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UPVLC, XEROX, JSI-K4A, RWTH, EML and DDS

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Contents

1 Introduction **4**

2 Strategy **4**
2.1 Main target audiences and objectives . . . 4
2.1.1 Scientific community . . . 5
2.1.2 Industry . . . 7
2.1.3 Society . . . 8
2.2 Resources . . . 8
2.2.1 Connections with related projects or networks . . . 8
2.2.2 Advisory Board . . . 9
2.2.3 Case study sites and K4A . . . 9
2.2.4 UPVLC Action Plan "Docencia en Red" and poliMedia community . . . 10
2.2.5 OpenCourseWare community . . . 10
2.3 Internal dissemination . . . 11

3 Activities Record Y1 **11**
3.1 Dissemination material . . . 11
3.1.1 Project documentation . . . 11
3.1.2 Project website and other online material . . . 11
3.1.3 Demo . . . 11
3.2 Events . . . 12
3.3 transLectures workshop . . . 13
3.4 In the media . . . 13

4 Evaluation **14**
4.1 Overview . . . 14
4.2 Areas of improvement . . . 14
4.2.1 Online presence . . . 14
4.2.2 Website . . . 15
4.2.3 Feedback from conferences . . . 15

5 Conclusion **15**

1 Introduction

In our first progress report (published in August 2012), we identified the main goal of WP7 as being to bring the scientific and technological results of the transLectures project to the attention of our stakeholder communities in the areas of human language technologies and education, as well as the audiovisual industry. In this deliverable we provide an overview of all dissemination activities carried out to this effect during the first year of the project, and show how they fit in as part of a longer-term dissemination strategy.

The first section will be dedicated to identifying the project's stakeholders in more detail and to considering what we hope to achieve from our dissemination actions. Special mention will be made of the transLectures partners' connections with related projects in terms of their potential as vehicles for dissemination, as well as of other resources available to us.

Then follows a record of specific dissemination actions carried out during the M1-M12 period, from the launch of the project website to attendance at various academic and industry-focused events, in each case identifying which partner was responsible for its implementation.

In addition, we present the events booked for November 2012, a particularly busy month for transLectures dissemination which, although falling outside of the reporting period, was entirely prepared during Y1. The transLectures workshop held immediately prior to the M12 project meeting in Ljubljana also falls under this category.

Next we will evaluate the activities carried out, with a particular view to identifying areas of improvement to action during Y2 and beyond.

2 Strategy

As we said in the introduction, the main goal of dissemination is for transLectures results to be brought to the attention of the relevant scientific and industrial communities. Broadly speaking, this means players within the fields of human language technologies, education and the audiovisual sector.

Dissemination activities in Y1 are therefore directed at two main target audiences, the scientific community and relevant sectors of industry, outlined below. A third group, the general public, has also been identified for dissemination throughout the project. In this section we will identify the stakeholders within these categories more precisely, indicating the main ways in which we intend to reach out to them and what we hope to achieve by doing so. We will also be considering the other resources available to use for the purposes of dissemination.

2.1 Main target audiences and objectives

In practice, the distinction between purely scientific and scientific-industrial dissemination channels is not always clear. For the purposes of this report, and to avoid the arbitrary allocation of an event to a particular target audience, we have presented the events by thematic area rather than potential stakeholder.

2.1.1 Scientific community

Within the scientific community, results from the transLectures project will be of interest to other research groups in the fields of automatic speech recognition (ASR) and machine translation (MT), on the one hand, and to the fields of education and audiovisual repository management on the other.

An initial list of events being considered in the area of ASR and MT is as follows:

