Switzerland, Taiwan, Ukraine, United Kingdom, United States
<i>Visualisations</i>	396	Canada, China, Colombia, Czech republic, Ecuador, Finland, France, Germany, Ireland, Italy, Luxembourg, Netherlands, Qatar, Russian Federation, South Africa, Spain, Sweden, Switzerland, Taiwan, Ukraine, United Kingdom, United States
<i>Open Data, Open Science</i>	39	Australia, France, Luxembourg, Russian Federation, Switzerland, Taiwan, Thailand, United Kingdom, United States

### Online Survey

In April 2012, e-ScienceTalk developed a questionnaire to examine what our e-ScienceBriefing subscribers thought of the documents. The project developed a survey in Zoomerang<sup>9</sup> and the hyperlink was included in the email sent out to the subscriber list with the Visualisation<sup>10</sup> briefing. The survey was purposefully quite short including only six questions. At the EGI-Community Forum, a print version of the questionnaire was also handed out (see appendix 7.2). Subscribers had an opportunity to suggest topics and make recommendations for improving briefings. Question two was particularly relevant for evaluating impact and has been analysed in greater depth in the document D4.3 *Annual Report on Feedback and Metrics* [R3]. Briefing recipients were also asked how they make use of the briefings.

The response rate was low (3.8%) with only five people responding to the survey. Therefore, the project could not carry out a rigorous statistical analysis. However, as our intended purpose was more to gather opinion anonymously, it is a useful method. e-ScienceTalk intends to adapt the questionnaire and circulate to our readership on a periodic basis with each new briefing. It should also be acknowledged that response rates for online surveys are often low (average 4–20%). With the responses, there may be some degree of sample bias, as participants are self-selected, and people who have strong opinions or substantial knowledge may be more willing to spend time answering a survey than those who do not. All respondents said they liked the style, content and tone of the briefings. All the feedback was positive. Below are some of their general comments:

- *Short and easy to read. It has good examples from the field.*
- *There is a good mixture of types of case study around a single topic which provides focus. In terms of tone, it doesn't assume readers are "in the know", which is definitely a good thing.*

<sup>9</sup> <http://www.zoomerang.com/Survey/WEB22EXEWE5XUQ>

<sup>10</sup> <http://www.e-sciencetalk.org/briefings/EST-Briefing-21-Visualisation-v07.pdf>

- *The briefings give a comprehensive overview of the topic, but manage at the same time to be concise - and interesting!*

The respondents were also asked how they make use of the e-ScienceBriefings. One person said they regularly email on briefings to colleagues. Two of the respondents said they had printed off copies for meetings. Most agreed that it had helped them explain e-science topics to those new to the field. Two people said it was mainly for their use in building up their own personal knowledge as they lacked the technical background. One respondent said: *"I am interested in seeing how the topic has developed."* Respondents were particularly interested in the topic of "Knowledge Transfer", "Spin-out companies" or "New Start-ups" resulting from e-Infrastructures, or industry and commercialisation. Respondents were also especially interested in Open Science and Exascale computing. These suggestions in combination with feedback from conferences and advice from the PMB directly shaped the last briefing, 'Open Science, Open Data'<sup>11</sup>. We also asked for suggestions on how we can improve the briefings. People said they would like us to keep adding more case studies.

One person gave a thought-provoking and fairly comprehensive answer to this question:

*"Never lose sight on the research being done, minimise what things have been done computer wise to achieve the science, and focus on final outputs, and what does that mean for the common man. This will ensure that the information produced is re-used to funding agencies and potential new users. This is not to say it isn't being done, just a reminder that this is what needs to be the focus. I've been told that on a national level these briefings are used as material to show others as a "read this and understand or hey look at this and what they are doing or what can be done", etc.*

## **2.2 GridCafé and e-ScienceCity**

### **2.2.1 Background**

The GridCafé website ([www.gridcafe.org](http://www.gridcafe.org)) was developed by the GridTalk project after being inherited from CERN. It was designed with the aim of explaining to a non-expert audience in a simple and stimulating fashion "what grid computing is and what it could soon be." e-ScienceTalk has expanded GridCafé's scope and appeal through new media channels keeping it up-to-date and at the cutting edge of grid and e-Science dissemination.

During PY2, the project has worked to add links to demos, videos, games and online interactive tools, including the 3D e-ScienceCity Virtual World in NewWorldGrid. The content of the site has also been expanded to cover the interactions between grid computing and other forms of e-Infrastructure, including clouds ([cloudlounge.org](http://cloudlounge.org)), volunteer computing ([volunteer-garage.org](http://volunteer-garage.org)), and supercomputing. All sites are now contained within an umbrella website ([esciencecity.org](http://esciencecity.org)), but are also available as stand-alone sites. During PY2, the team has worked on linking these sites together through joint news, in debate, multimedia and people areas.

### **2.2.2 Summary of feedback**

As one of the few places where grid computing is presented without bias to a specific grid or project, GridCafé ([gridcafe.org](http://gridcafe.org)) continues to be widely used as a reference by grid project websites. Its Google

<sup>11</sup> <http://www.e-sciencetalk.org/briefings/EST-Briefing-22-OpenScience08.pdf>

PageRank is 7.0, due to the high number of links to the site: 4,959 (Source: Google webmaster tools). More detailed information on website usage and our global reach can be found in *D1.4 Annual Impact and Sustainability Report* [R4]. Our feedback focuses on formative and summative evaluation from focus groups and online surveys of our intended audience. This section also includes reviews carried out by physics students at QMUL, as well as feedback gathered from e-ScienceTalk interview candidates and solicited feedback from scientists.

### ***Formative evaluation via focus group***

Before developing any new content for e-ScienceCity ([www.e-sciencecity.org](http://www.e-sciencecity.org)), e-ScienceTalk undertook a formative evaluation to understand and address the target communities' interests and needs. Our first evaluation was conducted, however, after the initial launch date and was used to gauge first impressions from a key audience - young scientists. On 16 Nov 2011, five A-level physics students from Simon Langton Grammar School for Boys in Canterbury were recruited for a face-to-face focus group. Two moderators (Zara Qadir and Manisha Laloo) led the focus group at the Queen Mary University campus. Students were asked to review certain criteria (see appendix 7.3) with a view to assessing their interest in the overall concept, as well as to discover their opinions on content, layout, functionality and navigation of the e-ScienceCity website in its current form. Figure 6 shows their responses and recommendations.

**Figure 6: Focus group results November 2012**

<p><b><i>First Impressions</i></b></p>	<p><b><i>First impressions</i></b> were in general very positive and comments were complimentary with all students finding the website welcoming. Adjectives that were used to describe the home page included colourful, bright, lively and inviting. Most of the students understood the purpose of the site as being educational, but were still a little unsure of the intended audience.</p> <ul style="list-style-type: none"> <li>• <i>Yes. I would like to explore further and see what the different sections are and why they are important'</i></li> <li>• <i>Looks quite interesting. I think it is inviting and there are lots of different areas to explore.</i></li> <li>• <i>It is not immediately clear what the purpose is. What is the age group/or target demographics?</i></li> <li>• <i>Not clear what e-ScienceCity is or who it's for? Confusing island or city?</i></li> <li>• <i>I think the chart in the middle is more effective at displaying links to the other sections than the island with the orange dots. The links in the top right are a bit deceptive – you expect it to be a video.</i></li> <li>• <i>I think it would be great if you had a little ninety second clip on this page describing the exciting world that e-science city explores. It seems odd to have a page of just text when you are talking about such high-powered computing.</i></li> </ul>
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<p><b>Content</b></p>	<p>All students felt that the <b>content</b> was well-written and clearly presented, and the information provided was relevant to the topic. However, there were some recommendations to provide more introductory text in a mouse roll-over.</p> <ul style="list-style-type: none"> <li>• <i>Could you make it clearer as to what each section of the city is about providing a more detailed explanation when you roll-over each thumbnail image on the home page.</i></li> <li>• <i>The URL is memorable and intuitive. Although I do think people often get URLs with dashes wrong somehow.</i></li> <li>• <i>I am happy with the content – well written and clear and succinct.</i></li> </ul>
<p><b>Look and feel</b></p>	<p>Students thought that the website was well-designed and professional, but there were a few comments on how it could be improved.</p> <ul style="list-style-type: none"> <li>• <i>I really like the neutral colours and the consistent colour scheme.</i></li> <li>• <i>Some of the graphics could be more appropriate to the content. I would remove some of the graphics and replace some with photos.</i></li> <li>• <i>Instead of the cloud-lounge picture perhaps a photo/picture of the network connection between countries etc.</i></li> <li>• <i>Graphics – opt for one to display all the other links like volunteer garage. Personally I like the one in the middle because it looks more like a grid.</i></li> <li>• <i>Not sure if the individual graphics for each of the components like volunteer garage adequately relate to each item e.g. the graphic for Network Park doesn't make its purpose immediately obvious.</i></li> </ul>
<p><b>Navigation</b></p>	<p>Students found their way around the site, but commented that the site structure was a little confusing.</p> <ul style="list-style-type: none"> <li>• <i>The site loads quickly and is easy to navigate. I don't see a sitemap but it easy to get back to homepage. All the links are working – except ones to EU at bottom right.</i></li> <li>• <i>There are lots of ways of navigating the site which is a bit unnecessary. Navigation at the top right of banner is easiest way to navigate.</i></li> <li>• <i>Options on the drop down menu should be one line. At the moment some are one line and some are two.</i></li> <li>• <i>Navigation is hard. It is unclear to a new user how to go about moving around. Overload of navigation mechanisms.</i></li> <li>• <i>Very repetitive as e-ScienceCity appears five times on the banner at the top of the home page.</i></li> <li>• <i>There are too many site maps.</i></li> </ul>

### ***Solicited feedback from scientists/non-scientists***

During Q5 and Q6, e-ScienceTalk asked a group of scientists and non-scientists to review this resource. The group comprised of acquaintances of the team. Each individual was emailed a worksheet (see Appendix 7.3) with limited background on the project. The worksheet consisted of a table with some prompting questions asking the reviewers for their first impressions, and their comments on navigation, consistency, content and design of the e-ScienceCity. Detailed responses from four scientists and two non-scientists can be found in appendix 7.4.

All six reviewers found the URL memorable and intuitive, and understood from the intro page what the main function of the site was (i.e. to explain grid computing and to promote its use in different areas of science). Most agreed that the websites were easy to use and well designed for a new user. However, the reviewers' main criticism was navigation. This will be addressed in site modifications planned in September 2012. Most guessed that the website was aimed at 'young, 25–35' scientists.

The reviewers agreed with the focus group participants that some of the rendered images do make the website look like it is aimed at a slightly younger readership. However, this can be adapted by counter-balancing animated images with more photos. The team are currently sourcing images to further illustrate the website.

The reviewers thought that the content was clear and engaging, and was pitched at an appropriate reading level. One individual really liked the idea of the virtual world: "I like the virtual aspect of it, as with this interface I do think it's much more interesting than just having things written down with a few random illustrations on a webpage." Candidates for the internship at Queen Mary have also provided their feedback during their interviews (see appendix 7.5). Based on feedback, the e-ScienceTalk intern is also currently developing educational resources, and teaching packs for a 14–18 year old age group to supplement the website for completion in October 2012.

### ***Online Survey July 2012***

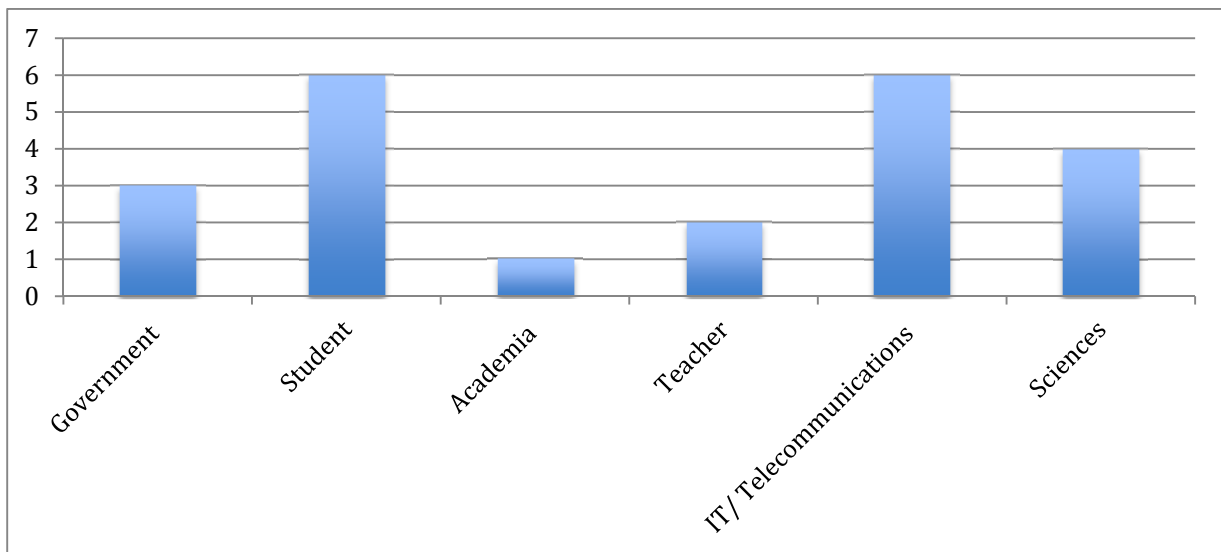
All unsolicited comments have been gathered from emails to the 'Contact Us' page. To date, we have received only a few comments. In June 2012, we set up a drop-down survey<sup>12</sup> on the GridCafé site to gather more feedback providing an incentive (a prize of an e-ScienceTalk laptop sleeve). The questions can be found in Appendix 7.6. There were 26 respondents to the survey. Most respondents were male (75% male vs. 22% female). A large majority were early career researchers; 60% were between the ages of 20 and 40 years old. Three individuals were under 20 years old. Although the survey revealed that the project has been attracting its intended audience of young researchers (see Figure 9) if e-SciencCity wants to target an even younger audience, it is important that the teaching resources and games/multimedia on the site are enriched.

