Project Number: 032518

# QVIZ

Query and context based visualization of time-spatial cultural dynamics

Specific Targeted Research Project

Information Society Technologies

# Dissemination plan D8.2

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# Abstract

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| **Abstract** | Dissemination plan for the QVIZ project, supported by funding under the Research Framework Programme of the European Union. |
| **Keywords List** | QVIZ, dissemination plan, audiences, logo, graphical identity, templates, communication material, web site, blog, wiki, news letter, media, leaflet, poster, conferences and workshops |

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# Executive summary

The purpose of the dissemination is to raise awareness of the QVIZ project and its outcomes. The key target groups for the dissemination are future contributors, potential business partners, cultural heritage institutions and the general public and the main target groups for internal communication are partners, executives and the members of the consortium.

To reach the awareness level intended, dissemination will be supported by communication materials, such as a web site, a blog, a wiki, news letters, leaflets and posters. Important are also good, long-term relations to national and local media.

In addition to this, project members will participate at conferences and workshops, and such activities will also be arranged within the project.

A graphical identity will be created, with logo and templates for text documents and presentations.

The communication manager is, together with the coordinators and in collaboration with the consortium, responsible for coordinating the dissemination activities.

# Introduction to QVIZ

*Query and context based visualization of time-spatial cultural dynamics*

**Challenges**

A common dilemma for European cultural heritage institutions is that the organization and presentation of archival information are so complex that they restrict easy access to the material. Another problem is that knowledge within communities of practice is often neglected.

Archival records and knowledge in communities of practice are commonly related to administrative units, such as parishes and municipalities. End users, however, are not often allowed to explore the material on this basis. While such access would be advantageous, it is made complex because administrative units frequently change over time and because archival systems rarely provide a rich time-space context.

Could these issues be solved, cultural heritage institutions could provide marketable services unavailable today; increasing the usage of archival material among local historians, researchers and the general public.

**Key results**

QVIZ will research and create a framework for visualizing and querying archival resources by a time-space interface based on maps and emergent knowledge structures. The framework will also integrate social software, such as wikis, in order to utilize knowledge in existing and new communities of practice.

QVIZ will lead to improved information sharing and knowledge creation, easier access to information in a user-adapted context and innovative ways of exploring and visualizing materials over time, between countries and other administrative units. The common European framework for sharing and accessing archival information provided by the QVIZ project will open a considerably larger commercial market based on archival materials as well as a richer understanding of European history.

The consortium consists of seven partners from universities, archival institutions and companies from Sweden, Austria, Estonia, Spain and the UK.

# Information and dissemination plan

The purpose of the dissemination plan is to describe planned dissemination activities within the QVIZ-project.

The main purpose of the dissemination activities is to raise awareness of the project in order to make QVIZ a successful and sustainable project. This will be carried out by using various communication materials, but also by face to face information at conferences and workshops. The information will also meet the general public through media coverage.

In QVIZ, exploitation and dissemination activities will be tightly coordinated.

## *Responsibilities*

A Communication Manager will be assigned to secure continuity in the communications and dissemination activities. The Communications Officer is responsible for coordinating the dissemination together with the project coordinators and with input from the consortium. An important task is to evaluate and reassess dissemination strategies as the project progresses.

All members of the consortium will contribute to the dissemination for instance by participating and giving presentations at conferences, publishing papers, holding press conferences, networking and similar activities. Since face to face information is highly effective it is important that everybody involved in the project has good general knowledge of all the aspects of QVIZ, in order to be a good "ambassador" for the project.

## *Target audiences*

Target audiences for the external communication are future co-operators in business, science, cultural heritage institutions and governmental audiences as well as the interested public and EU-audiences.

The target audience for internal communication are partners, executives and the members of the consortium.

## *Logo and graphical identity*

A graphical identity is composed of visual elements that aim to represent an organization. The QVIZ graphical identity will include logo, fonts, colours and templates for presentations and text documents.

It is important to follow the graphical identity, since good use of it will help to consistently communicate and disseminate the project. Guide lines and templates will also save time and effort for the members of the consortium, since no further design work will be necessary.

**Templates**

Templates for text documents and presentations will be produced and made downloadable for all members of the project from the wiki. The templates are important to follow to give a united impression of the project, and to establish a visual language that will, at a glance, indicate that the information concerns the QVIZ-project.

## *Communication materials*

One of the objectives of the QVIZ project is to enhance and innovate the use of social software, such as wikis and blogs, social bookmarking, to enhance access to archival materials. Accordingly these communication channels will be used also for the project dissemination. The web site, which will serve as an entrance to the wiki and the blog, will be a prioritized communication channel, and printed materials, even if important, will have a less degree of priority. Printed material will also be made available on the web and wiki sites.

### Web site

A QVIZ website (*www.qviz.eu* and *www.qviz.net*) will be created, given high priority from the very beginning and serve as the front face of the project. Web site visitors should be able to find relevant information such as research papers, demos of the learning environment and knowledge maps, links related to the project and an agenda of events.

Through the QVIZ blog, project progress and interesting new developments will be announced. Both the QVIZ website and blog will make use of new media and, for instance, video clips presenting the project and ongoing research will be available.

### Blog

To inspire and facilitate continuous interest in the QVIZ project and QVIZ topics a blog will be created. Contributors will be members of the consortium and guest bloggers within the field. The blog will invite to public contributions or feedback to topics related to QVIZ. It will also be used as a place to advertise milestones, releases and open source tools. It will be possible to subscribe to the QVIZ blog through the use of RSS.

