

Grant Agreement Number 612367



Including Responsible Research and innovation in cutting Edge Science and Inquiry-based Science education to improve Teacher's Ability of Bridging Learning Environments

D6.2 Website Survey:

Description of goals, strategies, and materials used to address target audiences

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1. Executive Summary

Project website is an important communication tool for dissemination of the project to the target audiences. Therefore, the information to be presented on the website needs to be critically decided by the project partners.

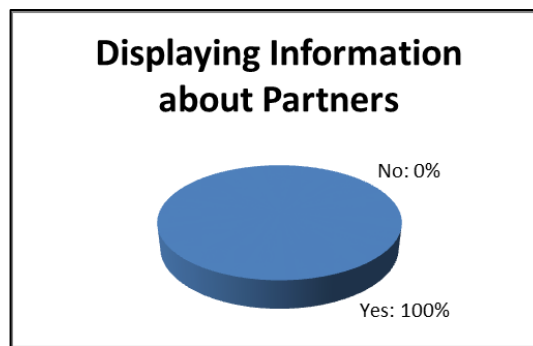
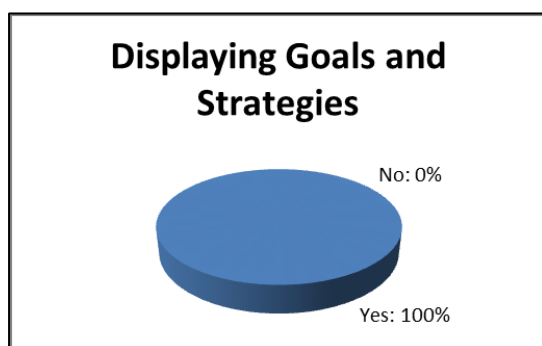
The purpose of Deliverable 6.2, Website Survey, is to select the information concerning the project goals, strategies, and the materials to be presented on the project website and to identify the better way to communicate them to the target audiences. For this purpose, WP6 leaders developed a survey that was submitted and implemented by the partners. Then the surveys filled by the partners were analyzed by the WP6 leaders who took care to communicate the results to the WP4 leader, responsible of the design and construction of the project website. The project website was therefore designed according to the common opinion of the majority of the partners. Specifically, it was agreed that the project website has to include project goals and strategies, information about the partners involved in the project, teaching modules to be developed, list of conferences to be attended, publications, links to project blog, and local websites where the visitors can find specific details about the country of their interest. It was also agreed that the project website does not have to include the project deliverables, an open call for the teachers, a message board to show the visitor comments and the number tracking of the website visitors.

2. Website Survey

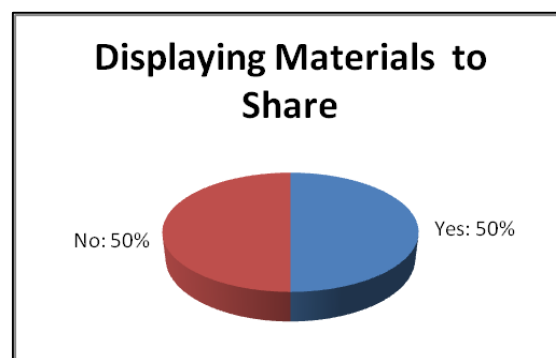
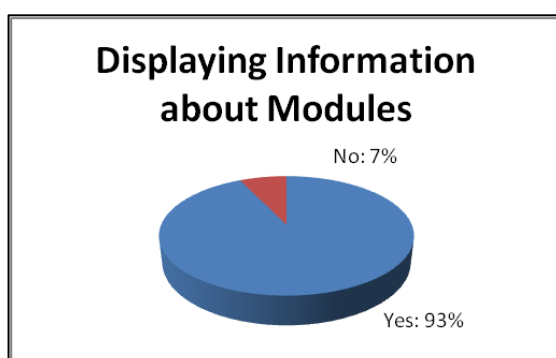
The survey questions (see Annex) were prepared by the WP6 leaders to select the information concerning project goals, strategies, and the materials to be presented on the project website and to identify the better way to communicate them to the target audiences. The survey was submitted to all the partners to collect their opinions concerning the addressed points. All the partners, except one, answered the survey within two weeks. The answers were analyzed by the WP6 leaders calculating frequencies and reporting the results in terms of percentages through graphical representations.

2.1.Results and Discussion

The results of the analysis of surveys showed that the participants agreed (100%) to display the goals and strategies of Project-Irresistible, as well as the information about the partners.

