PARTHENOS

Pooling Activities, Resources and Tools
for Heritage E-research Networking,
Optimization and Synergies

Third Year Communication Report, and Updated Communication Plan

KNAW-NIOD, PIN, FHP

30 July 2018

HORIZON 2020 - INFRADEV-4-2014/2015:

Grant Agreement No. 654119

PARTHENOS

Pooling Activities, Resources and Tools for Heritage E-research Networking, Optimization and Synergies

Third Year Communication Report, and Updated Communication Plan

Deliverable Number	8.5
Dissemination Level	Public
Delivery date	30 July 2018
Status	Final
Author(s)	Frank Uiterwaal Petra Drenth Stefano Sbarbati Sheena Bassett Claus Spiecker

Project Acronym	PARTHENOS
Project Full title	Pooling Activities, Resources and Tools for Heritage E-research Networking, Optimization and Synergies
Grant Agreement nr.	654119

Deliverable/Document Information

Deliverable nr./title	8.5 Third Year Communication Report, and Updated Communication Plan
Document title	Third Year Communication Report, and Updated Communication Plan
Author(s)	Frank Uiterwaal Petra Drenth Stefano Sbarbati Sheena Bassett Claus Spiecker
Dissemination level/distribution	Public

Document History

Version/date	Changes/approval	Author/Approved by
D1 20/07/2018	First draft	Frank Uiterwaal (with input from SS, CS and PD)
V1 25/07/2018	First full version	Frank Uiterwaal (with input from SS, CS, PD and SB)
Final 30/07/2018	Final review	SB, FN

Table of contents

1 Executive Summary

This deliverable presents the work of PARTHENOS Work Package (WP) 8 "Communication, dissemination and outreach" during the third year of the project (May 2017-April 2018). The document builds on three earlier deliverables; D8.2 *Initial Communication Plan* was produced in July 2015 and laid the foundation for our communication, dissemination and outreach strategy. While constantly adjusting our approach to the evolving project status, two updated versions to that document were produced: the first time in July 2016 – D8.3 *First Year Communication Report, and Updated Communication Plan* – and the second time in July 2017 – D8.4 *Second Year Communication Report, and Updated Communication Plan*. Whereas the *Initial Communication Plan* presented an overall dissemination and communication strategy, and provided a detailed plan of relevant activities for the project's first year, *The First Year Communication Report* and the *Second Year Communication Report* reflected on the implementation of the *Initial Communication Plan* during the project's first and second twelve months, proposed minor corrections to the overall strategy, and set out our plans for each oncoming year. Likewise, D8.5 reflects on the activities and results of WP8 work as conducted over the third year of the project (M25-M36) and describes the plans for the oncoming last year of PARTHENOS. In D8.6 (due month 48), we will reflect on all communication activities from the start to the end of the project.

The general objectives of PARTHENOS WP8 are to:
- disseminate effectively the project goals and outcomes;
- set up efficient tools for the communication towards various stakeholders (scientific communities, professionals, decisions makers, public, etc.);
- exploit synergies in liaisons and collaborations.

The present document demonstrates that we generally continue to meet our objectives in running communication *operations*. At the same time, it also illustrates how we have shifted the focus of our message to the products and services PARTHENOS has already developed and is developing. The document presents an overall assessment of both the success of our existing communication and dissemination strategy, as well as necessary

revisions, resulting from our development towards this more sustainable information structure (section 3). Also, all relevant dissemination and communication activities in the third year are reported on in greater detail (section 4). Additionally, a quantitative assessment of our activities against the evaluation criteria set in the *Second Year Communication Report* is provided (section 5). Finally, the deliverable outlines our detailed plans for the next twelve months (section 6) and establishes revised evaluation criteria for this period (section 7).

2 Introduction

The PARTHENOS project is premised upon a collaboration of sixteen partners from nine European countries, comprising the two European Strategy Forum on Research Infrastructures (ESFRI) European Research Infrastructure Consortia (ERICs) active in the broad fields of the humanities – DARIAH and CLARIN – as well as institutions active in European research infrastructure projects – ARIADNE, CENDARI, CHARISMA/IPERION-CH, EHRI and DCH-RP. Marshalling such a comprehensive consortium, the PARTHENOS projects aims to:

- increase the cohesion of research sectors in the field of Language Studies, Digital Humanities, Cultural Heritage, History, Archaeology and related fields;
- define and implement common guidelines and best practices enabling cross-discipline data curation policies;
- establish a vision about shared virtual research methods for humanities supported by foresight studies;
- mainstream standardization and interoperability in order to support data sharing and re-use;
- develop common tools for data oriented services.

All these high-level aims are critically dependent upon successful collaboration between disparate infrastructures to increase their cohesion, interdisciplinarity and interoperability. Therefore, a coordinated and comprehensive approach to dissemination and communication is crucial for the project to achieve its aims and to maximise its impact.

Work package (WP) 8 is charged with planning, coordinating and implementing all of the project's communication and dissemination activities. In month three of the project, it delivered a comprehensive *Initial Communication Plan*[1] that:

- set out PARTHENOS' overall communication and dissemination strategy;
- identified the project's stakeholder communities;

---

[1] See Reto Speck et al. "D8.2 Initial Communication Plan", *PARTHENOS Deliverable*, July 2015, available at http://www.parthenos-project.eu/Download/Deliverables/D8.2_Initial_Communication_Plan.

- presented a set of core communication messages;

- analysed the communication resources available to the project;

- described the project's own communication channels and dissemination materials that are to be produced by the project;

- listed external dissemination opportunities;

- and set evaluation targets for the first twelve months.

This plan was revised and expanded in the deliverables *First Year Communication Report*[2], submitted in M15, and *Second Year Communication Report*, submitted in M27.[3]

The present document reports on the implementation of the revised plan during the third year of the project (May 2017 - April 2018) and contains the planning of communication and dissemination activities for the fourth and last year (May 2018 - April 2019). Hence, special emphasis will be placed on how the project has adjusted its general message and website by shifting the focus from strategy and mission to implementation and products. Also, as in previous reports, the deliverable presents an overall assessment of the success of our existing communication and dissemination strategy, including necessary revisions (section 3); reports in detail on all relevant dissemination and communication tasks in the third year (section 4); provides a quantitative assessment of our activities against the evaluation criteria set in the *Second Year Communication Report* (section 5); and finally outlines our detailed plans for the fourth year, the last twelve months of the project (section 6). Lastly, it lists revised evaluation criteria for the final year of PARTHENOS (section 7).

