e-ScienceTalk

D4.3 ANNUAL REPORT ON FEEDBACK AND METRICS

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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 Two of the project.



I. COPYRIGHT NOTICE

II. DELIVERY SLIP

	Name	Partner/Activity	Date
From	Catherine Gater	EGI.eu/WP4	21/07/2011
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III. DOCUMENT LOG

Issue	Date	Comment	Author/Partner
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2	19/08/2011	First draft	Z Qadir / QMUL
3	31/08/2011	Second draft	Z Qadir / QMUL
4	05/09/2011	Third draft	Z Qadir / QMUL

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

Assessment of the long term impact of the GridTalk products, carrying forward into the e-ScienceTalk project was recommended by the reviewers of the GridTalk project. This report analyses the metrics and feedback gathered during the first year of e-ScienceTalk in order to assess and summarise the first year achievements of all the e-Science products. The document is partnered with D1.4 *Annual Impact and Sustainability Report* [R1].

The document reviews e-ScienceTalk's main aim, which 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 new distributed computer infrastructure and maintain and enhance the quality of existing outputs, while reaching out to new disciplines and regions.

The quality assurance processes for e-ScienceTalk are outlined in D4.2 *Quality Assurance Guide* [R2]. In addition to recording a range of metrics, the project is also assessed using surveys at conferences, in-depth feedback sessions, feedback from the PMB, surveys of iSGTW's readers, unsolicited feedback and impact and sustainability reports produced by WP1.

The overall project metrics for e-ScienceTalk are the top level metrics that demonstrate the total progress of the project, and targets have been set for these at a project level [R2]. Additional individual work package metrics are also 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 section 3, as are the activity metrics for each quarter. The trends in the metrics for the first year of the project are analysed, and a number of recommendations are made for adjustments to the targets and to the metrics that should be tracked for Year 2. These recommendations are summarised in section 4, which lists the project and work package level metrics and targets that will be reported for Year 2.

Generally, most of the targets for Year 1 have been met or exceeded, and targets have been adjusted upwards as appropriate. Some metrics have been combined for simplicity and new metrics have been introduced to measure the impact of e-ScienceTalk's attendance at events, including policy events, media partnerships and demonstrations. Metrics have also been added to track the usage of the websites in a more representative way i.e. 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 added in this area.

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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 new distributed computer infrastructure 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* [R2]. 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.

A summary of the outcomes of these quality assurance and feedback processes per e-ScienceTalk product is included in section 2.

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. 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.

Table 1: Overall Project Metrics for e-ScienceTalk

Work Package	Metric no.	Description	Target Metric
WP1	1.1	Projects covered	20 per year
	1.2	Reports and briefings circulated	400 per year
	1.3	Countries where reports or briefings are distributed	30 per year
WP2	2.1	Sites on GridGuide	75
	2.2	Bloggers contributing to GridCasts	5 per GridCast
	2.3	GridCasts per year	2 in Europe per year, 1 outside Europe
	2.4	New areas in GridCafé	3, one new area per year
WP3	3.1	iSGTW subscribers	30% increase
	3.2	Articles on European projects	50 per year
	3.3	Projects in the iSGTW/GridCafé resources section	100 in total
	3.4	iSGTW printed materials distributed	1000 in total

1.4 How Does e-ScienceTalk Measure its Impact?

In order to assess how successful the e-ScienceTalk project has been at meeting its objectives, reaching target audiences and disseminating key messages, we need to determine the impact of our activities. By looking at the impact our work has had on our intended audiences, we can try to assess how useful the project has been, what we can improve on, as well as laying down lessons for other projects to build upon in the future. The impact of the progress so far as demonstrated by the metrics, and the implications of the feedback gathered during Year 1 is summarised in D1.4 *Annual Impact and Sustainability Report* [R1].

2 FEEDBACK ON E-SCIENCETALK PRODUCTS

2.1 e-ScienceBriefings

2.1.1 Background

e-ScienceTalk continues the successful series of GridBriefings, renamed e-ScienceBriefings in Q1, 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

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. GridBriefings have made a successful transition after being renamed e-ScienceBriefings. Feedback gathered during Q1 at the EGI Technical Forum in Amsterdam through interviews with policy makers indicates that policy makers regard briefings as important in explaining or presenting aspects of e-Infrastructure to funders, providers and policy people. Respondents have suggested that other media formats could enhance visibility, depth and interest such as including multimedia, podcasts and videos and linking to social networking sites (Linkedin[1]). Many habitual readers would prefer an electronic copy of the briefings, which could further expand the readership and impact.

Closer collaboration and regular input from e-Infrastructure Reflection Group (e-IRG) in terms of content and dissemination has proved successful. Briefing recipients often take their own copies of relevant briefings to conferences they attend, such as the European Conference on Research Infrastructures (ECRI) events, further increasing their distribution. E-ScienceBriefings readers also contribute to the direction and content of the briefings. Suggested topics for next year from surveyed policy makers have included e-Infrastructure governance, exascale computing and how EU-born technologies can help other regions.

