



ADAPTive player-centric serious video gaMES

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## TABLE OF CONTENTS

<b>EXECUTIVE SUMMARY</b> .....	<b>4</b>
<b>1 BRIEF OVERVIEW OF RESEARCH PROJECT IN REGARD TO DISSEMINATION</b> .....	<b>5</b>
<b>2 DISSEMINATION LEVEL AND AUDIENCE</b> .....	<b>8</b>
2.1 Needs of project realization .....	8
2.2 Project's problems .....	9
2.3 Expected results .....	10
2.4 Target audience.....	11
<b>3 COMMUNICATION CHANNELS</b> .....	<b>13</b>
1.1 Web-based communication channels .....	14
1.2 Offline communication channels.....	14
<b>4 COMMUNICATION MATERIALS AND OUTREACH ACTIVITIES</b> .....	<b>17</b>
4.1 Research articles .....	17
4.2 Presentation at scientific conferences and invited talks .....	18
4.3 Guest editing of a research journal special issue .....	19
4.4 Video materials .....	19
4.5 Project presentations and public demonstrations.....	19
4.6 Project Web site.....	20
4.7 Project leaflet and poster .....	21
4.8 Project blog .....	21
4.9 Press releases .....	21
4.10 Social media content .....	22
<b>5 IMPACT</b> .....	<b>23</b>
<b>6 CONCLUSIONS</b> .....	<b>25</b>
<b>7 REFERENCES</b> .....	<b>26</b>

## EXECUTIVE SUMMARY

The present document outlines a Detailed Dissemination Plan for the ADAPTIVES project. It is developed in accordance with the ADAPTIVES project proposal fixed in Annex A of the contract. The document starts with an expose of the dissemination activities and its communication model and continues with the dissemination strategy to be employed throughout project execution, and as well, after project accomplishment. The dissemination strategy includes definition of innovation results and their dissemination level and target audience, namely what and how will be disseminated and who is to be the intended audience. Next, the plan deals with communication channels used for dissemination the ADAPTIVES results – both online and offline. The deliverable describes in detail the communication messages, namely planned research publications in scientific peer reviewed journals and international conferences including a planned timeline of publications and various others dissemination outreach activities with description of each dissemination method and the associated tools. For each communication message, exact timing is provided. Special attention is put on the effect of each communication, i.e. on its dissemination impact.

## 1 BRIEF OVERVIEW OF RESEARCH PROJECT IN REGARD TO DISSEMINATION

The **ADAPTIVES (ADAPTive player-centric serious video gaMES)** project was proposed to the FP7-PEOPLE-2013-IEF call, within the topic Marie Curie Intra-European Fellowships for Career Development (The Marie Curie Actions), which makes a part of Activity 2: Life-Long Training and Career Development. As indicated within the Guide for Applicants (Call-Specific) for the Marie Curie Actions – 2013, the main activities of an intra-European fellowship include a training-through-research proposed by the experienced researcher together with the host organization.

ADAPTIVES aims at investigating how cognitive abilities, psycho-emotional processes and playing style can be used as a basis for realization of efficient and effective player-centric adaptivity in serious games. Cognitive abilities and performance will be tracked while player performs creative and challenging tasks. On other side, psycho-emotional status and processes and playing style are going to be assessed by means of non-intrusive behavioral measuring techniques as gestures and interaction patterns, physiological reactions and navigation control. Research findings are expected to address behavioral patterns, correlation between them and methods for adaptation control, all utilized by a game adaptivity framework linked to the real time 3D graphics engine of Brainstorm Multimedia. The framework will be integrated in serious video games targeted to entrepreneurial education. Via a field trial of playing the game by students in entrepreneurship, the project will validate the expected efficiency of adaptation control based on these essential mental characteristics of the player.

As well, this **Detailed Dissemination Plan (DDP)** is created with accordance to the **Personal Career Development Plan (PCDP)**, which is to be developed by the experienced researcher and his supervisor – in order to facilitate provisioning the research training program and realization of scientific objectives according to the needs of the experienced fellow. During the project development, this PCDP will serve as a tool for monitoring the execution progress of the research training program for achieving the planned levels of professional development. On the other hand, DDP will be used for tracking the dissemination progress and mid-term and final reporting about the ADAPTIVES project's execution.