- **ACL:** *Annual Meeting of the Association for Computational Linguistics.*
  The ACL is a leading international scientific and professional society for people working on problems involving natural language and computation. The 50th edition of its popular annual meeting was held in 2012.
- **AMTA:** *Biennial conference of the Association for Machine Translation in the Americas.*
  The AMTA is one of the three regional associations of the International Association for Machine Translation (IAMT), an organisation dedicated to the growing community of people interested in MT and translation tools, including users, developers or researchers.
- **COLING:** *International Conference on Computational Linguistics.*
  Organised by the International Committee on Computational Linguistics, this biennial conference covers a broad spectrum of technical areas related to natural language and computation, and has a strong focus on networking.
- **EAMT:** *Annual Conference of the European Association for Machine Translation.*
  The EAMT is the European branch of the IAMT (see above). Its annual conference is becoming consolidated as a key event within the MT field.
- **EMNLP:** *Conference on Empirical Methods in Natural Language Processing.*
  The EMNLP conference and workshops are organised by SIGDAT, the Association for Computational Linguistics' special interest group on linguistic data and corpus-based approaches to NLP.
- **ICASSP:** *International Conference on Acoustics, Speech, and Signal Processing.*
  The ICASSP is an annual research conference organised by the Institute of Electrical and Electronics Engineers, and is the world's largest and most comprehensive technical conference focused on signal processing and its applications.
- **IberSpeech:** *Joint Conference of the Spanish Thematic Network on Speech Technology and the International Speech Communication Association's Special Interest Group on Iberian Languages.*
  Itself a synergistic initiative, this conference aims to bring industry and academia together for the presentation and discussion of results from research on speech and language technologies for Iberian languages.
- **InterSpeech:** *Annual Conference of the International Speech Communication Association.*
  This ISCA annual conference features papers on all fields related to speech science and technology with a view to promoting them at a world level.
- **IWSLT:** *International Workshop on Spoken Language Translation.*
  The IWSLT is an annual workshop where both system descriptions and scientific papers are presented, covering theoretical and practical issues from the fields of speech recognition and machine translation.
- **LREC:** *International Conference on Language Resources and Evaluation.*
  The LREC conference has become a major event in the field of language resources and evaluation for human language technologies.
- **MTM:** *MT Marathon.*
  An event organised by the EU EuroMatrix and EuroMatrixPlus research projects on MT, this event is open to researchers, developers, students and users.
- **MTS:** *Machine Translation Summit.*
  Organised by the IAMT group (above), this event surveys the international state of the art and practice in MT and other tools for multilingual processing.
- **NAACL-HLT:** *Annual Conference of the North American Chapter of the Association for Computational Linguistics - Human Language Technologies.*

- **TC:** *Translating and the Computer Conference.*
  The TC conference focuses on the user side of translation and translation-related software, and therefore constitutes a beneficial meeting point for a wide audience from translators representing large institutions or translation agencies, to vendors, to developers and researchers.

Similarly, an initial selection of education and audiovisual repository management events would include:

- **AIBs:** *The Association for International Broadcasting International Media Excellence Awards.*
  Unique and highly-respected in the field of international media, their award for Most Innovative Technology could an eventual goal for transLectures.
- **CSEIT:** *Annual International Conference on Computer Science Education: Innovation and Technology.*
  International conference designed to spark discussion regarding transforming learning environments.
- **eLA:** *eLearning Africa Conference.*
  Key networking event for developing eLearning capacities.
- **IBC:** *International Broadcasting Convention Conference and Exhibition.*
  The premier annual conference and exhibition for professionals engaged in the creation, management and delivery of electronic media and entertainment.
- **ICCE:** *International Conference on Computers in Education.*
  Conference to foster the building of research communities in the field of computers in education.
- **ICELF:** *International Conference on eLearning Futures.*
  A conference focusing on eLearning strategies, policy, pedagogy, research, technology and practice.
- **L&TM:** *International Conference on Language Transfer in Audiovisual Media.*
  An event to arouse the awareness of professional bodies involved in audiovisual communication to the problems, limitations and challenges of linguistic transfer, including the use of technological tools in multimedia settings.
- **M4A:** *International Media for All Conference.*
  A conference that aims to bring together professionals,, scholars, practitioners and other interested parties to explore audiovisual translation in theory and practice.
- **MIPCOM:** *"The world's entertainment content market".*
  An industry-focused event that brings together the world's leading entertainment content and digital media markets
- **MIPTV:** *Marché International des Programmes de Télévision.*
  As above.
- **NAB:** *National Association of Broadcasters Show.*
  Annual trade show in the field of audiovisual content, including for education.
- **OCWC:** *OpenCourseWare Consortium Global Meetings.*
  An event for showcasing new projects, debating issues and exchanging useful practices in matters such as pedagogy, policy and technology.
- **OEB:** *Online Educa Berlin: International Conference on Technology Supported Learning & Training.*
  An event for networking and sharing ideas in the field of ICT-enhanced education.
- **OER:** *World Open Educational Resources Congress.*
  UNESCO's multi-stakeholder event in the field of open education.
- **OEW:** *Open Education Week.*
  A week of talks devoted to both theoretical and practical issues in the field of open education.
- **OKCon:** *The Open Knowledge Conference.*
  Annual event that brings together individuals and organisations across the open knowledge spectrum.