During the e-ScienceTalk project, it is important to continue gathering feedback and recommendations from policymakers at conferences and to establish how the printed and electronic versions of the documents are used within the community. Understanding people's interests and their relationship to the project, recording observations from meetings, interviewing key informants, and in-depth analysis can help to measure policy influence and relationships. Many members of the community have provided feedback on the briefings through unsolicited emails. Elizabeth Leake, Communications Manager at TeraGrid expressed an interest in sharing the Supercomputing briefing[2] document with her leadership. Another advocate of the e-ScienceBriefings is Beniamino Di Martino the mOSAIC EU-

[1] www.linkedin.com

[2] http://www.e-sciencetalk.org/briefings/EST-Briefing-16-SuperComp-HD.pdf

ICT Project Coordinator, who featured the Cloud Computing briefing[3] on the mOSAIC website (www.mosaic-cloud.eu), and placed the e-ScienceBriefings RSS feed on the site, which populates a portal for the European Commission. EUAsia Grid at the Academia Sinica Grid Computing centre sent an electronic copy of the Asia Pacific Special Issue briefing[4] out to their press release mailing list.

E-ScienceTalk has also helped promote and initiate collaborations between other FP7 projects. As a result of the Cloud Computing briefing Matti Heikkurinen from the gSLM project has contacted mOSAIC and Contrail projects to discuss possible collaborations and synergies. This feedback is encouraging as it shows how the reports are motivating policymakers (see Appendices I for further feedback).

2.2 GridCafé

2.2.1 Background

The GridCafé website (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. Work is now in progress to further develop links to demos, videos, games and online interactive tools. The content of the site has also been expanded to cover the interactions between grid computing and other forms of e- Infrastructure, including clouds, supercomputing and networks.

2.2.2 Summary of feedback

GridCafé has been an extremely successful venture within the e-ScienceTalk project. According to the web statistics it continues to be the second most referenced and visited e-ScienceTalk product after iSGTW. With the website in Russian near completion and the website already available in Chinese[5], the global dissemination of the project has been extended to researchers in two of the worlds' emerging economies. With the availability of GridCafé in multiple languages, it is important to keep content as reliable and consistent as possible so that all phrases and technical words are used consistently in the translated versions.

In Q3 scientists and science communicators were asked to review the GridCafé website either via email or in one-to-one interviews (see Appendices II and III for further feedback). All interviewees shared the opinion that the images and animations were well-designed and the layout was constructed in an intuitive way. The grid-powered projects and grid debates section were highly rated amongst some interviewees. Most agreed that the content was well pitched for a lay-audience, and found the site straightforward to navigate. One section that was highly commended was the tutorial video section that provides practical and valuable information for those new to the grid. One reviewer felt that the number of the drop-down menus could be reduced. Providing more high visibility information on the other e-ScienceTalk products GridCafé website would also be beneficial.

[3] http://www.e-sciencetalk.org/briefings/EST-Briefing-17-Cloud-Web.pdf
[4] http://www.e-sciencetalk.org/briefings/EST-Briefing-18-Asia-Web2.pdf
[5] http://www2.twgrid.org/gridcafe/

2.3 GridCast

2.3.1 Background

GridCast (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. The site was initially created before the start of GridTalk, and was redesigned and re-launched in September 2009. E-ScienceTalk has built upon the site's reputation and improved its interactivity by providing additional social media channels such as Twitter[6] and CoverItLive (as part of the e-ScienceTalk website)

2.3.2 Summary of feedback

GridCast continues to develop and foster an active community and to develop thought-provoking comments to encourage and foster debate and commentary. One criticism from scientists and science communicators, reviewing the GridCast and GridCast.org sites in Q3 was that the link to the GridCast.org homepage is not as visible as it could be (see Appendix for further feedback). There is still some ambiguity as to the function of the GridCast.org web page. However, all feedback regarding the GridCast blog itself was positive as most reviewers liked the format and layout. Interviewees especially liked the video bar feature.

During GridTalk there was a suggestion to make the GridCast more outward-facing, as some blogs were more social or lightweight in content. This has been addressed by including longer, more serious editorial articles to engage new members. Longer videos featuring conference overviews have been included in the blog[7]. According to social media search and analysis platform, Social Mention[8], individuals blogging on GridCast blogs are likely to talk about GridCast repeatedly, and therefore the blogger has a higher Passion score (57%). At the 8th e-Infrastructure Concertation Meeting in November 2011, 48% of people surveyed used the GridCast blog at the conference providing a useful resource for sharing information with absentee colleagues.

2.4 GridGuide and Real Time Monitor

2.4.1 Background

GridGuide (www.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.

[6] http://twitter.com/#!/e_scitalk

[7] http://gridtalk-project.blogspot.com/2011/04/steven-newhouse.html

[8] http://www.socialmention.com/

The GridGuide (www.gridguide.org) 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 is for the RTM to show jobs from more sources.

2.4.2 Summary of feedback

Feedback on GridGuide was gathered through email and one-to-one interviews with science communicators and scientists. The GridGuide map has been cited as a good way of demonstrating what the grid does, and provides a draw for people researching grids and e-Infrastructure in their own locality. E-ScienceTalk has focused its efforts to encourage more interest in the GridGuide site. One suggestion would be to provide the information in different formats and to cross-promote by including a link from the GridCafé website. Reviewers have also suggested creating a short video clip showing a few minutes of grid activity on the RTM for marketing and demo purposes. This could include a human aspect with a young scientist uploading data to the grid.