For creating the present DDP, three specific guidelines have been followed as instructional directions:

- 1) the EU's five-stage model for dissemination and exploitation [1]:
  - Well-defined rationale about and objectives of all dissemination issues;

- Analysis aiming at identification of project results needed to be disseminated, the target audiences and respective initiatives;
  - Definition of appropriate organizational approaches for given stakeholders and resources allocation;
  - Implementation of dissemination strategy outlining dissemination and exploitation activities;
  - Monitoring and evaluating the effects of the dissemination activities;
- 2) The 2013 Guide for applicants (specific part, Annex 4), Marie Curie Actions [2]
  - 3) The Plan for the Exploitation and Dissemination of Results in Horizon 2020 [3]

The present document outlines a Detailed Dissemination Plan for the ADAPTIMES project. It is developed in accordance with the ADAPTIMES project proposal fixed in Annex A of the contract [4]. The document is structured following the Lasswell communication model [5] which includes five stages (or parts) as presented in fig. 1: communicator, message, channel, receiver, and effect produced by the communication.



Fig. 1: The Lasswell communication model

The first, second and fourth parts are defined within the next chapter, which outlines the dissemination strategy to be employed throughout project execution and as well, after project accomplishment. The dissemination strategy includes definition of innovation results and their dissemination level and audience, namely what and how will be disseminated and who is the intended audience. The third chapter deals with communication channels used for dissemination the ADAPTIMES results – both online and offline. The fourth chapter will describe in detail the communication messages, namely planned research publications in

scientific peer reviewed journals and international conferences including a planned timeline of publications and various others dissemination outreach activities with description of each dissemination method and the associated tools. For each communication message, exact timing is provided. Chapter 5 is dedicated to the effect of this communication, i.e. to the dissemination impact. Finally, the conclusions chapter summarizes all the dissemination efforts.

## 2 DISSEMINATION LEVEL AND AUDIENCE

Dissemination was defined as “the means through which research results are presented to the public” [6]. Rogers [7] recognizes four immanent element of each dissemination process:

- Innovation results
- Dissemination channels
- Timeline planning
- People and communities as components of the social system target

According to the plan for the exploitation and dissemination of results in Horizon 2020, a good strategy for knowledge management, protection, exploitation and dissemination of results should answer the following six questions [3]:

- 1) What kind of needs does the project respond to?
- 2) What kind of problem the proposed solution will solve and why this solution will be better than existing ones and in which areas?
- 3) What new knowledge (results) the project will generate (assessment of the state of the art)?
- 4) Who will use these results?
- 5) What benefits will be delivered and how much benefit?
- 6) How will end users be informed about the generated results?

The present sub-sections outline (1) needs and (2) problems to be solved by the ADAPTIVES project. Next, the expected results from project realization will be presented (3). The thirds sub-section deals with description of the target audience (4), i.e. “Who will use these results?”. The next section of the document is dedicated to the communication channels planned for the project, followed by the dissemination products. Finally, the chapter about the impact will clarify what benefits will be delivered and how much benefit.

### 2.1 Needs of project realization

Here, an answer to the question “What kind of needs does the project respond to?” is going to be given.

Adaptation and adaptivity are two principles of great importance, which are valid not only for floral and animal species but also to the human beings, social life, business development, etc. During last decades, there is observed a steadily increasing interest to adaptive software platforms dedicated to domains such as real time applications, parallel computations, technology enhanced learning and many more. Modern research in video game construction and development also



addresses adaptation. See ADAPTIVES Deliverable 1 for a detailed review and comparative analysis of modern models, methods and techniques for player-centric adaptation.

From the time of its formulation, the ADAPTIVES project appears at the stage just in time, when game developing companies pay more and more attention to introducing adaptivity mechanisms of dynamic changing of game mechanics according to some player features. Effective implementation of adaptable player-centric serious games will increase tremendously player satisfaction and addiction to games and, therefore, will contribute to the private sector and increase company competitiveness by applying such games in various areas of both commercial and social interest. For example, adaptive platforms for technology enhanced game-based education such as ADOPTA [8] do need not only adaptation of courseware delivery related to learner models but as well adaptivity mechanisms within the games enabling much more effective learning progress.

