INTUITEL

Deliverable 11.6

Dissemination Plan Year 1

DISSEMINATION LEVEL		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

COVER AND CONTROL PAGE OF DOCUMENT	
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[1] **R**=Report, **P**=Prototype, **D**=Demonstrator, **O**=Other

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1 Introduction

As set forth in the *Description of Work*, dedicated activities are to be performed over the course of the project to disseminate the results generated in INTUITEL.

The consortium believes that the technology developed in INTUITEL could have great impact in the e-learning community and future learning in general. It is considered to be of utmost importance to make these results known to anyone who could benefit. Targeted activities are planned over the course of the project, towards the end of the project and beyond the duration of the project.

The purpose of this document is to provide a comprehensive overview of the several past and upcoming dissemination activities, and the means to be employed for these purposes.

Please note: This document summarizes the means and activities planned and foreseen at month 12 of the INTUITEL project to disseminate the project's results. An updated version of this document will be provided at months 24 and 33.

2 Dissemination Objectives

In INTUITEL, dissemination activities are understood as being closely linked with the success of results exploitation. In particular, dissemination activities are oriented towards the following tightly coupled objectives:

- To give visibility to the project, its activities, objectives and the benefits of its results
- To disseminate the scientific knowledge
- Gain visibility in the open source community
- To achieve an undelayed uptake of the project's results
- To create a basis for future marketing activities necessary for exhaustive exploitation of the project's results
- To create interest in the INTUITEL concept among potential international customers
- To show businesses in the e-learning domain how they can benefits from the uptake of the innovative results from the INTUITEL project and how they can integrate these results in future commercial products
- Contribute to reputation of partners

The dissemination activities will be mainly targeted towards the e-learning community, but also towards educational institutions and enterprises which so far have not been using technology enhanced learning (TEL), having in mind that the results of INTUITEL might contribute to a further spread of TEL.

3 Means of Dissemination

Several means are employed by the INTUITEL consortium to promote the project, increase its visibility, and support the exploitation of the final results of the project:

- A 6-page **project flyer** as a means to provide a quick overview of the project, its objectives, its approach, its expected impact and benefits, and its consortium.

- A **project website** available through EU-domain www.intuitel.eu as well as through the nation domain www.intuitel.de. Based on the TYPO3 open-source content management system it is easily extendable not only in terms of content but also in terms of structure and functionality. The selected content management system is to allow multi-user access, role-based rights in order to achieve involvement of multiple consortium members in contribution of content. A blog-like section allows to report news and recent events, announce forthcoming events, report news and anything of relevance in the context of the INTUITEL project.

- The EU-domain www.intuitel.eu furthermore serves as **online repository** for the ontologies and XML schema files which are results of INTUITEL, hence will be accessed by any INTUITEL enhanced LMS.

- An **e-learning platform** ilias.ice-karlsruhe.de?clientId=INTUITEL for providing more detailed information about the project in structured form (e.g. as WIKI, learning modules etc.)

- **Press releases** by project partners at the beginning and end of the project.

- **Publications:** The partners will inform about the goal of the project and publish its results in several national and international journals. Moreover results will be also published in EC newsletters like FTE Info and CORDIS Focus and disseminated via international networks and initiatives like e.g. Enterprise Europe Network (EEN) and the Steinbeis Foundation (STW).

- **Contributions to conferences**: Via the participation to workshops, symposia and conferences: the partners will attend project related events, conferences, trade fairs, workshops. in order to disseminate the project's activities and results (presentations, posters, booths, flyers, personal talks, etc.).

- INTUITEL will present itself prominently on the **LEARNTEC** event throughout project lifetime.

- A **final conference** which will present the achieved results and will be dedicated to the main stakeholders from the industry, the public organisations and the scientific community. This final conference will be part of LEARNTEC.

- A **road show** to demonstrate the INTUITEL enabled LMS publicly with prototypical e-learning content.

- **Clustering activities** with other European projects like e.g. GRAPPLE

- **Usage of the INTUITEL enabled LMS** at the partners' universities and facilities.