---

[2] See Reto Speck et al. "*D8.3 First Year Communication Report, and Updated Communication Plan*", *PARTHENOS Deliverable*, July 2016, available at http://www.parthenos-project.eu/Download/Deliverables/D8.3-First_year_communication_report_and_updated_plan.pdf.

[3] See Reto Speck et al. "*D8.4 Second Year Communication Report, and Updated Communication Plan*", *PARTHENOS Deliverable*, July 2017, available at http://www.parthenos-project.eu/Download/Deliverables/D8.4_Second_Year_Communication_Report.pdf.

3 Revisions to communication and dissemination strategy

The overall communication and dissemination strategy outlined in sections 3-6 of the *Initial Communication Plan* and revised in section 3 of the *First Year Communication Report* and the *Second Year Communication Report* continues to serve the project well. As will be shown in more detail in section 5, following this strategy has enabled us to reach, and even exceed, most of the targets set for the past 36 months, including the targets which were missed in the *Second Year Communication Report*.

In this section, we will recapitulate in brief the main elements of our overall strategy – objectives, high-level communication and dissemination principles, stakeholder groups and tailored messages – and indicate, where relevant, necessary adjustments and revisions to the initial strategy.

3.1 Overall objectives

The PARTHENOS Description of Action defines three overall objectives for the project's communication and dissemination activities:

1. to disseminate effectively the project goals and outcomes;
2. to set up efficient tools for the communication towards various stakeholders (scientific communities, professionals, decisions makers, public, etc.);
3. to exploit synergies in liaisons and collaborations.

In order to achieve these general objectives, the *Initial Communication Plan* defines five specific objectives:

1. to identify and involve internal stakeholders within the partner organisations;
2. to create an affiliate network of external stakeholders (research infrastructures and networks in related fields);

3. to ensure that PARTHENOS reaches the core scientific communities in language studies, digital humanities, digital heritage, archaeology and history, as well as professionals in related fields;

4. to raise awareness about PARTHENOS amongst policy makers, funding bodies and major related public institutions;

5. to devise a strategy to involve the general public and attract non-professional audiences.

We believe that both the general and specific objectives remain valid for our work. However, in addition, it became clear that a deeper underlying theoretical notion of the project started to emerge. As this is something we felt was deserving of concretisation, we started the drafting of a scientific publication, describing the rationality behind the project as a whole. This is something we have been working on for the past months and will be working on during the final year of PARTHENOS in close collaboration with all the different Work Packages.

As will become clear throughout this report, we have made good progress towards reaching all the objectives above. Where, in D8.4, we expressed our expectation that the increasing amount of project output and results becoming available would have a positive effect on the amount of traffic to the website, that assumption has now proven to be justified. When looking into numerical trends, it is never easy to pinpoint a cause and effect relationship; however, we gladly report that one of our most important kpi's – visitors to the PARTHENOS website – indeed demonstrates the increased uptake we expected. Where we just missed this target in our previous report, we exceeded it this year. Taking the nearing end of the project into account, however, we are well aware that we have to remain pro-active in our efforts to embed PARTHENOS' output within existing channels and ecosystems to make sure that the impact of the project lasts beyond M48.

3.2 Communication and dissemination principles

The *Initial Communication Plan* specifies five core communication and dissemination principles that inform our activities:

1. **Adaptability**. Given the scope of the project and the specific themes involved, the communication strategy needs to be comprehensive enough to cover the project as a whole, while being adaptable to the project's various research themes and stakeholder communities. For example, specific channels are to be used to reach particular target groups, and dissemination materials may have to be tailored to the needs of different end users.

2. **Flexibility.** As per the previous pillar, PARTHENOS' communication needs to be flexible and open, in order to create a responsive framework to changing needs and challenges.

3. **Dynamism.** The dynamic element is the natural consequence of the two points above. A dynamic strategy is key to maximising the impact of PARTHENOS.

4. **Tailoring of messages/usage of appropriate language.** As stated above, PARTHENOS needs to be able to speak to academic audiences in a variety of fields, as well as to decision makers and the public at large. To achieve this, PARTHENOS will follow a multi-layered communication strategy that formulates core messages tailored to the needs and expectations of the various target audiences, and expressed in appropriate language (specialised, technical communication vs. plan, jargon-free communication).

5. **Exploitation of synergies:** PARTHENOS is a clustering project across existing Research Infrastructures, integrating initiatives and e-infrastructures in the fields of Digital Humanities, Cultural Heritage, History, Language Studies[4], Archaeology and related fields. As such, the project can draw upon a plethora of expertise, networks and dissemination and communication channels that are already in existence at partner institutions and related projects and that can reach the specific subject communities with which PARTHENOS wishes to engage. PARTHENOS needs to exploit to the fullest the synergy that can be achieved by building bridges between these existing resources and must avoid a duplication of effort. Therefore, achieving better co-ordination and cross-fertilisation of existing communication and dissemination activities is central to PARTHENOS' mission.