## 2.2 Project's problems

This subsection tries to answer to the question "What kind of problem the proposed solution will solve and why this solution will be better than existing ones and in which areas?".

According to the project proposal [4], ADAPTIVES research work plans to address three major groups of problems – scientific, applicative and educational. These problem groups may be summarized from three different points of view, as follows:

- *from scientific point of view* - the researcher is going to perform a critical comparative analysis of existing player models, methods and techniques for measuring cognitive and reflexive skills and abilities, affective/emotional status and processes, playing style and absolute and relative playing performance. The analysis results will be used as a base for conceiving an enhanced player character model and for realization of effective adaptivity of game mechanics according to dynamic changes of these features of the player model. Novel methods for dynamic extracting the player characteristics by non-intrusive behavior measurement will be designed;
- *from application point of view* - the fellow plans to design and implement a software framework for adaptive control of game mechanics based on the enhanced player character model and, next, to utilize it for implementation of adaptive player-centric applied (i.e., serious) video game using the real time 3D game engine of Brainstorm.
- *from educational point of view* - the serious video game will be used as a mean for practical training in entrepreneurship education and, therefore, for fostering entrepreneurial creativity. The project will also contribute

greatly to the private sector – Brainstorm will develop a special plan for exploitation of game adaptivity.

The scientific, applicative and educational problems (as given over) are expected to determine the main contributions of ADAPTIVES, as described in the following sub-section.

## 2.3 Expected results

This subsection answers to the question about the strategy “What new knowledge (results) the project will generate (assessment of the state of the art)?”.

In regard to a detailed dissemination plan, it is important to determine the mayor scientific and practical results with will be subject of dissemination. Therefore, there will be outlined two groups of research results:

### A. Scientific results

- a. Comparative analysis of modern models, methods and techniques for player-centric adaptation
- b. Enhanced model of player character suited for game adaptation control
- c. Methods of adaptation control by implicit derivation of the player character during the game play
- d. Evaluation of initial field trial and analysis of the effectiveness of the achieved adaptivity
- e. Evaluation of the second field trials and final analysis of adaptivity effectiveness

### B. Practical results

- a. Software framework for player-centric game adaptation control
- b. Initial and final game prototype
- c. Demonstrators of initial and final game prototype

Both these groups of project resources will be disseminated to ADAPTIVES by means of various such as:

- Public project deliverables – to be published on the project Web site;
- Research article – to be published in peer-reviewed journal and international conference, in English and Bulgarian languages;
- E-content of Web site, blogs, video materials and presentations – available online
- Project leaflet – to be spread on any forums

Anticipated publications and conference/workshop attendance or seminar presentations depend strongly on the research results obtained throughout the project. ADAPTIVES envisages research and development activities as specified in Table 1.

Table 1: Research and development activities of ADAPTIVES

No	Activity title	WP No.	Mile-stone	Dead-line <sup>1</sup>
1	Comparative analysis of modern models, methods and techniques for player-centric adaptation	1	M1	3
2	Enhanced model of player character suited for game adaptation control	2	M2	7
3	Methods of adaptation control by implicit derivation of the player character during the game play	2	M3	11
4	Software framework for player-centric game adaptation control	4	M3	11
5	Development of initial game prototype	5	M4	15
6	Initial field trial of the game prototype and demonstration	6	M5	18
7	Evaluation report of initial field trial and analysis of the effectiveness of the achieved adaptivity	7	M6	20
8	Development of final game prototype	5	M7	21
9	Final field trial and demonstration	6	M8	23
10	Evaluation of the second field trials and final analysis of adaptivity effectiveness	7	M9	24
11	Creation of detailed dissemination plan	1	n.a.	4
12	Project Web site and leaflet	8	n.a.	12

The project resources will be addressed to target audience of several types as identified below.

## 2.4 Target audience

This subsection is dedicated to question about the expected audience “Who will use these results?”. Besides the expected audience, it deals with the problem

<sup>1</sup> Measured in months from the project start date.

how to disseminate the project's concepts and results and attract interest of identified target groups, inducing their involvement and active feedback.

