

## WP3: International Science Grid This Week

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www.e-sciencetalk.eu





- Objectives
- WP3 Overview
- Structure
- A typical issue
- Top stories
- Conference coverage
- Metrics and readership survey
- Future and summary





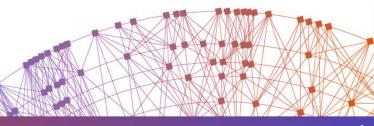
- Produce a weekly electronic newsletter to disseminate information about grid-related projects, as well as other e-infrastructure projects around the world, including:
  - clouds
  - volunteer grids
  - supercomputing
  - networks and data, etc.
- Not just reporting on e-infrastructure, but also the science it underpins.
- Draw from the other e-ScienceTalk products and events for sources of stories and to maximise the impact of the work.









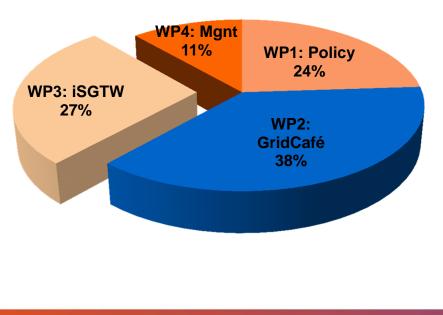




### **WP3 Overview**

3 Beneficiaries	Participant no.	Name	Effort (PM)
52 PMs	5	CERN	39
1.6 FTEs	2	QMUL	8
	3	APO	5

#### e-ScienceTalk Effort Distribution



#### Task 3.1 Weekly publication (CERN with QMUL)

Task 3.2 New media outlets e.g. Twitter,Nature Networks(CERN with APO and QMUL)





#### Structure

#### • Editor based at CERN.

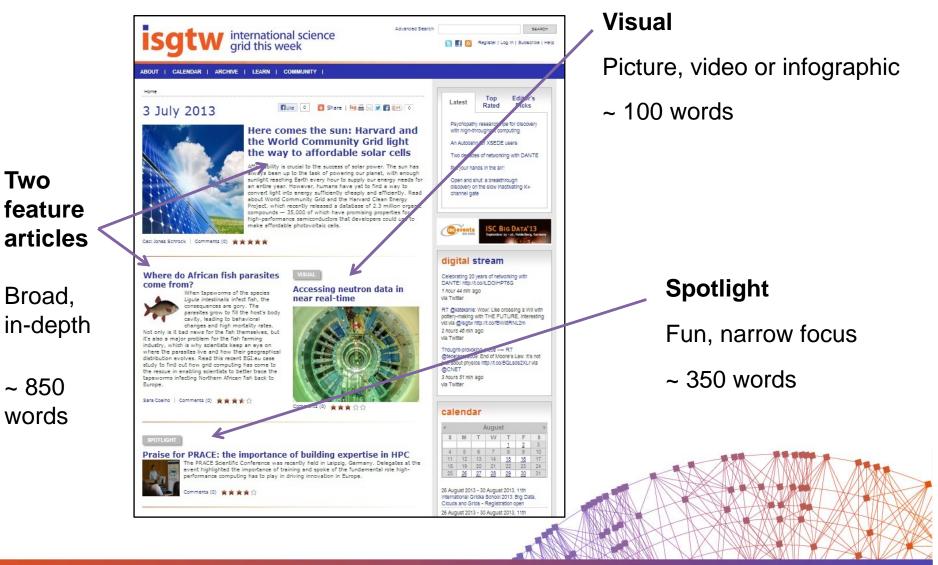
- 0.75 FTE, as of August 2013.
- Previously full time.
- US desk editor based at University of Indiana
  - Full time, since November 2012.
- Advisory board

- *Currently includes:* Open Science Grid, University of Indiana, Queen Mary University of London, Fermilab, EGI.eu, Academia Sinica Grid Computing, CERN.