- **OMU:** *Opencast Matterhorn Unconference.*
  A non-conference event driven by the needs, interests and skills of those in attendance, taking Matterhorn as the central topic.
- **OpenEd:** *Open Education Conference.*
  A key event in the field of open education.
- **PEVE:** *PEVE Entertainment.*
  One of Europe's longest running video conferences, it addresses the key issues facing today's evolving home entertainment sector.

And finally, other relevant events and channels we have considered are:

- **AlphaGalileo:** *"The world's independent source of research news".*
  The world's independent source of research news.
- **IDW:** *Informationsdienst Wissenschaft.*
  Or "Science Information Service", an internet platform which bundles press reports and dates of important events from around 700 scientific institutions.
- **IUI:** *International Conference on Intelligent User Interfaces.*
  Annual meeting of the intelligent user interfaces community, also serving as the principal international forum for reporting outstanding research and development in this area.
- **WWW:** *International World Wide Web Conference.*
  An annual international conference on the topic of the future of the World Wide Web. A "European Projects track" was launched at WWW2012.

The academic community, researchers at all levels and education institutions are all being targeted by attending the above events and publishing articles in these and other related fields. Articles published at these early stages are primarily concerned with introducing the project, its aims and motivations, and presenting early findings and approaches. The same is true of event appearances.

The idea behind dissemination in this area is to get the transLectures project known among fellow researchers and to generate interest in the techniques being developed.

As highlighted in the Description of Work, the two main components of the transLectures approach to the problem of producing cost-effective transcription/translation systems, massive adaption and intelligent interaction, have the potential to become hot research topics. Therefore, with research currently spread across fragmented communities, a second desirable outcome of dissemination in this area would be to strengthen the bonds existing between these communities and, through the consortium itself, provide a platform for the exchange of ideas and experiences.

We envisage activities in this area being carried out throughout the duration of the project and by all project partners within their respective fields.

2.1.2 Industry

In this section we consider dissemination from the point of view of paving the way for the future exploitation of transLectures tools, for which we must again identify potential end users or applications.

If we consider our two case studies, VideoLectures.NET and poliMedia, the obvious applications of the transLectures project within industry would be in the field of online education and the related field of educational audiovisual content management.

This 'inner circle' of stakeholders can be expanded in the first instance to include companies operating within the translation, subtitling, audiovisual media and lecture caption sectors, all of which have the influence to promote the widespread adoption of efficient transcription

and translation solutions and whose users would, assuming output of a reasonable quality, be prepared to supervise or interact with the machine-generated texts.

As with scientific dissemination, efforts are aimed primarily at generating interest in the project among companies and organisations whose interests converge with those of the project, key among them the OpenCourseWare and the OpenCast/Matterhorn communities. To do so, transLectures representatives are attending events, showcasing the demo and distributing promotional material.

However, through these interactions we also hope to gain an understanding of the market (key players, user habits and expectations, good practices) so as to be in a better position come M18 when we will begin considering business models.

Furthermore, these same companies and organisations will ultimately be approached with a view to their adapting or incorporating transLectures tools into their systems and work processes. So it is also important to take advantage of these events to get feedback regarding their prefered ways of working and other industry requirements. These requirements can then be taken into consideration at the design stage.

2.1.3 Society

The general public are also being targeted, particularly at a local and regional level. This is important as part of Europe-wide initiatives to raise the profile of science and technology within society, but it is also a vital part of project dissemination: transLectures is not only a project working to overcome linguistic and accessibility barriers to online educational videos, but is also one that is aligned with initiatives to help remove economic barriers to education. As such, the whole of the general public are potential beneficiaries of the technologies being developed, whether as students in the traditional sense or as consumers of free online educational material.

The information presented will naturally need to be rather less technical, with the emphasis, particularly at local level, on transLectures as a forward-looking, international project that promises to contribute significantly to what could potentially become a new model of education.

To avoid repetition, details of all on and offline dissemination activities completed are given in Section 3.

2.2 Resources

2.2.1 Connections with related projects or networks

Through the transLectures consortium, we have a number of connections available, some pre-dating the project itself, which can be utilised as part of our dissemination strategy both for raising awareness of the project within the relevant communities and as sources of advice and information-sharing.