The ADAPTIMES dissemination strategy aims to raise awareness of its developed player-centric model, adaptation technologies for affective, style and performance adaptation and their video game application among the various stakeholders of both the entertainment and applied game communities. They can be outlined in several audience target groups, namely:

- industrial stakeholders – industry organizations providing products, solutions, and services for design, development and distribution of video games;
- scientific community – researchers involved in study of new methods and technology for video game design and adaptive gameplay;
- education community – professors and teachers working in the area of game-based learning as, as well, students using applied games as teaching tool;
- gamers community – gamers interested in adaptive gameplay;
- general public – people interested in video games' development.

A multi-dimensional dissemination approach with various online and offline communication tools is conceived, with adaptation to each one of the respective target groups. It includes but is not restricted to the following:

- Papers at leading peer-reviewed conferences and journals;
- Participation in program committees and editorial boards;
- Presentation of project results (including demonstrations) at various forums including industrial-oriented events;
- Active use of online electron channels such as project Web site, Web sites of Brainstorm and Faculty of Mathematics and Informatics at Sofia University St Kliment Ohridski; YouTube video channels, SlideShare presentations, and project blog;
- Presentation of the project in a public media.

It follows description of the communication channels planned to be used during project execution and after its finish.

### 3 COMMUNICATION CHANNELS

Communication was always concerned as an issue affecting social change [8]. For realization of an efficient communication, institutions and individuals need to apply a correct and functional communication model.

Communication channels are an essential part of any communication model. As shown in fig. 1., the Lasswell communication model [5] includes the channel in the middle of its five stages: communicator, message, channel, receiver, and effect produced by the communication, i.e. the impact. Another popular model of communication is the Berlo's SMCR model [9], which names is abbreviate of Source-Message-Channel-Receiver, as shown in fig. 2. Obviously, it is similar to the Lasswell communication model but with omission effect (impact) produced by the communication. In fact, the ADAPTIVES communication channel will engage the first three types of communication channels dealing with seeing, hearing and touching (the last goes for the field trial game demonstrators).

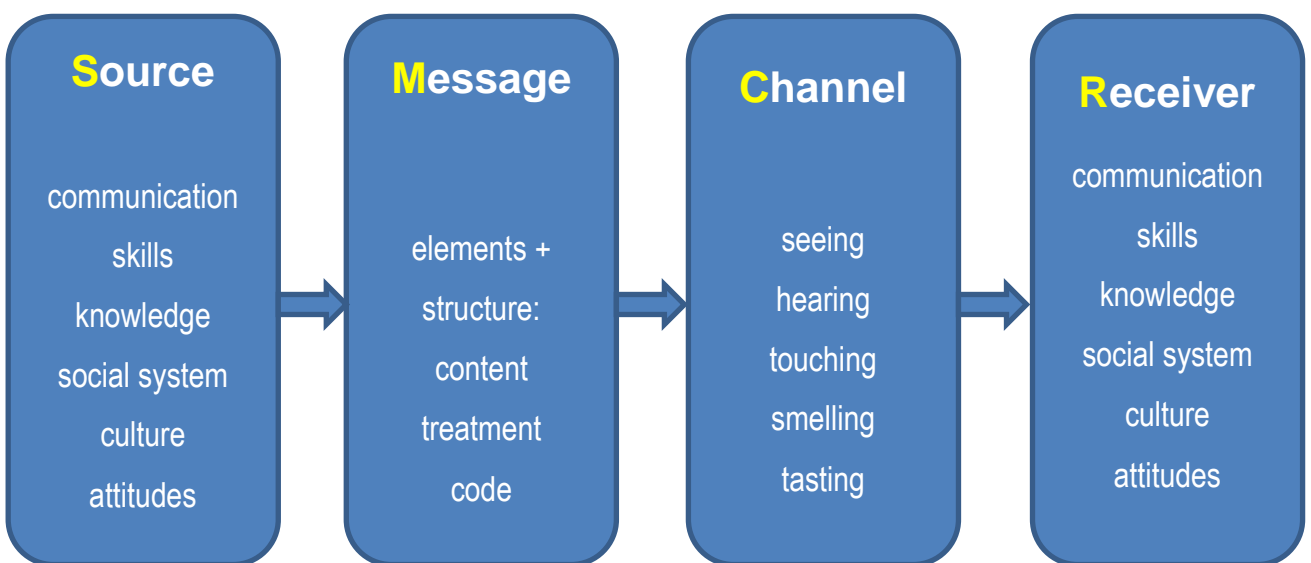


Fig. 2: The Berlo's SMCR model of communication

It follows description of ADAPTIVES communication channels, developed in two main groups:

- 1 Internet or, more precisely, Web-based communication channels
- 2 Offline communication channels – may be additionally represented through the Web but not are Web-based

### 3.1 Web-based communication channels

ADAPTIMES envisages use of various Web-based communication channels, as follows:

- The YouTube portal for sharing video materials about public demonstrations
- The SlideSharing portal for sharing project presentations
- Project Web site – accessible by any popular browser like Google Chrome, MS Explorer and Mozilla Firefox;
- Project blog channel;
- Social media sites like LinkedIn and Google+.

For a worldwide dissemination of ADAPTIMES outcomes, the Web-based communication channels will be mostly important.

### 3.2 Offline communication channels

ADAPTIMES addresses use of several predominantly offline communication channels, such as:

A. *Peer reviewed journals in video games with good visibility* – such as these titles:

- 1.1 IEEE Transactions on Visualization and Graphics (TVCG)
- 1.2 IEEE Transactions on Computational Intelligence and AI in Games
- 1.3 IEEE Transactions on Pattern Analysis and Machine Intelligence
- 1.4 ACM Transactions on Economics and Computation
- 1.5 ACM International Journal of Computer Games Technology
- 1.6 The International Journal of Computer Game Research (Game Studies)
- 1.7 Journal of Computer Graphics Techniques (JCGT)
- 1.8 Computers & Education
- 1.9 Games and Culture
- 1.10 Interactive Learning Environments
- 1.11 Personal and Ubiquitous Computing
- 1.12 ACM Transactions on Intelligent Interactive Systems

B. *Peer reviewed journals in education technologies with good visibility* – such as these titles:

- 2.1 CyberPsychology & Behavior

- 2.2 Cognitive and Behavioural Practice
- 2.3 International Journal of Cognition and Technology
- 2.4 Educational Psychologist
- 2.5 Learning and Instruction
- 2.6 Journal of Educational Psychology
- 2.7 Cyberpsychology, Behavior, and Social Networking
- 2.8 Journal of Technology in Human Services
- 2.9 Educational Psychology Review
- 2.10 British Journal of Educational Technology (BJET)
- 2.11 ETD&R - Educational Technology Research and Development
- 2.12 ACM Journal on Educational Resources in Computing

*C. International education conferences – such as:*

- 3.1 IEEE Frontiers in Education Conference (FIE)
- 3.2 IEEE Global Engineering Education Conference
- 3.3 IEEE International Conference on Technology for Education
- 3.4 IEEE EDUCON
- 3.5 IEEE International Conference on MOOC, Innovation and Technology in Education
- 3.6 IEEE International Conference on Teaching, Assessment, and Learning for Engineering (TALE)
- 3.7 ACM Annual Conference on Innovation and Technology in Computer Science Education
- 3.8 Human-Computer Interaction International Conference
- 3.9 International Conference on Education & Educational Psychology
- 3.10 Int. Conf. on Education and New Learning Technologies (EDULEARN)

*D. International Computer Game and Game-Based Learning conferences – such as:*

- 4.1 IEEE Conference on Computational Intelligence in Games (CIG)
- 4.2 IEEE Games Innovation Conference (IGIC)
- 4.3 ACM SIGGRAPH
- 4.4 ACM SIGGRAPH Symposium on Interactive 3D Graphics and Games
- 4.5 ACM CHI Conference on Human Factors in Computing Systems

- 4.6 Serious Games and Social Connect Community
- 4.7 ARCS (ARchitecture of Computing Systems)
- 4.8 PerCom (Pervasive Computing)
- 4.9 BSN (Body Sensor Networks)
- 4.10 Bio-inspired Algorithms in Games (EvoGAMES)
- 4.11 European Conference on Games Based Learning (ECGBL)
- 4.12 Foundations of Digital Games (FDG)