Over 83% of people who visited the site reported that they had found what they were looking for. These people were mainly visiting to find out what grid computing was all about, and were generally satisfied at the end of their visit. This shows that the site is still appropriate, and fitting its intended purpose. However, individuals, who reported that they did not find what they were looking for, were largely exploring to find out about people who use the grid, or to find games and podcasts about grid computing. These findings did prompt the team to examine these two issues. The Gridguide is linked to RTM, but people from GridGuide could go in the e-ScienceCity version of GridCafé. Our technical

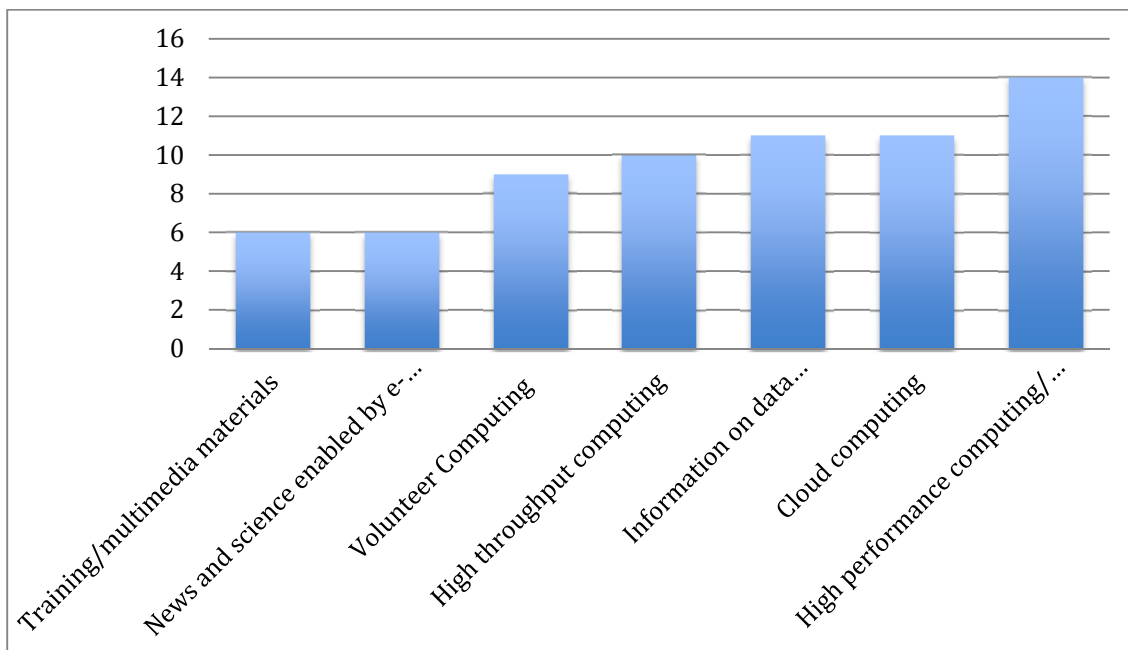
<sup>12</sup> <https://docs.google.com/spreadsheets/gform?key=0AtpTGIKlpcDXdGw5ZWFwY2hnVTI2Wk02WEdDSVdXVvE&gridId=0#edit>

Developer is working on displaying people profiles from GridGuide and iSGTW in the People section of e-ScienceCity. The e-ScienceTalk intern built up multimedia resources for all sections of e-ScienceCity, which will be implemented in early September 2012. The survey also asked what areas people would be interested in, and listed topics that will be included in e-ScienceCity. Figure 10 shows the results of this poll.

**Figure 9: ‘What area are you in?’ GridCafe Survey**



**Figure 10: Would you be interested in finding out more about the following areas?**





### ***Feedback on the Virtual World***

Our designer, André-Pierre, recorded some spontaneous comments during a tour of our Virtual World section of e-ScienceCity which was organised during the "vwbpe" Virtual World Best Coeducational Practice Conference<sup>13</sup>. Their unedited responses are listed below.

[15:18] Merlin Moonshadow: "Sounds like a great use of vws." (about using vws server for volunteer computing)

[15:29] avatar09 vwbpe: "Media center in a dish is a nice idea :-)" (about the communication centre)

[15:37] Aevalle Galicia: "Looks like a lot of good potential here!" (about the general idea of a virtual world dedicated to science)

## **2.3 GridCast**

### **2.3.1 Background**

GridCast ([www.gridcast.org](http://www.gridcast.org)) combines blogs, videos and interviews from major grid computing, e-Infrastructure, and policy related events providing scientists with an opportunity to blog and podcast about their experiences. E-ScienceTalk has built upon the site's reputation and improved its interactivity by providing additional social media channels such as Twitter<sup>14</sup> and Facebook (as part of the e-ScienceTalk and iSGTW websites). The YouTube site, which contains the GridCast videos, is also now a popular channel in its own right.

### **2.3.2 Summary of feedback**

GridCast has had another successful year attracting more readers and bloggers. There is good evidence of GridCast's impact as an important resource for the niche audience it serves. More information on GridCast's reach and impact can be found in D1.4 *Annual Impact and Sustainability Report* [R4]. The number of unique visitors has increased slightly, and there is a larger percentage of new visitors. People rely on the GridCast for information for both the conferences they attend, and conferences they are not present at. Evidence to support this has come from a number of sources. For example, one question in the EGI Community Forum 2012 survey asked whether delegates used any of the social networking and communication channels at the event. Over 30% said they accessed GridCast during the meeting. This year, one blog post was also picked up by HPCWire<sup>15</sup> – a commercial publication with a large subscriber base. During CloudScape IV, Morris Reidel discussed some take-away messages in the blog, which were used in the article entitled, 'Interesting Discussions at CloudScape IV'<sup>16</sup>.

e-ScienceTalk has used various methods to gather feedback on the blog such as focus groups and regular emails to bloggers.

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<sup>13</sup> <http://conf.vwbpe.org/>

<sup>14</sup> [http://twitter.com/#!/e\\_scitalk](http://twitter.com/#!/e_scitalk)

<sup>15</sup> <http://www.hpcwire.com>

<sup>16</sup> [http://www.hpcinthecloud.com/hpccloud/2012-02-28/cloudscape\\_iv\\_spurs\\_discussion.html](http://www.hpcinthecloud.com/hpccloud/2012-02-28/cloudscape_iv_spurs_discussion.html)

### ***EGI Community Forum Focus Group***

During PY2, the e-ScienceTalk Dissemination Officer carried out a short focus group with three delegates at the EGI Community Forum in Munich, to explore both the sustainability of GridCast and to solicit feedback from regular bloggers. The group were recruited via email prior to the event.

The Focus Group participants included:

- Emidio Giorgio (EG) works for the Istituto Nazionale di Fisica Nucleare (Italy) and is involved in the European Middleware (EMI) project. Although Emidio has not blogged for GridCast but has been a subscriber for a few years.
- Agnes Szeberenyi (AS) is a research fellow at SZTAKI LPDS, and is coordinating the Grid Application Support Centre and Dissemination team. Agnes is a regular contributor to GridCast.
- Gillian Sinclair (GS) is the UK National Grid Service (NGS) Liaison Officer, and has blogged for GridCast previously.

Below is a summary and recommendations from the one hour focus group. We have also included our possible actions/investigations in an italic font.

#### *1. How easy was it to find the blog? Do participants know that there is a blog?*

The bloggers find GridCast easy to use, and had no real criticisms on the platform itself. However, they did not find the URL particularly memorable (<http://gridtalk-project.blogspot.co.uk/>) and do not like the fact that you have to go through the information page (<http://gridcast.web.cern.ch/gridcast/>) to find the blog. *Unfortunately changing this URL could mean a number of dead links from many of the websites that currently reference the blog.*

The three bloggers felt that some people at the EGI-Community Forum conference were unaware of the blog. *To increase visibility at conferences in PY3, GridCast plans to increase the quantities and size of poster materials.* Another recommendation from the focus group was to encourage the NGI International Liaisons to write more regularly for GridCast, as often a ‘blog post can be a start for a story’. *One week before each GridCast, the team will market the blog more proactively to the relevant people and cultivate ‘Star Bloggers’ (people who blog at multiple conferences) to spread the word to their colleagues and Institutions. The team are also providing more detailed feedback for star bloggers.*

#### *2. How can we improve the reader experience for anyone reading the blogs? What kind of posts are you interested in?*

Participants were generally satisfied with the content, but would like more information in blog posts. The perception amongst the focus group participants is that blogs are written for attendees. *Web analytics data indicates that the blog largely caters for people who aren’t at the conference.* Participants requested more links and a session synopsis of all sessions or themes. One of our regular bloggers did say that as there is nothing time critical (i.e. nothing people need to know about immediately) and people could theoretically blog a week after the conference.

It was suggested that the GridCast team could edit each blog at the end of the day adding any extra information (e.g. project website links, hyperlinks for clarifying terms etc.). *As a result of the focus group and after sounding out ideas to other GridCast followers, the team decided to investigate*

*adding categories to help people navigate the blog. Unfortunately, we discovered that the Blogger platform does not allow this capability. An alternative approach would be that the GridCast coordinator encourage people to tag their posts with the following categories (general post, opinion-piece or a synopsis) as well as adding whether the post is intended for people at the conference or those who couldn't make it. This information, plus the suggestion of using links will be added to a 'blogging essentials' section within our FAQ email sent out to new bloggers*

3. *How can we improve the blogging experience, and get more bloggers to volunteer?*

The general consensus is that the blogging system does work well. The focus group participants, however, would like to know at the start of larger conferences (such as the European Grid Infrastructure events) what sessions will be covered by others bloggers so they can plan their days accordingly. This would be useful to minimise any potential cross-over, and would highlight any important sessions that might potentially be abandoned. Prior knowledge could help us to plan more comprehensive coverage. *As a result of these recommendations, the GridCast team will encourage GridCast bloggers to outline in their first blog post what they are interested in blogging about. This will be advantageous as bloggers will be more likely to blog once at least before the meeting, which means potentially more blog posts.*

4. *How can we improve the blogging experience, and get more bloggers to volunteer?*

We discovered during the session that GridCast provides a welcome introduction/forum for those who are initially daunted by the prospect of blogging. The GridCast bloggers, however, would be interested in meeting others on the blogging team. *As a result of this feedback, GridCast will arrange a social event/a coffee meet-up on the first day of the EGI-Technical Forum 2012 so GridCast bloggers can identify each other. Branded T-shirts and laptop cases will also be provided to the blogging team, which would both market the blog and encourage a GridCast team-spirit.*

*"I hated blogging but when you first asked me at the technical forum, 'I said I cannot do that, I am not able to blog'. At the conference, I wrote five posts, so I got into it. My posts are very short, because I don't do much research, so I just blog what I think. It's useful to write down my own thought and this platform allows me to do this."*

### **2012 Year-end Summer Update**

E-ScienceTalk also implemented a more coherent strategy for sharing feedback to GridCast bloggers. The GridCast team sent out an email entitled, '2012 Year-end Summer Update' to 100 GridCast bloggers asking them whether they enjoyed their experience and if anything had happened as a result of their blog post (e.g. any contacts made, comments, feedback etc.). The email also provided the blogger with their page views and social media interactions (i.e. Facebook 'Likes'). The questions can be found in Appendix 7.7. Ten bloggers replied to our email (Sebaastien Goasguen, Oxana Smirnova, Danielle Venton, Oliver Gutsche, Marco Mabelli). Most were interested in blogging for us next year.

However, none of the bloggers provided any strong recommendations on how we could improve the blog, which does suggest that their experience of blogging and using the platform was satisfactory. All were appreciative and pleased to receive their viewing figures. One blogger suggested that GridCast provide the number of page views as they happen so that each blogger could determine the effectiveness of their social media dissemination in real-time. Unfortunately, this is not a possible in

the Blogger platform.

e-ScienceTalk was particularly interested in whether anything had happened as a result of their blog post(s). The results to this question were informative and were well-documented in the D1.4 *Annual impact and sustainability report* [R4]. Agnes Szeberenyi from the MTA SZTAKI project in Hungary received two inquiries (from a US project and an EU-based research team) after blogging, both proposing possible collaborations. Agnes also mentioned that a joint paper is being written, which she was inspired by her blog about the GLOBALExcursion project at the EGI Community Forum, *Never too early to start science!*<sup>17</sup>. Another GridCast blogger, Carlos Jaime Barrios Hernandez, said that people contact him about his posts directly. Beatrice Bressan, outreach coordinator of the TOTEM experiment, said she has blogged a few times during two conferences, and has had some positive feedback from readers. Appendix 7.7 also contains solicited feedback from scientists/non-scientists.

## 2.4 GridGuide and Real Time Monitor

### 2.4.1 Background

GridGuide (gridguide.org) is the youngest of the e-ScienceTalk products and gives a human face to the grid, showing the sites and sights of grid computing. Users can listen to podcasts from grid sites worldwide, read about the ongoing work and watch interviews with researchers. As well as giving a visual overview of current grid work, GridGuide enables users to drill down to more detail about an individual scientist's work and how the grid has produced results. For these reasons, the GridGuide is useful for engaging with policy makers who are able to find out more detail about work going on in their local regions or areas of responsibility, as well as the general public and other scientists.

The GridGuide complements the GridCafé by providing a more in-depth guide to institutions across the globe that are involved in grids and distributed computing. GridGuide has become increasingly interactive and accessible through co-development with the Real Time Monitor (RTM), which shows traffic on the worldwide grid in real time. The RTM is a 3-D virtual globe that shows a live version of the job traffic on the grid, and the current integration with GridGuide allows a visitor to click on a site and view both the technical statistics from the RTM as well as the pages from GridGuide.

The RTM is widely used for demonstrating the grid at conferences and events and is an accessible and engaging way to understand more about the grid. E-ScienceTalk's aim for PY2 for the RTM was to show traffic from more sources. The RTM now includes PANDA jobs from one of CERN's largest LHC experiments, ATLAS as well as the data transfers on the GÉANT networking layer. This work is described in more detail in D2.3 *GridGuide Upgraded Integration with the RTM* [R5].

### 2.4.2 Summary of feedback

GridGuide now has a greater number of sites with a higher proportion located outside Europe, representing work both in the grid arena, but also in related areas such as the network layer, supercomputing, volunteer and cloud computing. However, our main focus this year has been on gathering feedback on the Real Time Monitor, at events and through contacting heavy users. We also received a number of emails from people interested in the RTM.

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<sup>17</sup> <http://gridtalk-project.blogspot.co.uk/2011/09/never-too-early-to-start-science.html>

### ***Feedback from RTM Events***

The RTM has been used by numerous partners worldwide as a permanent fixture in their institute or as a part of tours given by them to visitors. Alongside this, the e-ScienceTalk team, EGI and others have used the display at the following 10 meetings with almost 12,000 attendees in total (see Figure 11). These have included teachers, students, the press, politicians and members of the IT and grid communities.

Below is a list of all the locations the RTM has been viewed at, and the approximate number of people who would have seen it.