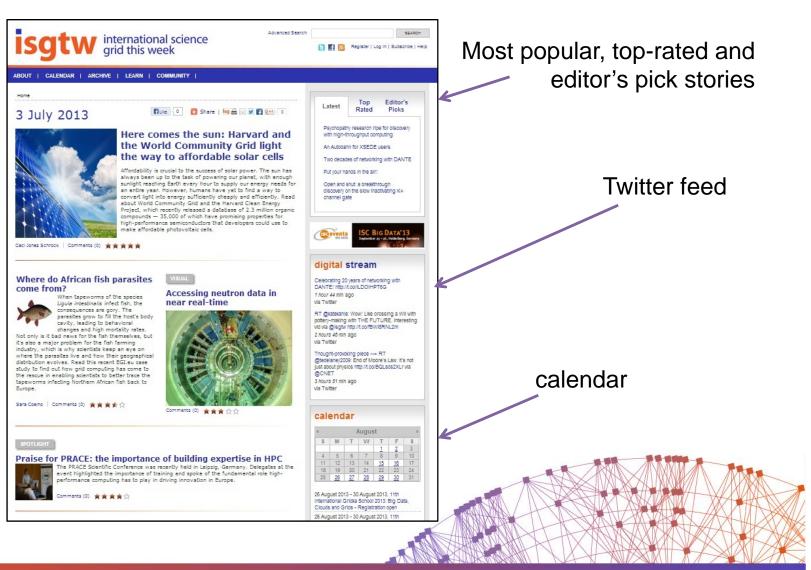


## A typical issue





## A typical issue





## A typical issue

#### around the web

#### in the news

Texas Memory Systems Pushes SSD Envelope via HPC Wire - Features

1 day 14 hours ago

Bull's Market for HPC on Demand via HPC In The Cloud-Features 1 day 14 hours ago

Better Multicore Energy Conservation on Mobile Devices with Virtualization via Dr Dobbs HPC

2 days 3 hours ago

NVIDIA Revs Up Tesla GPU via HPC Wire - Features 2 days 14 hours ago

view more

#### blogs

'Homeless' Planets May Be Common In Our Galaxy via Slashdot - Science

36 min 1 sec ago

Wrapping up the e-Infrastructures and climate change conference via GridCast 51 min 54 sec ago

Daily Viz from Visual Loop – 19/05/2011 via VizWorld Science

2 hours 6 min ago Penguin Adopts SolarFlare 10 GigE to Speed Financial Services via insideHPC.com

3 hours 52 min ago

How Do Vegans Get Enough Protein? via Life as a Healthcare CIO *3 hours 52 min* ago

view more

#### announcements

Invitation for participation of ICT Proposers' Day, 19th -20th of May 2011

UK e-Science All Hands Meeting – call for papers, deadline 23 May

Feedback needed for a European cloud computing strategy

EMI 1 Release Announcement

PRACE Research Infrastructure calls for One Year Project Grants on three Tier-0 Computers and pilots a synchronized Pilot Call for Tier-1 Grants

view more post announcement

In the news News from other publications

#### Blogs

Other blogs about science or computing

#### Announcements Press releases from other organisations



ABOUT   CALENDAR   ARCHIVE   LEARN   COMMUNITY		
Home Desktop power helps map protein dance	Latest Top Editor's Rated Picks Psychopathy research ripe for discovery with high-throughput computing	<b>Date of publication</b> : 9 Jan 2013
FEATURE   JANUARY 9, 2013   BY ZARA QADIR Proteins are part of a complex social network, and rarely act alone. Protein- protein interactions is the term used to describe when two or more proteins 'partner-up' and bind together to carry out a different biological function. While <u>experimental techniques</u> are used to identify the relationships between one	An Autobahn for XSEDE users Two decades of networking with DANTE Put your hands in the air! Open and shut: a breakthrough discovery on the slow inactivating K+	<b>Page views:</b> <i>4,</i> 371
protein and another in its cellular neighborhood, computational simulations are still needed to uncover the more complex web of connections for multiple protein partners. Distributed computing power from the <u>World Community Grid (WCG)</u> has recently aided the <u>Help Cure Muscular</u> <u>Dystrophy (HMCD)</u> project in capturing all the possible molecular and atomic	channel gate	Ave time on page: 03:06
connections between 2,280 human proteins. The analyzed proteins include those that are known to mutate and induce different forms of neuromuscular disorders, including Muscular Dystrophy. HCMD is part of a larger-scale venture, the Decrypthon Molecular Docking Project. This is an alliance between AFM (French Muscular Dystrophy	digital stream Celebrating 20 years of networking with DANTE! http://t.co/iLDOIHPT6G 2 hours 3 min ago via Twitter RT @katekahle: Wow! Like crossing a Wii with potter-making with THE FUTURE,	Scientific field: Biomedicine
(French Muscular Dystrophy Association), CMRS (French National Center for Scientific Research) and IBM, who are using the World Community Grid resources to help them decipher and map all the functions of interacting proteins found in humans to a worldwide repository of information such as the Research Collaboratory for Structural Bioinformatics (RCSB) <u>protein databank</u> .	win pouery-maxing win the Policite, interesting vid via @jstw http://t.co/fBWI8FNL2m 3 hours 5 min ago via Twitter Thought-provoking piece> RT @tedelaney2009: End of Moore's Law: It's not lust about physics	e-Infrastructures: Grid
The idea behind molecular docking simulations is to take two proteins from a database of proteins (of known structure), and to see which proteins have an affinity to bind to one another. This involves predicting the position and orientation (the 3D-structure) of a protein in relation to a <u>licand</u> (another protein, DNA, drug, etc.).	http://co/BQLsds2XLrvia @CNET 4 hours 10 min ago via Twitter	