*E. Bulgarian journals in ITC (with regard of project promotion at national level):*

- 5.1 Journal Avtomatika i Informatika
- 5.2 Journal of Information Technologies and Control (ITC)
- 5.3 Serdica Journal of Computing
- 5.4 Comptes rendus de l'Académie bulgare des Sciences

*F. Project leaflet (first project year)*

*G. Press release in a Bulgarian newspaper*



## 4 COMMUNICATION MATERIALS AND OUTREACH ACTIVITIES

The ADAPTIVES project envisages various types of communication messages and outreach dissemination activities. The section will outline and set time deadlines for research articles, presentations at scientific conferences and invited talks, guest editing of a research journal special issues, video materials, project presentations and public demonstrations, project Web site, project leaflet and poster, project blog, press release, and social media content.

### 4.1 Research articles

The project research is planned in the area of investigation and practical implementation of principles, models, methods and techniques for realization of adaptive player-centric video games.

Anticipated publications and conference/workshop attendance or seminar presentations depend strongly on the research results obtained throughout the project. ADAPTIVES planned deliverables are given in Table 2, including their type and deadline.

Table 2: ADAPTIVES deliverables

No	Activity title	Type <sup>2</sup>	Dead-line <sup>3</sup>
1	Comparative analysis of modern models, methods and techniques for player-centric adaptation	R	3
2	Enhanced model of player character suited for game adaptation control	R, P	7
3	Methods of adaptation control by implicit derivation of the player character during the game play	R, P	11
4	Software framework for player-centric game adaptation control	O	11
5	Development of initial game prototype	O	15
6	Initial field trial of the game prototype and demonstration	E	18
7	Evaluation report of initial field trial and analysis of the effectiveness of the achieved adaptivity	R	20
8	Development of final game prototype	O	21

<sup>2</sup> R - report, P - paper, E - event, O - other

<sup>3</sup> Measured in months from the project start date.

9	Final field trial and demonstration	E	23
10	Evaluation of the second field trials and final analysis of adaptivity effectiveness	R, P	24
11	Creation of detailed dissemination plan	R	4
12	Project Web site and leaflet	O	12

Results of Deliverables No. 1, 2, 3, 4, 7 and 10 are planned to be published in 5 scientific articles (activity No.11 will produce a detailed dissemination plan). There are given below together with anticipated deadline:

- peered journal articles – 3
  - Review of modern models, methods and techniques for player-centric adaptation (D1) – until project month 15
  - Player character modeling for game adaptation - until project month 17
  - Evaluation results of the second field trials and final analysis of adaptivity effectiveness - until project month 24
- conference papers – 2
  - Review of serious video games and their application in given domain (entrepreneurship or cultural heritage) - until project month 14
  - A paper about the initial field trial of the game prototype - until project month 16

As well, in order to disseminate project results in Bulgarian language, the dissemination plan envisages one paper in Bulgarian research journal, in Bulgarian, no later than month 18.

## 4.2 Presentations at scientific conferences and invited talks

The ADAPTIVES project addresses an interdisciplinary problem field concerning creation of adaptive player-centered games and practical experience in adaptive applied games in entrepreneurship. Some of the results will be presented at scientific conferences and within invited talks, namely:

- "Trends and Challenges in Digital Games and Entertainment Evolution", given at the 7th Int. Conf. on Game and Entertainment Technologies 2014, 15–17 July, Lisbon, Portugal, <http://gaming-conf.org/oldconferences/2014/keynote-speakers> (passed event)
- Presentation of serious video games and their application in given domain (entrepreneurship or cultural heritage) - until project month 14

- A paper about the initial field trial of the game prototype - until project month 16

In the end of all articles, an acknowledgement section will be put with the following text: "*The research leading to these results has received funding from the People Programme (Marie Curie Actions) of the European Union's Seventh Framework Programme FP7/2007-2013/ under REA grant agreement n° 624184.*"

### **4.3 Guest editing of research journal special issues**

Acting as guest editor of a research journal special issue always provides good dissemination opportunities thanks to creating many contacts in academic circles. The fellow is already invited to be a guest editor of a special issue of *Interactive Technology and Smart Education*<sup>4</sup> (ISSN: 1741-5659) on "Video games as an interactive tool for smart education".