**Figure 11: Real Time Monitor Demos**

Sept 2011	EGI TF Lyon ~300 All Hands Meeting UK ~150
Oct 2011	Manchester Science Week ~90
Nov 2011	Supercomputing'11 ~10,000
Mar 2012	EGI CF Munich ~400 UK Particle Physics Masterclasses various locations ~300
Apr 2012	IoP HEPP Meeting London ~150
May 2012	Healthgrid Amsterdam ~40
July 2012	Higgs Press Conference London ~100 LHC exhibition London ~500 Turingfest ~50

The RTM received some inspirational feedback at the Higgs boson press event in Westminster Central Hall on 4 July 2012 and the LHC exhibition. Andy McKinna from the STFC emailed Neasan O'Neill from GridPP with the following:

*“Just to say that the live data feed is proving to be one of, if not THE, attraction of the exhibition. Many of the students are gathering around the display and they're all taking great interest in it and asking whether this can be accessed from school/home – Good stuff and thanks once again!”*

### ***Feedback emails from users***

After the first year, it was noted that not much was known about users who actually download and run the RTM on a regular basis. This is because new users are not requested to fill out their institutional or personal details. Although a lack of registration procedure encourages greater accessibility and anonymity for users, it hampers e-ScienceTalk's ability to gather feedback from users. In the project's second year (PY2), e-ScienceTalk set out to examine how people were utilising this unique resource and that impact. The information provided below was also included in the D1.4 *Annual Impact and Sustainability Report* [R1]. For more details on individual responses, see Figure 12.

In June 2012, the top 100 Internet Protocol (IP) addresses that used the RTM were obtained and analysed. An IP address is a unique number that every computer connected to the Internet is assigned. This data went back to 6 May 2010. From these numbers, the country of origin and institute of origin was acquired using various online tools (iptrackeronline.com/). Our analysis shows that the top five users are based in Italy, UK, Germany, France and Spain. IP analysis revealed a number of important institutions are running the RTM including some highly recognised international establishments (Österreichische Akademie der Wissenschaften, Istituto Nazionale di Fisica Nucleare - Sez. di Catania, Roma Tre University, Oxford University, University of Glasgow, Max-Planck-Institut für Physik, the CC-IN2P).

Forty emails were sent to various institutions to solicit information on how the RTM is being used. From these investigations, e-ScienceTalk found that the RTM is being utilised for both outreach, educational and demonstration purposes over a wide geographical spread. From this survey, the RTM received a positive reinforcement of its importance, and useful feedback for improvements. All users found the RTM straightforward to use. For example, two RTM monitors being displayed in two locations by the Academia Sinica Grid Computing (ASGC) in Taiwan. At ASGC, the RTM is used to demonstrate global grid traffic (for both infrastructure and applications). The Instituto de Fisica de Cantabria (IFCA) also regularly use the RTM. Another heavy user of the RTM is the Centre National de la Recherche Scientifique and LCG-France (which is also part of the WLCG). The LHC France use the RTM to demonstrate the functioning of WLCG and or when they have to showcase the grid to countries not yet involved. e-ScienceTalk has also confirmed that the University of Alberta (UoA), a WLCG Tier 2 site that is supporting ATLAS, also runs the RTM. David Britton from Glasgow University uses the RTM about 5 to 10 times a year to demonstrate the worldwide computing Grid when he gives a talk to a public or non-specialised audience.

**Figure 12 shows the users responses (unedited)**

<p>1. How often do you use the RTM?</p>	<ul style="list-style-type: none"> <li>• <i>“I use the RTM 5–10 times per year.”</i> David Britton, University of Glasgow.</li> <li>• <i>“Two RTMs are installed at ASGC now. The purpose of RTM is mainly for demonstration, training and education purposes mainly. Frequency is about once in a week.”</i> Eric Yen, ASGC</li> <li>• <i>“We setup some displays for local/global WLCG site monitoring in University of Alberta. The RTM is in one of those displays. It's basically running all the time, except some breaks due to desktop sleeping.”</i> Erming PEI, University of Alberta, Canada</li> <li>• <i>“When needed to demonstrate the functioning of WLCG or when I am publicising the GRID to some countries not yet involved (North Africa for example).”</i> Fairouz Malek from the Centre National de la Recherche Scientifique and LCG-France</li> <li>• <i>“I do use RTM from time to time. People at KFKI (the BUDAPEST Tier 2 site) are using it often.”</i> Agnes</li> </ul>
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	Szeberenyi
2. How easy is the RTM to use?	<ul style="list-style-type: none"> <li>• <i>“It is very simple now.”</i> David Britton, University of Glasgow.</li> <li>• <i>“The installation is quite straightforward and very easy to use.”</i> Eric Yen, ASGC</li> <li>• <i>“It’s quite easy to use. What I need to do is just click the launch button in your web page, as the Java environment in my desktop is ready.”</i> Erming PEI, University of Alberta, Canada</li> <li>• <i>“The latest versions are just perfect. One click and it works!!”</i> Fairouz Malek from the Centre National de la Recherche Scientifique and LCG-France</li> <li>• <i>“It is a bit too slow (but that’s OK being based in Java).”</i> Agnes Szeberenyi</li> </ul>
3. What do you use the RTM for?	<ul style="list-style-type: none"> <li>• <i>“I use the RTM to demonstrate the world-wide computing Grid - typically when I give a talk to a public or non-specialised audience.”</i> David Britton, University of Glasgow</li> <li>• <i>“We setup some displays to monitor WLCG activities globally/locally in our office. RTM is a global one. It helps to give us an overall dynamic knowledge of WLCG running status and it’s also a good tool to show what we are doing to others.”</i> Erming PEI, University of Alberta, Canada</li> <li>• <i>“Showing the WLCG success. It is a tool, which is nearly “on time” and this is really amazing for many people. Seeing the data transfers and the CPUs consumed real time.”</i> Fairouz Malek from the Centre National de la Recherche Scientifique and LCG-France</li> <li>• <i>“My colleagues and I mostly use it for visualizing. When we have a conference or a meeting and we try to explain Grid and why is it good, what is it for, and especially if we would like to involve the tier 0-1-2 hierarchy.”</i> Agnes Szeberenyi</li> <li>• <i>“It runs continuously on a display viewable from the corridor that runs to our cluster room. Visitor tours are regularly taken down there to view the facilities and the RTM is an excellent way of providing a perspective of the role of the visible equipment.”</i></li> </ul>
4. What features are you using?	<ul style="list-style-type: none"> <li>• <i>“Most if not all the features.”</i> David Britton, University of Glasgow.</li> <li>• <i>“The global view, the site CE status, and the VO view, etc.”</i> Eric Yen, ASGC</li> </ul>

	<ul style="list-style-type: none"> <li>• <i>“I am using the so-called "bleeding edge" version, and open all the layers, especially the gLite and Panda layers.”</i> Erming PEI, University of Alberta, Canada</li> <li>• <i>“We are coordinating the work of Serbian NGI AEGIS and hosting two Grid sites, and therefore RTM is quite a useful resource for us - thanks for developing and maintaining it!”</i> Antun Balaz</li> <li>• <i>“We use the Grid RTM zoomed in on Europe, showing all data (all jobs, etc.).”</i></li> </ul>
<p>5. What extra information would you like to see on the RTM?</p>	<ul style="list-style-type: none"> <li>• <i>I don't think it needs much more; possibly a breakdown of what fraction of the jobs are running in which country?”</i> David Britton, University of Glasgow.</li> <li>• <i>“People are always interested in data transmission status in a distributed system like the RTM is watching over. So, when a site is selected, the data status from the internet, such as the input data rate from what site now, and the output data rate to what site, would be helpful.”</i> Eric Yen, ASGC</li> <li>• <i>“I don't know if you have the ambition to make RTM an all-in-one monitoring tool. For example, I think such stuff as storage information, data transfers, software releases, site VO-specific running status, etc., could be considered. Also, to display some general mouse-over information of a site will also be helpful, e.g., site name, running/queuing jobs.”</i> Erming PEI, University of Alberta, Canada</li> <li>• <i>“It is detailed enough as we can zoom, click on a site and have plots etc. This is perfect. I don't need more information.”</i> Fairouz Malek from the Centre National de la Recherche Scientifique and LCG-France</li> <li>• <i>“Recently (as of our signed MoU) I have been investigating how to use RTM for presenting Grids in GLOBAL excursion for students. Based on teachers' feedbacks although it is not interactive in the way that kids could initiate/send jobs, it is interesting. I was wondering if you could find an interactive task with it.”</i> Agnes Szeberenyi</li> </ul>
<p>6. What do you like (and don't like) about the RTM?</p>	<ul style="list-style-type: none"> <li>• <i>“It's very good.”</i> David Britton, University of Glasgow.</li> <li>• <i>“RTM is a very comprehensive tool to really 'see' the Grid, especially good for site and world-wide grid demonstration and education and training.”</i> Eric Yen, ASGC</li> <li>• <i>“We are very happy with the current evolution of RTM.”</i> Isabel Campos Plasencia, Cientifico Titular del CSIC, Instituto de Fisica de Cantabria, Spain</li> </ul>



	<ul style="list-style-type: none"> <li>• <i>It's awesome. I like the 3D dynamic display of job flows. If it can combine Google-Earth like technology, i.e., users can search a site and then navi down to the site/place.</i> Erming PEI, University of Alberta, Canada</li> <li>• <i>"I like the fact that we can zoom, go from a place to a place, make a whole journey around the world. It would have been nice to be able to know what are the "yellow" lines, the green one etc ... only when moving the mouse. It is a little heavy to go to see the explanation that you forget immediately and try to remind them if you want to explain to people why Geneva is a big torte, half green, half pink and why the heart is beating etc ... This part could be improved."</i> Fairouz Malek from the Centre National de la Recherche Scientifique and LCG-France</li> <li>• <i>"We would like to see the option to animate the globe, i.e. automatically revolve it, allowing the non-interactive viewing of detailed data across the world. Also, the visualisation of data transfers could perhaps be improved, e.g. with an FTS layer giving the possibility of seeing where transfers from (for example) RAL are going."</i></li> </ul>
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Some of these requests are more complex than others (Ref: Figure 5/Question 5), but Janusz, our RTM developer, is investigating the capability and developing new features for the RTM based on this feedback. The project does intend to implement a number of changes before the end of 2012. Overall, our investigations do show our users are passionate about the RTM. Erming PEI, University of Alberta, Canada, even described the RTM as 'awesome'.

### **GridGuide Campaign**

In April and May 2012, the team carried out a campaign to improve the quality of content on existing sites but did not generate as much activity as originally intended by GridGuide site editors. The e-ScienceTalk Impact Reporter sent an email to all existing GridGuide site administrators encouraging them to contribute more information to their guide with an incentive, an opportunity to win a special e-ScienceTalk-branded PaperNomad gadget case, or a runner's up prize of an e-ScienceTalk laptop sleeve. As a result, four grid hosts did update their sites.

One group, however did express an interest in joining the site after seeing a message request in a Grid Computing group on Linked In<sup>18</sup>. José Miguel Franco Valiente from CIEMAT (Centro de Investigaciones Energéticas, Medioambientales y Tecnológicas) added a site in March 2012.

Below is the unedited request from José:

<sup>18</sup>[http://www.linkedin.com/groupItem?view=&gid=50849&type=member&item=97500973&qid=60aef039-cb11-43cd-89a9-8b4df7a3ccaf&trk=group\\_most\\_popular-0-b-ttl&goback=.gmp\\_50849](http://www.linkedin.com/groupItem?view=&gid=50849&type=member&item=97500973&qid=60aef039-cb11-43cd-89a9-8b4df7a3ccaf&trk=group_most_popular-0-b-ttl&goback=.gmp_50849)

*CETA (Extremadura Research Centre for Advance Technologies) is part of CIEMAT, a Public Research Agency in Energy and Environment and it has participated since its foundation five years ago in several projects related to Grid Computing as EELA-2, EDGeS, EDGI, Alice, GISELA, EUFORIA, etc. Besides, we research in workflow optimizations and cancer diagnosis and we make use of the Iberian Grid Infrastructure (IBERGRID) to support our research activities, indeed we provide resources to the Spanish NGI. Owing to these factors, we think that we are a good candidate to appear in your site. I also send to you a link to CIEMAT site (<http://www.ciemat.es>) and CETA site (<http://www.ceta-ciemat.es>).*

### **Feedback from scientists and non-scientists**

The general consensus from our survey in early October 2012 is that reviewers liked the look and feel of the site, and found the interactive map interesting. People felt that some of the sites lacked information.

*“I like the look and feel of this site but the information it is providing doesn't seem to be too detailed. For example when I clicked through to one of the US guides the first bit of information was just general information about the university rather than vetted relevant information about what they are doing with grids. Similarly I don't get all the tourist info etc.”*

Since this survey, the GridCast team has added more information to many of the sites.

## **2.5 iSGTW**

### **2.5.1 Background**

During the duration of the e-ScienceTalk project the weekly electronic newsletter, International Science Grid This Week ([www.isgtw.org](http://www.isgtw.org)), has broadened its scope significantly to cover e-science topics such as supercomputing, distributed computing, networks, data and cloud/volunteer computing and their impact on grid development. The newsletter now covers a broad range of national and regional grid projects, as well as related developments in the wider world of modern science and research. New interactive features have been introduced during e-ScienceTalk such as the facility for readers to comment on and rate stories, to share them with other websites and social media sites, and to take part in polls and surveys.

Traffic to the iSGTW website increasingly comes from social media channels such as StumbleUpon, Slashdot and particularly Twitter. The proportion of traffic from weekly subscribers to the publication is correspondingly decreasing, marking a change in the way that readers interact with the publication. The increase in traffic from social media channels is due to an active social media policy put in place at the start of PY2, which includes promotion of articles through iSGTW and e-ScienceTalk social media channels on a daily basis. The interactions with iSGTW via social media are now tracked on a weekly basis through numbers of followers and Klout score, with the monthly reports including statistics from topsy.com, Social Mention and Twiangulate to make comparisons between iSGTW and its peer publications, as well as from Google Analytics.

### **2.5.2 Summary of feedback**

Feedback for iSGTW has been very positive, and our methodology for gathering is more extensive than the other products: analysing comments (website and Google+), authors' feedback, monitoring social media activity, examining unsolicited feedback, as well as carrying out focus groups and interviews with subscribers.

### ***Focus Group Summary***

At the EGI Community Forum in Munich, we held a focus group to explore sustainability and to solicit feedback on iSGTW. The session was led by Zara Qadir, Dissemination Officer, over a period of one hour. All subsequent actions/investigations from the focus group are provided in italic font. Four participants were involved in the focus group, and below details on their backgrounds:

- Shaila Roessle-Blank is a biologist and a self-proclaimed newbie to grids. Shaila has been working in a dissemination role for EDGeS for less than one year.
- Elizabeth Leake is from the HPC realm, and was previously external relations coordinator for the TeraGrid project. In the past year, she has been working as a consultant and a freelance writer and has been a regular contributor to iSGTW for the last four years.
- Tom Visner has worked for the last four to five years at SARA as a NGI International Liaison (NIL). His role involves helping people make use of grids, clouds, supercomputing etc.
- Niobe Hiaitas works at CRNS (French National Research Centre) in Lyon. She is currently involved in the N4U project, which focuses on Alzheimer's disease. Niobe does not have a technical background, and is responsible for communication, dissemination, and outreach.

