The future of e-ScienceTalk
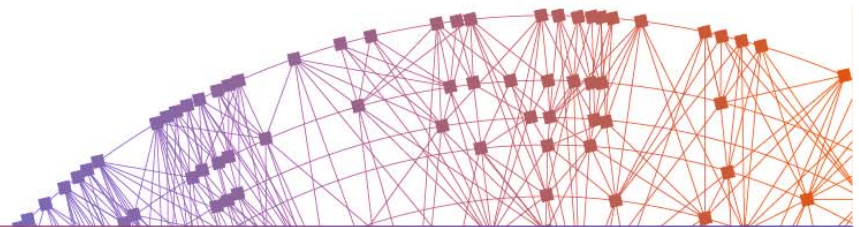
Catherine Gater

e-ScienceTalk Project Coordinator, EGI.eu

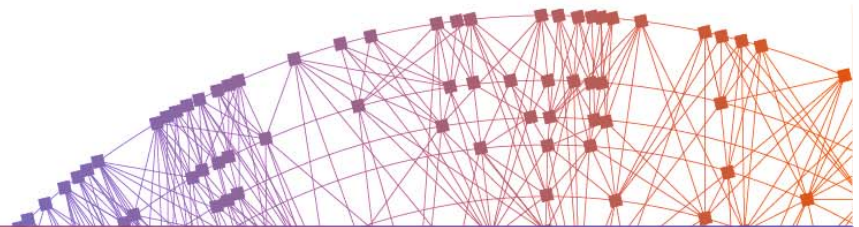**www.e-sciencetalk.eu**

Content

- Summary of DoW changes
- Impact and sustainability activities in PY3
- Interim sustainability
- Long term sustainability and future investment
- Summary

DoW changes PY3

- Moved estimated underspent budget to central budget for:
  - management travels
  - final e-Concertation meeting (6-7 March 2013)
- Finalised costings for support of the iSGTW website to the end of the project
- Moved MS3 from PM26 to PM31
- No-cost extension to the project to 31 July 2013

Impact and sustainability

www.e-sciencetalk.eu

Impact and sustainability

- Assessed the impact of each product during PY3

- Estimated what is needed in terms of effort and/or funds to maintain the product beyond e-ScienceTalk

- Explored how this might be achieved

- Made changes to promote sustainability

e-ScienceBriefings

Impact

- People are aware of the Briefings at meetings
- Downloads tripled in PY3 to 17,281
- Mailed to policy makers directly
- Subscriber list increased by 22%

Estimated ongoing effort = 1 FTE

Sustainability

- In order to develop future issues of the e-ScienceBriefings, time and effort would have to be funded
  (3 weeks for content curation, 1-2 days design)
- Sponsor would need to have over-arching policy aims e.g. e-IRG
- Will be added to SEED Resource Library

GridCast

Impact

- Wide reaching with 162,575 page views in its lifetime
- YouTube channel has grown by 40% in subscribers, 18% more views
- Creates a self-perpetuating cycle of information sharing with the community
- 'Long tail' of interest after the event

Sustainability

Estimated ongoing effort = 0.5 FTE

- Built on Blogger, a low cost platform
- Some funded effort needed for moderation and recruitment of bloggers
- Videos are a major draw and again need funded effort
- Could be funded through media partnerships and ESFRI cluster collaborations on a per event and per project basis
- Rename to reflect its wider scope eg eCast
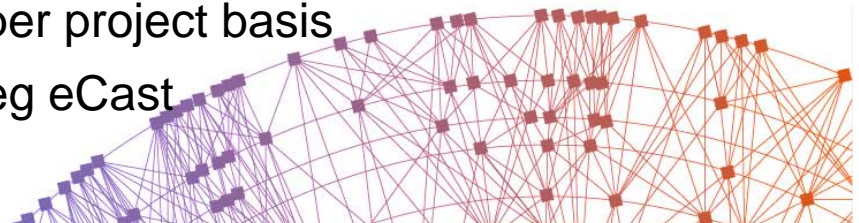
e-ScienceCity

Sustainability

- ***What is the main barrier to impact?***
  - Improve discovery via pro-active marketing of GridCafé and e-ScienceCity

- ***Have we demonstrated value?***
  - Success drivers/ attributes for potential funders (high quality content, Open Access/ShareAlike, cross-disciplinary appeal)
  - Assessed both usability and value of sites as an information resource e.g. measure change in knowledge pre- and post- visit to sites
  - Added new sections e.g. data park, comms centre, GridPort