Feedback from users has been extremely positive, and RTM demos have even been requested by regular users/endorsers of the grid. Researchers at the University of Birmingham and at Cambridge University asked for the demo to be presented at the Royal Society Summer Science 2011 exhibition. Several people in unsolicited emails have suggested that it would be useful to have an offline version of the RTM available. General feedback from GridTalk has led to improvements in the functionality of the RTM to increase the number of jobs that can be displayed. For example, jobs from the LHC experiment, ATLAS, are now displayed correctly on the RTM in near real-time. This work is described in more detail in D2.1 *GridGuide Upgraded Integration with the RTM* [R3].

2.5 iSGTW

2.5.1 Background

Prior to GridTalk, iSGTW already existed as Science Grid This Week, a publication produced by Fermilab. This subsequently became International Science Grid This Week through collaboration with CERN, and the EU Editor post was then funded for two years by GridTalk. During e-ScienceTalk the weekly electronic newsletter, International Science Grid This Week (www.isgtw.org) has broadened its scope significantly to cover e-Infrastructures 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.

2.5.2 Summary of feedback

Feedback from iSGTW updates, emails and surveys has been continually collected in order to develop the iSGTW publication and website. Many of the science communicators and scientists, who gave their feedback in one-to-one interviews, commented on the excellent content and layout. Layout is particularly important for focusing readers' attention and easing navigation. Frequent feedback on the iSGTW website suggests that for some browsers/screens not enough of the content is displayed 'above the fold' forcing readers to scroll down.

iSGTW's content, functionality and layout have been improved upon during e-ScienceTalk based on feedback from GridTalk. One recent implementation based on frequent feedback on the iSGTW website was to enable people to subscribe to one issue rather than registering for content from all issues.

The title 'iSGTW' still does not reflect the content of the newsletter, which covers a large variety of disciplines including physics, biology, sociology, earth sciences, archaeology, medicine, disaster management, crime, and art. To reflect the broader scope of iSGTW, the members of e-ScienceTalk team and PMB intend to examine further ideas for names.

An annual iSGTW readership survey conducted in July 2011 gave readers a chance to share their opinions on iSGTW's layout, navigation and content. The survey's main focus was to gather feedback on the updated website, launched in January 2011. The update introduced more Web 2.0 features, and the website is now more dynamic with a greater degree of interactive features and user-created content. Users can examine profiles and blogs, provide feedback in comments, and recommend articles using a rating system. Subscribers can also upload announcements and job postings to the website. The survey results reveal that respondents were generally positive about the updated look and layout with 73% of respondents liking the new look and 77% saying that they found the website easy to navigate. The survey did however indicate that readers are not taking full advantage of the interactive features.

During e-ScienceTalk, the profile of iSGTW readership has altered slightly with the newsletter attracting a more diverse range of professionals including more media specialists and journalists. The iSGTW team have focused on writing features that are timely so news websites can pick up breaking news. iSGTW is influencing its audience providing journalists with a resource for developing a story. One such article 'Virtual atom smasher in LHC@Home 2.0'[9], re-tweeted by CERN, generated 2,034 page views on the 8th of August 2011. Individuals who accessed the story online read the entirety of the article spending six minutes on average on the page. Average stay per page is a good indication of a reader's satisfaction. iSGTW survey respondents also appear to be satisfied with the publication's average article length which provides sufficient depth whilst still holding readers' interest. iSGTW subscribers are satisfied with the overall content of the publication, which is reflected in a large proportion of survey respondents (82%) saying they found the content interesting. Most respondents agreed (77%) that the content was well pitched and written at the right technical level for the audience. Future computing technology and infrastructure-related topics (interoperability and standards) were topics that were suggested for inclusion in the publication by the iSGTW readership. The results of the

[9] http://www.isgtw.org/feature/virtual-atom-smasher-lhchome-20

survey are discussed in more detail in D3.4 *Report on survey of iSGTW readers and annual metrics.*[R4]

3 PROJECT METRICS

3.1 Overall Project Metrics

A summary of the overall project metrics for Year 1 of e-ScienceTalk is listed below.

Table 2: Overall Project Metrics for e-ScienceTalk

Work Package	Metric no.	Description	Target	Year 1 Achieved	% of Target in Year 1
WP1	1.1	Projects covered	20 per year	38	190%
	1.2	Reports and briefings circulated	400 per year	300	75%
	1.3	Countries where reports or briefings are distributed	30 per year	36	120%
WP2	2.1	Sites on GridGuide	75 by year 3	38	50% of end of project target
	2.2	Bloggers contributing to GridCasts	5 per GridCast	5	100%
	2.3	GridCasts per year	2 in Europe per year, 1 outside Europe	16	533%
	2.4	New areas in GridCafé	3, one new area per year	1	100%
WP3	3.1	iSGTW subscribers	30% increase	21%	70% of end of project target
	3.2	Articles on European projects	50 per year	108	216%
	3.3	Projects in the iSGTW/GridCafé resources section	100 in total	194	194%
	3.4	iSGTW printed materials distributed	1000 in total	330	33%

Overall, e-ScienceTalk in its first year has largely either achieved or exceeded its Year 1 targets. For WP1, 38 collaborating projects have been covered by e-ScienceBriefings, which is an additional nine on first year targets. Thirty-six countries have received briefings, which is more than the first year targets. The e-ScienceBriefings have proved successful in exceeding their first year targets. Fewer reports have been distributed in printed format than anticipated and in Year 2, e-ScienceTalk will monitor downloads of the electronic briefings and build up a subscription email list. An RSS feed is already available and is featured on project websites, including the EGI.eu website. Fewer printed materials were distributed for iSGTW than targeted, mostly related to the change in name in Q2,

where marketing materials were distributed for the Digital Scientist, but we were unable to produce more of these due to the change back to iSGTW.