- **Distribution** of the alterations of Open Source software like Moodle and ILIAS with the purpose of entering these developments into the primary code base of these LMS.

Section 4 provides an overview of the several dissemination activities, members of the consortium have to date engaged in.

4 Dissemination activities during year 1

As a basis for any dissemination activities a project website and a 6-page flyer have been developed in the first months of the INTUITEL project. They are part of a dissemination package which supports the INTUITEL partners with their dissemination activities for INTUITEL. The project flyer has been designed to provide a quick overview of the project, its objectives, its approach, its expected impact and benefits, and its consortium. The website complements this information by providing a greater level of detail as well as an overview of past and upcoming events relevant in the context of the INTUITEL project.

The start of the INTUITEL project was announced by press releases issued by several partners.

A major dissemination event for INTUITEL was the **21st LEARNTEC conference** in Karlsruhe, Germany (see http://www.learntec.de). With more than 6.000 visitors to the fairground and more than 1.000 participants in the congress, LEARNTEC constitutes one of the focal points of TEL in Europe and the most important event in the German language area.

On January 31st, a whole congress section was devoted to INTUITEL, with individual talks held by Prof. Henning (HSKA) and Prof. Swertz (UVIE). A third talk (by Prof. Keil) was devoted to alternate approaches of constructing intelligent semantically enhanced LMS, serving to open INTUITEL also to new and ongoing research ideas from other groups. A total > 70 listeners to this congress section has ensured, that the beginning and first results of INTUITEL have reached a very broad professional audience. Representatives from the INTUITEL partners UVIE, SEZ, FZI, IOSB, IMC and HSKA were present in the conference session.

An informal meeting of these project representatives was held before the conference session.

Beyond this, consortium members presented the INTUITEL projects at several international conferences (see following table).

Partner(s)	Activity Type	Description	Where	When	Resources/Links/Abstracts	Target Audience	Countries addressed	Audience Size
IOSB	Website	Project Description on Partner Website	Partner Website	2012-02-05	http://www.iosb.fraunhofer.de/servlet/is/33338/	mixed, English speaking audience	Various	>1000
HSKA	Presentation	Opening talk	Conference "Trends im technologiegestuetzten Lernen", Medien- und Filmgesellschaft Baden-Württemberg	2012-11-05		eLearning professionals, German speaking audience	Germany	30
TIE	Website	Project Description on Partner Website	Partner Website	2012-11-15	http://tiekinetix.com/innovation/projects/intuitel	mixed	Various	>1000
HSKA	Presentation	Topic: Measuring eLearning Success in CME	5th European Forum on Continuing Medical Education, London, UK	2012-11-15		mixed, English speaking audiance	European	>100
UVIE	Website	Project Description on Partner Website	Partner Website	2012-12-02	http://medienpaedagogik.univie.ac.at/forschung/laufende-projekte/intuitel/	mixed, German and English speaking audience	Various	1000
TIE	Press release	Introduction of INTUITEL to press	Partner Website	2012-12-10	http://tiekinetix.com/node/1203	mixed (Dutch version also available)	various	>1000
URE	Website	Project Description on Partner Website	Partner Website	2012-12-15	http://www.isr.reading.ac.uk/index.php/projects/79-none/87-intuitel	mixed	various	>1000