### Wiki

The wiki serves as an internal web site for the project members. In the wiki files will be uploaded, such as templates and administrative documents. Further, the wiki will serve as a collaborative area where texts and media can be created in a processual and collaborative fashion. Most workpackage  tasks and related activities will involve collaboration using this form of social software, in this way, we can, for example, grow the content of our deliverables and publications.

The wiki can be reached from the project web site. A log-in account is required for access.

### Internet Telephony - SKYPE

Partners will use Internet Telephony (currently SKYPE) heavily in the project - it is another form of social software.  We will also monitor its potential to enable new forms of dissemination, perhaps to help build Communities of Practice or Communities of Interest as we grow a network of contacts of interested institutions, decision makers, etc.

### News letter

For the interested public there will be a news letter, delivered four times a year (approximately published in September, November, February and May).

The news letter will, among other relevant issues, contain information on achievements in the project, reports from conferences and announcements of upcoming events.

The news letter will also be published on the web site.

### Mailing lists

A mailing list for the partners will be created and administrated by the coordinators. All project workers will be included in the same list, to make sure that nobody is excluded from valuable information. Even if not everybody is interested in all details of the project, general knowledge of QVIZ is important since every project member is an ambassador for the whole project. Since not everybody is interested in all information, it is important to write a descriptive subject for each message.

### Media

Press releases for press and audiovisual media will be published at strategic times, in the beginning and end of the project and when major achievements have been made. When appropriate such material will be distributed from the coordinators to provide help for partner intuitions and to make the message reasonably uniform. This work flow does not preclude national and regional tailoring.

When suitable, articles will be published in business and scientific publications. National and local media will also be invited at suitable times in order to spread knowledge about the project to the public.

### Leaflet and poster

A leaflet with an introduction to the project and contact information will be produced. The leaflet can also be downloaded from the web site.

A poster with brief information on the project will be produced. As with the leaflet, the poster can be downloaded from the web site.

Both the leaflet and the poster will be updated as the project develops.

## *Conferences and workshops*

In parallel with seminars and workshops, participating in different conferences will be important to promote the results of the tools and developed models in the QVIZ project. Examples of interesting conferences are EVA, DRH, ICA, and IFLA . Partners will also collaborate to produce publications (research papers, technical reports, articles, presentations , etc) related to themes such as the semantic web, archives, social software, historical GIS visualisation, digital libraries, and other related CH themes

Feedback from other researchers in Europe and internationally is valuable in the progress of QVIZ, for example through regular (and already externally financed) exchange with Stanford University and University of Virginia..

It is important for QVIZ to target the European Archival sector and to engage in far-reaching exchange and policy making work. Contacts and development work within the European Archival communities are crucial for the success and sustainability of the QVIZ project. QVIZ will report on these networking activities and identify additional institutions that might participate in or collaborate with the QVIZ project; or collaborate in a future exploitation activity.

Participating in conferences, seminars and other activities aims at building awareness of the new methodology and tools among decision makers in more the 30 relevant cultural institutions in the core target markets.

Before and after  QVIZ has been presented at a conference, or elsewhere, some brief information will be published on the web site and presentations and any accompanying publications will be downloadable from the website.

QVIZ will target other projects in order to engage them and benefit from potential co-operation during or after the QVIZ project.

**Planned activities**

Throughout the project lifetime, the consortium will meet to exchange information and knowledge, both pedagogical and technical online seminars and workshops will be conducted. As was pointed out above, the consortium will also take part in external workshops and conferences. Below follows an agenda for such activities. Naturally this agenda will be revised and expanded continuously.

*30-31 May 2006:* Presentation of QVIZ at the Nordic ALM-Forum at Copenhagen (SNA).

*21-22 June 2006*: Salzburg Research, UMU, NAE and SVAR participated in an international conference in Salzburg, Austria, with representatives from other CH-institutions: "An Expedition to European Digital Cultural Heritage". QVIZ presence included an information desk with leaflets, poster, and slide show. Excellent exposure to many archival institutions, potentially strategic contacts were also made. Additionally, there was also a meeting with technological developers and the archives, including Thomas Wikman, Uppsala University, Sweden, (KKM and Michael Plus -project) and Börje Justrell from the National Archive of Sweden.

*29-30 June 2006:* Fredrik Palm and Patrik Svensson, UMU, participated in a Cultural Heritage project meeting (organized by Digicult) where QVIZ was presented. There was significant networking with other projects within the culture heritage field.

*27 July 2006:* Patrik Svensson, UMU, presented QVIZ in his invited talk "Bringing cyberinfrastructures together: Studio spaces, multiplex visualization and creative interaction" at the UC San Diego Cyber infrastructure Summer Institute.

*December 2006:* Estonia, National archive responsible for seminars to further communicate the result of QVIZ to different Communities of Practice

*Mars 2007:* Telefonica, Spain, responsible for workshops with a focus on wider use of the tools, developed within QVIZ.

*June 2007:* University of Portsmouth responsible for seminars with focus on development of the Administrative ontology and OGC

*December 2007:* Regio responsible for seminars focusing on contextualization and time-spatial visualizing in Estonia

*March 2008:* QVIZ Symposium in Umeå, Sweden, covering all aspects of project with 15 invited speakers the symposium will not only be a showroom for QVIZ but also strengthening the cooperation between Communities of Practice, CH institutions and technological developers.

## Current status

The activities within the scope of this dissemination plan have already started and a web site, a poster and a leaflet have been produced, and several conference presentations have been made. QVIZ has also received some attention in the media. Contacts with interested archival and educational institutions have already begun; and both formal and informal meetings have occurred with the most interested parties.