As in the *First Year Communication Report* and the *Second Year Communication Report*, we have continued to work closely together with our internal and external partners to make

---

[4] In the *Initial Communication Plan* we referred to "Linguistic Studies" rather than "Language Studies". We have since adopted the terminology for the reasons explained in section 3.4 below.

the most out of our synergetic relationships. This allows us to cover the communication and dissemination principles above, sometimes multiple at the same time. To illustrate this, please see the three examples below:
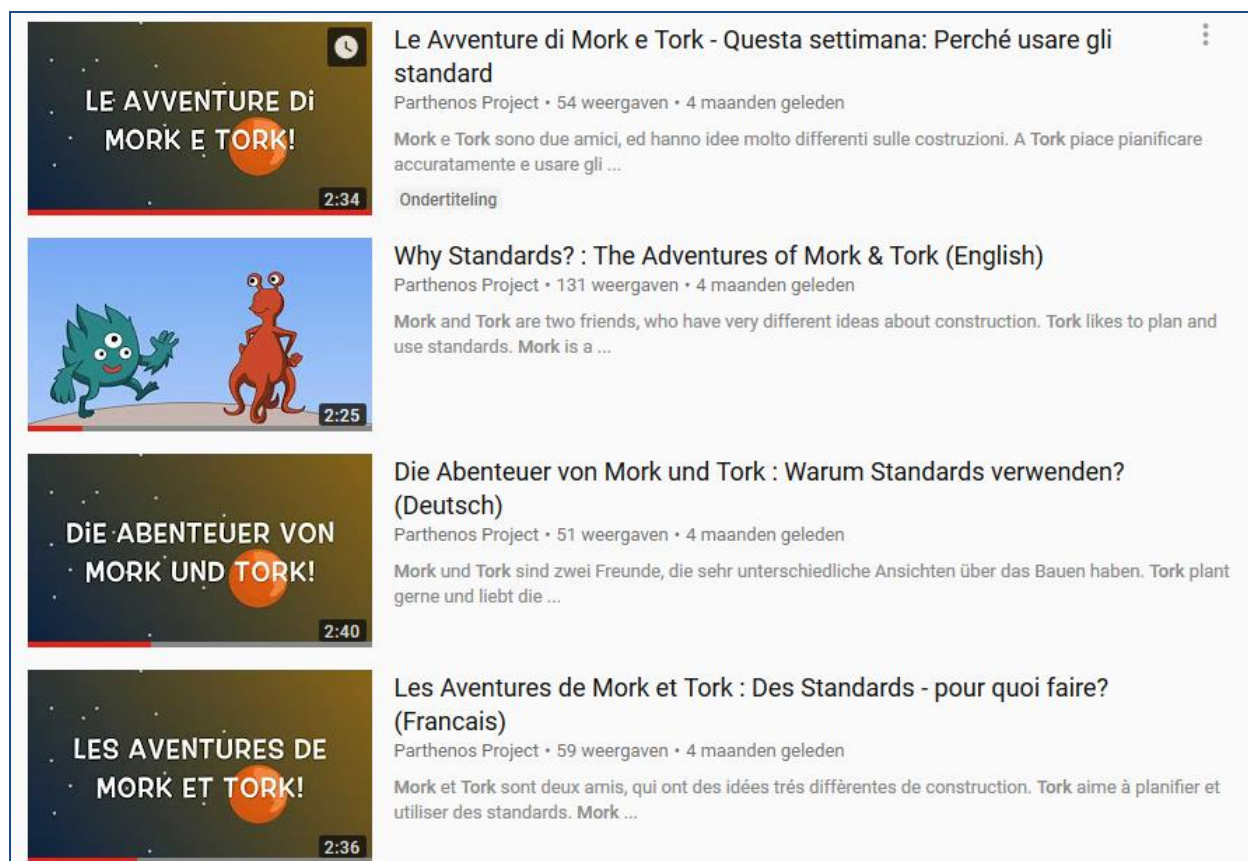

Figure 1: Our "Why Standards?" video in English, French, German and Italian on YouTube

1.) Through close collaboration with our different international partners, some of our promotional material is now available in different languages, such as the movie on Standards – created collaboratively between WP 4 on Standardisation and WP 7 on Skills, Professional Development and Advancement – which focusses on the importance of using standards (see figure 1). Admittedly, translation efforts are time- and labour-intensive, but in some cases, such as the video above, we have gladly put in the effort since the overall impact will be high and allow PARTHENOS to disseminate to a much wider audience.

2.) Early this year, WP 7 launched its "PARTHENOS eHumanities and eHeritage Webinar Series". [5] WP 8 played a supporting role in its organisation by reaching out to potentially interested communities, creating awareness around the event and inviting people to participate. The combination of interesting project output, generated by WP7, and the outreach activities of WP8, made for five well-attended sessions with many of the spots filled up by an engaged audience. The Webinars will be reported on in greater detail in D7.3 (due M45).

Webinar	Registered	Participated
"How to work successfully with eHumanities and eHeritage Research Infrastructures" [1]	49	34
Make it Happen – Carrying out Research and Analysing Data" [2]	34	27
Create Impact with your e-Humanities and e-Heritage Research [3]	55	39
"eHumanities and eHeritage Research Infrastructures: Beyond Tools" [4]	53	34
"Boost your eHumanities and eHeritage research with Research Infrastructures" [5]	44	27
Sum	235	161