The GridCast blog, GridCafé and the GridGuide have all proven to be successful during e-ScienceTalk's first year. To date, GridGuide has a total of 38 sites so it should be on target to include 75 sites by the end of the project (1st 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 has held sixteen events in its first year, which is nearly four times more than the target of 3 a year.

iSGTW has seen a rapid increase in subscribers since the start of e-ScienceTalk, and already increased its readership by 18% in the first year (8,077). In total 108 articles on European projects were covered in stories in Year 1, which is more than double than anticipated at the start of the project. Already, the number of projects covered in the iSGTW/GridCafe resources section has eclipsed its target of 100 covering nearly double its target with 194 projects in total.

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	Q1	Q2	Q3	Q4	TOTAL
1.1	**Projects covered**	**In the e-ScienceBriefings**	**15**	**4**	**13**	**17**	**38**
1.2	**Reports and briefings circulated**	**In print or by email**	**1 report**	**1 report**	**1 report**	**1 report**	**4**
1.3	**Countries where reports or briefings are distributed**	**In print or by email**	**36**	**36**	**36**	**36**	**36**
1.4	Policy articles published	In print or online	3	2	22	7	**34**
1.5	Policy reports written	In print or online	1	1	1	1	**4**
1.6	Printed policy reports circulated	To policy makers	100	0	100	100	**300**
1.7	Policy events organised	Number organised	1	0	0	0	**1**
1.8	Attendees at policy events	Number of delegates	111	0	0	0	**111**
1.9	Collaborating projects to which	In print or by email	13	6	9	8	**36**

	articles have been distributed						
1.10	Countries to which articles or reports have been distributed	In print or by email	36	36	36	36	**36**

3.2.1 Analysis and Trends

Since commencement of the e-ScienceTalk project, 38 collaborating projects have been covered by e-ScienceBriefings and each briefing has been circulated to 36 countries each quarter. Other metrics have also been monitored and recorded each quarter. Thirty-four policy articles have been written and published in either e-ScienceBriefings or other e-ScienceTalk products, such as iSGTW. The number of policy articles increased in Q3 due to increased policy blog activity during ISGC 2011, the EGIUser Forum 2011 and FET11. Since e-ScienceTalk began in September 2010, policy reports have covered a number of relevant topics including e-Science in Asia, Cloud Computing, Supercomputing and developing e-Infrastructure. E-ScienceTalk also organised the 8th e-Concertation meeting (3-6th November 2011), which had an excellent attendance of 110 delegates including policy makers, e-Infrastructure project managers and media professionals. A further 73 visitors accessed a live web cast of the meeting.

3.2.2 Recommendations for Year 2

In year one, we gathered a number of metrics which proved useful for measuring whether the project had reached its audience. In Year 2, we recommend revising our methodology to include more qualitative feedback in order to give more meaningful information in terms of influence and impact. Methodology for gathering feedback for e-ScienceBriefings could include one-to-one interviews and/or structured surveys conducted with community members at meetings such as the EGI Technical Forum and other meetings with key policymakers, including the e-IRG events. This type of qualitative and quantitative feedback could provide detailed information on how delegates view the briefings, as well as providing guidance to WP1 on what topics we could include in the future.

Some of the individual metrics should be combined to ease tracking and reporting. For example, metric 1.10 (countries to which articles or reports have been distributed) could be incorporated into 1.3 (countries to which articles or reports have been distributed). Metric numbers 1.2 and 1.5 could also be combined to cover reports and briefings circulated. Other metrics that could be included are policy events attended by e-ScienceTalk members and if appropriate also numbers reached at the event (i.e. through distribution at stands). Furthermore, analysing interest in individual policy briefings according to the revised metrics could also illuminate certain trends that could develop the briefings further. This could be achieved by monitoring downloads for each of the e-ScienceTalk policy documents.

E-ScienceTalk plans to revise some of the target metrics that have been achieved or exceeded. For example in Year 2, we will increase the number of projects covered from 20 to 30.