Below follows a list of existing collaborations and associations.

META-NET: A Network of Excellence dedicated to fostering the technological foundations of a multilingual European information society. Its main goal is the foundation of META, the Multilingual Europe Technology Alliance, which will serve to unite research communities, commercial technology providers, private and corporate language technology users and other stakeholders in the information society.

In coordination with WP1 transLectures, a formal cooperation agreement was signed between Alfons Juan (UPVLC) and Hans Uszkoreit, coordinator of META-NET, and

transLectures appears listed on **meta-net.eu** as one of the EU-funded projects with which it collaborates.

Two of the transLectures academic partners, RWTH and JSI, are also members of the META-NET.

REC:all: A transnational learning technology project supported by the EC under its Lifelong Learning Programme. It aims to explore the ways in which lecture capture can become more pedagogically valuable and engaging and, naturally, transLectures, a project working to remove linguistic and accessibility barriers to audiovisual educational material is of direct relevance.

Carlos Turró (UPVLC) has developed a close working relationship with this initiative, which affords transLectures considerable visibility.

PASCAL2: An EU-funded Network of Excellence operating in the fields of machine learning, statistics and optimisation. One of its harvest projects, La Vie (Learning Adapted Video Information Enhancer), aims to develop a personalised recommendation system for the videos published on VideoLectures.NET.

With key academic partners straddling both projects (UPVLC, JSI, K4A), this collaboration is expected to be mutually beneficial not only at a scientific and technological level, but in terms of project visibility.

SUMAT: A European project to increase the efficiency and quality of subtitle translation processes through the effective incorporation of statistical machine translation (SMT) technologies and semi-automisation. Partially funded by the EC, this project is supervised by Vicomtech, an applied research centre for visual interaction and communication technologies based in the north of Spain.

One of transLectures' industrial partners, DDS, is also participating in this initiative and, given the complementarity of the two projects, this link is expected to afford quality dissemination opportunities and recommendations.

LT-Innovate: A state-of-the-art web-based platform for language technology professionals in Europe. Chief among its goals is to facilitate technology transfer from research centres to the marketplace, the implications of which for transLectures project dissemination are clear.

2.2.2 Advisory Board

We should also note here that the transLectures Advisory Board, invited to all project meetings, is an invaluable source of market insight and our experience so far is that their recommendations regarding exploitation are equally helpful. They also represent direct links with potential end user communities: the OpenCast/Matterhorn and the OCW communities.

2.2.3 Case study sites and K4A

We should consider that, once an initial transcription/translation service is up-and-running on the project's case study sites, VideoLectures.NET and poliMedia, these sites will also serve as an effective tool for dissemination in their own right.

The founders of the Knowledge4All (JSI-K4A) foundation are leading members in several key communities in the field of online learning, namely: the European K4A/Pascal community and the international Matterhorn/Opencast, OCW and Sakai communities. K4A therefore provides a unique channel for dissemination to some of the most active and prominent organisations and can directly promote the transLectures project and its expected outcomes to potential end users or clients. K4A's connections with the Matterhorn/Opencast community in particular will be harnessed with respect to the eventual integration of transLectures tools into the Matterhorn platform, established in the project brief.

2.2.4 UPVLC Action Plan "Docencia en Red" and poliMedia community

In collaboration with WP6, another key area of dissemination includes attracting users for the evaluation stages. For poliMedia, this consists of incentivising teaching staff (prosumers) to record their lectures and then be available to evaluate the quality of and, where necessary, correct the automatic transcriptions, something which falls under the Universitat Politècnica de València's ongoing action plan, "Online Teaching". So far, more than 400 teaching staff have signed up for this initiative, and some 4000 learning objects in over 100 subject areas have been recorded.

This is useful not only for testing the intelligent interaction hypothesis at a local level, but also turns poliMedia into a pilot exploitation model, in which universities are the target environment, the teaching staff are the supervisor-users and students the end users.

In fact, poliMedia is not uniquely installed at the UPV, but in other universities in Spain and worldwide. Typically, they are Spanish-language video lecture repositories, though they also include videos in English and other languages. Among other, poliMedia is being used at the *Universitat Autònoma de Barcelona*, *Universidad Politécnica de Cartagena*, *Universidad de La Laguna* and *Universidad de Sao Paulo*.

