Metrics for GALA Serious Gaming (GALA WP9)

Wim Westera, Open University of the Netherlands
Responses to review comments

- More targets specified
- SEO
- Games on website ➔ catalog (SIGs)
- GALA conference
Dissemination SWOT: Strengths

• T9.1 Basic policy description
• T9.2 Increased traffic, content, and partner involvement
• T9.3 On target: Special issues
• T9.4 On target: Conferences contributions
• T9.5 On target: GALA Conference
Dissemination SWOT: Weaknesses

- Partner data reporting is incomplete
- Alignment of WPs (communication)
- Calendar, Video clip postponed
Dissemination SWOT: Opportunities

- Large groups of visitors of the GALA site
- Joint approach for stakeholder communities (Atos et al.)
- SGS
Dissemination SWOT: Threats

- Limited and fragmented resources
- Overheads required for aligning WPs
Year 2 highlights

- **Content**
  Blogs, SEO, SG pages, deliverables on website, Gala Leaflet, press releases, social media

- **Tools**
  SGS-website

- **Special issues**
  aHCI, JOCCH, ETS, EEC + 2 submitted proposals

- **Conferences**
  VS-Games conference Genoa
  (ECGBL 2012, Online Educa 2012)
Year 3 priorities

• We will prolong:
  T9.2 Website improvements
  T9.2 Key publications on website
  T9.2 Blogging & Social media channels
  T9.2 Promote games description on SIG’s sites

• We will arrange:
  T9.3 Conference contributions
  T9.4 Special issues
  T9.5 The GALA conference; Inititiate SGS journal

• We anticipate:
  SGS branding and coordinated stakeholder communities
### Year 3 targets

**Table 9 Quantified dissemination targets for year 3.**

<table>
<thead>
<tr>
<th>Item</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blogs on GaLA site</td>
<td>50</td>
</tr>
<tr>
<td>Unique visitors GaLA website</td>
<td>10,000</td>
</tr>
<tr>
<td>Unique visitors SGS website</td>
<td>5,000</td>
</tr>
<tr>
<td>Subscriptions SGS</td>
<td>???</td>
</tr>
<tr>
<td>Special issues</td>
<td>2</td>
</tr>
<tr>
<td>Joint conference contributions</td>
<td>3-4</td>
</tr>
<tr>
<td>First-tier conference contribution</td>
<td>1</td>
</tr>
<tr>
<td>GaLA conference</td>
<td>1</td>
</tr>
<tr>
<td>Involvement of games industry (WP4)</td>
<td>40</td>
</tr>
<tr>
<td>Involvement of PhD students</td>
<td>20</td>
</tr>
</tbody>
</table>