IOSB	Website	Project Description on Partner Website	Partner Website	2012-12-17	www.iosb.fraunhofer.de/?INTUITEL	mixed, German speaking audience	German-speaking countries	>1000
SEZ, all	Website	INTUITEL Website	Project Website	2013-01-01	http://www.intuitel.eu	mixed, English speaking audience	various	>1000
SEZ	Website	Project Description on Partner Website	Partner Website	2013-01-02	http://www.steinbeis-europa.de/intuitel.html	Mixed, German-speaking audience	German-speaking countries	>1000
UVIE	Presentation	Presentation of the Project	Science Center Network Meeting, Presidential Suite, Vienna, Austria	2013-01-22	Doku_38NWT.pdf (364.13 KB)	mixed (teachers, end-user, scientific, decision makers), German speaking audience	German-speaking countries	60-70
ELS	Presentation	Informal presentations & talks at Learning Technologies	London	2013-01-29 - 2013-01-30	used project brochures	e-learning stakeholders	mainly European	>1000
HSKA	Presentation	Special presentation "INTUITEL" and chairing of the congress section	LEARNTEC Convention Karlsruhe	2013-01-31	PPT Presentation	eLearning professionals, German and English speaking audience	European	60-70
UVIE	Presentation	Title: "Pädagogische Überlegungen zur Konzeption adaptiver Lernsysteme"	LEARNTEC Convention Karlsruhe, Germany	2013-01-31	2012_learntec_adl_usability.odp (2.63 MB)	mixed (Industrial, end-user and scientific), German speaking audience	German-speaking countries	60-70
IMC	Presentation	Presentation of INTUITEL to related research projects	Saarbrücken	2013-02-04	Used project presentation of HSKA presented at LearnTEC.	researchers in eLearning industry	Germany	10

UNIR	Website	Project Description on Partner Website	Partner Website	2013-02-05	http://research.unir.net/proyectos/intuitel/	mixed, English speaking audience	various	>1000
HSKA	Website	Introduction of INTUITEL to press	Partner Website	2013-02-20	http://www.hs-karlsruhe.de/hochschule/aktuelles/presse/multinationales-forschungsprojekt-zum-e-learning.html	mixed, German speaking audience	German-speaking countries	>1000
SEZ	Publication	Project abstract in Annual Activity Report of Steinbeis-Europa-Zentrum	Publication	2013-03-01		mixed, German speaking audience	German-speaking countries	250
FZI	Newsletter	Presentation of INTUITEL in the internal FZI Newsletter	Karlsruhe and Berlin, Germany	2013-03-04		(interdisciplinary) FZI employees and students	Germany	300
ELS	informal dissemination & awareness building activities	ATEE winter conference 2013	Genova, Italy	2013-03-07	http://www.atee1.org/agenda/58/2013_atee_winter_conference_learning_teaching_with_media_technology	teachers and educational stakeholders	various, Europe mainly	
IMC	Flyer distribution	CeBIT 2013	Hannover, Germany	2013-03-08 - 2013-03-09	INTUITEL Flyer	industrial	Various	ca. 10
UVA	Website	Project Description on Partner Website	Partner Website	2013-03-11	http://www.eduvalab.uva.es/node/185	mixed, English speaking audience	Various	>1000
UVA	Website	Project Description on Partner Website	Partner Website	2013-03-11	http://www.itnt.uva.es/index.php/Teleformacion/INTUITEL-Intelligent-Tutoring-Interface-for-Technology-Enhanced-Learning.html	mixed, English speaking audience	Various	>1000

ELS	informal dissemination & awareness building activities	European Forum on Learning Futures and Innovation	Bruxelles, Belgium	2013-03-18 - 2013-03-19	https://europeanlearningfutures.eventbrite.co.uk/	mixed (industrial ad scientific)	European	
FZI	Website	Project Description on Partner Website	Partner Website	2013-03-19	http://www.fzi.de/forschung/projekte/	mixed (industrial/scientific/research)	Various	>1000
SEZ	Newsletter	Article in "Innovation Info April 2013", an electronic newsletter of Steinbeis-Europa-Zentrum	Partner Website	2013-04-01	http://www.steinbeis-europa.de/index.php5?mode=newsletter&id=38	mixed, German speakting audience	German-speaking countries	>1000
UVA, UNIR	Website	Project Description	Website of Telspain - The spanish network of Enhanced Learning Technologies	2013-04-01	http://telspain.es/proyectos/intuitel-intelligent-tutoring-interface-technology-enhanced-learning	mixed, English speaking audience	Various	>1000
ELS	Website	Project Description on Partner Website	Partner website	2013-04-01	http://www.exact-learning.com/en/research-and-development/active-projects/intuitel	mixed (industrial and scientific)	Various	
UVIE	Presentation	Project Presentation	Bildung Online, Hall in Tirol, Austria	2013-05-07	http://www.bildungonline.at	german-speaking teachers & policy makers,	German-speaking countries	20-30
UNIR	Video	Short interview	Partner Website	2013-05-23	http://tv.unir.net/videos/3883//Entrevista-a-Luis-de-la-Fuente.-Proyecto-INTUITEL.	mixed	English speaking countries	
ELS	Informal	DConf 2013		2013-06-27 -	http://www.d-conf.com/	experts,	Various	