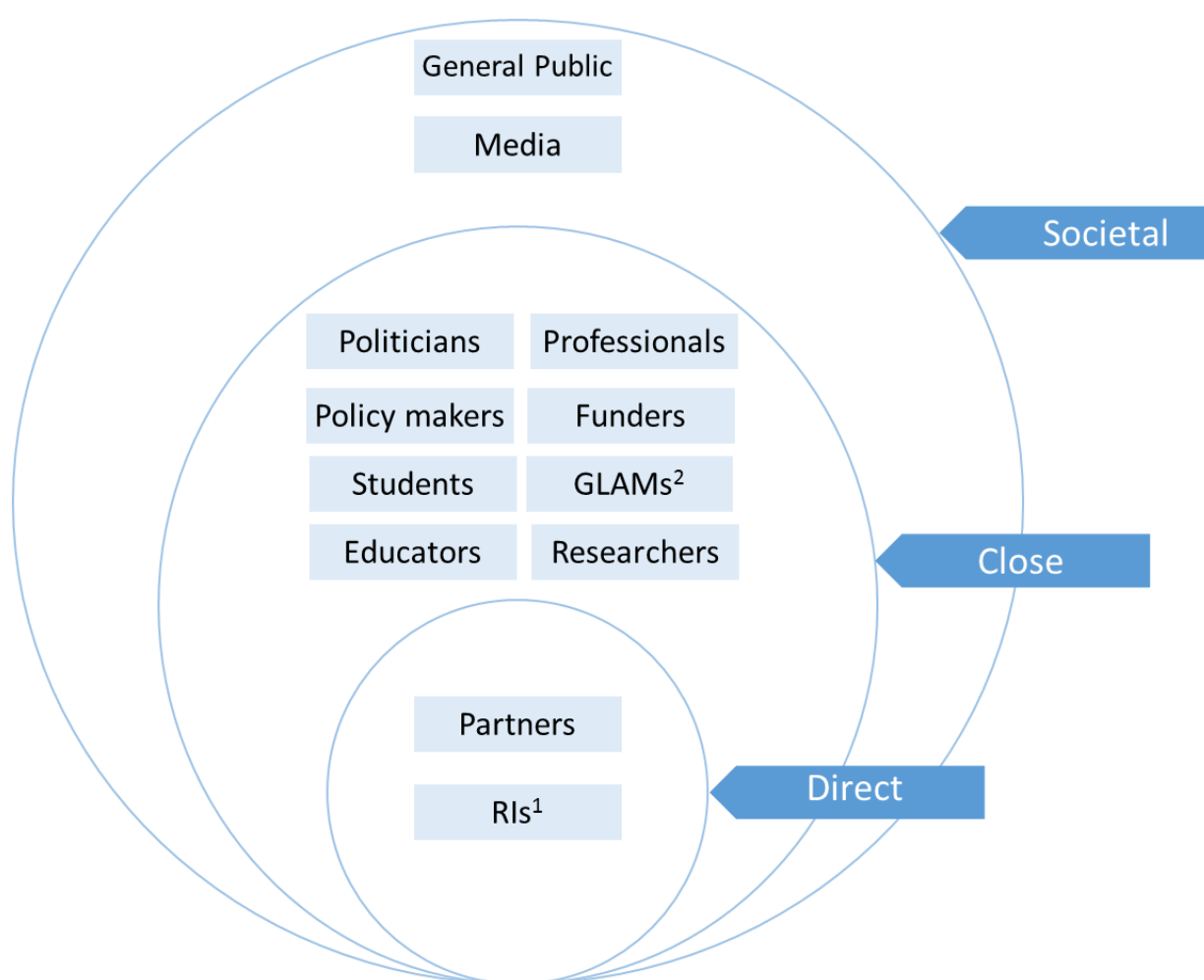**Table 1: Registration and attendance PARTHENOS Webinars**

3.) By making the most out of our synergies, CLARIN, DARIAH and PARTHENOS hosted a shared promotional booth at DH Mexico which was attended by Huma-Num who were running a Workshop based on the 3D White Paper produced by the project.

---

[5] See the homepage of the PARTHENOS eHumanities and eHeritage Webinar Series: http://training.parthenos-project.eu/sample-page/ehumanities-eheritage-webinar-series/.

Also, PARTHENOS organised a workshop on foresight, during DARIAH's Annual Event (22-24 May 2018).

3.3 Stakeholder groups

The *Initial Communication Plan* identifies and analyses a set of stakeholder communities, and classifies these into three groups according to the influence and mutual dependence that exist between these communities and PARTHENOS. Figure 2 below provides a visual representation of our initial stakeholder analysis:

General Public

Media

Societal

Politicians   Professionals

Policy makers   Funders

Students   GLAMs[2]

Educators   Researchers

Close

Partners

RIs[1]

Direct

[1] Research Infrastructures
[2] Galleries, Libraries, Archives and Museums

Figure 2: Stakeholder map

During the project's past thirty-six months, we have not identified any additional stakeholder communities which merit inclusion in our stakeholder map, nor have we

detected any major problems with our detailed stakeholder analysis. However, we did find that the stakeholder group "researchers" is somewhat more diverse than anticipated. Often, researchers are found to be relatively "close" to the project (in universities and other scientific institutions). However, we are becoming increasingly aware that they can reside in the "societal" category as well, namely in the case of C*itizen Science.* Our dissemination channels are open to anyone interested, as anyone is welcome to visit the PARTHENOS webpage or to follow the project on Twitter. In that sense, PATHENOS does not raise any institutional barriers and enables citizen science just as much as research taking place in universities or research institutes. However, we felt that the topic of citizen science – which PARTHENOS actively tackles – might need an extra boost in our communication, as the "societal" stakeholder group is somewhat more remote. Here, our internal synergy with WP7 (see above), has aided us as well, bringing the topic of Citizen Science to the forefront.

Figure 3: Tweeting about Citizen Science as presented in WP7s Webinar Series

In the course of the PARTHENOS mid-term review two nuanced suggestions were made in regard to the key researcher stakeholder group:

- PARTHENOS should be more open towards Central and Eastern Europe and involve institutions and/or individual researchers from those countries.
- PARTHENOS should pay particular attention on how young researchers will benefit from the products it develops.