When asked how they received iSGTW, all four participants said they read the magazine in a 'non-traditional' way, scanning the headlines and then reading articles related to their interest. All were subscribers to the mailing list, but use services such as Google Alerts to filter articles, and only read articles of specific interest to them. e-ScienceTalk realise it is important to implement filters to organise and promote the development of content that is specific to the readers.

During the session, we also asked whether we should change the name (see Figure 13). The participants were divided on this topic, and were quite emotive on the subject. Long-term subscribers did not feel a name change was necessary. However, those new to the e-science arena, felt other newcomers or non-technical readers may be less comfortable with the word 'grid' and would be more attracted by a title that includes science i.e. 'e-science'. It was suggested that before a change of name, iSGTW survey its readers. *The project team are currently interviewing subscribers to find out their opinions on name changes.*

**Figure 13: Focus Group comments related to the ‘iSGTW’ brand**

Below are some further comments related to the brand:

*“I actually like the brand. It’s been around for a long time. That’s always the thing with name changes. If you started calling it escience journal, I would start scrutinising the content. If you changed the name, I would think what happened and why?”*

*“The way I see ISGTW, is that it is in support of the technology. But even more importantly it’s the nonbiased voice, that doesn’t take any advertising money from any other place. The science writers that have been in this field for a very long time, felt that was one of the main most beneficial aspects of ISGTW is that it is unbiased and is in support of all science. There is enormous competition in the field for readership as you are bombarded with so much information, and it is important to filter. In the HPC arena, we have HPC Wire, HPC in the Cloud, Datanami etc.”*

Another recommendation from participants was that iSGTW assess the readership to determine the range of technical levels, and then try to segment accordingly by use of appropriate metatags.

During the focus group, we asked about the frequency of the publication. Everyone agreed that once a week was an appropriate frequency, but all would like to receive more regular updates through Twitter. *iSGTW tweets at least 2 to 3 times a day.*

When participants described the types of stories that interested them, three people requested more articles about the development phase of projects and more personal perspectives. *iSGTW could have a separate section or more forcefully market the profile sections.* Subscribers would also like to see more special iSGTW issues. *The project team are currently interviewing subscribers to generate more ideas for special issues.*

We also asked about the value participants place on iSGTW, and discovered that most use the publication for finding out what’s going on in e-science. People said it offers both an information gathering and filtering service. iSGTW can also be useful for internal communications providing researchers with an ‘inspirational’ message: “iSGTW provides an unbiased message in support of all science”. Two of the participants said that they regularly share articles with colleagues and their institutional mailing lists.

One criticism was made of the self-generated user content section; two participants found the announcements and calendar section difficult to use. Since this criticism, we have worked at improving the functionality of the announcements/calendar section.

For more details on the focus group, please see Appendix 7.7.

### ***iSGTW Readership Survey***

This section reflects the conclusions from the 2012 iSGTW readership survey, in which 226 readers (2.8% of the readership) completed an online survey with comments. The results of the survey are discussed in greater detail in D3.4 *Report on survey of iSGTW readers and annual metrics* [R6]. This year, we were more proactive in marketing the survey, and hence received a greater number of

responses. We solicited responses by putting a link to the survey in the spotlight section of the iSGTW newsletter on 23 May, which we repeated on 4 July. iSGTW also sent out an email to every subscriber in June asking them to complete the survey.

Most of the questions remained similar to those asked in previous years (see Appendix 7.8), thus enabling iSGTW to assess its performance over a number of years. The one major exception to this was an impact-related question regarding what action people had taken as a result of reading an article on iSGTW (e.g. sharing online, citing in a paper or a talk, sourcing an image, applying for a job, attending an event, etc.).

The results suggest that iSGTW may have significant wider impact. These results suggest that we have a highly engaged audience, with 81% of respondents saying that they have ‘discussed or forwarded an article or issue’. The results also reflect fairly positively on the impact of our publication, with respondents reporting that they have attended an event, applied for a job or contacted researchers based on information they have found on our site. Over one fifth of respondents also said that they have cited or linked to iSGTW in a blog, paper, poster or talk. Again, as with other results from the survey, this adds further credence to our general impression of our subscribers being relatively specialised, but highly engaged. Among the respondents who selected the option ‘other’, one respondent reported that iSGTW had helped them to come up with a new research idea and another reported that they had gotten a grant as a result of their interaction with iSGTW.

The respondents generally reported that content was pitched at a suitable level and that they were happy with the breadth of topics covered. The percentage of people who describe themselves as working in the media has also continued to increase from last year. However, we have had less success in terms of attracting younger readers.

Only 52% of respondents said they agreed or strongly agreed with the statement that they use iSGTW to keep informed about events and announcements. Almost a fifth of respondents said that they either disagreed or strongly disagreed with this statement. This suggests that our events section is not very popular with users. iSGTW plan to work to overcome this by linking to event announcements directly from related stories in the future.

Similarly to last year, when asking readers what they like to read about, the topics were split into two categories, the academic topics (physics and astronomy, humanities, etc.) and the infrastructure related topics (workflow management, interoperability and standards, etc.). As it did last year, future computing technology again proved to be the most popular topic overall. Equally, physics and astronomy once more proved to be the most popular of the academic topics, followed by life sciences (including health, medical and genomics), and then Earth and climate sciences. Humanities were the least popular academic topic. The ranking for academic topics is the same as last year’s. This suggests that these results accurately reflect our readers’ tastes. A total of 44 people suggested other topics they were interested in. Some of the topics which were suggested more than once however, included: data management, materials science and the arts.

Participants were asked to provide further comments in an open-ended question at the end of the survey. Some of these comments are highly useful and informative. For example, the comments suggesting that we should aim to shorten the average length of articles published have confirmed our belief that articles are currently generally too long. We intend to make articles more suited to being

read online by editing them down to remove superfluous information and by presenting tangentially related information in outboxes rather than as part of the main body copy.

### ***In-depth Interviews***

Over 55 people indicated that they would be happy to be contacted for such an interview. So far, two people have been interviewed. We have listed in our appendix 7.9, transcripts for the first two interviews with Gurcharan Khanna, Director of Research Computing at Rochester Institute of Technology and Jens Jenson, Science and Technology Facilities Council. A comprehensive analysis from proposed 8-10 interviews will be provided in the D3.7 *e-ScienceTalk Feedback Report* in PM33.

### ***Authors' feedback***

In July 2012, the team contacted authors of the most popular 10 articles. During this investigation, we observed the most popular articles are related to the Tevatron, LHC or are articles written by iSGTW or e-ScienceTalk staff members. However, 10 authors were identified, and emailed (see appendix 7.9). Three people responded to the email.

We asked authors and scientists whether working on a story with iSGTW helped to give them any ideas on how they saw or promoted their own work. Both comments were very encouraging, and are listed below.

*“Putting together the article did help us frame our work for a practitioner audience, which was really helpful and allowed us to make sure our plans accorded with what was going to be usefully understandable for others.”*

—James Howison and James Herbsleb, Institute for Software Research at Carnegie Mellon University (Author of “Research Report - Turning the microscope inwards: Studying scientific software ecosystems”<sup>19</sup> [Feature | April 14, 2010])

*“Yes, it gave me the possibility of thinking about my research from a different perspective, how it could be suitable for a larger audience, how my research in art and technology could reach different categories of readers. iSGTW is extremely interesting because its audience groups not only scientists, but people with different level of involvement in science and technology.”*

—Domenico Vicinanza, a network engineer at DANTE Delivery of Advanced Network Technology to Europe (The smallest music in the universe<sup>20</sup> [Feature | April 11, 2012 | By Adrian Giordani])

We also asked whether authors/scientists had been approached by other media or another researcher since appearing in iSGTW.

*“Yes, I was approached by news magazines (Focus, Panorama, Repubblica) radios and science websites (like Discovery Channel, BBC,)” Domenico Vicinanza*

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<sup>19</sup> <http://www.isgtw.org/feature/research-report-turning-microscope-inwards-studying-scientific-software-ecosystems>

<sup>20</sup> <http://www.isgtw.org/feature/smallest-music-universe>

We were interested in finding out whether reading anything in ISGTW that has helped with a collaboration / developing a research idea etc.

*“Yes, I like very much all the pieces covering arts/humanities and collaborative art works in particular. I liked very much the wordcollider (<http://www.isgtw.org/visualization/can-art-impact-science>) or the neuromaker (<http://www.isgtw.org/visualization/making-art-brain-waves>) for example. I also used the treemap (<http://www.isgtw.org/visualization/archival-analysis-art>) representation after I saw it there.”* Domenico Vicinanza

### Comment analysis

We calculated that around 14% of our articles receive comments. This equates to one or two comments every other issue. This year, we carried out a simple analysis of sentiment analysis. Analysing all comments, seven comments were related to providing extra information, one was relating to a mistake, six negative comments (see Figure 15), fifteen were extremely positive (45%) and two related to possible collaborations or help with research solutions (see Figure 16). The negative comments, mainly related to small clarifications or queries.

**Figure 14: Example of positive comment**

<p><b>2.5.2.1 Hypercities</b> Can't wait. Sounds fascinating as well as instructive. John R. Sandow</p> <p><b>2.5.2.2 Internet of Things</b> by Anonymous   October 6, 2011 - 7:52am A succinct article A succinct article accompanied by an "eye-catching" image, both contribute to captivate the reader. reply</p>
---

**Figure 15: Example of negative comment**

<p><b>2.5.2.3 The Royal Society Opens Up Permanently</b> by Anonymous   January 18, 2012 - 10:51pm</p> <p>Author or source? If an article like this is to have any authority or be believed, it must have a contactable author or source designation. Simply calling it a Spotlight is straight out of Huffington Post ethics...<sup>21</sup></p>
---

<sup>21</sup> All iSGTW Spotlights and Visuals now include an author name

**Figure 16: Example of possible research ideas**

**"Distributing the Square Kilometre Array"**

2.5.2.4 by Anonymous | May 30, 2012 - 8:48am

2.5.2.5  
Could SKA use Public Distributed Computing via BOINC software? We do have several projects in Astronomy and Cosmology right now>

2.5.2.6  
by Anonymous | May 30, 2012 - 6:14pm  
SkyNet  
The Australian SKA group have a public distributed computing project called SkyNet for some types of data analysis. It uses the Oxford software, not BOINC.  
<http://www.theskynet.org>

by RichardMitnick | May 30, 2012 - 7:25pm  
Skynet  
Interested in the Oxford software. Can you provide a link?

***Solicited feedback from scientists/non-scientists***

During Q5, e-ScienceTalk asked a group of scientists and non-scientists to review this new resource. The worksheet consisted of a table with some prompting questions asking the reviewers for their first impressions, and their comments on navigation, consistency, content and design of iSGTW.

Below are some of their unedited comments:

**Comments from:**

**iSGTW**

Jo, 33, CSR  
Consultant

*Link not particularly intuitive  
Quite clear - I like the layout, however it does seem to have too much information on the front page if that is not too much of a contradiction  
Move twitter stream further up – as well as the spotlight piece*



Tanya, 33, CSR  
Consultant

*Least memorable URL. They have too much information on each page and too much focuses on what they will be doing. Might be better to have a page dedicated to future developments and say if you are interested sign up to receive an email as they go live. Text in the calendar on main page is also too busy. I would prefer it if they explained what the organization does right at the start.*

Ashley, 26, Biologist

*I didn't understand what International Science Grid This Week was referring to? Is it the name of the newsletter?*

### 3 PROJECT METRICS

#### 3.1 Overall Project Metrics

A summary of the overall project metrics for Year 2 of e-ScienceTalk is listed below.

**Table 2: Overall Project Metrics for e-ScienceTalk**

Work Package	Metric no.	Description	Target Metric PY2	PY1 Achieved	PY2 Achieved
WP1	1.1	Projects covered	30 per year	38 (190%)	74 (250%)
	1.2	Reports and briefings circulated	4 per year	300 (75%)	4 (100%)
	1.3	Countries where reports or briefings are distributed	30 per year	36 (120%)	32 (94%)
WP2	2.1	Sites on GridGuide	75	38 (50%)	59 (78%)
	2.2	Bloggers contributing to GridCasts	5 per GridCast	5 (100%)	6 (100%)
	2.3	GridCasts per year	4 in Europe per year, 1 outside Europe	16 (533%)	16 (250%)
	2.4	New areas in GridCafé	3, one new area per year	1 (100%)	2 (200%)
WP3	3.1	iSGTW subscribers	30% increase	21% (70%)	28% (95%)
	3.2	Articles on European projects	50 per year	108 (216%)	131 (261%)
	3.3	Projects in the iSGTW/GridCafé resources section	150 in total	134 (134%)	134 (89%)
	3.4	iSGTW printed materials distributed	1000 in total	330 (33%)	610 (61%)

Overall, e-ScienceTalk in its first year has largely either achieved or exceeded its Year 2 targets. For WP1, 74 collaborating projects have been covered by e-ScienceBriefings, which is 250% on the second year targets. As the project is now tracking downloads of e-ScienceBriefings, it is easier see

which countries are receiving the briefings. Thirty-two countries have downloaded briefings, which is more than the first year targets<sup>22</sup>. The e-ScienceBriefings have also been circulating at a number of meetings in various countries including Taiwan, Germany, France, Poland, Greece, USA and Mexico. It is proved successful in exceeding its second year targets. Also, valuable anecdotal evidence has shown that e-ScienceBriefings are helping people to describe complicated and diverse topics to a wide range of audiences.

The GridCast blog, GridCafé and the GridGuide have all proven to be successful during e-ScienceTalk's second year. To date, GridGuide has a total of 59 sites, which is an additional 20 sites on the project's first year so the project is on target to include 75 sites by the end of the project (31 May 2013). GridCast has gathered momentum and now has a number of contributors reaching its target of an average of 5 bloggers per GridCast. GridCast again held sixteen GridCasts (mini and major) in its second year, which is nearly four times more than the target of three a year. This year, the project produced three new sections on e-ScienceCity (volunteer-computing.org HPC Tower, the latter at <http://www.e-sciencecity.org/EN/HPC-tower/>). As the target was one per year, the project has exceeded this target.

iSGTW has seen a rapid increase in subscribers since the start of e-ScienceTalk, and already increased its readership by 21% in the first year (8,077) compared to GridTalk. During PY2, the team has concentrated on building up RSS feed subscriptions and social media followers. The number of e-mail subscriptions has leveled off but the number of Twitter followers has increased from 341 to 1,269 (370%), and the number of Facebook subscribers has increased from 428 to 602 (1 September 2011-30 August 2012). In total 131 articles on European projects were covered in stories in Year 2, which is more than year one (108), and double than anticipated at the start of the project.