	dissemination & awareness building activities			2013-06-28		influencers, doers, adopters and business-visionaries in today's bubbly SaaS arena		
UVA, HSKA	Poster	Title: "Intelligent Tutoring Interface for Technology Enhanced Learning with Moodle"	EDULEARN13, the 5th annual International Conference on Education and New Learning Technologies - Barcelona, Spain	2013-07-01 - 2013-07-03	PosterEduLearn2013_final.pdf (2.46 MB) PublicationEDULEARN2013.zip (4.25 MB)	mixed, English speaking audience	Various	700-800
UVIE	Poster Presentation	Title: "Lernpfadmodellierung mit der Webdidaktik für die adaptiven Erweiterung von Lernmanagementsystemen"	Interaktive Vielfalt 2013 - DELFI	2013-09-09	http://www.interaktivevielfalt.org/delfi/programm/poster-und-demos/	german-speaking, mixed	German speaking countries	
UVIE	Presentation	Title: "A Pedagogical Ontology as a Playground in Adaptive Elearning Environments"	INFORMATIK 2013	2013-09-17	http://ast2013.fzi.de/?page_id=7	english speaking, scientific	various	
FZI	Discussion	Contributing INTUITEL ideas and concepts to OpenSpace discussion at the Applications of Semantic Technologies (AST) workshop 2013	AST Workshop at INFORMATIK 2013, Koblenz, Germany	2013-09-17	http://ast2013.fzi.de/	industrial, scientific	various, Germany mainly	~20
FZI	Discussion	Networking and discussion with participants of the INFORMATIK 2013 (IFIP EGOV, IFIP ePart, KI, MATES, Virtual Goods and ODRL, GI Jahrestagung)	Koblenz, Germany	2013-09-16 - 2013-09-20	http://www.informatik2013.de/	industrial, scientific	various, Germany mainly	~20

Table 1: List of to date dissemination activities

5 Planned dissemination activities

Table 3 provides a non-exhaustive list of planned activities in the near future (see following page). Frequent participation at relevant conferences is intended, as well as continued exchange with the consortia of similar and complementary FP7 projects.

Whereas the dissemination activities of the first year consisted mainly of press releases, project presentations and the development and distribution of dissemination material, a gradual transition to a greater amount of scientific publications is expected from now on.

The great success and extremely positive resonance from the community have led to a continued presence at the LEARNTEC conference. At the upcoming **22nd LEARNTEC**, INTUITEL will again be given a complete congress session on the afternoon of Feb. 6th, 2014, involving talks on the pedagogical aspects (Prof. Swertz, UVIE) and technical aspects (Florian Heberle and Prof. Henning, HSKA) of INTUITEL. Another approach towards intelligent tutorial systems will be introduced to the INTUITEL consortium through a talk by Mr. Schwarzer from the commercial solution provider Erudify.

To achieve the targeted visibility and following the goal of providing INTUITEL results to the public as openly as possible, a **print publication** is foreseen, summarizing the deliverables of the first project year after approval by the Commission Services.

In month 30 of the project, a **road show** is foreseen to demonstrate the INTUITEL enabled LMS publicly with prototypical e-learning content.