As explained above, the focus of our communication in general has become increasingly focussed on how researchers can benefit from the products PARTHENOS is creating. With regard to engaging young researchers more specifically, we have increased our social media presence. While our Twitter following is still expanding, additionally, we are now also active on Facebook, which is a popular medium amongst younger users. The Facebook page was launched not so long ago, so the amount of likes the page has received is still limited. However, the number of referrals through Facebook is significant (see figure 16 in chapter 4.1.2). This is something we plan on improving over the next year. With regard to our reach in Central and Eastern Europe, we are still very motivated to increase our presence in that specific geographical area. We are also confident that can be done, as the associated members of ERICs involved in PARTHENOS (DARIAH and CLARIN) cover part of that area. We updated our partner map, so that it now reflects the diversity through the associated partners in the ERICs involved in PARTHENOS more accurately.
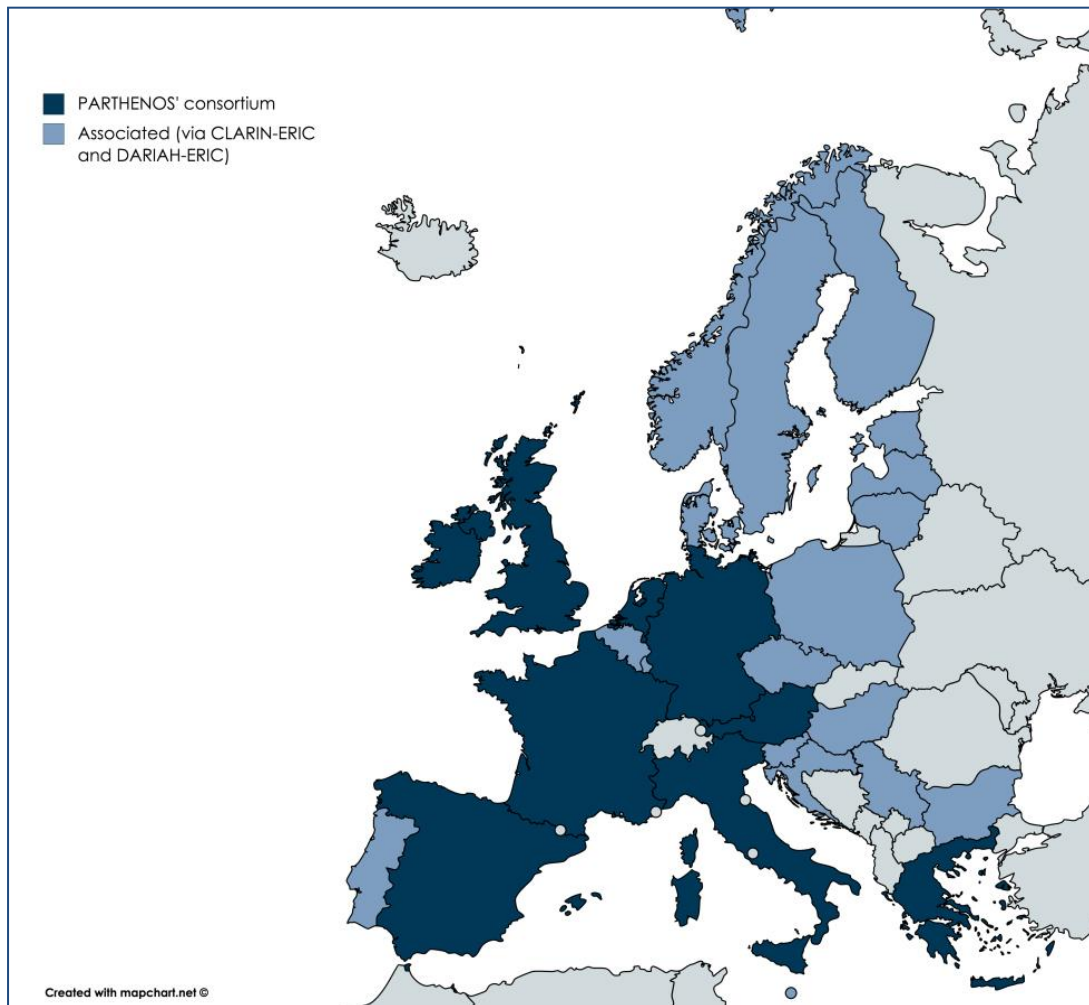
Figure 4: Update partner map, more accurately displaying the geographical scope of our ERICs through associated member states

3.4 Tailored messages

The *Initial Communication Plan* defines five messages tailored towards the achievement of particular communication goals and towards particular stakeholder groups. These messages are:

- General message;
- Extended general message;
- Research and educational message;
- Jargon-free public message;
- Policy- and decision-maker message.

These messages have successfully informed our communication and dissemination activities during the first two periods, and do not require any significant revisions.

However, the PARTHENOS mid-term review resulted in a general recommendation for the project to distinguish more clearly between the achievements and results emanating directly from the project, and the ones that are the results of the ongoing work in the contributing infrastructures, and particularly DARIAH and CLARIN.

We believe that as far as the project's communication and dissemination work is concerned this division is, to a considerable extent, already in place – for instance in the clear separation between Project News and Partners' news on the PARTHENOS website.
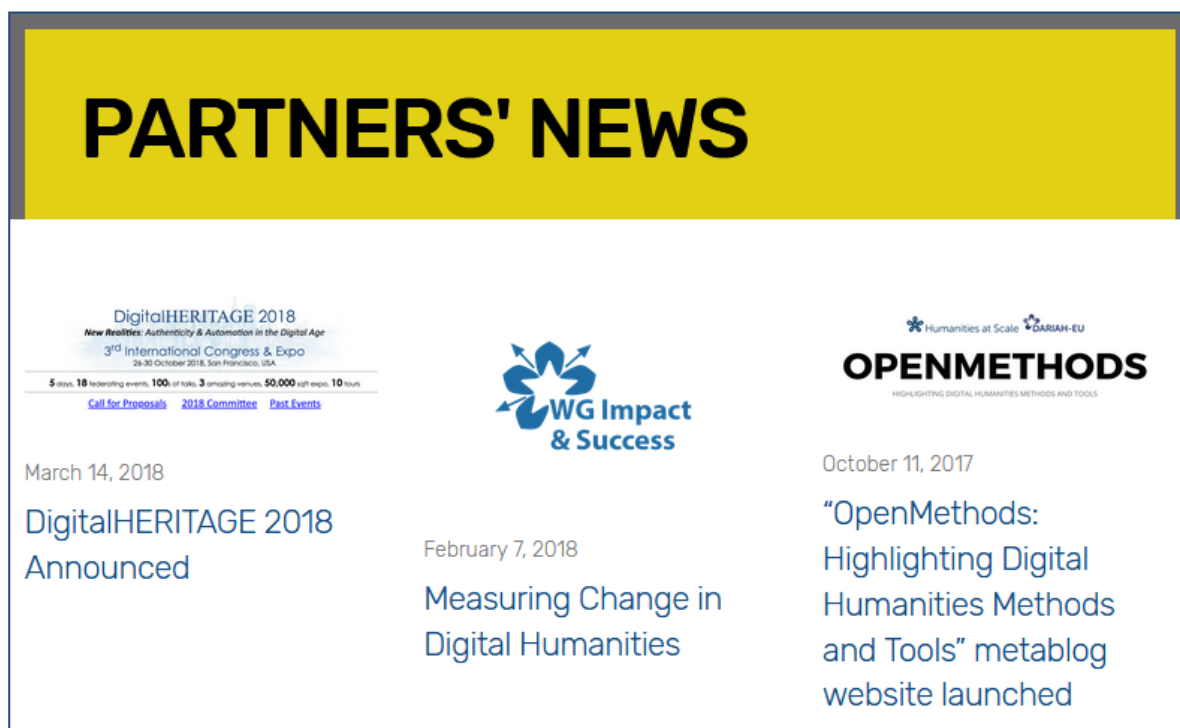