Sustainability: PY3 Marketing

Marketing plan: wikipedia,
social media, iSGTW,
internal linking, schools
pack, conferences, videos

e-ScienceCity

Impact

- Google Page Rank of 6.0
- Dip in traffic to GridCafé due to change in link forwarding policy at CERN
- Since Sep 2011, received 20,473 page views and 5424 unique visitors
- Cloud Lounge has grown from 1388 page views in PY2 to 17,834 in PY3
- Visitors found the sites informative and wanted to read more
- A useful educational resource

Sustainability

- Potential to become a community hub with added multimedia resources
- Platform to promote the achievements of e-Infrastructure under H2020
- Continuing professional development
- Initial low maintenance but funding needed for development and marketing

Estimated ongoing effort = 0.5 FTE

GridGuide and RTM

Impact

GridGuide

- Now 102 sites on GridGuide

- Used by researchers to promote their projects

- Incorporated into e-ScienceCity as GridPort

Real Time Monitor

- Seen by around 30,000 at events
- Adopted by the London Science Museum for the Collider exhibition – potentially tens of thousands of visitors

Sustainability

GridGuide

- Low response to our campaign to increase the content on existing guides
- Sustained as GridPort within the e-ScienceCity

RTM

- One of our most popular products
- Users are interested in developing the RTM
- Potential for new LHC data to be included
- RTM can not be maintained long term using best effort or volunteer effort
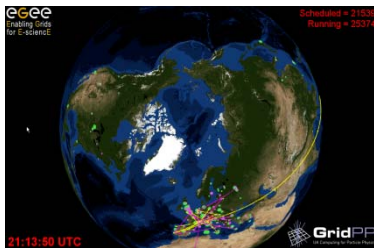
Estimated ongoing effort = 0.5 FTE

Impact
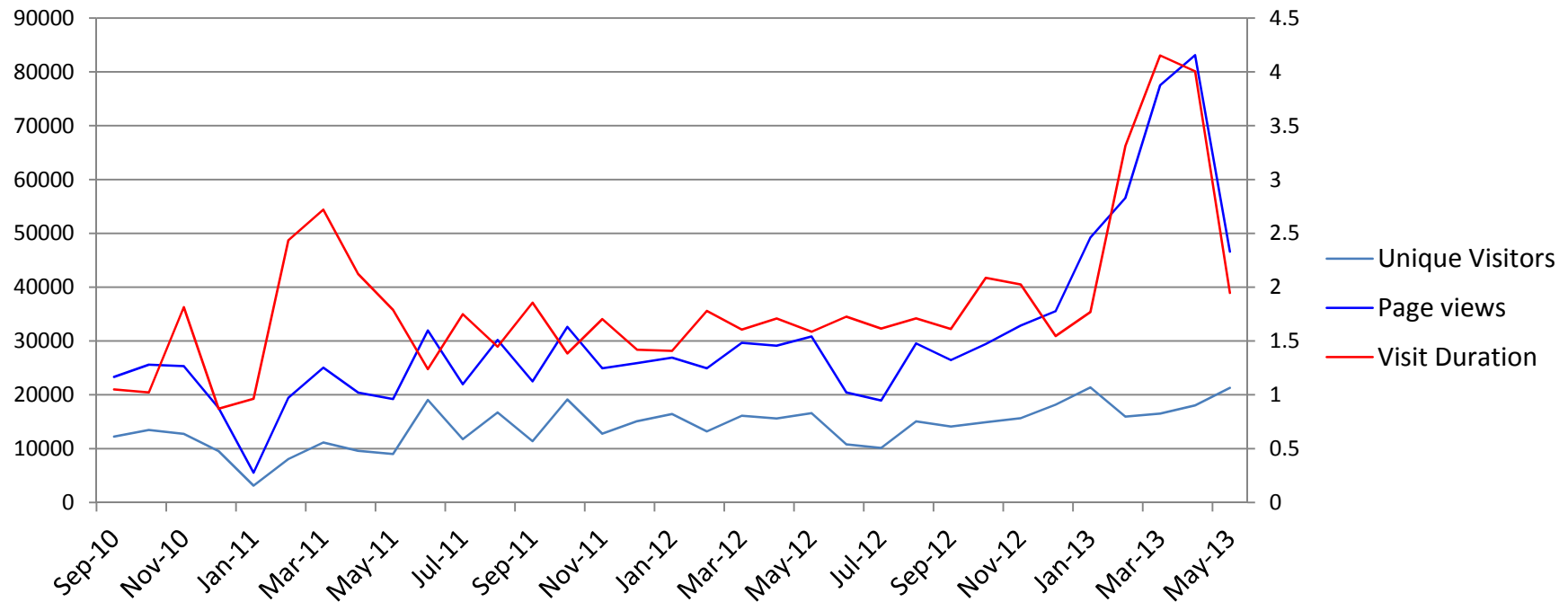
- Greater % referrals from social media – aim is to drive traffic to the website
- iSGTW website has received 421,222 unique visitors and over 1 million page views
- More than doubled page views since Nov'12 and visitors up by 40%
- Over 8770 subscribers, 241 more than the project target