Author: Andrew Purcell

Date of publication: 3 Oct 2012

**Page views:** *4,104* 

Ave time on page: 02:54

Scientific field: Industry and policy

e-Infrastructures: Clouds and HPC



ABOUT   CALENDAR   ARCHIVE	LEARN   COMMUNITY			
Researchers ed closer to solvin problem thanks	g 270-year-old		Latest Top Editor's Rated Picks Psychopathy research ripe for discovery with high-throughput computing	<b>Date of publication:</b> 26 Sept 2012
PEATURE   SEPTEMBER 26, 2012   BY AND PEATURE   SEPTEMBE	In the summer of 1742, <u>Christi</u> mathematician and former tuto series of letters with his friend, <u>Leonhard Euler</u> . Out of this exc conjecture, which in its simples	an <u>Goldbach</u> , a famous Prussian r to <u>Isar Peter II</u> , exchanged a the great Swiss mathematician hange came the Goldbach t form states: "every even	An Autobahn for XSEDE users Two decades of networking with DANTE Put your hands in the air! Open and shut: a breakthrough discovery on the slow inactivating K+	<b>Page views:</b> 3,656
A second	integer greater than 2 can be oprimes". For example: 4 can be expressed as 2 + 2, 6 can be expressed as 3 + 3, 8 can be expressed as 3 + 5, 10 can be expressed as 5 + 5, 12 can be expressed as 5 + 7, 14 can be expressed as 3 + 11 16 can be expressed as 3 + 11	or 7 + 3, or 7 + 7,	channel gate	Ave time on page: 05:18
Goldbach's 1742 letter to Euler having been published in the ArXiv wider mathematical community In f proof that in 1992, UK publishing c provide a compelling proof within t	Despite the simple formulation notoriously difficult to find a pro- remains to be found. While the attempts at providing one, <u>the</u> <u>just two months ago</u> , none have act, such has been the difficulty in ompany <u>Faber and Faber</u> offered § he decade. However, the prize we	of this conjecture, it is bof; 270 years later, one still re have been numerous most recent high-profile effort thus far been accepted by the finding a rigorous mathematical 1,000,000 to anyone who could	digital stream Celebrating 20 years of networking with DANTEI http://t.co/ILDOIHPT6G 2 hours 39 min ago via Twitter RT @katekahle: Wow! Like crossing a Wii	Scientific field: Mathematics
The stunt was an attempt on beha Apostolos Doxiadis's new book, UT Conjecture. And, while the prize of to a proof, the novel did at least in science technologist at the <u>Italian</u> <u>Physics (INFN)</u> . Pardi's day job invo <u>experiment</u> at a Tier 2 center of the (WLCG), supporting <u>CENN's ATLAS</u> reading the book he decided to ge mathematicians who were working Goldbach conjecture to offer his he <u>Sieafried Herzog</u> had been working 2001, using an algorithm <u>to verify</u>	Icle Petrois and Goldbach's Fered may not have led directly spire <u>silvio Pardi</u> , a computer	A brief history On 7 June, 1742, Goldbach wrote a letter to his friend Euler, proposing that: "every integer which can be written as the sum of two primes, can also be written as the sum of as many primes as one wishes, until all terms are units." Scrawled in the margin of this letter, Goldbach also proposed the following: "every integer	with pottery-making with THE FUTURE, interesting vid via @isgtw http://t.confBVNI8RNL.2m 3 hours 40 min ago via Twitter Thought-provoking piece → RT @itedelaney2009: End of Moore's Law: it's not just about physics http://t.co/BQLsds2XLr via @CNET 4 hours 45 min ago via Twitter	e-Infrastructures: Grid