Figure 5: Screenshot from the category "Partners' News"[6]

Migrating to the new website, we made sure that it features our products and services more prominently. Keeping both the Project News and the Partners' News as it was originally was considered undesirable as the visual feel of the website would become a bit cluttered. However, we took the advice from the mid-term review to heart and made sure

---

[6] See PARTHENOS Partners' News page: http://www.parthenos-project.eu/category/partners-news

that users still have the option to easily distinguish the two, which is why we consciously made the decision to leave the two categories intact.

4 Report on activities during third year

This section provides short narrative reports on the major activities undertaken in WP8 for the period May 2017 to April 2018. A summary assessment of these activities against the targets set in the *Second Year Communication Report* is provided in section 5.

4.1 Website and redesign

The project website – available via http://www.parthenos-project.eu – remains one of our main dissemination channels. It serves as a hub for all the information about the project, its activities, events, deliverables and services; and constitutes an important source of information for our stakeholder communities. Apart from directly hosting a wealth of content, it also contains links to relevant information available elsewhere such as publications, presentations, etc. As such, it offers stakeholders one-stop access to information about the project's background, ambition and results.

The website has undergone a considerable redesign during the project's third year, following a user needs analysis, managed by WP8 and involving the representatives of all the project's Work Packages. The results of this analysis, which took place in late 2017, were translated into design choices, leading to the new, fully redesigned version of the project's website, which was launched in the second quarter of 2018. The redesign was presented and introduced to the community with the following press release:

> *"PARTHENOS has much evolved since its kick-off in 2015. During these last three years, many products and services have been designed and piloted, and are now ready for the latest stage of development. At the same time, the project has managed to attract an active and growing community of researchers and professionals active in the broad Digital Humanities sector. As the project grew, and more services and products became available, PARTHENOS initiated an internal process to identify how to enhance and improve the experience we have been delivering to the users through our online means. The results of this process are finally ready and we are now launching the new PARTHENOS website.*

The new website, which will roll out in the next days, is designed to put the project's most valuable outputs – its services and products – at the very centre of the user experience.

This "PARTHENOS Portal" will serve as the access point to the available resources, such as the Standardization Survival Kit, the Policy Wizard, the Data Management Plan template, the PARTHENOS' VRE, the Hub, and the already very successful Training Suite."[7]

Welcome to the PARTHENOS Portal

You can access the tools, services and resources made available by PARTHENOS by clicking on the links below.

Training Suite
Training modules and resources for researchers, educators, managers, and policy makers who want to learn more about research infrastructures and related issues and topics.

Virtual Research Environment
The PARTHENOS Virtual Research Environment provides free access to data, tools and services (e.g. natural language processing tools, entity recognition, …) to support humanities researchers.

Standardization Survival Kit
The SSK is designed to support researchers in selecting and using the appropriate standards for their particular disciplines and work flows.

The Hub
The open accessible publication and interaction platform for the research communities

International Network
Discover our international network and how to be part of it.

Coming soon
Check again for more tool and service developed by PARTHENOS

Figure 6: Screenshot from the new website: the PARTHENOS portal as a single point of entry to the project's products and services[8]

---

[7] See the respective news item "Introducing The New PARTHENOS Website": http://www.parthenos-project.eu/introducing-the-new-parthenos-website

[8] See the PARTHENOS Portal, accessible via our homepage: http://www.parthenos-project.eu/

While it is too early to analyse the impact of the new website within the overall PARTHENOS communication experience, the update was generally well-received by the members of the consortium and other stakeholders. This recent redesign is the second change since the launch of the website in June 2015, and adheres to the five principles outlined in our communication strategy (see section 3.2). The evolving website design will remain adaptive to increasing dissemination opportunities. Also, as in the past years, the website will be continually updated with new content during the final year of PARTHENOS.

Section 4.1.1 below provides an overview of the content produced in the first 36 months, whereas section 4.1.2 analyses the usage of the site across the past 12 months.

4.1.1 Content

During the first 36 months of PARTHENOS, we published 150 news items on the website, which were also disseminated via Twitter and our mailing list. The new version of the website, which went live in the second quarter of 2018, still uses the following categorisation:

- News;
- Partners' news;
- Announcements.

However, as the product- and services-oriented section of the website also attracts quite some of the website visitors' attention (in addition to the news section), we have decided not to fragment the user experience even further by also subdividing the news on first view. However, the user still has the option to choose which of the categories above is presented (see figure 5).

In addition to publishing news items on the PARTHENOS project and its wider network, WP8 has also been very active in facilitating the online publication of PARTHENOS products produced in other WPs; most notably the training modules developed by WP7 which were launched on a dedicated sub-site (http://training.parthenos-project.eu) in February 2017. It should be noted that the visitor analytics presented below (under 4.1.2 Analytics) only concern the main PARTHENOS site (http://www.parthenos-project.eu) and exclude visits to the training site.

During the third year of the project, we have expanded the PARTHENOS platform and facilitated the online publication process of the other products expected in the PARTHENOS pipeline. The results of this process will go live in the "PARTHENOS Portal" (see figure 7 above) once each of the products becomes available.

4.1.2 Analytics

We have carefully monitored usage of the website via Google Analytics. The analysis below covers M25 – M36 of the project (May 2017 - April 2018). It should be noted that our analytics data includes a weekly updated custom filter developed by WP8 to rule out spam/referral/ghost traffic. Therefore, the usage reported excludes traffic that would otherwise artificially inflate usage metrics.