This presence in multiple universities potentially gives transLectures access to a large community of supervisor-users, which is important not only because it would allow quantitatively-significant testing of the intelligent interaction hypothesis at a scientific level, but also because it gives the project a head start in terms of attracting users for the later evaluation stages, one of the main goals of dissemination strategy from Y2 onwards.

Given the results achieved in Y1, the transcription technology developed for Spanish is nearly at a point where it could be usefully deployed on a larger scale. The UPVLC plans to start making contact with universities within the poliMedia community shortly after Christmas (M14) to offer them transLectures Spanish transcription technologies, along with installation support and training.

2.2.5 OpenCourseWare community

transLectures also has links with the OCW community, both through K4A, as mentioned above, and through the UPVLC, as one of the institutions forming part of this community.

The OCWC can be exploited in the same way as the poliMedia community. In fact, following the workshop and M12 project meeting, transLectures was approached by a key representative of this community and a member of the project's Advisory Board regarding the possibility of opening a beta version to education communities with a view to getting feedback from users and building a community around transLectures. As with poliMedia, transLectures would provide comprehensive support for the first users testing the tools.

The main working language for OCWC is English, and though results from Y1 are reasonable, some fine-tuning is required before it would be possible to implement English-language transcription tools in a real setting. However, we are optimistic, and discussions are currently underway.

2.3 Internal dissemination

Internal dissemination is also a key factor for ensuring that all partners are kept abreast of recent developments across all eight work packages. As indicated in the Description of Work, meetings will be held every six months for this purpose, hosted in turn by each partner. Meanwhile, day-to-day communication will be achieved primarily using online communication channels, such as email and Skype. The project website will also be used as a platform for data exchange among partners.

3 Activities Record Y1

In this section we give a comprehensive overview of all dissemination activities carried out during the M1-M12 period for the transLectures project. The idea is that this will allow us to evaluate and redirect our dissemination efforts at each stage in the project. As we have already mentioned, it is often difficult to isolate one target audience for each dissemination activity, so new subsections have been used to present the relevant information.

3.1 Dissemination material

3.1.1 Project documentation

In accordance with that agreed as part of the grant agreement, project documentation was developed in collaboration with all partners including a project fact sheet, website and PowerPoint presentation.

Other material such as posters and project leaflets were also produced, along with the corresponding templates, for use by transLectures representatives at the events listed above.

3.1.2 Project website and other online material

As mentioned above, the project website, **translectures.eu** [4], was set up in the initial stages of the project. On it we outline the key motivations and objectives of the project, and present the project partners. It also features links to related projects and initiatives, and the idea is that it be regularly updated with key events and milestones (UPVLC, K4A).

transLectures also has profiles on the main online networks, namely, Facebook and Twitter, and a discussion group on the professional network Linkedin.

As a STREP project, an outline of transLectures also appears on the EC CORDIS website (on the basis of the project documentation) and at Spanish national level the project is also referenced in the online guide to digital repositories, Hispana, an initiative of the Spanish Ministry of Education, Culture and Sports.

3.1.3 Demo

An initial demo of the transLectures interface and functionality was produced in coordination with WP6 and is available on the project website. This is used transLectures representatives refer interested parties to it at events as part of their dissemination activities.

Along similar lines, and in collaboration with WP5, UPVLC has recently taken a batch of the manual transcriptions and translations generated as part of WP2 and incorporated them into poliMedia. This means that, for some lectures, poliMedia users (UPV students) can get an idea as to what transLectures is trying to achieve and what functions it will eventually offer.

3.2 Events

At this point in the project, where the emphasis is on getting known, presenting early results and forging collaborations at both the academic and industrial level, this is arguably the most effective channel of dissemination. It is therefore where most of our efforts and resources have been allocated in Y1.

Here follows a list of activities falling within this category, given, as far as possible, in chronological order and with feedback where available:

- **OpenCast Matterhorn 2012 Unconference:** 31 January 2012, Oxford (UK).
  UPVLC representatives attended this event.

  Carlos Turró (UPVLC) talked with OpenCast members about the features required to be able to integrate a transcription service into Matterhorn. Discussions also considered the feedback mechanisms required for the intelligent interaction proposed in transLectures, agreeing on its implementation through the Matterhorn Episode service, available as part of Matterhorn 1.4 (Nov 2012).