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	Q1	Q2	Q3	Q4	TOTAL
2.1	**Sites on GridGuide**	**Number of sites included**	**30**	**34**	**34**	**38**	**38**
2.2	**Bloggers contributing to GridCasts**	**Average number of bloggers on GridCast**	**2**	**3**	**6**	**2**	**3**
2.3	**GridCasts per year**	**Including major and mini GridCasts**	**7**	**2**	**5**	**2**	**16**
2.4	New areas of GridCafé	Covering topics other than grid computing	1 in development	1 in development	1 in development	1	**1**
2.5	Unique visitors to the GridCafé website	From Google Analytics	4422	4020	4490	2994	**15926**
2.6	Page views of the GridCafé website	From Google Analytics	48676	41380	48567	27788	**166411**
2.7	Number of bloggers for GridCast	Total number of bloggers	15	7	28	9	**59**
2.8	Blog entries	Total number	92	15	115	22	**244**
2.9	Podcasts	Total number	20	0	36	0	**56**
2.10	Unique visitors to the GridCast	From Google Analytics	2295	1621	2765	1963	**8644**
2.11	Page views of the GridCast	From Google Analytics	5343	3526	7900	3743	**20512**
2.12	EU sites on GridGuide	European based sites	24	24	24	28	**28**
2.13	Non-EU sites on GridGuide	Non-European located sites	10	10	10	11	**11**
2.14	Unique visitors to the GridGuide	From Google Analytics	345	331	441	645	**1762**
2.15	Page views of the GridGuide	From Google Analytics	665	536	821	987	**3009**
2.16	GridGuide	Total number	27	34	34	34	**34**

	sites on RTM						
2.17	Countries in the RTM	Total number[10]	64	64	64	64	**64**
2.18	Events demo-ing the RTM	Including events attended by collaborating projects demo-ing the RTM	9	0	6	1	**16**

3.3.1 Analysis and Trends

Over 38 grid and e-Infrastructure projects are now referenced on GridGuide. Since September 2010, 15,926 unique visitors viewed the website and there were 166,411 page views in the first year of the e-ScienceTalk project. Around 10 pages are viewed per visitor for GridCafé on average, which means that readers are interested in the content of the site and remain on the site for longer.

GridCast has increased the average number of bloggers over the last six months from two in Q1 to a maximum of 6 in Q3. GridCast has held fourteen events in its first year, and both the number of blog casts, podcasts and bloggers has increased during the last 12 months. The number of bloggers per quarter has increased from 15 (Q1) to a maximum of 28 (Q3). This increase in activity is reflected in web statistics comparing Q1 and Q3. Also, the number of pages visitors view has increased slightly from 2.3 to 2.8. Q4 shows a slight decrease in activity but this can be attributed to the time of year.

GridGuide has covers 39 site guides and in Q4 there was a nearly double the number of unique visitors as compared to Q1. Sixty-four countries are currently located in the RTM, and it has been demoed at 16 different events over the course of the year.

3.3.2 Recommendations for Year 2

GridCafé

The main aim of GridCafé is to increase awareness and understanding of e-Science infrastructure and grid technologies amongst scientists and the general public. The metrics for Year 1 measure usage, but to measure the impact of GridCafé it is important to examine the 3'U's—usage, usability and usefulness. From the perspective of the end-users, their expectations need to be met and their interaction with the website has to be a positive experience, in order for the website to be considered successful. The predominant way of determining success is to evaluate the user's satisfaction and their likelihood of return through the use of surveys. With the introduction of e-ScienceCity[11], we would recommend gathering qualitative feedback and measuring usability and usefulness quantitatively. Criteria of usefulness could examine attributes such as relevance and format. Surveying online users of the website would provide useful data for rating the ease of use, design and functionality. With the introduction of a new 3-D interactivity a usability test could also be carried out prior to launching the site.

[10] http://gridportal-ws01.hep.ph.ic.ac.uk/dynamic_information/egee-locations.xml

[11] www.e-sciencecity.org

Year 1 GridCafé metrics currently include usage data analysing visitors and content, but we would suggest making a few revisions to the metrics. With Web2.0, the 'page views' metric may no longer be sufficient to determine actual usage of a website. Measuring the time users spend in specific sections of the website would be valuable as it could drive content development and give an indication of topics that people are more interested in. Comparing trends over time is preferable to absolute numbers as it can be too imprecise to provide statements and recommendations. We would recommend including two new WP2 metrics: the change in absolute/unique visitors per quarter (i.e. percentage increase or decrease) and the ratio of page views to visitors for each quarter. However, as Q2 and Q4 span holiday periods, the analysis should focus primarily on comparing Q1 and Q3. Observing and comparing usage statistics prior and post e-ScienceCity launch is also especially important.

GridGuide and RTM

The main metrics for GridGuide and RTM are based on usage (i.e. page views and unique visitors), content (i.e. number of sites) and dissemination (i.e. number of demos). For the GridGuide and RTM, finding out why people visit the site could be done by surveying online users. It would also be worthwhile examining who the main referrers are and how visitors arrive at the site (i.e. is it through search engines, university websites, scientific websites and/or commercial domains). Are 'pushing services' to promote content such as newsletters or RSS feeds, increasing user loyalty? Unfortunately, the metrics for page views and unique visitors are low, but this does not reflect 'real' numbers. The RTM has been demoed at a number of conferences, and therefore a significantly larger number of individuals have viewed the RTM. Therefore, a metric estimating numbers reached could be included in the Year 2 metrics.

GridCasts

For GridCasts, a number of metrics have been tracked and reported, which all indicate that the blog is growing in popularity within the community. e-ScienceTalk's first year metrics examine traffic and usage. The metrics for next year could include additional indicators such as length of stay (average time on site), which is a blog's measure of "stickiness". In addition, exploring activity per event cast would be useful for measuring the success of individual GridCasts. For example, recording the number of new visits during each GridCast would be a useful metric.