iSGTW

Sustainability

- ISGTW continues to nurture a network of unfunded contributors from a wide range of projects in all its contributing regions
- One of the unique selling points is our independent voice in support of all areas of science and e-Infrastucture
- Positioned iSGTW as the preferred channel for the research community and major e-infrastructures in Europe (e.g. ESFRI, PRACE etc.)
- Ongoing media partnerships (ISC series, SC'13, EUDAT) and content sharing (NUANCE, MyScienceWorks)
- Indiana University has secured NSF funds for an iSGTW US editor for 3-5 years
- Funding is needed from the EU side for a dedicated editor role
- Current funding is for 0.75 FTE for 12 months
- Content reduced to keep iSGTW sustainable as a weekly publication

Estimated ongoing EU effort = 2 FTE

Interim sustainability

e-ScienceBriefings

- Will not be produced after the e-ScienceTalk project has ended.
- Policy work to continue with EGI.eu
- Will be uploaded to the SEED Resource Library (Insight Publishers)
- *Effort needed to write future briefings*

GridCafé and e-Science City

- GridCafé is a long-lasting and sustainable product
- Maintenance of the website is low now the e-ScienceCity is completed
- URLs purchased for 6 years
- Available as a standalone site on a USB key for the Schools Pack
- Created plain static versions of the websites that do not use databases / scripts and the full site has been archived
- *Funding needed for future development of new areas, 3D world and marketing*

Interim sustainability

GridCast

- GridCast was originally produced by CERN and therefore has already been shown to be sustainable
- Voluntary blogging by people outside the e-ScienceTalk project has built an online community of over 100 regular contributors
- *Funded effort needed to continue video contributions and moderation*

GridGuide and Real Time Monitor

- GridGuide now incorporated into the e-ScienceCity to make it more sustainable
- The RTM has previously received development funding from GridPP, the UK's grid for physics
- Supported by Imperial on a best effort basis for the Collider exhibition
- *Development effort needed to add new data and enhance functionality*

Interim sustainability

iSGTW

- iSGTW has built up thousands of loyal subscribers over the years

- e-ScienceTalk will continue to explore media sponsorship and in-kind support from collaborating projects e.g. SC'13, ISC series, EUDAT

- Due to its partnership with the Indiana University in the US, iSGTW cannot currently accept advertising revenues

- Covering more commercial topics could risk alienating the audience

- Positioned iSGTW as the preferred channel for the research community and major e-infrastructures in Europe for Horizon2020

- Contributions of editorial effort from other institutions around the world, including in the Asia-Pacific region and US

- iSGTW continues to nurture a network of unfunded contributors from a wide range of projects

- *Funding needed for EU Editor and CMS upgrade*

Beyond e-ScienceTalk

www.e-sciencetalk.eu

Impact of e-ScienceTalk

The reviewers further suggest that the consortium explores a possible future role in providing a dissemination platform and services for e.g. eInfrastructure and other EU-funded projects. This approach could provide long-term sustainability for eScienceTalk products while assuring a useful and needed service.
EC PY1 Review

The reviewers urge the Commission to recognise this opportunity and to consider some form of direct funding for the professional skills and services developed by e-ScienceTalk, perhaps along the lines of OpenAIRE.
EC PY2 Review

Together, these e-ScienceBriefings show that e-Science in Europe is reaching a real maturity and delivering tangible results, which in turn are promoted and disseminated by projects such as e-ScienceTalk. We can look forward to a bright future on the horizon for European science and society.
Thierry van der Pyl, Director EC
DG Communications Networks