### **4.4 Video materials**

In execution of ADAPTIVES project, there will be produced several videos representing demonstrators of initial and final game prototype, with deadlines as follows:

- Video about initial game prototype – no later than month 19
- Video about final game prototype – no later than month 22

All the videos (these cited above plus additional intermediate videos) will be published on a dedicated channel at YouTube<sup>5</sup>. A link to them will be available at the project Web site.

### **4.5 Project presentations and public demonstrations**

Several MS PowerPoint presentations will be created throughout the ADAPTIVES project execution. Their number cannot be specified at the present moment, however, at least three presentations will be created for the scientific conferences and invited talks. Other materials will be created for presenting project results at other organizations – both academic and industrial, as follows:

- Two workshops – at Sofia University and at Plovdiv University (Bulgaria) – ; duration - about 2 hours; deadline - by month 8; with preliminary program such as that one:
  - (1) Presentation of ADAPTIVES;
  - (2) Discussion 1;

<sup>4</sup> [http://www.emeraldgroupublishing.com/products/journals/call\\_for\\_papers.htm?id=6135](http://www.emeraldgroupublishing.com/products/journals/call_for_papers.htm?id=6135)

<sup>5</sup> <https://www.youtube.com/>

(3) Demonstration and game sessions;

(4) Discussion 2;

(5) Closing and acknowledgements

- PEEP (Portugues Entrepreneurship Education Platform, <http://www.peep.pt/?lang=en>) - until month 10;
- Presentation aiming at knowledge transfer to/from the RAGE (Realising and Applied Gaming Eco-system) project<sup>6</sup> - at the project meeting in Lisbon - until month 14
- Project presentation at the CONEEECT<sup>7</sup> Entrepreneurship Training Week - until month 12
- Dep. of Psychology at Univ. of Valencia (hosted by Prof. Dr. Maria Rosa Baños) - until month 15
- Russafa Innova<sup>8</sup>, Valencia, Spain - for finding possible ways of using the ADAPTIVES video game together with the ORUE platform for virtual/social currency (contact: Enric Montesa)
- LabHuman<sup>9</sup> at Univ. Polytechnic of Valencia (hosted by Prof. Dr. Mariano Alcarñiz) - until month 18

Thus, ADAPTIVES anticipates no less than 9 presentations (three at conferences and six at organizations). All the presentations will be published as shareable documents at SlideShare<sup>10</sup>.

#### 4.6 Project Web site

The project Web site will be available at <http://adaptimes.eu/>- specially purchased for four years for the purpose. The ADAPTIVES Web site will contain content about the project, the research fellow, the hosting organization, the work packages, and project events, as well. All the project deliverables, presentations, videos and public papers will be downloadable through the Web site.

For emphasize the project identity, the project logo will (fig. 3) will be places on all the Web site pages, templates for deliverables and presentations, leaflet, posters, etc.

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<sup>6</sup> <http://rageproject.eu/>

<sup>7</sup> <http://coneeect.eu/>

<sup>8</sup> <http://monedasocialorue.org/>

<sup>9</sup> <http://www.labhuman.com/en>

<sup>10</sup> <http://www.slideshare.net/>



Fig. 3: Project logo

As planned, the project Web site will be operational no later than project month 12. It will be steadily updated by the research fellow on monthly base or when necessary.

Besides the project Web site, ADAPTIMES will be represented at the Web sites of Brainstorm (the hosting institution) and the Dep. of Software Technology at Sofia University St Kliment Ohridski (the home institution).

#### **4.7 Project leaflet and poster**

ADAPTIMES plans to develop a project leaflet (two pages in format A5, with three columns per page, color printing) no later than project month 12. The leaflet will be distributed at any conference or forum, where the fellow will take part.

As well, a project poster will be prepared for the Researchers Night or at the Bulgarian Entrepreneur Day (<http://ede.uni-sofia.bg/>) event, where the fellow is going to act as Marie Curie ambassador.