Partner(s)	Activity Type	Description	Status	Where	When	Resources/Links/Abstracts	Target Audience	Countries addressed	Audience Size
URE	Publication	Conference Paper on Cognitive Modelling for Software Engineering Teaching	Planned year 2	(to be defined)	(to be defined)		education and software enginering		
URE	Publication	Conference Paper on Recommender Rewriter	planned year 2 - should lead to Journal Paper in year 3	(to be defined)	(to be defined)				
URE / WP12	Publication	Conference Paper on LPM testing measures and	Planned after year 2	(to be defined)	(to be defined)				
URE	Publication	Conference Paper on Student Evaluation of Cogntive Domain Software Engineering	planned year 3 - should lead to Journal Paper at/after end of the project	(to be defined)	(to be defined)				
FZI	Publication	Book chapter on applications of Semantic MediaWiki including results of INTUITEL Task 4.2	Planned in project year 2 (or even beyond)	(to be defined)	Spring 2014		industrial	German speaking	> 1000
FZI	Collaboration	Collaboration with EU project EUCLID, which systematically develops large amounts of learning material for Semantic Technologies and Linked Data	Planned in project year 2 (or even beyond)	virtually in EU	2014		end users, scientific	global	> 1000
FZI	Publication	Publication of the INTUITEL extensions of the Reasoning Broker component on the OpenSource platform Sourceforge	Planned in project year 2 (or even beyond)	global	2014		industrial, scientific	global	> 1000
FZI / WP5	Publication	Publication of the novel concepts to be developed in order to make existing reasoning engines effectively and efficiently usable in INTUITEL via the Reasoning Broker component	Planned in project year 2 (or even beyond)	global	2014		industrial, scientific	global	> 1000

UVA	Presentation	19th Annual Conference on Innovation and Technology in Computer Science Education (ITiCSE 2014) - Uppsala (Sweden)	Planned in project year 2	(to be defined)	2014-06-23 - 2014-06-25		mixed, English speaking audience	Various	> 200
UVA	Publication	International Journal (e.g. Computers & Education; IEEE Transactions on Learning Technologies)	Planned in project year 3	(to be defined)	(to be defined)		mixed, English speaking audience	Various	>1000
HIT	Local e-learning conference - Chaise	Annual conference presenting local researches in the field of e-learning.	Abstract will be submitted in Nov, 2014	Israel	2015-02	http://www-e.openu.ac.il/innovation/	e-learning researchers and practitioners, mostly higher education	Israel	400-600
HIT	Publication	MEITAL is the Inter-University Center for e-Learning (IUCEL), which is part of the Israeli Inter-University Computation Center (IUCC), located at Tel-Aviv University	Abstract will be submitted in Feb. 2014	Israel	2015-06-01	http://meital.iucc.ac.il/meital/English/English.htm	e-learning researchers and practitioners, mostly higher education	Israel	400-600
HIT	Academic courses at HIT	we might mention Intuitel project at varios courses concerning learning technologies and didactics	In planing	Israel - HIT	Academic year 2013-2014		BA students	Israel	50-100
HIT	HIT instrctional technologies open	Presentation of project and HIT contribution	In planning	HIT	2014-06-01		Studens, e-learning practitioners	Israel	100

	conference								
IMC	Booth	Distribution of Flyer at IMC booth, informal talks	planned in project year 2 (or even beyond)	LEARNTEC 2014 exhibition, IMC booth	2014-02-04 - 2014-02-06	INTUITEL Flyer	mixed (industrial and scientific) eLearning experts	Germany, Europe	20
IMC	informal dissemination & awareness building activities	The 12th International Conference on Web-based Learning ICWL 2013, Kenting, Taiwan - Distribution of Flyer	In planning	(to be defined)	2013-10-06 - 2013-10-09	INTUITEL Flyer	Researchers and practitioners on web-based learning technologies	International	
IMC	informal dissemination & awareness building activities	MKWI 2012, conference part "E-Learning and Learning-Service-Engineering - Distribution of Flyer	In planning	(to be defined)	(to be defined)	INTUITEL Flyer	Researcher, eLearning professionals	Germany, Switerland, Austria	
TIE	News	Publication of news with the progress of the project	In planning	website, internal newsletters, press releases	internal newsletters are quarterly		General audience, TIE workers		
UNIR	Informal Dissemination	Regular project news	In planning	Partner website	at remarkable milestones		General audience	Spanish speakers and English speakers	>1000
UNIR	Informal Dissemination	Regular project news	In planning	Social networks	monthly		General audience	Spanish speakers and English speakers	>1000
UNIR	Press release	Press release	In planning	Submitted to Spanish	at remarkable		General audience	Spanish speakers	>1000