Overall, the PARTHENOS website attracted 5.248 users during the past 12 months of project (M25 – M36) (see Figure 8 below for the development of user numbers since the launch of the site). This means that the project managed to attract 13.775 users over the past 36 months in total, well in line if compared to the objectives detailed in Section 5 of this document. These figures also confirm the forecast as anticipated in the previous deliverables D8.3 and D8.4.
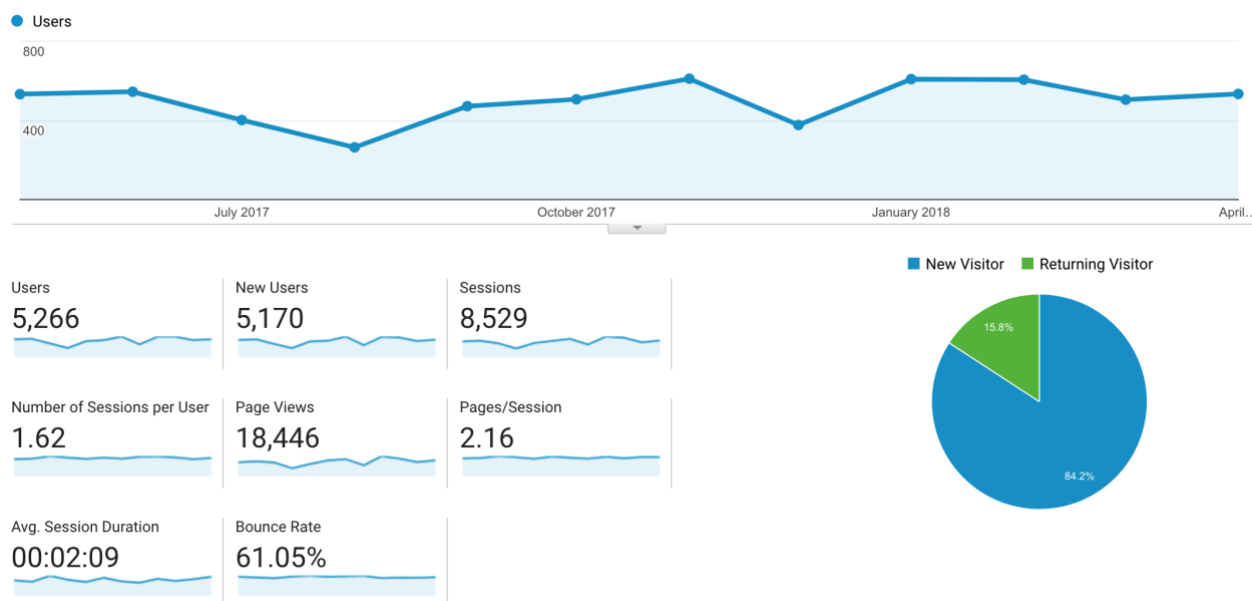
Figure 8: Website general overview

Furthermore, other website performance indicators continue to be encouraging. Regarding user engagement and retention, all key metrics (page views, pages-per-session, the average session duration and the bounce rate[9]) generally follow the same pattern as identified in the previous reporting period.

The page/session ratio (Figure 9) shows that the website netted an average of 2.16 pages per visit between M25 and M36. The average session duration (Figure 10) is still around two minutes, on par with the results recorded in the previous reporting period; as is the bounce rate, which stands at around 61.05% over the one year period (Figure 11). This confirms the results presented in the *Initial Communication Plan*, the *First Year Communication Report* and the *Second Year Communication Report*: PARTHENOS has managed to create a high degree of user engagement and retention.
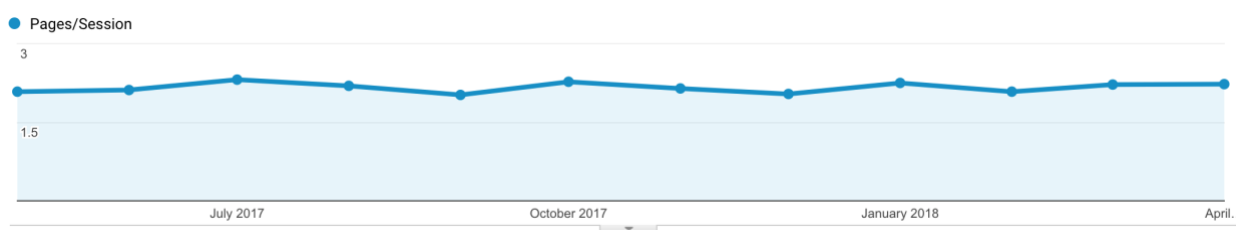

Figure 9: Pages/sessions

---

9 For a quick reference about terms used refer to https://www.lovesdata.com/blog/google-analytics-glossary
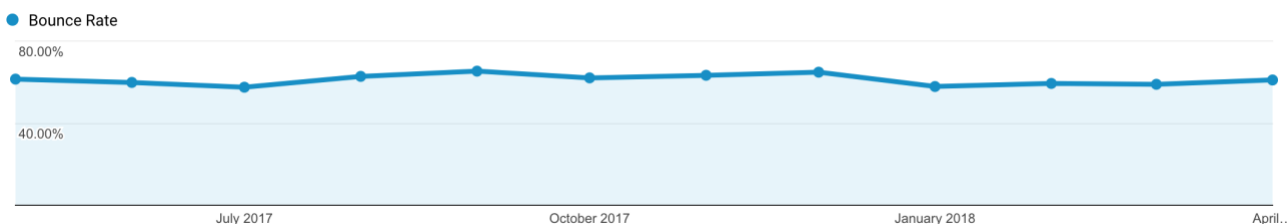
Figure 10: Average Session Duration

Figure 11: Bounce Rate

In terms of page views, the main catalyst of traffic is the website's home page (as shown in figure 12). In terms of content: **a**ll of the ten most visited pages on the website, are about the project's description (/consortium, /about-the-project, /the-approach, /activities-and-wps, /news etc.). The fact that /project-deliverables page managed to attract 971 views also confirms that visitors are very much interested in the output of the project. As such, it justifies our decision to adjust the focus of our communication towards our products and services. It should be noted, however, that Figure 112 reports only on content categorised as "pages", and, therefore, does not include individual news items that are categorised by the CMS as separate objects ("posts").