Beyond e-ScienceTalk

- **WP1: Policy and impact**
  - *E-ScienceTalk:* 1.6 FTE (QMUL)
  - *In-kind after 2013:* 0.1 FTE (EGI.eu)

- **WP2: e-ScienceCity, GridGuide and RTM**
  - *E-ScienceTalk:* 1 FTE (APO), 0.5 FTE (Imperial)
  - *In-kind after 2013:* 0.1 - 0.2 FTE (Imperial) + hosting (APO)

- **WP3: iSGTW**
  - *E-ScienceTalk:* 2 FTE (CERN)
  - *In-kind after 2013*: 0.75 FTE (CERN) editorial + 0.1 FTE (QMUL) CMS and hosting +1 FTE US Desk Editor (Indiana) + Advisory Board

- **WP4: Management**
  - *E-ScienceTalk:* 0.5 FTE (EGI.eu)
  - *In-kind after 2013:* 0.1 FTE (EGI.eu) to keep consortium together and coordinate project proposals

Estimated ongoing effort = 1 FTE

Estimated ongoing effort = 1.5 FTE

Estimated ongoing effort = 2 FTE

Estimated ongoing effort = 0.3 FTE

Beyond e-ScienceTalk

- In kind resources proposed on the assumption that the Commission foresees funding for these activities in Horizon2020
- E-ScienceTalk consortium is an ideal vehicle to provide communication channels for the e-Infrastructure projects, going into Horizon2020 and beyond
- Support may lapse if not partnered by the Commission
- Focus may move away from the EC projects
- Material will rapidly date if not updated with new H2020 projects and initiatives

ScienceTalkToo

- **To showcase the project results** from e-science and big data coming out of Europe's Distributed Computing and Data Infrastructures (both e-Infrastructures and Research Infrastructures), to support societal challenges.

- The project will **highlight success stories** through a regular online publication, iSGTW, websites such as e-ScienceCity, blogs, social media channels and will be coupled with a virtual world.

- The channels will be informed and supported by establishing a **'bottom up' network of e-science ambassadors across Europe** who will go behind the scenes at events to communicate the impact of e-infrastructures to researchers in the 'long tail' of science, in Europe and beyond.

- In order to **develop human capital**, the project will provide specialist communications and marketing training to the ambassadors and members of both Research Infrastructures and e-Infrastructures projects.

- The policy and impact team will produce policy briefings aimed at DCDI stakeholders on key community issues and will communicate the **exciting possibilities presented by the infrastructures for academia, RIs and Industry**.

- The project will build on the successes of e-ScienceTalk to **facilitate cooperation between European e-infrastructures** with their non-European counterparts through international collaborations such as iSGTW and through the e-concertation meetings.

- A clear set of **metrics and Key Performance Indicators** will monitor results and impact.

ScienceTalkToo

Outline Project Structure:

WP1: Management (0.3 FTE)
- This workpackage will coordinate the management of the project.

WP2: Training and ambassadors (0.5 FTE)
- This workpackage will coordinate a network of ambassadors across Europe who will be recruited to showcase the results of e-science and big data, using e-Infrastructures. This workpackage will also run a series of training workshops, based at key community events, on communication skills such as media outreach, videoing and science writing.

WP3: Policy briefings, impact and e-concertation (1 FTE)
- These briefings will interpret EC policy documents and reports in an accessible and attractive format, available in print and online. Additionally this work package will assess the impact of the outreach through key performance indicators. WP4 will also coordinate annual concertation meetings for the e-infrastructures area.

WP4: iSGTW (2 FTE)
- The workpackage will aim to build a network of professional contributors, widen the collaboration to Latin America and Africa, and will build on its substantial social media impact. iSGTW will also seek media partnerships at key community events such as ISC, ISC in the cloud and XSEDE.

WP5: Websites, blogs and virtual worlds (1 FTE)
- The workpackage will extend the e-ScienceCity website and continue the blog site, where the ambassadors will blog about their experiences live from events. The virtual world for e-ScienceCity will offer promotion opportunities for the website and other channels through building in-world collaborations and participating in virtual events. This workpackage will also provide all design and marketing materials for the project.

Summary

- High overall impact for the e-ScienceTalk products

- Sustainability activities now put into action to continue products beyond e-ScienceTalk

- Established e-ScienceTalk as an ongoing platform for promotion of e-Infrastructures by providing additional services

- Preparations underway for ScienceTalkToo and the Horizon2020 calls