				media	milestones				
UNIR	Presentation	TelSpain 2013	In planning	TelSpain 2013	2013-11	http://www.telspain.es/	scientific	Spain	500-600
UNIR	Presentation	SPDECE 2014	In planning	SPDECE 2014	(to be defined)	http://webpub.esi.uclm.es/actualidad/actividades/congreso-spdece-2011 (2011 edition)	scientific	Spain	500-600
UNIR	Presentation	SIIE 2014	In planning	SIIE 2014	(to be defined)	http://siie13esev.ipv.pt/ (2013 edition)	scientific	International conference	500-600
UNIR	Publication in journal		In planning	(to be defined)	2014		scientific	International journal	800-900
HSKA	Publication	General article about the INTUITEL project	In print	Karlsruhe	2013-10-01		Students, professors, alumni and partner institutions of HSKA	Germany	> 1000
HSKA	Publication	Research article about the INTUITEL project	Scheduled	Karlsruhe	2013-10-01		Students, professors, alumni and partner institutions of HSKA	Germany	> 1000
HSKA	Publication	Opening talk - Conference "Trends im technologiegestuetzten Lernen", Medien- und Filmgesellschaft Baden-Wuerttemberg	Scheduled		2013-11-20		eLearning professionals, German	Germany	30

							speaking audience		
HSKA, UVIE, FZI, IMC	Publication	Special presentation and chairing of the congress section	Scheduled	LEARNTEC Convention Karlsruhe	2014-02-06		eLearning profession als, German and English sp eaking audience	European	60-70
UVIE	Presentation	Presentation at scientific conference	Planned in project year 2	Innsbruck	2013-10-30		Teachers, Education al Scientists	Austria	50
UVIE	Presentation	Presentation at Conference	Planned in project year 2	Karlsruhe	2014-01-30		E-learning Profesionn als	Germany	150
IOSB	Publication	Annual Fraunhofer IOSB report (Jahresbericht)	Planned	(to be defined)	Beginning of 2014		General audience, customers	Germany	500
IOSB/WP05	Publication	Conference paper on INTUITEL engine	Planned	(to be defined)			Scientific	International	
IOSB, HSKA, WP03	Publication	Conference paper on LPM	Planned	(to be defined)	asap		Scientific	International	
IOSB	Presentation	Presentation of our CM and contributions in INTUITEL	Planned	(to be defined)	(to be defined)		General audience	Germany	
IOSB, HSKA	Publication	Research paper on the ontology-driven generation of didactic rules for e-learning content adaptation	Planned	(to be defined)	(to be defined)		scientific	International	

IOSB, HSKA	Publication	Research paper on a new visualization metaphor for adaptive e-learning systems based on dynamic learning pathways	Planned	(to be defined)	(to be defined)		scientific, e-learning researchers	international	
HSKA, IOSB	Presentation	Presentation of the technological aspects of the LPM	Planned	(to be defined)	(to be defined)		mixed (industrial and scientific) eLearning experts	Germany	
ELS	Presentation	Online Educa Berlin, Berlin, Germany	planned in project year 2	(to be defined)	2013-12-04/06	INTUITEL Flyer	mixed, English speaking audience	Various	> 300
ELS	Presentation	Learning Technologies 2014, London, UK	planned in project year 2	(to be defined)	2014-01-29/30	INTUITEL Flyer	mixed, English speaking audience	Various	>300
ELS	Presentation	EC-TEL 2014	planned in project year 2	(to be defined)	2014-09- ?	INTUITEL Flyer	mixed, English speaking audience	Various	>300

Table 2: List of future dissemination activities