Next year, we also hope to collect more qualitative data from soliciting feedback from readers as this gives an indication of the health of the blog. Email conversations are a simple way for gauging what people think of your blog and more importantly how they are using it. Other participation metrics might include measuring the rates of comments on posts, responses to polls, competitions and other calls to action. Social bookmarking statistics could give an indicator of success on a more micro level (i.e. on a post by post level). Although bloggers are encouraged to upload shorter posts at conferences, it would be good to increase the comment length and also quality. It is important to stimulate comments and create conversation that stimulates change through what it adds to the dialogue.

Studying referral statistics is also important as it will give e-ScienceTalk the ability to track how e-ScienceTalk readers arrive at the blog. It would also be worthwhile investigating whether particular sectors and regions are under represented by bloggers.

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	Q1	Q2	Q3	Q4	TOTAL
3.1	**iSGTW subscribers**	**Registered in the database**	**6838**	**7942**	**8074**	**8077**	**8077**
3.2	**Articles on European projects**	**Based on EU funded projects**	**33**	**24**	**26**	**25**	**108**
3.3	**Projects in the iSGTW/GridCafé resources section**	**Total number**	**134**	**134**	**134**	**194**	**194**
3.4	**iSGTW printed materials distributed**	**At events attended by e-ScienceTalk or by collaborating projects**	**120**	**0**	**160**	**50**	**330**
3.5	Issues published	Issued by email to subscribers each week and posted on the website	13	11	13	14	**51**
3.6	US articles published	Based on US projects	30	24	32	27	**113**
3.7	Worldwide articles published	Based on non US or EU projects	1	7	7	5	**20**
3.8	Unique visitors to the website	From Google Analytics	39,130	20,036	39,569	45,866	**126,151**
3.9	Page views of the website	From Google Analytics	74,542	42,528	64,652	84,103	**265,539**
3.10	Countries visiting the iSGTW website	From Google Analytics	140	148	163	183	**193**
3.11	Marketing materials distributed	In print or by email or at events	120	0	50	50	**220**
3.12	Survey responses	Through Zoomerang survey tool	No survey issued	No survey issued	No survey issued	134	**134**

3.4.1 Analysis and Trends

The magazine iSGTW continues to attract new readers with an 18% increase in subscriptions over the

year. iSGTW has exceeded all its WP4 e-ScienceTalk year-end targets covering more than double the number of articles on European projects than initially targeted and covering over a third more projects in the resource section after a large increase in Q1 compared to GridTalk. Other indicators for distribution and dissemination tracked during the period show iSGTW is both growing and continuing to engage its loyal readership. First year figures from Google Analytics show there were 126,151 unique visitors to the website, and 265,539 page views of the website. People viewing the site are reading two pages on average. These web statistics fluctuate and peak due to the popularity of individual stories. The number of worldwide articles has increased seven-fold since the beginning of the project.

3.4.2 Recommendations for Year 2

Metrics and feedback have been fairly comprehensive for iSGTW. The targets for iSGTW through to the end of the project set in the Description of Work have largely been exceeded during the first year. It is therefore recommended to analyse the trend in these targets over the first year, and set new targets for Year 2 and 3 based on these trends, including trends in the social media usage. It could be that email subscribers are no longer the best or only measure of our success. In today's environment people rarely choose to subscribe to anything, instead reading a story here and a story there, or following publications on Twitter, or Facebook, or aggregation services such as Reddit, Digg, and StumbleUpon. E-ScienceTalk should therefore track our social media subscribers, and investigate methods to gauge the level of involvement and interaction within these media.

Monitoring which parts of the iSGTW website are the most popular (i.e. most accessed pages) could direct future content development. Other key metrics to be investigated include the bounce rate, time spent on the site per visit, and exit rate – both per story and also on the site as a whole. Examining what the most popular search keywords and phrases are could help us find out why people visit the site. This also indicates those topics that visitors to the website are most interested in and could direct efforts to enhancing those areas. Examining numbers bookmarking and sharing on Facebook, Twitter, nature networks or via email could be useful. The iSGTW survey will also be repeated in PY2 to gather further qualitative data..

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	Comments	Q1	Q2	Q3	Q4	TOTAL
4.1	Deliverables submitted	By email and online	6	1	0	3	**10**
4.2	Milestones agreed	By email and online	3	4	2	1	**10**
4.3	Late Deliverable and	Submitted or agreed after the date agreed with	0	0	0	1 (by agreement with	**1**

	Milestones	the EC				the EC)	
4.4	e-ScienceTalk materials produced	Included printed materials, pens, banners etc	8 posters, 200 pens, 100 annual reports, 150 GridBriefings, 500 pens	0	Poster on e-Science City	0	**Various**
4.5	Unique visitors to the e-ScienceTalk website	From Google Analytics	206	310	500	418	**1434**
4.6	Page views of the e-ScienceTalk website	From Google Analytics	1072	1149	1422	737	**4380**
4.7	Media releases issued	Issued via Alphagalileo and by email	1	0	2	0	**3**
4.8	Press cuttings	Measured by Google Alerts	3	0	5	5	**7**
4.9	Events attended	By e-ScienceTalk project team	9	2	6	1	**18**

3.5.1 Analysis and Trends

The management work package has achieved submission of all deliverables and milestones to the EC during the first year as described in the Description of Work. One deliverable, D4.3 *Annual Report on Feedback and Metrics* was delivered in PM13 instead of PM12, to allow full statistics for the first year to be included and analysed. Page views and visitors to the e-ScienceTalk website have been tracked for information, but the key metrics are the traffic to the e-ScienceTalk products, rather than the project website itself.