  Contact was also made with conference sponsors Koemei, a company offering transcription services for integration into Matterhorn.

- **Cambridge 2012:** 16-18 April 2012, Cambridge (UK)
  At this joint conference held by UNESCO's Open Educational Resources Congress (OER2012) and the OpenCourseWare Consortium (OCWC2012), Carlos Turró (UPVLC) presented transLectures in a poster session.

  Members of OCW expressed interest in the capabilities of transLectures in relation to accessibility.

- **LREC 2012 [12]:** Conference, 23-25 May 2012, Istanbul (Turkey).
  transLectures had a booth at the LREC 2012 "EC Projects Village", where Alfons Juan (UPVLC) and Yota Georgakopoulou (DDS) presented the transLectures project and its progress so far in the form of a poster and leaflets.

- **EAMT 2012 [13]:** Conference, 28-30 May 2012, Trento (Italy).
  Jesús Andrés-Ferrer (UPVLC) presented transLectures in a poster session.

  Among many other interesting interactions, JAF briefly discussed and exchanged impressions with representatives of EU-BRIDGE, a project similar to VideoLectures.NET which was also present at this conference.

- **META-FORUM 2012:** Exhibition, 20-21 June, Brussels (Belgium).
  Yota Georgakopoulou (DDS) presented transLectures in a poster session.

Although the events themselves fall outside of the M1-M12 period, resources have been dedicated during this period to securing transLectures' presence at the following events:

- **REC:all:** Pre-conference workshop, 13 November 2012, Leuven (Belgium).
  As part of the event "Lecture Capture: current best practices and future developments in universities", Carlos Turró (UPVLC) will be giving a talk entitled transLectures: tackling the translation issue in a cost-effective manner. Also, transLectures representatives (UPVLC) will be presenting the project as part of the 2012 REC:all webinar series, on 8 January 2013.

- **Media and Learning 2012:** Conference, 14-15 November 2012, Brussels (Belgium).
  Carlos Turró (UPVLC) will be in attendance.

- **IberSpeech 2012:** Conference, 21-23 November 2012, Madrid (Spain).
  A paper introducing the project and the first results obtained by UPVLC has been submitted and accepted for a poster presentation.

  A second paper was submitted (UPVLC) to the IberSpeech Audio Speech Segmentation competition, and has placed second.

- **Languages and The Media 2012** Conference, 21-23 November, Berlin (Germany).
  Davor Orlic (JSI-K4A) will be presenting transLectures at this 9th international conference on language transfer in the audiovisual media.

- **Online Educa Berlin:** Conference, 28-30 November 2012, Berlin (Germany.)
  transLectures will be present at this international conference on technology-supported learning, presenting the project in a two-hour "talking head" session (UPVLC).

Meanwhile, RWTH is currently working on getting transLectures-related papers published at upcoming conferences, in particular ICASSP 2013 and InterSpeech 2013.

3.3 transLectures workshop

K4A organised a transLectures workshop for immediately prior to the M12 project meeting in Ljubljana, on 7 November 2012. Entitled "Co-creation of Emerging Trends in Academia", it brought together students, researchers and professionals from diverse fields such as open education, lecture caption, language technologies, publication channels. Talks were also devoted to social and legal considerations.

The event was organised in joint collaboration with the OCW and the OpenCast communities and featured talks by prominent figures within these organisations, as well as other respected speakers in their fields.

By all accounts, the event was hugely successful and informative, and among the long-term impacts we expect to see increased publication of talks in the VideoLectures.net repository.

More details will be available on the transLectures website soon. In the meantime, please consult the workshop web page for a list of talks.

3.4 In the media

So far, activities in this area correspond predominantly to online press releases, and to societal dissemination.

For their part, UPVLC contacted the university's Scientific Communication and Innovation department (UCC+i) and held an interview with the regional representative of the Spanish-language press agency, Agencia EFE. Following this, non-technical articles presenting the project and the problems it addresses have appeared in the online versions of various regional (*Las Provincias, La Verdad*) and national Spanish newspapers (*ABC*), and subsequently reposted on other online news compilers.

Meanwhile, one of transLectures' industrial partners, EML, was awarded the 2012 META Seal of Recognition which generated articles in the national press (*Zeitung*), more specialist online news sites (*IDW*) and other news compilers.

Also, short video presentations of the project were featured on "Bussi", the local Valencia bus company's in-bus television service.