sgtw international science grid this week	rch SEARCH
BOUT   CALENDAR   ARCHIVE   LEARN   COMMUNITY	
Home	
The mystery of the 🛛 💷 🖬 🖬 Share 1 🔤 🖶 🖉 🖬 😢 💈	Latest Top Editor's Rated Picks
slowing space probes	Psychopathy research ripe for discovery with high-throughput computing
ind out how big data preservation helped to solve the Pioneer anomaly	An Autobahn for XSEDE users
t could have been the slowing of their	Two decades of networking with DANTE
n-board clocks. They could have been eeling the effects of dark energy. Or,	Put your hands in the air!
verhaps, they provided just the evidence needed to support a theory of nodfied Newtonian dynamics –	Open and shut: a breakthrough discovery on the slow inactivating K+ channel gate
proposed to explain why spiral galaxies Ion't lose their shape as they spin.	channel gate
n the end, though, the explanation as o why <u>NASA</u> probes <u>Pioneer 10 and 11</u> vere slowing down more quickly than	C. States
expected as they traveled through pace turned out to be much more imple. Thermal radiation was	Used computing Suptantier 23 - 24, 2019. Heidelbarg, Gurmany
emanating from the decaying adioisotopes which serve as the probes' power sources and this was	digital stream
producing a small amount of thermal ecoil. Thermal recoil is a miniscule force which results from the emission of	Celebrating 20 years of networking with
hermal photons from a surface. If the emission of these photons is unevenly	DANTEI http://t.co/ILDOIHPT6G 1 hour 10 min ago
listributed across the surface of a spacecraft, they could cause an mbalance in the forces acting on	via Twitter RT @katekahle: Wow! Like crossing a Wii
lifferent parts of the spacecraft. This is exactly what happened in the case of MASA Ames Research Center. MASA Ames Research Center.	with pottery-making with THE FUTURE, interesting vid via @isgtw http://t.co//BWI8RNL2m
adioactive power source being held on he end of a long boom, so as to prevent it interfering with sensor equipment. Consequently, even houch the thermal recoil effect was roughly equivalent to the slowing of a car by the photons from its	2 hours 12 min ago via Twitter
eadlights, the imbalance in photon emissions turned out to be subtly diminishing the crafts' velocities is they ventured ever further into deep space. In fact, the discrepancy between the predicted and	Thought-provoking piece> RT @tedelaney2009: End of Moore's Law: It's
ctual velocities of the Pioneer space probes was so minute that that it caused a <u>Doppler shift</u> of only .5Hz in 1.4GHz radio signals from the craft several billion kilometers out from Earth (indicating a lowing of roughly just one billionth of the crafts' original velocities). As such, despite the appeal of	not just about physics http://t.co/BQLsds2XLr via @CNET
he array of exotic explanations on offer for the slowing effect observed, the cause was discovered hanks to the kind of conscientiousness and rigor that marks out a great scientist – or at least gives	3 hours 17 min ago via Twitter

**Author:** Stefan Janusz

**Date of publication:** *16 Jan 2013* 

**Page views:** *3,481* 

Ave time on page: 02:01

**Scientific field:** *Physics and astronomy* 

e-Infrastructures: Big data





# **Conference coverage**



- Media partnerships
- Event highlights
- Exclusive stories
- In-depth analysis
- Brand awareness
- Increase readership