A small number of press releases have been issued during the year, about the launch of e-ScienceTalk itself, and in partnership with ASGC at the ISGC 2011 event in Taipei. Generally however, e-ScienceTalk publicises press releases from collaborating projects through its various channels, rather than generating press releases itself. The e-ScienceTalk team has also attended a large number of events, 18 in the first year, including policy events, press events and GridCasts. E-ScienceTalk was a media partner at some of these events, including the Citizen Cyber Science Summit in London in September 2010, the EGI Technical Forum in Amsterdam in the same month, ISGC2011 in Taipei in March 2011, the EGI User Forum in Vilnius in April 2011 and the Healthgrid 2011 event in Bristol.

3.5.2 Recommendations for Year 2

Rather than record page views of the e-ScienceTalk website, it would be useful to measure the referrals to the other e-ScienceTalk websites such as the e-ScienceCity as a metric in Year 2. The

number of e-ScienceBriefings will also be measured from the website as described in Section 3.2.2. Another useful metric for e-ScienceTalk could be examining over time the number of followers on Twitter and keeping track of social media activity on other channels. In addition to recording the number of events attended by e-ScienceTalk partners, WP4 will also track the number of events that feature e-ScienceTalk as a media partner. Memoranda of Understanding signed between e-ScienceTalk and other projects are also a good indicator of our collaborations within our community, and the number of these will also be added to the metrics, with 8 MoUs signed in Year 1.

4 METRICS AND TARGETS FOR YEAR 2

Based on the recommendations discussed in Section 3, this section includes an updated list of metrics and targets for Year 2. We will also compare eScienceTalk's approach to metrics and impact assessment with the recommendations that the eNventory and ERINA+ projects will publish.

4.1 Overall Project Metrics

A summary of the overall project metrics for Year 2 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	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

4.2 WP1: Impact and Sustainability

The updated project and work package level metrics for WP1 for Year 2 are below:

Table 8: Metrics for Work Package 1

Metric no.	Description	Comments	Notes
1.1	**Projects covered**	**In the e-ScienceBriefings**	
1.2	**Reports and briefings published**	**In print or by email**	**Combined with previous 1.5**
1.3	**Countries where reports or briefings are distributed**	**In print or by email**	**Combined with previous 1.10**
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	New metric
1.9	Delegates at policy events attended by e-ScienceTalk	Number of delegates at events attended.	New metric
1.10	Downloads of policy documents	Measured 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 2 are below:

Table 9: Metrics for Work Package 2

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	Change in unique visitors to the GridCafé website	From Google Analytics	Previously number of unique visitors
2.6	Ratio of page views to visitors for the GridCafé website	From Google Analytics	Previously number of page views
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	Addition of percentage of new visitors
2.11	Length of time spent on the GridCast	From Google Analytics	Previously page views
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[12]	
2.18	Numbers of delegates at events demo-ing the RTM	Including events attended by collaborating projects demo-ing the RTM	Previously number of events

4.4 WP3: International Science Grid This Week

The project and work package level metrics for WP3 for Year 2 are below:

Table 10: Metrics for Work Package 3

[12] http://gridportal-ws01.hep.ph.ic.ac.uk/dynamic_information/egee-locations.xml

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	
3.12	Survey responses	Through Zoomerang survey tool	
3.13	Social media subscribers	On Twitter and Facebook	New metric
3.14	Time spent on the site per visit	From Google Analytics	New metric
3.15	Stories shared on social media	Via all social media channels	New metric

4.5 WP4: Management

The project and work package level metrics for WP4 for Year 2 are below:

Table 11: Metrics for Work Package 4

Metric no.	Description	Comments	Notes
4.1	Deliverables	By email and online	

	submitted		
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	Previously page views
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	New metric
4.11	Media partnerships at events	Number of events with e-ScienceTalk as media partners	New metric
4.12	Number of MoUs signed	With collaborating projects	New metric

5 CONCLUSION

Generally, most of the targets for Year 1 have been met or exceeded, and targets have been adjusted upwards as appropriate. Some metrics have been combined for simplicity and new metrics have been introduced to measure the impact of e-ScienceTalk's attendance at events, including policy 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 added in this area. Generally, we should also be looking to improve the search engine optimisation for all the websites, 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 EMI, EGI-InSPIRE, CHAIN and WeNMR, among others. We will also compare eScienceTalk's approach to metrics and impact assessment with the recommendations that the eNventory and ERINA+ projects will publish.

6 REFERENCES

R 1	D1.3 Annual Impact and Sustainability Report https://documents.egi.eu/document/751
R 2	D4.2 Quality Assurance Guide https://documents.egi.eu/document/262
R 3	D2.1 GridGuide Upgraded Integration with the RTM https://documents.egi.eu/document/766
R 4	D3.4 Report on iSGTW Readership Survey https://documents.egi.eu/document/767

6 APPENDICES

I. e-ScienceBriefing feedback and dissemination

Supercomputing

Anni Jakobsson at PRACE said 'Thank you for putting everything together. It's a very good issue about supercomputing; you have done amazing work!'