### 3.2 WP1: Impact and Sustainability

The project and work package level metrics for WP1 are below:

**Table 3: Metrics for Work Package 1**

Metric no.	Description	Comments	Q5	Q6	Q7	Q8	TOTAL
1.1	Projects covered	In the e-ScienceBriefings	19	18	19	18	74
1.2	Reports and briefings published	In print or by email	1	1	1	1	4
1.3	Countries where reports or briefings are distributed	In print or by email	27	27	27	32	32

<sup>22</sup> 1. Belgium, 2. Brazil, 3. Bulgaria, 4. Canada, 5. China, 6. Czech 7. Republic, 8. Colombia, 9. Ecuador, 10. France, 11. Finland, 12. France, 13. Germany, 14. Greece, 15. India, 16. Italy, 17. Ireland, 18. Latvia, 19. the former Yugoslav republic of Macedonia, 20. Luxembourg, 21. Netherlands, 22. Pakistan, 23. Poland, 24. Portugal, 25. Qatar, 26. Russian Federation, 27. Romania, 28. South Africa, 29. Spain, 30. Sweden, 31. Switzerland and 32. Taiwan.

1.4	Policy articles published	In print or online	2	2	2	2	<b>8</b>
1.5	Printed policy reports circulated per briefing	To policy makers	100	140	100	100	<b>440</b>
1.6	Policy events organised	Number organised	1	0	0	0	<b>1</b>
1.7	Attendees at e-ScienceTalk organised policy events	Number of delegates	151	0	0	0	<b>151</b>
1.8	Policy events attended by e-ScienceTalk	Number attended, physically or virtually	2	2	2	0	6
1.9	Delegates at policy events attended by e-ScienceTalk	Number of delegates at events attended.	100	160	300	0	760
1.10	Downloads of policy documents (cumulative)	Measured from the e-ScienceTalk web site	2,098	3,055	4,359	6,783	<b>6,783</b>

### 3.2.1 Analysis and Trends

In PY2, e-ScienceBriefings has included case studies, quotes and information from 74 projects. Four e-ScienceBriefings were published on the subject of desktop grids, research networks, visualisations, and open science/open data.

The team has organised one policy event, the e-Concertation meeting, which attracted 150 delegates from a number of countries. WP1 and WP4 coordinated the 9th e-Infrastructure Concertation meeting, which took place during the EGI Technical Forum in Lyon in September. The two-day event attracted 150 delegates including representatives from the e-Infrastructure landscape, policy makers and funding agencies. The webcast amassed a wide global audience attracting 454 unique visits from 57 different countries.

This year, e-ScienceTalk had a number of GridCasts (XSEDE, GISELA-CHAIN, HealthGrid, ERF, EGI-Community Forum, e-IRG, ICRI2012, ISGC2012, CloudScapeIV, Citizen Cyberscience, Innovation Convention 2012, SC11). Members of the e-ScienceTalk team have also participated in high-level EC meetings, such as the Digital Agenda Assembly's workshop on social media. Many of our regular contributors have also asked to blog from events they have been at (SCSCAMP'12 and e-Science workflows). This was largely unsolicited, which shows the blog is becoming sustainable.

E-ScienceTalk members have physically attended six policy-related events including ERF Workshop "The Socio-Economic Relevance of Research Infrastructures" in Hamburg, CloudScape IV and e-

IRG-Workshops. The briefings were distributed to delegates at all six meetings, which had a total of 760 delegates.

On August 16<sup>th</sup> 2012, the number of total downloads stood at 6,450. Although maintaining a wide circulation of printed briefings is important, many more people download copies, and feedback from surveys reveals that people often forward the PDFs to colleagues. Data from the D1.4 *Annual Impact and Sustainability Report* [R4] revealed that the briefings are shared on regular basis through a variety of ways. Unfortunately, if a briefing is forwarded via email, it cannot be tracked. Since implementing AddThis Share information on the e-ScienceBriefings page in April, 13 people have tweeted the main e-ScienceBriefings page and 9 people have shared the page with others.

### 3.2.2 Recommendations for Year 3

In PY1, we gathered a number of metrics which proved useful for measuring whether the project had reached its audience. In PY2, we revised our methodology to include more qualitative feedback in order to give more meaningful information in terms of influence and impact. Some of our metrics were adapted as new technologies/tools became available ('AddThis' Share and download metrics). In PY3 year, e-ScienceTalk plans to revise some of the target metrics that have been achieved or exceeded. For example in Year 3, we will increase the number of projects covered from 30 to 40 a year. Another metric that could be added is subscriber numbers. We would also like to track the number of shares per individual briefing, and will investigate if this is a possibility.

### 3.3 WP2: GridCafé, GridCast and GridGuide

The project and work package level metrics for WP2 are below:

**Table 4: Metrics for Work Package 2**

Metric no.	Description	Comments	Q5	Q6	Q7	Q8	TOTAL
2.1	Sites on GridGuide	Number of sites included	40	57	57	59	59
2.2	Bloggers contributing to GridCasts	Average number of bloggers on GridCast	5	5	5	6	6
2.3	GridCasts per year	Including major and mini GridCasts	4	4	4	4	16
2.4	New areas of GridCafé	Covering topics other than grid computing	1	1	0	1	2
2.5	Change in unique visitors to the GridCafé	From Google Analytics	2,384	2,064 (-14%)	2,511 (+18%)	1,935 (-23%)	2224 average (-7%)

	website						
2.6	Ratio of page views to visitors for the GridCafé website	From Google Analytics	1.46	3.3	4.61	3.99	<b>3.34</b>
2.7	Number of bloggers for GridCast	Total number of bloggers	14	12	12	8	<b>46</b>
2.8	Blog entries on GridCast	Total number	45	45	53	34	<b>181</b>
2.9	Podcasts on GridCasts	Total number	10	7	13	0	<b>30</b>
2.10	Unique visitors to the GridCast (% new)	From Google Analytics	69%	77.59%	72.9%	74.43	<b>73.48%</b>
2.11	Length of time spent on the GridCast	From Google Analytics	1:33	1:20	1:35	1.05	<b>1.23</b>
2.12	EU sites on GridGuide	European based sites	28	36	36	36	<b>36</b>
2.13	Non-EU sites on GridGuide	Non-European located sites	12	21	21	23	<b>23</b>
2.14	Unique visitors to the GridGuide	From Google Analytics	385	389	420	299	<b>1493</b>
2.15	Page views of the GridGuide	From Google Analytics	625	614	637	477	<b>2353</b>
2.16	GridGuide sites on RTM	Total number	34	34	59	59	<b>59</b>
2.17	Countries in the RTM	Total number <sup>23</sup>	64	64	64	64	<b>64</b>
2.18	Numbers of delegates at events demoing the RTM	Including events attended by collaborating projects demoing the RTM	10,540	0	890	650	12,080

### 3.3.1 Analysis and Trends

From PY1 to PY2, the number of pages explored per visit to GridCafé has increased from 1.49 to 3.34. The number of GridCast bloggers has also increased from 5 to 6. Examining the engagement metrics for the first year of e-ScienceTalk, there has been significant activity with a total of 244 blog entries, 59 podcasts and 56 bloggers. In PY2, we have the maximum number of bloggers on the

<sup>23</sup> [http://gridportal-ws01.hep.ph.ic.ac.uk/dynamic\\_information/egec-locations.xml](http://gridportal-ws01.hep.ph.ic.ac.uk/dynamic_information/egec-locations.xml)

Blogger platform, over 100. This year, e-ScienceTalk has a total of 181 blog entries, 30 podcasts and 46 bloggers. On average, there has been more bloggers per GridCast from 3 in PY1 to 6 in PY2 for all major GridCasts. The percentage of new visitors has increased from 64.56% (PY1) to 73.48% (PY2), and so has the number of unique visitors from 8,270 to 9,625.

GridGuide has grown in PY3. The number of non-EU GridGuides has doubled from 11 to 23. The number of unique visitors and page views to the GridGuide has remained stable. However, it has decreased slightly since last year. All 59 GridGuides are now listed in the RTM. There are 64 countries including in the RTM, and 394 sites. The RTM has been showcased at a number of events to over 12,030 individuals.

### **3.3.2 Recommendations for Year 3**

#### ***GridCafé/e-ScienceCity***

The metrics for PY1 measured usage of GridCafé only. In PY2, we focussed on usability and usefulness. E-ScienceTalk evaluated the users' satisfaction and their likelihood of return through the use of surveys and focus groups. This information provided us with useful data for rating the ease of use, design and functionality.

With increased promotion of e-ScienceCity, we also recommend including metrics of usage statistics for e-ScienceCity. The project also intends to carry out a usability analysis once more sections have e-ScienceCity have been developed.

The only change to the metrics would be to convert [2.5] 'change in unique visitors to the GridCafé website' to simply unique visitors. Due to the two URLs for the blogs, it is difficult to measure this change accurately. Three usability tests could also be carried out. We would like to examine referral traffic from GridCafé to e-ScienceCity.

#### ***GridGuide and RTM***

Next year, e-ScienceTalk would like to include two interviews from heavy users of the RTM to find out more about the usage and their ideas for development. The project has identified a number of advocates to approach.

Unfortunately, tracking usage via metrics is not practical due to the lack of subscription information. For our investigation into users, we used IP addresses, but this does not necessarily isolate the institutions, and further research is required to identify users.

In PY3, the team intend to provide resources for those to help them understand the RTM, and devised a 'Fill in the Blanks' exercise to accompany demo at events such as the Turing fest (Edinburgh, 23-25th August) during PY3. The aim is to gather feedback from those unfamiliar with grid infrastructure and the RTM, and to provide our first steps in developing teaching resources for students.

#### ***GridCasts***

This year, e-ScienceTalk contacted volunteers after blogging with feedback statistics. This year, we would like to automate this service, and provide more detailed information. We plan to follow-up

bloggers, to find out whether anything has happened as a result of their blog post. It would be good to also include three in-depth interviews from bloggers within our feedback report.

### 3.4 WP3: International Science Grid This Week

The project and work package level metrics for WP3 are below:

**Table 5: Metrics for Work Package 3**

Metric no.	Description	Comments	Q5	Q6	Q7	Q8	TOTAL
3.1	iSGTW subscribers	Registered in the database	8,190	8,162	8,173	8,163	<b>8,163</b>
3.2	Articles on European projects	Based on EU funded projects	28	27	30	27	<b>112</b>
3.3	Projects in the iSGTW/GridCafé resources section	Total number	134	134	134	134	<b>134</b>
3.4	iSGTW printed materials distributed	At events attended by e-ScienceTalk or by collaborating projects	560	600	610	610	<b>2,380</b>
3.5	Issues published	Issued by email to subscribers each week and posted on the website	13	11	13	11	<b>48</b>
3.6	US articles published	Based on US projects	34	28	36	33	<b>131</b>
3.7	Worldwide articles published	Based on non US or EU projects	9	4	11	9	<b>33</b>
3.8	Unique visitors to the website	From Google Analytics	43,273	43,228	46,665	34,838	<b>168,004</b>
3.9	Page views of the website	From Google Analytics	80,050	77,736	89,626	68,940	<b>316,352</b>
3.10	Countries visiting the iSGTW website	From Google Analytics	166	173	165	156	<b>165</b>
3.11	Marketing materials	In print or by email or at	560	600	610	610	<b>2380</b>



	distributed	events					
3.12	Survey responses	Through Zoomerang survey tool	No Survey Issued	No Survey Issued	No Survey Issued	226	<b>226</b>
3.13	Social media subscribers	On Twitter and Facebook	1,093	1,410	1,623	1,900	<b>1,900</b>
3.14	Time spent on the site per visit	From Google Analytics	1 minute and 37 seconds	1 minute and 31 seconds	1 minute and 38 seconds	1 minute and 41 seconds	<b>1 minute and 37 seconds</b>
3.15	Stories shared on social media	Via all social media channels	Not collected	Not collected	Not collected	190 conversations and 444 Events	<b>190 conversations and 444 Events</b>

### 3.4.1 Analysis and Trends

iSGTW has had another successful year. Even though iSGTW had a considerably smaller workforce over several months – reduced from 3 people FTE editors/staff writers, to 1 FTE Interim Editor, the project has exceeded most of its targets. For this reason, iSGTW had slightly fewer issues than last year (51 in PY1 vs. 48 in PY2). While the number of subscriptions has levelled off in the last year, our promotional focus has been on social media followers. The number of twitter followers has increased by 370% (341 to 1,269).

The magazine also continues to include a wide geographical spread of articles covering 112 European articles. The number of US articles has increased slightly from 113 to 131, and the number of worldwide articles from 20 to 33. The total number of projects in the iSGTW/GridCafé resources section still stands at 134, and a concerted effort will be carried out to add to this section. iSGTW has been effective at distributing its printed materials distributed. Last year, the total was 330, but it has increased significantly to 2,380.

The number of unique visitors to the website has increased by one third from 126,151 to 168,044, an increase of 30%. The number of page views has also increased from 265,539 to 316,352, an rise of 19%.

Due to a more aggressive promotional campaign, our survey had more respondents this year from 134 to 226.

iSGTW examined its interactions/conversations via social media (3.15). The activity stream in Google analytics allows you to see how people engage with, share, and discuss content on social networks. This is difficult to track in the social media landscape. The Activity Stream in Google analytics shows who has interacted with your content, the URLs they shared, how and where they shared (via a “reshare”, a “post”, or a “comment” on Google+, for example), and what they said. This feature is segmented by Conversations and Events. 190 people held conversations, which include content reshares, comments and new posts by anyone on the specific social network. There were 444 events,

which include +1s, bookmarks, votes, saves, etc. [However, note this does not include Facebook and Twitter, as these channels have cannot yet be integrated into Google analytics. We cannot compare with last year as it's a relatively new feature].

### 3.4.2 Recommendations for Year 3

Metrics and feedback have been fairly comprehensive for iSGTW after being modified at the end of our first year to reflect our growing social media audience. The targets for iSGTW through to the end of the project set in the Description of Work have largely been met or exceeded during the second year.

In PY2, we monitored more closely web analytics metrics such as page views to gauge what the most popular articles or topics (i.e. most accessed pages), and examined bounce rate and time spent on the site per visit. We have also examined bookmarking and sharing on Facebook, Twitter. Although, most people have suggested they are more likely to share via email, which is difficult to track.

The main focus in PY3 will be increasing our subscription numbers via all channels (emails, Twitter, Facebook followers). For PY3, we will examine trends through a shared Google docs database containing all articles (including each article's 'pick ups', likes, G+ shares, comments, sentiment, page views, impact information, and any unsolicited comments received by the editors). The iSGTW survey will also be repeated in PY3 to gather further qualitative data. The project will continue interviewing subscribers (Target: 10), and gathering feedback from authors. The team felt that we should incorporate metric 3.4 with 3.11 as essentially these two figures are the same.

The project will carry out a more comprehensive analysis of comments made via articles by carrying out a sentiment analysis.

