Second Workshop of the project “Elaboration of a Concept for a European Academies Internet Gateway (AGATE)”

User Involvement

Elena González-Blanco García
LINHD-UNED
email@flog.uned.es

Berlin, 16th January 2017
Who are our users?
1. Identifying users

• What do we know about users
  – Who they are (Nationality, language, gender, academic level…)
  – What they do (research interests, students, professional purposes…)
1. Identifying users

• What do we know about users
  – Who they are (Nationality, language, gender, academic level…)
  – What they do (research interests, students, professional purposes…)
1. Identifying users

- Establishing two levels of users
  - Core group of users already identified (SSH researchers, ICT experts and information specialists from European Academies) – data providers
  - Consumers – readers
1. Identifying users

- Understanding them and classifying them in different levels
  - What do they look for?
  - What do they need?
  - How can they contribute to feed our project?
  - How “digital” are they?
How to reach them
2. Communication strategy

• Different types of users and ways of reaching them
• Different ways of communication – complex strategy
• Defining AGATE added value and content curation
2. Communication strategy

• Ways of communicating
  – Publications and reports
  – Press releases
  – Newsletters
  – Social networks (twitter, Facebook)
  – Social channels (Youtube)
  – Blogs
  – Comments on the web
  – Email campaigns
Teaching and training as an strategic point
Teaching and training

• Different level of users
  – Early-stage researchers
  – Researchers
  – Professionals (librarians, archivists,…)

• Different needs and perspectives
  – PhD Thesis
  – Exhibition
  – Commercial use
  – Academy training
Teaching and training

- Different types of activities
  - Workshops, seminars and camps
  - Long-term training collaborative programs with European Academies
  - Mobility schemas for researchers
  - Specific trainings for AGATE project
    - enable participation in the AGATE project database and contribution to the Search Function
    - enable active use of contemporary methods of science communication
Strategic alliances to keep users involved and to bring new users
Strategic Alliances

- European Infrastructures: DARIAH, CLARIN
- European and International projects
- Networks: COST Actions
- Content interoperability (e.g. Europeana) and collaborative sustainable strategy
- Shared services
Specific AGATE User Involvement strategy
AGATE User strategy

• User Involvement working group
• Communication strategy
• Interface and project designing
  – UI and UX
  – Special emphasis on design
  – Beta-testing with different user communities
  – User comments and interaction (chat…).
email@flog.uned.es
url: http://linhd.uned.es
@linhduned