Elizabeth Leake at TeraGrid said 'I love the format and content of this piece,' and expressed an interest in sharing the document with her leadership.

Cloud computing

Beniamino Di Martino, the mOSAIC EU-ICT Project Coordinator, emailed to say 'Many thanks, and looking forward to another possibility of collaboration!' He also featured the briefing in the dissemination activities on the mOSAIC website (www.mosaic-cloud.eu), and put on our RSS feed, which populates a portal of the European Commission.

Sara Coelho placed a copy of the briefing up on the EGI website http://www.egi.eu/about/news/news_0045_eScienceBriefing_cloud_computing.html

e-IRG published a link to the briefing on the e-IRG website and included an announcement in the e-IRG newsletter as well. It is also available on the e-IRG Knowledge Base.

Stephanie Parker of Venus-C emailed to say 'Fabulous job - many thanks.'

Cal Loomis from the Stratus-Lab project emailed to say 'Great article.'

Sonia Spasova at the EC emailed to say 'Well done, thank you.'

Asia mini

Domenico Vicinanza at DANTE emailed to say 'great job!'

ASGC sent an electronic copy of the briefing out to their press release mailing list

II. Feedback from Science Communicators

E-SCIENCETALK.ORG

- It is not clear who this is aimed at!
- Is this purely just a portal page to other sites? Perhaps the sites could be amalgamated?
- The group's purpose is not clear. What does it do and for who exactly?
- I like that I can see the other sites altogether but this page doesn't mention anything about them (why they are there) it just features them.
- Nice page and layout, but not extremely explanatory.

GRIDCAFE.ORG

- I like the animations and layout. It is imaginative.
- Nice layout and colours.
- Some drop down bars have quite a lot in them, but it is good that there's lots of information.
- I like that there is a choice of language
- The inclusion of tutorials here is nice. The site is well laid out and I wouldn't change anything.
- GridGuide, GridCafé and GridCast ...could they be added together?

GRID GUIDE

- This explains a little better what the grid does (scientists upload their data on it?).
- It could be an idea to have a 3min video of any scientist (perhaps a Ph.D. student) Introduce them, ask them what their research is about, ask them how they use the grid, and then film them upload some data to the grid. This could fit in nicely on the GridGuide.
- What exactly is the purpose of this site? It is not clear.
- Does this need to be a stand-alone site?

REAL TIME MONITOR

- Why is the RTM on both the GridGuide and on its own page?
- Again does this need its own page and what is its function?
- I'm not sure of the function but this is an extremely "cool" page.
- Is the point of this page to show where the grid works?
- Why is there tourist info on this page? Nice lay out and I love the map.

GRIDCAST.ORG

- This page seems unnecessary. Could the info on this page be added onto the blog instead?
- Why is there a GridCast? Can the blog not stand-alone?
- This page is lovely but this should be not be segregated from the blog.
- Nice page but why is the blog another website?

GRIDCAST BLOG

- Excellent, well presented easy to read...10/10
- Simple and straightforward. I wouldn't change anything.

- Nice blog, well-written and good content.
- Could this be attached to the GridCafé? That would make more sense!

ISGTW.ORG

- Of all the grid associated sites I think this one should be stand-alone and stay segregated.
- Perhaps this could be integrated with the info on the GridCast page as both feature news!
- This could be joined with the other grid sites? However, excellent lay out and set up.

OVERALL COMMENTS

- Why are there so many sites? This needs to be cut down. There seems to be no need for so many sites on the same topic(s).
- it is not at all times clear who the target audience is here.
- The style and lay out of the websites is excellent

III. Feedback from Scientists

E-SCIENCETALK.ORG

- Banner is the first thing to be read. It stands out nicely.
- Colours and combinations work well.
- Like the Weekly updates.
- Like that things open in different tabs.
- Not sure what E-ScienceTalk is at first glance although it is clear and colourful.

GRIDCAST.ORG

- Too long to load!
- This is a pointless page. It seems that this could be scrapped.
- This information could be just put on the blog?
- Not really a problem but I keep searching for the blog.
- I like the column on the left (more grid casts)

BLOG

- I like the blog and format and layout.
- How would this work in mobile devices?
- I don't like the column on the left. I think it has too much text.
- The blog is interesting. I like the video bar; it is a cool feature
- Well laid out and easy to find.

GRIDCAFE.ORG

- Is this android compatible **(**drop downs bars)?
- Why do we have a GridCafe? It's not clear.
- Tutorial videos are excellent. It makes for quicker learning and I can avoid reading.
- I particularly like the images, grids, business and grid debates.
- Who exactly is this aimed at? It's not particularly clear
- Written simply and straightforward.

GRID GUIDE

- Nice, I like the map and I like being brought from one place to another, this always pulls me in.
- I like the top right icons. Problematic in phone devices but nice. Connection is good.
- I love the real time monitor. What does it do though? It's not clear.
- Quite technical with lots of different grid examples.
- What is the function of the GridGuide?

ISGTW.ORG

- I like the comments section and "About the author" is a good add-on.
- I like the white background. This is the best way I could read an article as it isn't distracting and is straight -forward. Busy on the right and simple on the left, this works.
- As a news site it seems good fine layout, nothing I would change