4 Evaluation

In this section we will evaluate the dissemination activities carried out for the transLectures project to date and consider potential areas of improvement.

4.1 Overview

As discussed in this report, the goal set for this first year of the project was to raise awareness of the transLectures project and its expected outcomes among key groups within the fields of human language technologies, education and the audiovisual industry. Although an ongoing process, the general impression among partners is that this is being achieved.

transLectures representatives have been proactive about disseminating the project at relevant events; feedback and interactions at these events have been positive and helpful; and, particularly following the results presented at the third project meeting (M12) and the input of our Advisory Board, we are better equipped to start engaging directly with end user communities, for Spanish-language transcription at least.

However, just because we have met our goals does not mean we cannot improve or even extend them. In this section we identify key areas of improvement to action over the Y2 period and beyond, most of which tie in with the focus of dissemination activities going forwards, namely, evaluation and exploitation.

4.2 Areas of improvement

Though activities are generally felt to be sufficient at this point in the project, improvements can always be made, and the majority of these improvements tie in with future dissemination strategy.

4.2.1 Online presence

One area of improvement has to do with transLectures' online presence. Its social media profiles are relatively inactive and, as a general rule, regular updates in this media are vital for a page, and the idea/concept it is broadcasting, to stay relevant.

To address this issue, coordinators have been appointed within WP7 to whom consortium members should report any forthcoming events or any particularly newsworthy (and news-friendly) results.

This will prove vital in Y2 when dissemination efforts will focus on attracting and incentivising end users to take part in the evaluation stages. The idea is to build a transLectures community, and one way to achieve this is to be more prolific in our online communications.

This also ties in with societal dissemination, where the message needs to be less technical and more "bigger picture", so we could also consider posting stories related to the broader field of education, and access to it, around the world.

4.2.2 Website

On a related note, we also need to revisit the project website because, at present, nearly a third of all traffic leaves the page after less than 30 seconds. In the first instance, we plan to proofread all sections to make the language more fluid and "readable", even by non-scientists. One idea involves limiting the content of the homepage to introducing the essence of the project, and then have tabs redirecting scientists (and other interested parties) to the technical objectives and findings. Another would be to increase the frequency of blog entries.

Meanwhile, a study of website referals (see Table 1) reveals that the sites responsible for some of the better quality referals in terms of average duration of visit and number of pages viewed are those of transLectures partners. Their importance is particularly apparent when we consider that for overall traffic to the website, 40 % of visitors stayed on the page for less than 60 seconds (and of these, 67 % stayed for less than 30 seconds).

Table 1: Top five referal sources for translectures.eu traffic during the M1-M12 period.

Source	Pages/Visit	Av. Visit Duration
translectures.eu	7.11	00:06:48
videolectures.net	4.64	00:02:14
google.com	2.47	00:01:56
ailab.ijs.si	7.00	00:04:40
cordis.europa.eu	5.14	00:09:44

One thing that stood out was that no referals came from either poliMedia or K4A, and those from VideoLectures.NET were limited to a few months in which a news story regarding transLectures was visible on the homepage. It would be beneficial, as a minimum, for the two case study sites and the project website to be mutually linked in the form of permanent homepage links. This will be actioned in Y2.

4.2.3 Feedback from conferences

A final area of improvement would be to encourage transLectures partners to report feedback/commentary from events and conferences to a centralised email address (the WP7 email group, for example). This would help with subsequent reporting and evaluation of dissemination activities and help keep partners up to date with each others' activities. It would also enable follow-up or second wave dissemination actions and provide material for updates to the website and online profiles.

5 Conclusion

To summarise, dissemination activities during this first year of the project have been about raising awareness and generating interest in the tools and technologies being developed. Two main groups of stakeholders have been targeted across three working fields: human language technologies, education and the audiovisual sector. Firstly, the scientific community, to generate interest in the innovative techniques being developed. And secondly, industry, with a view to paving the way for future exploitation. Actions have also been directed at the general public.

Looking ahead, activity will continue in all of these areas, with a particular focus on attracting and gaining feedback from end users. Steps have already been taken in this direction through the poliMedia and OCW communities and will be consolidated in Y2 with the release of an open source transcription toolkit (UPVLC). We will also be considering the distribution of transLectures tools and different business models in order to draw up the Business Plan (Task 7.2).

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