## **Conference coverage**





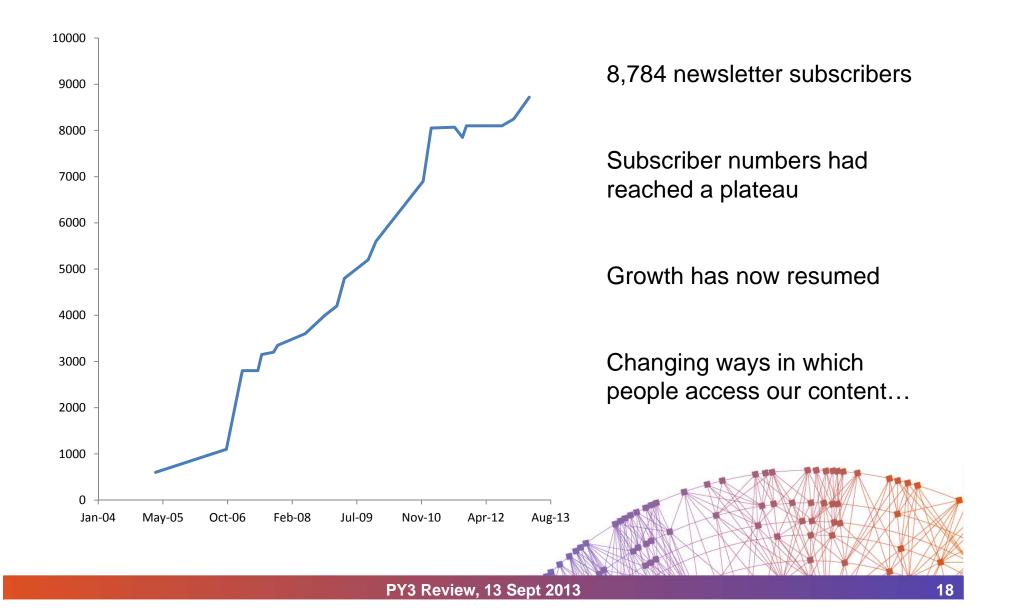
### **Metrics & analysis**

- Newsletter subscriber numbers, some indication of how these subscribers interact with the newsletter.
- Readership survey, conducted annually.
- Website statistics from Google Analytics.
- Social media interactions.



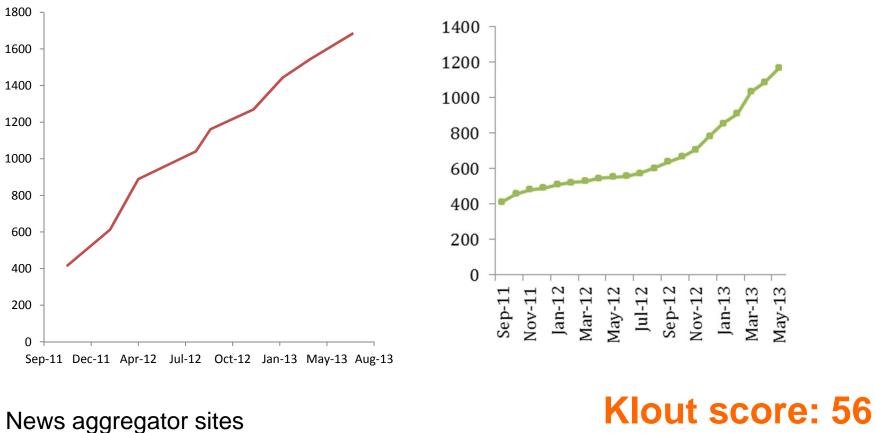


### **Subscribers**





### **Social media**



News aggregator sites also very important. (e.g. Reddit, StumbleUpon, Slashdot, Digg, Paper.li, etc.)

**1796 Twitter followers** 

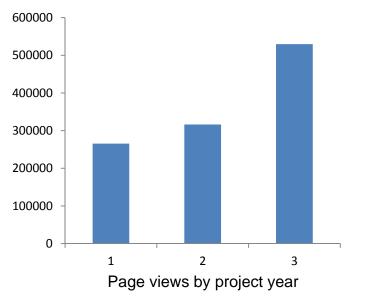
**1297 Facebook likes** 



### Web stats

From the end of November, onwards...

- More than doubled page views!
- Visitors up 40%
- Average time spent on site up and number of pages viewed per visit both up by half.
- Number of unique visitors up by one third.
- Bounce rate down 6.5%







### **Readership survey**

- Ran survey in May
- 17 questions, predominately multiple choice
- Over 100 respondents
- We asked readers for their age, profession, gender, interests, what they liked about iSGTW, how they access/use our website, etc.
- Newsletter main source of traffic, but social media becoming more important
- Almost one quarter of readership is female
- Difficulty targeting young readers just 10% under 30



## **Readership survey**

- Announcements/events continues to be used by around only half of readers
- Highly engaged readership
  - Majority read at least 3 out of every 4 issues.
  - 80% have forwarded/discussed articles
  - Over half have bookmarked articles
  - 13% have cited or linked to iSGTW in a blog, paper, poster or talk
- Used as a source by others in media
  - Over 1 in 10 visitors to the site are journalists/science communicators
- Articles pitched at right difficulty level and cover good range of topics and regions
- Raising awareness of e-science tools
- Aiding research and exposure



# **Challenges and the future**

- Shape editorial policy
- Continue with efforts to attract more female readers and young readers
- Improve usage of announcements/events section
- Continue to track impact
- Increasing visitors through social media and subscribers
- Website development
- Collaborate closely with events, other projects, publications
- Continuing support for US desk editor at Indiana University
- Support from CERN



## Summary

- Huge increase in traffic to site solid foundation.
- Maintaining broad scope, both geographically and in terms of subject areas.
- Dedicated audience, which is growing. Continue using social media and collaborations to grow further.
- At the heart of the e-infrastructure community.

"Keep doing a fab job" "This is a very important "You're doing a online journal" great job" "ISGTW beats all the "Keep up the center newsletters" good work." "Thanks for your excellent work"