#### **4.8 Project blog**

A project blog will be created no later than month 13. The fellow will post in this blog regularly postings about project progress, open issues and problems, no less than twice per month.

#### **4.9 Press releases**

ADAPTIMES will also be popularly announced through press releases:

- an article in a Bulgarian or Spanish newspaper (no later than month 22) discussing inter-disciplinary features and innovative results of the project and how these results can benefit the general public
- Brochure FACES about the Bulgarian Marie Curie fellows and their projects - expected to appear by September 2015.

Thus, the press releases, together with the Researchers Night event, will serve as another instrument to promote the project and the benefits to the organisations from the Marie Curie action.

#### **4.10 Social media content**

Appropriate content about ADAPTIVES goals and achievements will also be released and published in popular social networking sites such as LinkedIn and Google+.

## 5 IMPACT

The planned dissemination is expected to bring several desired outcomes, such as:

- Well distributed understanding and acceptance of the project results and their benefits;
- Practical experience with adaptive gaming at target audience, as far in using the adaptive framework and it’s methods;
- Personal understanding of inter-cultural and inter-sectoral organization, training, reflection, communication, and learning;
- Impact on the fellow’s prosper career, research attitudes and professional behavior.

The transnational and inter-sectoral nature of the project determines many important issues about research development and further cross-cultural capabilities of the fellow. The expected impact will extend beyond the planned outcomes, by following the six stage model as presented in Table 2.

Table 2: The six stage model [10]

Survey of demand & a good idea	⇒	Plan project & dissemination	⇒	Develop product or service	⇒	Test & use the results to improve quality	⇒	Improve & document changes	⇒	Transfer results & market	⇒	Benefit for end user
The users of the product or service are involved from the beginning		New methods are continuously developed and disseminated		Good practice from the development project is disseminated		Quality system is based on shared learning in mutual interaction building capacity		Partnership strengthens through continuing dialogue producing better quality		Outcome achieved with sustained impact		<b>Impact extends beyond the planned outcome</b>
Idea is tested with core partners		Project plans worked out with partners & significant others		Development work with partners & their network		Improved quality acts as a means of change in actors		Learning and reports tested with partnership		Outcome leads to new processes & projects		<b>Impact extends beyond the planned outcome</b>

Effective execution of outreach activities supposes the applicant will reach the game community of researchers, software developers and end users in a

successful way. The essential issues here are what activities are planned in order to enhance the fellow outreach efforts and, next, when, where and how should be they exercised. In this regard, several key steps to success should be addressed:

- Determination of community needs and priorities – the applicant should research for surveys conducted with focus groups and for interviews with game community leaders;
- Focus at target audience – the fellow is going to identify more community leaders in entrepreneurship and entrepreneurial education and, as well, serious game demographic issues;
- Considering potential partnerships – e.g., among local game societies and organizations in Bulgaria and Spain.
- Developing further action steps.

Execution of the present dissemination plan is expected to have a strong impact on the further, long-term career development of the research fellow. They are stretching new directions of his future professional development that would benefit from additional advanced scientific research and practical works in the area of video games. In order to progress in his academic career as an experienced researcher in the field of adaptive game models and practical case studies, the researcher would obtain great added value from working at a highly organized R&D environment such as Brainstorm S.L. His professional expertise will be augmented also by training in construction and application of modern video games, which is premise for successful completion of the practical experiments in the second year of the project.



## 6 CONCLUSIONS

The present document addressed a plan for dissemination efforts within execution of the ADAPTIVES FP7 Marie Curie project. The dissemination activities discussed here are not only about presenting project outcomes to a particular target group but are rather steps of extensive influencing to adopt innovativeness and the idea of adaptive game-based learning. It sets to the fellow clear dissemination objectives and timeline for spreading information on the project results in a comprehensible and effective way. It plans many interactions important for changing people's attitudes towards the disseminated message and for receiving relevant feedback.

The applicant is hardly committed to organize and perform any other outreach activity which will be helpful in direct or implicit way for the proposed research mobility and, therefore, for long lasting academia-industry collaboration with essential contributions to the private sector.

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