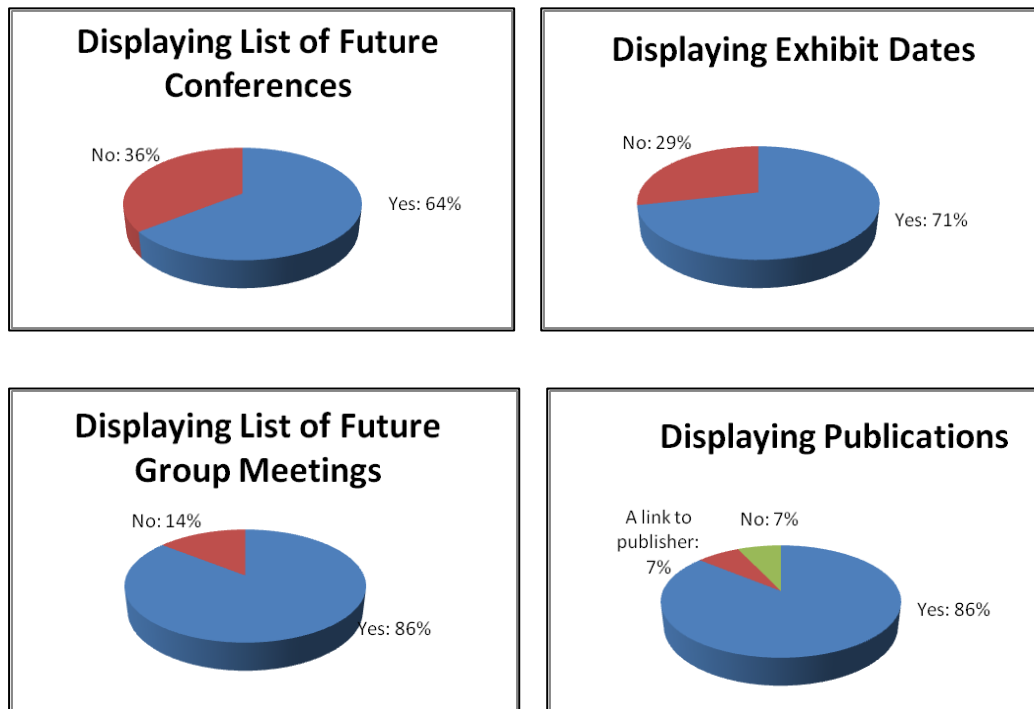


The majority of the participants (93%) agreed to display general information on the teaching modules to be developed by each country in the frame of the project topics. The participants were however undecided (50% agreed) on the request of sharing on the project website specific materials such as handouts and worksheets related to the developed teaching modules. Therefore, in agreement with the decision taken during the kick-off meeting, such materials will be posted on the Scientix website (www.scientix.eu) that provides a longer term support and availability than the Irresistible project website.

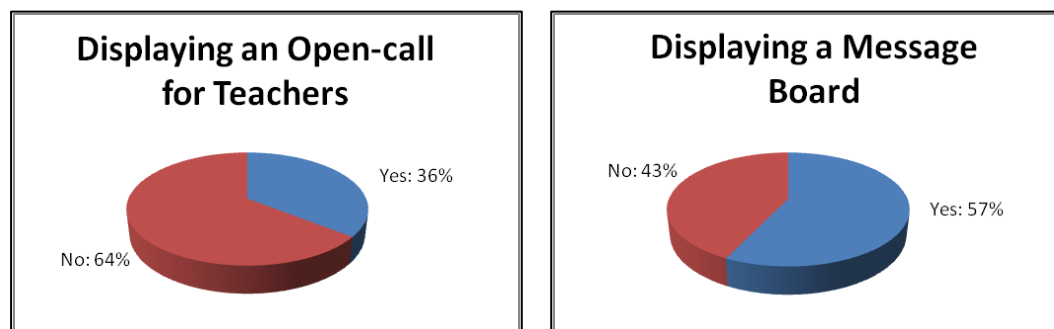


Concerning the dissemination activities, the partners were asked if they would like to display on the website the list of conferences to be attended, the exhibits to be held, the publications, and the future group meetings/seminars to be organized. As shown by the charts given below, the majority

of the partners agreed to display the list of conferences (64%), the exhibits (71%), the publications (86%) and the group meetings (86%). Once these results were communicated to the WP4 leader who is responsible for the design and construction of the website, it was agreed to adopt the following procedure: keep the information as minimum as possible on the actual website displaying all the details on the project blog or local websites.