## 3.5 WP4: Management

The project and work package level metrics for WP4 are below:

**Table 6: Metrics for Work Package 4**

Metric no.	Description	Q5	Q6	Q7	Q8	TOTAL
4.1	Deliverables submitted	2	1	1	5	<b>9</b>
4.2	Milestones agreed	3	6	1	4	<b>14</b>
4.3	Late Deliverable and Milestones	0	2	0	1	<b>3 (by agreement)</b>
4.4	e-ScienceTalk materials produced	500 pens	1 poster	0	500 pens 50 laptop sleeves	<b>Various</b>
4.5	Unique visitors to the	533	633	543	362	<b>2,071</b>

	e-ScienceTalk website					
4.6	Referrals from the e-ScienceTalk website to other e-ScienceTalk sites	162	189	233	190	<b>774</b>
4.7	Media releases issued	1	1	2	0	<b>4</b>
4.8	Press cuttings	0	0	4	2	<b>6</b>
4.9	Events attended	9	6	7	2	<b>24</b>
4.10	Social media subscribers	1559	1663	1778	1943	<b>1943</b>
4.11	Media partnerships at events	2	2	1	1	<b>6</b>
4.12	Number of MoUs signed	2	2	1	2	<b>7</b>

### 3.5.1 Analysis and Trends

E-ScienceTalk has submitted all Deliverables and Milestones on time, apart from one e-ScienceBriefing in Q6 due to a gap in recruitment between staff in WP1 at QMUL. The deliverable D4.4 Annual Feedback and Metrics Report is submitted in PM25 rather than PM24 in order to be able to include the full set of annual metrics, as agreed with the European Commission. A number of promotional materials have been either awarded as prizes or distributed at events booths. The prizes have been used as incentives to participate in focus groups and surveys.

The numbers of unique visitors to the e-ScienceTalk website is fairly low, but about a third of these click through to other e-ScienceTalk sites. A small number of press releases have been issued, and some press cuttings generated in *Wired*, *Discovery News* and *Symmetry*. The team has attended 24 events during the year, and a high proportion of these, 6 in total have negotiated media partnerships with e-ScienceTalk and iSGTW. These have included high profile events such as the Citizen CyberScience Summit, XSEDE'12 and the EGI Community Forum.

A high number of MoUs have also been signed, 7 this year including CRISP, EUDAT, ERINA+, GlobalExcursion, N4U, SHIWA and Virtus, bringing the total to 16. These include a range of projects, including ESFRI cluster projects, outreach projects, communication projects and user community projects.

### 3.5.2 Recommendations for Year 3

The same metrics will be used to track WP4 progress in PY3. For the MoU activities, as e-ScienceTalk is entering its final project year, the collaboration activities will focus on consolidating relationships between the project consortium and the ongoing ESFRI cluster collaborations, such as ENVRI, BioMedBridges and DASISH, as well as building on the provision of services to the CRISP cluster.

## 4 METRICS AND TARGETS FOR YEAR 3

Based on the recommendations discussed in Section 3, this section includes an updated list of metrics and targets for Year 3.

### 4.1 Overall Project Metrics

A summary of the overall project metrics for Year 3 of e-ScienceTalk is listed below.

**Table 7: Overall Project Metrics for e-ScienceTalk**

Work Package	Metric no.	Description	Target Metric	Comments
WP1	1.1	Projects covered	40 per year	Increased from 30
	1.2	Reports and briefings published	4 per year	Adjusted to number of reports published not printed
	1.3	Countries where reports or briefings are distributed	30 per year	Unchanged
WP2	2.1	Sites on GridGuide	75	Unchanged
	2.2	Bloggers contributing to GridCasts	5 per GridCast	Unchanged
	2.3	GridCasts per year	4 in Europe per year, 1 outside Europe	Increased from 2 in Europe
	2.4	New areas in GridCafé	3, one new area per year	Unchanged
WP3	3.1	iSGTW subscribers	30% increase	Including social media followers
	3.2	Articles on European projects	50 per year	Unchanged
	3.3	Projects in the iSGTW/GridCafé resources section	150 in total	Increased from 100
	3.4	iSGTW printed materials distributed	1000 in total	Unchanged

## 4.2 WP1: Impact and Sustainability

The updated project and work package level metrics for WP1 for Year 3 are below:

**Table 8: Metrics for Work Package 1**

Metric no.	Description	Comments	Notes
1.1	<b>Projects covered</b>	<b>In the e-ScienceBriefings</b>	
1.2	<b>Reports and briefings published</b>	<b>In print or by email</b>	
1.3	<b>Countries where reports or briefings are distributed</b>	<b>In print or by email</b>	
1.4	Policy articles published	In print or online	
1.5	Printed policy reports circulated per briefing	To policy makers	
1.6	Policy events organised	Number organised	
1.7	Attendees at e-ScienceTalk organised policy events	Number of delegates	
1.8	Policy events attended by e-ScienceTalk	Number attended, physically or virtually	
1.9	Delegates at policy events attended by e-ScienceTalk	Number of delegates at events attended.	
1.10	Downloads of policy documents	Measured from the e-ScienceTalk web site	
1.11	Number of subscribers	Measure from the e-ScienceTalk web site	New metric

## 4.3 WP2: GridCafé, GridCast and GridGuide

The project and work package level metrics for WP2 during Year 3 are below:

**Table 9: Metrics for Work Package 3**

Metric no.	Description	Comments	Notes
2.1	Sites on GridGuide	Number of sites included	
2.2	Bloggers contributing to GridCasts	Average number of bloggers on GridCast	
2.3	GridCasts per year	Including major and mini GridCasts	
2.4	New areas of GridCafé	Covering topics other than grid computing	
2.5	Unique visitors to the GridCafé website	From Google Analytics	Previously change in unique visitors
2.6	Ratio of page views to visitors for the GridCafé website	From Google Analytics	
2.7	Number of bloggers for GridCast	Total number of bloggers	
2.8	Blog entries on GridCast	Total number	
2.9	Podcasts on GridCasts	Total number	
2.10	Unique visitors to the GridCast (% new)	From Google Analytics	
2.11	Length of time spent on the GridCast	From Google Analytics	
2.12	EU sites on GridGuide	European based sites	
2.13	Non-EU sites on GridGuide	Non-European located sites	
2.14	Unique visitors to the GridGuide	From Google Analytics	
2.15	Page views of the GridGuide	From Google Analytics	
2.16	GridGuide sites on RTM	Total number	
2.17	Countries in the RTM	Total number <sup>24</sup>	
2.18	Numbers of delegates at events demo-ing the RTM	Including events attended by collaborating projects demo-ing the RTM	
2.19	Unique visitors to the e-ScienceCity website	From Google Analytics	New metric

<sup>24</sup> [http://gridportal-ws01.hep.ph.ic.ac.uk/dynamic\\_information/egec-locations.xml](http://gridportal-ws01.hep.ph.ic.ac.uk/dynamic_information/egec-locations.xml)

#### 4.4 WP3: International Science Grid This Week

The project and work package level metrics for WP3 for Year 3 are below:

**Table 10: Metrics for Work Package 3**

Metric no.	Description	Comments	Notes
3.1	iSGTW subscribers	Registered in the database	
3.2	Articles on European projects	Based on EU funded projects	
3.3	Projects in the iSGTW/GridCafé resources section	Total number	
3.4	iSGTW printed materials distributed	At events attended by e-ScienceTalk or by collaborating projects	
3.5	Issues published	Issued by email to subscribers each week and posted on the website	
3.6	US articles published	Based on US projects	
3.7	Worldwide articles published	Based on non US or EU projects	
3.8	Unique visitors to the website	From Google Analytics	
3.9	Page views of the website	From Google Analytics	
3.10	Countries visiting the iSGTW website	From Google Analytics	
3.11	Marketing materials distributed	In print or by email or at events	Merged with 3.4
3.12	Survey responses	Through Zoomerang survey tool	
3.13	Social media subscribers	On Twitter and Facebook	
3.14	Time spent on the site per visit	From Google Analytics	
3.15	Stories shared on social media	Via all social media channels	

#### 4.5 WP4: Management

The project and work package level metrics for WP4 for Year 3 are below:

**Table 11: Metrics for Work Package 4**

<b>Metric no.</b>	<b>Description</b>	<b>Comments</b>	<b>Notes</b>
4.1	Deliverables submitted	By email and online	
4.2	Milestones agreed	By email and online	
4.3	Late Deliverable and Milestones	Submitted or agreed after the date agreed with the EC	
4.4	e-ScienceTalk materials produced	Included printed materials, pens, banners etc	
4.5	Unique visitors to the e-ScienceTalk website	From Google Analytics	
4.6	Referrals from the e-ScienceTalk website to other e-ScienceTalk sites	From Google Analytics	
4.7	Media releases issued	Issued via Alphagalileo and by email	
4.8	Press cuttings	Measured by Google Alerts	
4.9	Events attended	By e-ScienceTalk project team	
4.10	Social media subscribers	On Twitter	
4.11	Media partnerships at events	Number of events with e-ScienceTalk as media partners	
4.12	Number of MoUs signed	With collaborating projects	



## 5 CONCLUSION

Generally, most of the targets for Year 2 have been met or exceeded, and targets have been adjusted upwards as appropriate. A few adjustments have been made to the work package metrics introduced at the start of PY2 for PY3. These metrics have enabled us to improve our measurement the impact of e-ScienceTalk's activities, including attendance at events, media partnerships and demonstrations. Metrics have also been added to track the usage of the websites in a more representative way ie length of time spent on the sites, percentage increases in unique visitors, new visitors and referrals to other sites. Interaction with social media channels is also increasingly important for measuring impact, and a number of metrics have been tracked in this area, and will continue to be tracked during PY3. As the content in e-ScienceTalk is developed and the new areas are published online, we will look to improve the search engine optimisation for the new sites to improve traffic, for example by encouraging cross-links with other websites. This is one focus of the collaborations that we have established by signing MoUs with projects such as the ESFRI cluster projects. We will also compare eScienceTalk's approach to metrics and impact assessment with the recommendations that the eNventory and ERINA+ projects publish. E-ScienceTalk has signed an MoU with ERINA+ and has fed e-ScienceTalk statistics into its metrics analysis.

## 6 REFERENCES

<b>R1</b>	D4.2 Quality Assurance Guide [R1] <a href="https://documents.egi.eu/document/262">https://documents.egi.eu/document/262</a>
<b>R2</b>	D1.3 Annual Impact and Sustainability Report [R2] <a href="https://documents.egi.eu/document/712">https://documents.egi.eu/document/712</a>
<b>R3</b>	D4.3 Annual Report on Feedback and Metrics [R3] <a href="https://documents.egi.eu/document/792">https://documents.egi.eu/document/792</a>
<b>R4</b>	D1.4 Annual Impact and Sustainability Report [R4] <a href="https://documents.egi.eu/document/1297">https://documents.egi.eu/document/1297</a>
<b>R5</b>	D2.3 Annual Report on GridGuide and RTM [R5] <a href="https://documents.egi.eu/document/1299">https://documents.egi.eu/document/1299</a>
<b>R6</b>	D3.5 Report on iSGTW Readership Survey [R6] <a href="https://documents.egi.eu/document/1327">https://documents.egi.eu/document/1327</a>

## 7 APPENDICES

### 7.1 Statistics - COUNTRIES

#### Statistics - COUNTRIES

From VIET NAM -> downloaded 5 times (1 unique downloader)  
From VENEZUELA, BOLIVARIAN REPUBLIC OF -> downloaded 8 times (1 unique downloader)  
From URUGUAY -> downloaded 1 times (1 unique downloader)  
From UNITED STATES -> downloaded 1815 times (1 unique downloader)  
From UNITED KINGDOM -> downloaded 238 times (1 unique downloader)  
From UNITED ARAB EMIRATES -> downloaded 3 times (1 unique downloader)  
From UKRAINE -> downloaded 374 times (1 unique downloader)  
From TURKEY -> downloaded 2 times (1 unique downloader)  
From THAILAND -> downloaded 2 times (1 unique downloader)  
From TANZANIA, UNITED REPUBLIC OF -> downloaded 1 times (1 unique downloader)  
From TAIWAN -> downloaded 8 times (1 unique downloader)  
From SYRIAN ARAB REPUBLIC -> downloaded 3 times (1 unique downloader)  
From SWITZERLAND -> downloaded 72 times (1 unique downloader)  
From SWEDEN -> downloaded 10 times (1 unique downloader)  
From SRI LANKA -> downloaded 1 times (1 unique downloader)  
From SPAIN -> downloaded 39 times (1 unique downloader)  
From SOUTH AFRICA -> downloaded 22 times (1 unique downloader)  
From SLOVENIA -> downloaded 2 times (1 unique downloader)  
From SLOVAKIA -> downloaded 1 times (1 unique downloader)  
From SINGAPORE -> downloaded 3 times (1 unique downloader)  
From SAUDI ARABIA -> downloaded 4 times (1 unique downloader)  
From RUSSIAN FEDERATION -> downloaded 512 times (1 unique downloader)  
From ROMANIA -> downloaded 176 times (1 unique downloader)  
From QATAR -> downloaded 4 times (1 unique downloader)  
From PUERTO RICO -> downloaded 1 times (1 unique downloader)  
From PORTUGAL -> downloaded 7 times (1 unique downloader)  
From POLAND -> downloaded 23 times (1 unique downloader)  
From PHILIPPINES -> downloaded 22 times (1 unique downloader)  
From PERU -> downloaded 2 times (1 unique downloader)  
From PARAGUAY -> downloaded 1 times (1 unique downloader)  
From PAKISTAN -> downloaded 11 times (1 unique downloader)  
From OMAN -> downloaded 1 times (1 unique downloader)  
From NEW ZEALAND -> downloaded 2 times (1 unique downloader)  
From NETHERLANDS -> downloaded 254 times (1 unique downloader)  
From MONGOLIA -> downloaded 2 times (1 unique downloader)  
From MOLDOVA, REPUBLIC OF -> downloaded 3 times (1 unique downloader)  
From MEXICO -> downloaded 6 times (1 unique downloader)  
From MALTA -> downloaded 2 times (1 unique downloader)  
From MALAYSIA -> downloaded 28 times (1 unique downloader)  
From MALAWI -> downloaded 1 times (1 unique downloader)

From MACEDONIA, THE FORMER YUGOSLAV REPUBLIC OF -> downloaded 3 times (1 unique downloader)  
From LUXEMBOURG -> downloaded 12 times (1 unique downloader)  
From LEBANON -> downloaded 3 times (1 unique downloader)  
From LATVIA -> downloaded 7 times (1 unique downloader)  
From KOREA, REPUBLIC OF -> downloaded 4 times (1 unique downloader)  
From KENYA -> downloaded 1 times (1 unique downloader)  
From JORDAN -> downloaded 2 times (1 unique downloader)  
From JAPAN -> downloaded 7 times (1 unique downloader)  
From ITALY -> downloaded 71 times (1 unique downloader)  
From IRELAND -> downloaded 21 times (1 unique downloader)  
From IRAN, ISLAMIC REPUBLIC OF -> downloaded 6 times (1 unique downloader)  
From INDONESIA -> downloaded 8 times (1 unique downloader)  
From INDIA -> downloaded 37 times (1 unique downloader)  
From HUNGARY -> downloaded 2 times (1 unique downloader)  
From HONG KONG -> downloaded 3 times (1 unique downloader)  
From HONDURAS -> downloaded 2 times (1 unique downloader)  
From GRENADA -> downloaded 18 times (1 unique downloader)  
From GREECE -> downloaded 10 times (1 unique downloader)  
From GERMANY -> downloaded 293 times (1 unique downloader)  
From GEORGIA -> downloaded 3 times (1 unique downloader)  
From FRANCE -> downloaded 113 times (1 unique downloader)  
From FINLAND -> downloaded 15 times (1 unique downloader)  
From FIJI -> downloaded 4 times (1 unique downloader)  
From ETHIOPIA -> downloaded 3 times (1 unique downloader)  
From EGYPT -> downloaded 2 times (1 unique downloader)  
From ECUADOR -> downloaded 7 times (1 unique downloader)  
From DENMARK -> downloaded 1 times (1 unique downloader)  
From CZECH REPUBLIC -> downloaded 231 times (1 unique downloader)  
From CYPRUS -> downloaded 2 times (1 unique downloader)  
From COSTA RICA -> downloaded 1 times (1 unique downloader)  
From COLOMBIA -> downloaded 8 times (1 unique downloader)  
From CHINA -> downloaded 143 times (1 unique downloader)  
From CHILE -> downloaded 2 times (1 unique downloader)  
From CANADA -> downloaded 19 times (1 unique downloader)  
From BULGARIA -> downloaded 8 times (1 unique downloader)  
From BRUNEI DARUSSALAM -> downloaded 2 times (1 unique downloader)  
From BRAZIL -> downloaded 12 times (1 unique downloader)  
From BOTSWANA -> downloaded 1 times (1 unique downloader)  
From BELGIUM -> downloaded 27 times (1 unique downloader)  
From BELARUS -> downloaded 2 times (1 unique downloader)  
From BANGLADESH -> downloaded 1 times (1 unique downloader)  
From AUSTRALIA -> downloaded 12 times (1 unique downloader)  
From ARGENTINA -> downloaded 5 times (1 unique downloader)  
From ALGERIA -> downloaded 1 times (1 unique downloader)  
From AFGHANISTAN -> downloaded 2 times (1 unique downloader)  
From - -> downloaded 2 times (1 unique downloader)

## 7.2 e-ScienceBriefings Feedback Questionnaire

# e-ScienceBriefings Feedback



e-ScienceBriefings are jargon-free summaries of key reports and issues on European e-infrastructure. Each briefing contains a number of case studies and quotes from experts in the field. We are looking for your feedback!

**Do you have an interesting idea for a future topic? Or would you like to contribute a case study to a briefing?**

Please help us improve the e-ScienceBriefings and shape future content and topics. Enter our prize draw to win a e-ScienceTalk laptop case. If you are interested in subscribing please email us at [info@e-science.org](mailto:info@e-science.org).

**1. What do you like most about the e-ScienceBriefings (e.g. style, content, tone)?**

**2. Do you have any suggestions on how we can improve the briefings? Please feel free to comment on the content, structure, tone etc.**

**3. We would like to poll our readers for ideas for topics. For future briefings, which topics are you most interested in?**

**Please add any comments on your reasons for your above responses or feel free to suggest your own ideas:**

**THANK YOU FOR COMPLETING OUR SURVEY**

### 7.3 Prompting questions for e-ScienceCity review

#### Questions

##### *First Impressions*

- *What are your first impressions of the home page?*
- *Is it inviting and welcoming?*
- *Does it make you want to explore further?*
- *Does it look professional?*
- *Is the URL memorable and intuitive?*

##### *Content*

- *Do you understand the purpose of the site?*
- *Is the content well-written?*
- *Is the information clearly presented?*
- *Is content broken in to digestible amounts?*
- *Is information helpful and relevant to the topic?*

##### *Look and feel*

- *What do you like or don't like about the design?*
- *If there are graphics, do they add to the content or distract?*
- *Is the level of interaction good?*
- *Are graphics relevant and appropriate to the content?*

##### *Navigation.*

- *Does the site load quickly?*
- *Can you move around the site easily?*
- *Is there a site map?*
- *Are all internal/external links working?*
- *Is it easy to find your way back to the home page?*

##### *General Comments.*

- *How do you think we can improve the site?*
- *What would you be interested in seeing on the site?*

#### 7.4 Summary of Scientists' /Non-scientists Responses

Comments from:	Dates	e-ScienceCity
Jo, 33 (Non-scientist)	16.11.11	<p><i>First impressions</i></p> <ul style="list-style-type: none"> <li>• URL memorable, but do you need the "-" My initial reaction would be to click on the guy on the left hand side for him to say something - either in text or speech. It doesn't happen.</li> <li>• I understood the site, and the language was clear.</li> </ul> <p><i>Consistency</i></p> <ul style="list-style-type: none"> <li>• Island/City Island - Island is mentioned for the first time down towards bottom of main page. Would "proper" users know the distinction - if there is any?</li> </ul> <p><i>Navigation</i></p> <ul style="list-style-type: none"> <li>• Seems a bit too busy with the repeat of the Island map in 3D and "flat" (on the LH side), in fact possibly confusing. Only when I looked closer did I realize the shape on the LH side replicate the 3D Map. Is this for accessibility?</li> <li>• I would place the search function higher up.</li> </ul>
Tanya, 33 (Non-scientist)	16.11.11	<p><i>First impressions</i></p> <ul style="list-style-type: none"> <li>• In the text, I think it would sound better if you referred to the site just as e-science city not the e-science city.</li> <li>• I understand the purpose of the site, and it looks interesting.</li> <li>• The target audience would be people who have some exposure to the world of grid computing but are not experts.</li> <li>• The URL is memorable and intuitive. Although I do think people often get URLs with dashes wrong somehow.</li> </ul>
Kirsty, 34, Biologist	21.11.11	<p><i>First impressions</i></p> <ul style="list-style-type: none"> <li>• The website looks like it is aimed at 'young 25-35' scientists.</li> <li>• The purpose of the site is clear.</li> <li>• Graphics are great on all of them.</li> <li>• The websites are all easy to use and well designed for a new user</li> </ul>



<p>Sarah, 30, Chemist</p>	<p>25.11.11</p>	<p><i>First impressions</i></p> <ul style="list-style-type: none"> <li>• Yes the site is welcoming and inviting however it does look as if it is aimed at a very young readership. I did want to look further but felt it was a little busy maybe a slightly simpler format on the opening page would be better.</li> </ul> <p><i>Function</i></p> <ul style="list-style-type: none"> <li>• The function of the site is to explain grid computing and how it may be useful in different areas of science.</li> <li>• I assume the aim is to both promote grid computing in order to get volunteers as well as its use as a tool in various disciplines.</li> <li>• I don't know if this is an issue but the URL reminds me of the science city initiatives that run across the UK. Science city is a term that is widely used across the UK (Newcastle, Bristol Birmingham etc. (Google "science city") and involves academic-industrial partnerships to further science and technology.</li> </ul> <p><i>Design and content</i></p> <ul style="list-style-type: none"> <li>• I think a simpler design would be beneficial. Colours are good.</li> <li>• The content is clear and engaging. It is informative and concise.</li> <li>• However I think the text could be presented in a better way to make me want to read e.g. making better use of space (on a couple of the pages there is a lot of white space) and emphasising key points.</li> <li>• The relevance of the graphics again is dependent on the age of the target readership.</li> </ul> <p><i>Navigation.</i></p> <ul style="list-style-type: none"> <li>• No problem navigating in general.</li> <li>• No broken links that I noticed.</li> <li>• I didn't quite get the graphic with the orange squares each one linking to multimedia, people, news etc.</li> <li>• The search box should be more obvious (top right, it is currently bottom left of the page).</li> <li>• I learned about grid computing... not something I know much about!!!</li> </ul>
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Ashley, 26, Biologist	1.12.11	<p><i>First impressions</i></p> <ul style="list-style-type: none"> <li>• "Very easy to navigate through the pages and to choose to look at the subjects you are interested in. Very minor thing but the second sentence on your e-Science page doesn't seem quite right to me,</li> <li>• I like the virtual aspect of it, as with this interface I do think it's much more interesting than just having things written down with a few random illustrations on a webpage.</li> <li>• Another small point, the map with the orange squares I think could do with a title or annotation (and also the main map on the opening page), so that you can see what the squares are and what the animation is, because otherwise you have to put your cursor over it to understand it's a navigator tool.</li> <li>• I also think the balance of text and illustration is nice.</li> </ul>
Judy, 32, Biologist	1.12.11	<p><i>First impressions</i></p> <ul style="list-style-type: none"> <li>• I really like the site; very clear and engaging.</li> <li>• She also said there seems to be three different navigation tools on the opening page</li> </ul>

## 7.5 Feedback from Interview candidates

- "Without reading the website, it looks like a young person's website. Very friendly and inviting for 12-16 year old age group."
- "It looks like Sims. Looks like it's for teens/20s something."
- "Aimed at people who don't know anything about what they do. It looks fairly accessible. Would prefer images as cartoons aren't 'real' as it's a figment of people's imagination."

## 7.6 What do you think of GridCafe? Survey 2012

We are always looking to improve our website ([www.gridcafe.org](http://www.gridcafe.org)). Please help us by contributing to a short two minute website appraisal. You could win an e-ScienceTalk laptop case.

We appreciate your effort in completing this survey, which will provide vital information for us as we work to improve our services to our members and users. Thanks very much for your time!

\* Required

**Did you find what you were looking for on our website today? \***

Yes  
No

**If no, what was missing from the site?**

**Did the information lead you to other sources that were useful?**

**What is your main reason for visiting the GridCafe website? \***

To learn what grid computing is  
To find grid-related projects  
To read about people that use the grid  
To read about debated issues in grid computing  
To find games and podcasts about grid computing  
Other:

**How useful was the information on the website?**

	1	2	3	4	5	
Very useful						Not useful

**What area do you work in?**

Aerospace/Automotive  
Academia  
Charity  
Creative Industry/Media  
Energy  
Financial Services  
Government  
Healthcare  
Human resources  
IT/ Telecommunications  
Pharmaceuticals  
Sciences  
Transport  
Teacher  
Student  
Other:

**Would you be interested in finding out more about the following areas?**

High performance computing/ supercomputing  
High throughput computing  
Information on data management  
News and science enabled by e-science  
Training/multimedia materials  
Cloud computing  
Volunteer computing  
Other:

**Are you:**

Female  
Male

**What is your age bracket?**

Under 20  
21-30  
31-40  
41-50  
51-60  
>61

**If you'd like to be entered into the draw to win a e-ScienceTalk laptop case please enter your email address below**

## **7.7 2012 Year-end Summer Update**

Dear Danielle,

Thanks to all our bloggers contributions, GridCast has had a successful year racking up 104,253 page views over entire its history (Source: Blogger) and 9,657 unique visitors in the past year and our YouTube channel has had a total of 201,199 video views.

However, we always striving to improve our blog, and I just have a couple of questions that I hoped you might answer for us:

- Are you (provisionally) planning to attend any events next year that you would like to blog from? If so, please do let us know.
- Do you have any suggestions on how we could improve the blog?
- Stefan and I were wondering whether anything has happened as a result of your blog post(s). Or in what ways has blogging for GridCast helped you? For example, has anyone contacted you after blogging etc...?

Looking forward to hearing from you.

Best wishes,

Zara

### ***Feedback on GridCast from scientists/nonscientists***

- "URL seems to suggest more podcast/You Tube type videos than blogging. Not entirely clear straight away that blogging from conferences/keeping track of future conferences - ie purpose of site not clear straight away."
- "I like the way this one looks but it doesn't have enough information about Grid Cast or its' links to other organizations and there is no site map."

## **7.8 iSGTW Focus Group**

### ***What format do you receive iSGTW? How often do you visit the website?***

I don't read iSGTW anything like a traditional journal. I have my alert set up for information of interest to me. When I get an alert, I'll go directly to that article. Occasionally, I would go search for content.

I find things related to industry interesting. I set up Google Alerts for this. Occasionally, they'll come in from iSGTW, and occasionally I'll read a story not related to any work I've done. Very occasionally, I will open it up as a traditional journal and read it. Sadly, it's just a time thing.

I have iSGTW in my feed reader, and I go through that every now and again. So when the weekly issue is there, I can scan the headlines and read it if it's interesting.

### ***Which sections do you find most interesting? How long have you been a subscriber? What are your initial thoughts on reading iSGTW?***

In a general sense, e-science is covered more than grid. It's one of my main sources to see what's going on in e-science. There is filtering taking place, as we are inside all these projects, and iSGTW provides the means for those outside to look on. Sometimes, I read something and it's hilarious to see how it's presented and how it's put, but it's very factual. You get stories about how good the grid is but when you work with it, on a day to day basis, the view can be different. Sometimes it can be propagandistic, but at the same time, it can be inspiring for others to see that it works, and what is possible.

I have been a subscriber for quite some time. I receive the newsletter by email, and read the headlines. I read it in a non-regular way. I read things that are especially related to my work. Not only do I read it, I also forward it to my colleagues on the mailing list.

We also forward articles on a regular basis. I have mostly forwarded life science-grid related articles. I remember forwarding on one AMC – bioinformatics article. I forward the articles usually to our internal list (50 persons), our national list of 50 persons, and also our twitter and network followers (1000s).

There is so much going on and filtering this information is one of the essential things. I also read articles that are not directly related to my work that I find attractive.

### **How do you spot an interesting article?**

When there isn't so much jargon in the titles. It depends if you are mainly targeting the scientific communities or the computing science communities. I definitely think it's more computing orientated.

It's not easy when you have a neuroscientist which is the case in my project. It's difficult to find things that make articles attractive because the language can be quite technical.

**Some people don't know they are an e-scientist. Do you have any ideas on how we can expand our readership but still maintain our loyal readers? What about changing the name?**

I think maybe something to do more with science. Science is the important name here. I found it because I was looking for 'science' and 'grid', not grids on it's own.

I actually like the brand. It's been around for a long time. That's always the thing with name changes. If you started calling it e-science journal, I would start scrutinising the content. If you changed the name, I would think what happened and why?