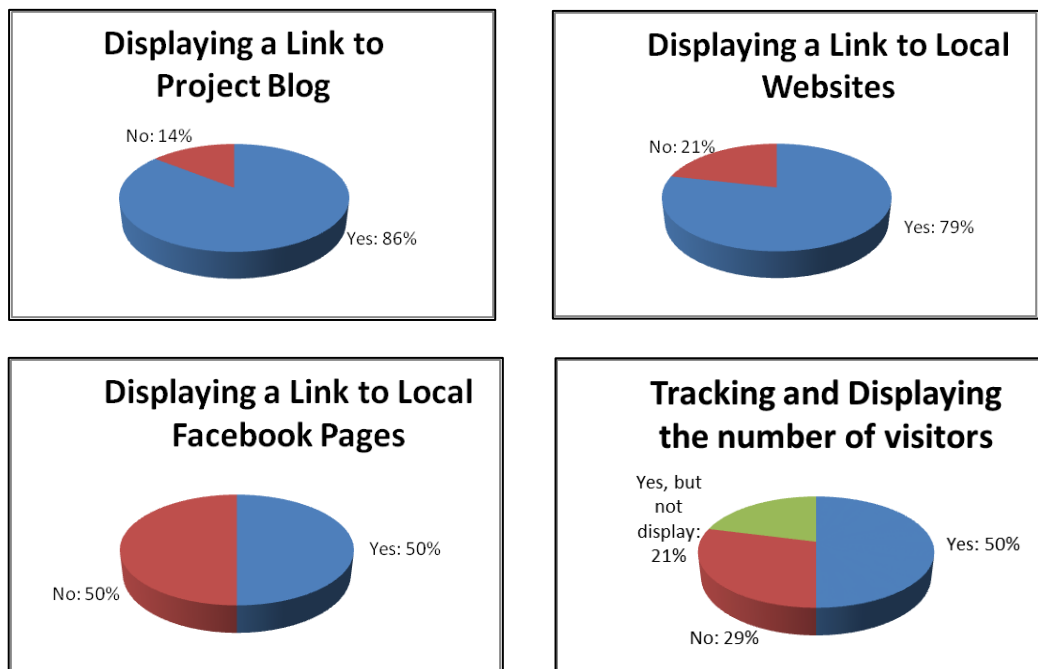


Concerning the request of displaying an open call for teachers on the project website, the majority of the participants (64%) disagreed with this possibility. In addition, even though it was agreed by 57% of the participants to display a message board, the WP4 and WP6 leaders decided to include a link for contacting the coordinator and country representatives for specific enquiries, instead of a message board open to all the visitors.



In order to give more detailed and specific information about the project, the majority of the participants agreed to display a link to the project blog (86%), and links to local websites (79%). The decision of displaying the link to the local face-book of the groups was left up to each country because it was accepted by 50% of the participants (see the pie charts given below). In addition, it

was also decided that the number tracking of the people visiting the webpage does not have to be displayed.



3. CONCLUSIONS

In conclusion, after the analysis of the survey results and their communication to the WP4 leader, it was decided to display on the Project-Irresistible website (a) the goals and strategies of the project, (b) information on the partners involved in the project and (c) general information on the teaching modules that will be developed in the frame of the project. **Such topics appear to be of interest to all target groups.** It was also decided that specific details of the developed modules and the sample materials will be posted on the Scientix website, instead of on the project website.

~~Detailed information of specific interest for the partners and local groups, such as conferences to be attended, exhibits to be organized by each country, the publications, will be announced on the project blog and on each country's local website the links of which have to be clearly reported on the project website.~~

Specific information targeted to each group of interest will be announced on the project blog and on each country's local website (blogs and/or facebook pages) as it is shown in the following table.

| Dissemination channel | Target group | Topics of interest |
|--|--|--|
| IRRESISTIBLE Website | All | Goals, strategies and information on the partners involved in the project Newsletters |
| | Researchers in science education | Project outcomes Conferences, Papers, Posters, Symposia, etc. |
| Local website and/or blogs and/or facebook pages | Pre- and in-service science teachers and their professional associations | Teacher training activities Local public conferences Exhibits produced by the students |
| | Parents and their associations | Exhibits produced by the students Project exhibitions in science museums and universities |
| | Policymakers at different levels | Project exhibitions in science museums and universities Local public conferences |
| | Media representatives | Project exhibitions in science museums and universities Public events |

Annex

Project Irresistible –Website Survey

This survey is prepared as a part of Dissemination Workpackage (WP6) to learn the opinions of the partners about the information to be presented on the project website. Please check all that apply.

Questions

1. Which information do you think must be displayed on the project web page?

- Description of the project goals and strategies
- Names and the affiliations of the partners
- Information about the modules to be developed
- Materials (worksheet, handout, etc.) about the modules
- Dates of exhibits to be held in the Science Museums/Centers
- List of the conferences to be attended
- Future meetings, seminars, and workshops to be held
- An open call for the elementary and high school teachers who want to be involved in the project
- Link to project blog
- Links to local project websites
- Links to local facebook pages
- Others

2. The number of visitors should be tracked and displayed.

- No Yes

3. A message board can be added so that the visitors could leave/send their messages.

- No Yes

4. The published articles should be uploaded on the website.

- No Yes