Coming from the technology realm if we serve science, there are how many defined domains of science plus auxiliary research areas. iSGTW is about the technology not about the science. It's about the science of technology. I fear if you give it a broad term, you would lose everybody. The way I see ISGTW, is that it is in support of the technology. But even more importantly it's the non-biased voice, that doesn't take any advertising money from any other place. The science writers that have been in this field for a very long time, felt that was one of the main most beneficial aspects of ISGTW is that it is unbiased and is in support of all science. There is enormous competition in the field for readership as you are bombarded with so much information, and it is important to filter. In the HPC arena, we have HPC Wire, HPC in the Cloud, Datanami etc.

It is important to remember that ISGTW got its start from the high throughput community that was largely in support of physics. So if you just say science is a physicist going to take time to read it. I am talking about a new physicist, not someone who has followed iSGTW and knows about the name change but a new kid on the block. You got to keep technology in there, because that's what supports it. I would be interested in finding out what the physics community thinks of it, and what they define of value in it when you do consider changing the name.

If you are thinking about communicating and opening up to a wider public, possibly internationally and for developing countries, if this is the aim, I find the title not very easy. If you are talking to a physicist coming from an African country, maybe he needs to use the grid, but I am not sure if he would be very attracted to the title. If people are familiar with the grid and use it, then of course a more specific title works.

I think 'grid' is a difficult name.

***How has iSGTW helped you in your work?***

There are a lot of layers to getting in touch with other projects. Sometimes, you see that in France, they are doing something with digital humanities libraries, and that makes you think what are we doing here, and why aren't we doing those type of projects here. That's my angle when I am reading iSGTW.

***Have you any ideas on how we can improve iSGTW? What topics are you interested in? Do you have any ideas for new sections?***

We were in conversation with an EGI guy. They have a difficult time identifying highlights and research cases, and this would be a wonderful mechanism to put out little contests. We want stories to write about in different specific areas e.g. successful uses or case studies. Not only science and research highlights, but technology highlights as well. What are people doing? How are they developing new gateways, portals for access, simple tools etc.? If you are trying to diversify your communities to reflect your EGI usage, innovation by a multidisciplinary arena, is of definite interest to physicists.

I would like nice highlights, and information on tools and technologies.

A personal item of interest for me is data life cycle management, clouds as services etc. as those are things that everyone needs. I think if you put out an appeal for stories, and welcome titbits. When I worked in my previous role, people were reluctant to issue stories if the results weren't there. However, there are always stories that are interesting that are still in the development phase. This is what we are doing, and we received this benchmark, and we are very happy about it. Our long-term goal is this, but right now we are really happy with this.

If you can do some specific campaign i.e. we are doing a special issue on. It can't be a general message 'we are looking for news' it has to be more specific. It has made me think of something they did in a journal, 'From the workspace series...' and they contacted a number of technical institutes in The Netherlands, visited them, took some pictures, and asked people what they do 'in the lab'. It was an interesting read. A personal perspective can be really interesting.

***What do you think of the format, design and the photos used?***

I love that you use photos. A lot of journals don't. And for me that is an important way to catch my attention. Many journals refuse to use our photos, and that is frustrating when you go to great lengths to have a photo taken.

I don't look at a photo closely but the movement or layout is important. I need photos to keep in contact. The photos keep my attention.



## 7.8 iSGTW Survey

### OVERVIEW OF QUESTIONS FOR SUMMER 2012 SURVEY

#### 1. How do you receive iSGTW news?

*(Please select all that apply)*

- I subscribe to the weekly email
- iSGTW website
- @isgtw twitter
- Facebook page
- RSS feed
- On my mobile
- Google Plus

#### 2. What is your profession?

- Student
- Scientist/researcher (industry)
- Academic researcher
- IT professional (employed by industry)
- IT professional (employed by university/government, research facility)
- Funding body
- Media/communications
- Other, please specify

#### 3. What is your relationship to cyberinfrastructure/e-infrastructure?

- User (scientists, researchers, and scholars)
- Application developer
- Site administrator
- Funding program manager
- Cyberinfrastructure/e-infrastructure project staff
- Volunteer computing participant
- General interest in computers and science
- Other, please specify

#### 4. Age group

- < 21
- 21 - 30
- 31 - 40
- 41 - 50
- 51 - 60
- >60

#### 5. Gender

- Male
- Female

**6. Which one of the following sections of the iSGTW website do you regularly read or visit?**

*(Please tick all that apply)*

- All the articles
- Most of the articles (3–5 articles)
- The top feature
- The weekly visual
- The weekly spotlight
- Around the web (news, blogs, announcements)
- Archive
- Community Hub or The 'learn' section
- Other, please specify

**7. What is your level of engagement with the following types of cyberinfrastructure/einfrastructure?**

*1. Not interested 2. I like to read about 3. I'm involved with*

Cluster

- 1  2  3

Volunteer grid computing

- 1  2  3

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Grid

- 1  2  3

Cloud

- 1  2  3

High-performance computing/supercomputing

- 1  2  3

Networks

- 1  2  3

**8. Please mark each subject as “somewhat interested,” “interested,” or “very interested”. If you are interested in a subject not listed, please tell us in comments (Q10).**

*1. somewhat interested 2. interested 3. very interested*

physics and astronomy

- 1  2  3

life sciences (including health, medical and genomics)

- 1  2  3

Humanities

- 1  2  3

Earth and climate sciences

- 1  2  3

social sciences

- 1  2  3

future computing technology

- 1  2  3

interoperability and standards

- 1  2  3

parallel programming

1  2  3

science gateways/portals/hubs

1  2  3

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workflow management

1  2  3

open science/ open data

1  2  3

**9. Are you interested in any topics not listed in questions 7 and 8?**

*(Leave blank if you wish)*

.....

.....

.....

.....

.....

**10. What actions have you taken as a result of reading an iSGTW article?**

*(Select all that apply)*

- Discussed or forwarded an article or issue (emailed, tweeted etc.)
- Saved or bookmarked an article or issue
- Recommended the newsletter to a colleague
- Cited or linked to iSGTW in a blog, paper, poster or talk
- Attended an event after reading an iSGTW announcement
- Contributed to the newsletter
- Sourced a photo or image from the magazine
- Contacted an expert through the profile section
- Submitted or searched for a job or event advertisement
- Other, please specify

**11. To what extent do you agree/disagree with the following statements.**

*1. strongly disagree 2. disagree 3. neutral 4. agree 5. strongly agree*

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The content is at the right technical level for me

1  2  3  4  5

iSGTW is easy to navigate

1  2  3  4  5

iSGTW covers news items from around the world

1  2  3  4  5

There is a good balance of articles on grids, clouds, high performance computing/supercomputing, and volunteer computing.

1  2  3  4  5

I would consider writing, contributing, or posting news and/or announcements to iSGTW.

1  2  3  4  5

I use iSGTW to keep up-to-date with technical developments in all areas of science/



cyber-infrastructure.

1  2  3  4  5

I use iSGTW to keep informed about events and announcements.

1  2  3  4  5

I have found out about tools, services, resources, projects, initiatives, and/or potential collaborators of which I was previously unaware of.

1  2  3  4  5

**12. Do you have any other comments or suggestions for iSGTW?**

.....  
.....  
.....  
.....  
.....

**13. We are interested in finding out more from our readers. If you would be happy to be contacted for a short follow-up interview, please add your email address below.**

.....  
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.....  
.....

**14. Add your email here to win an iSGTW prize**

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**7.9 iSGTW Interviews**

### **7.9.1 Interviewee Gurcharan Khanna, Director of Research Computing at Rochester Institute of Technology (<http://people.rit.edu/gskpop/>)**

*How long have you been a subscriber, and why did you decide to subscribe to the newsletter?*

I am trying to remember when it was. It was around five years ago at least when I was setting up New York State grid, and 'Grid' was on my mind. But I can't remember whether it was someone telling me about it or whether I signed up for another reason.

[He mentions that he has contributed to the magazine and I ask him about impact.]

We've had two articles, one in December 2007 and one was in April 2008. The articles didn't have any direct link to impact, but it did get our name out there. It was part of our general advertising and helped us describe what we are doing for both internal and external use.

*How do you read iSGTW (i.e. subscriber, Twitter/Facebook, through the website)?*

I typically read via email. I don't use Twitter or Facebook. I usually wait until I receive the issue.

*How do you spot an interesting article (i.e. is it the title, a photo etc.)? Can you recall any stories that particularly grabbed your attention?*

All of the above, really. My general area of interest is GPU computing. However, we have researchers here in astrophysics so I often send them on a link to competitions or news. I am also interested in visualisations, video, and 3D. I look out for these buzz words. I noticed the 'How to grow a universe' that was on an 'astrophysics' topic and have sent this on. I also look at what's current.

*Which sections of the website do you find most interesting? What sections do you use? Have you used the announcements section?*

I scan it ...go over it quickly looking for technical stories, or stories for personal interest. I have posted jobs before. [Looks at website] However, now that I am looking, I can't see the 'careers' section. Perhaps this could be a little more prominent.

Several years ago, I remember making an announcement. However, nowadays I am not so proactive mainly because my role has changed.

*What actions have you taken as a result of reading an iSGTW article?*

I probably have sent links four times in several years. I am usually quite targeted, but sometimes I do send links to a broad range of people. With a recent piece, about cosmic simulations and making movies, I'd think I sent it on to RIT researchers. I always look for a connection.

Grids are less prominent in my job now but I still like to read iSGTW. I like articles that have relevance for what we are doing. I read it for possible collaborations or those using GPUs. One recent

article from German astrophysics group [looks up article, but can't find it], I read the article, and emailed the researchers for links to the original paper.

***What do you think of the format, design and the photos used?***

[Pauses to look at the interface]. The graphics convey the message well. I like the white background and large graphics. Articles are the core issue for me.

***Do you have any ideas on how we could expand the scope of the readership BUT still maintain our readership? Should we consider changing our name to e-science news?***

iSGTW doesn't mean anything. However, 'International Science Grid This Week' has more relevance.

The vision for grid was to be clouds. But 'cloud' is currently the buzz word. It's technically the same thing. What is the scope of iSGTW, it's beyond grid to volunteer, cloud, and highly scaled computing. Does it extend to visualisations? [Asks me to define the limits of iSGTW's scope]

***Do you think we cover a broad enough range of geographical areas and/or disciplines?***

I actually really like reading about non-American areas of research. However, as I read very sporadically it's difficult to really make a judgement. I am attracted to the European research articles. I am not sure why that is. Do they do more research, or maybe their self-analysis is better, not sure...

***What kind of 'special' issues would you like to see us cover this year?***

I am interested in astrophysics as a discipline, and especially black holes. Also HEP is interesting to me. Visualisation stories are interesting and another big topic at the moment is 'Big Data'.

***Are you aware of any of the other products that fall under e-ScienceTalk?***

[Gurchannan had little knowledge of our other products. He has heard of GridCafe. I said I would send him a link to GridCast, the Visualisations briefing, and GridCafe. He said he'll link to GridCafe from his website.]

[He will be at Internet2 and XSEDE and may blog if we were interested. His research interest is Networks and video conferencing.]

**7.9.2 Jens Jenson, STFC (<http://www.stfc.ac.uk/e-Science/People/22363.aspx>).**

***How long have you been a subscriber? Why did you decide to subscribe to the newsletter?***

I can't really remember when I first received a newsletter...it's since forever, possibly since inception. It was probably EGEE that originally signed me up. I think it was a very friendly outreach person at EGEE. I stayed subscribed though [Looking back at emails]. I keep all the newsletters and I have them going back to 2006. It's useful to search my archive for key words.

I've also written a few articles. I found contributing to iSGTW a very easy process and it was easy to work with the editorial team. I haven't published anything in a couple of years though.

***How do you read iSGTW (i.e. subscriber, Twitter/Facebook, through the website)?***

I receive it through the weekly email, and read all the headlines.

***How do you spot an interesting article (i.e. is it the title, a photo etc.)? Can you recall any stories that particularly grabbed your attention?***

It's easy enough to spot an interesting article as there are only five articles to read. I usually just read things that are interesting to me. I always read the front page, and read on usually because of the abstract (not usually because of the picture or votes). Sometimes, I read because of the author. [Jens mentioned that he uses Google+ more frequently now to share articles]

***What other magazines do you subscribe to in the general computing area?***

I often get signed up to newsletters at events, but iSGTW is one that I actually read. It's the most useful.

***Which sections do you find most interesting? What sections don't you like? Do you have any suggestions?***

I don't think the voting system is useful. It is a bit too dependent on people really. I do like the 'Around the Web' section. It's very useful. I also have a suggestion for your archive. It would be great if you could include slightly more than just the headline, maybe an abstract or some tags.

***What (if any) actions have you taken as a result of reading an iSGTW article?***

I have referenced URLs in talks and often when writing proposals, to illustrate when we have produced an application or when we are doing something interesting. I have also emailed articles to my family. [He mentioned that he finds iSGTW useful as it provides a friendly summary. However, sometimes it would be good to link more details e.g. a scholarly paper.]

***Do you use the announcements section? How did you find it?***

I've not used it.

***What do you think of the format, design and the photos used?***

I like the interface, and it is pretty modern.

***Do you have any ideas on how we could expand the scope of the readership BUT still maintain our readership? Should we change our name to e-science news?***

I think the format, and how the articles are written as well as word length etc., allows iSGTW to strike the right balance. If you write it too simply then researchers may think it's a beginner's text. The balance is definitely right. I think 'The Digital Scientist' as a name sounded too anonymous. It's not particularly recognisable. iSGTW for me is distinct enough, and it sets it out from other newsletters.

To open it open for a new audience, perhaps you could get more 'likes' on Facebook. Or get readers to share articles to open it up to a wider community of researchers.

***What kind of 'special' issues would you like to see us cover this year?***

I think that 'Data' and the large volumes of data from big instruments would be an interesting topic. I am personally interested in data security, infrastructures of petabytes etc. I also have a strong interest in how science uses the cloud. I am attending the ISC Cloud event (<http://www.isc-events.com/cloud12/>) and was interested in the recent interview with Manish Parashar. I'd like to read about 'How is science use of the cloud different from industry?'

***Are you aware of any of the other products that fall under e-ScienceTalk?***

Yes, I've blogged for GridCast. I usually only check GridCast if there are conferences that I am not attending.

## ***7.10 Email to Authors (July 2012)***

Dear Dr Howison





I work alongside Adrian Giordani at iSGTW, and am currently researching our most popular articles over the year.

The article you contributed to, was one of the most popular, and I thought you might appreciate the feedback from Google Analytics.

'Research Report - Turning the microscope inwards: Studying scientific software ecosystems'  
<http://www.isgtw.org/feature/research-report-turning-microscope-inwards-studying-scientific-software-ecosystems>

--The article had a total of 6,266 unique pageviews.

I was also wondering if you had any feedback for us.

For example, has working on a story with iSGTW helped give you any ideas on how you see or promote your own work? Or have you been approached by other media or another researcher since appearing in iSGTW?

Looking forward to hearing from you.

Kind regards,

Zara

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