Page		Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
NOReferral		18,425 % of Total: 99.89% (18,446)	14,866 % of Total: 99.86% (14,887)	00:01:51 Avg for View: 00:01:51 (0.00%)	8,508 % of Total: 99.75% (8,529)	60.95% Avg for View: 61.05% (-0.16%)	46.18% Avg for View: 46.24% (-0.13%)	US$0.00 % of Total: 0.00% (US$0.00)
1. /		5,415 (29.39%)	4,306 (28.97%)	00:01:34	4,037 (47.45%)	47.81%	44.93%	US$0.00 (0.00%)
2. /about-the-project-2/		1,062 (5.76%)	871 (5.86%)	00:01:55	233 (2.74%)	58.80%	38.98%	US$0.00 (0.00%)
3. /consortium/		1,012 (5.49%)	681 (4.58%)	00:01:20	73 (0.86%)	46.58%	25.99%	US$0.00 (0.00%)
4. /projects-deliverables/		971 (5.27%)	719 (4.84%)	00:02:54	275 (3.23%)	77.82%	57.16%	US$0.00 (0.00%)
5. /activities-and-wps/		541 (2.94%)	477 (3.21%)	00:01:45	127 (1.49%)	74.80%	42.14%	US$0.00 (0.00%)
6. /the-approach/		516 (2.80%)	444 (2.99%)	00:01:28	38 (0.45%)	63.16%	32.17%	US$0.00 (0.00%)
7. /parthenos-wizard/		486 (2.64%)	274 (1.84%)	00:04:50	244 (2.87%)	68.85%	53.09%	US$0.00 (0.00%)
8. /parthenos-white-paper-digital-3d-objects-in-art-and-humanities-published/		289 (1.57%)	205 (1.38%)	00:02:25	155 (1.82%)	70.97%	54.67%	US$0.00 (0.00%)
9. /resources/		272 (1.48%)	209 (1.41%)	00:00:35	18 (0.21%)	50.00%	18.75%	US$0.00 (0.00%)
10. /category/news/		252 (1.37%)	202 (1.36%)	00:00:49	27 (0.32%)	59.26%	27.38%	US$0.00 (0.00%)

Figure 12: Page views

The SEO optimisation strategies and the backend tweaks put in place since M12 (see *First Year Communication Report* for details), together with the increased profile of the project and the availability of the first sets of products and services has led to a decrease in our dependency on direct access (e.g. visitors typing the relevant URL directly into their browser), which characterised user acquisition over the first twelve months. Figure 13 below shows that, currently, most of the access comes from Organic search, which can be seen as a signal of the increased buzz around the PARTHENOS project.
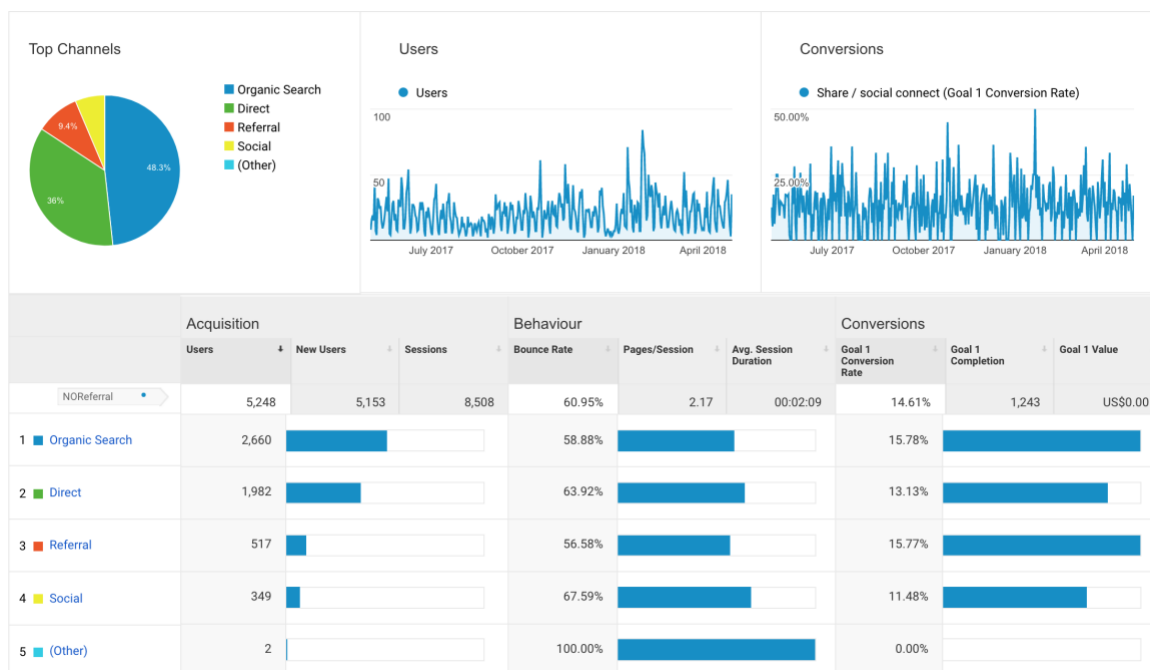
Figure 13: Acquisition channels M25-M36

The search engines' queries that generated clicks on the website are shown in figure 14 below.

1	parthenos	133	»
2	parthenos project	89	»
3	laurent romary	14	»
4	long tail of science	5	»
5	italian national research council	3	»
6	cnr italy	3	»
7	sismel	3	»
8	e-heritage	2	»
9	csic	2	»
10	reto speck	2	»

Figure 14: Organic search queries

The average session duration and average pages per session ratio prove that the site performs generally well in terms of user retention. The engagement funnel is shown in figure 15. As expected, the biggest drop-off of users occurs at the very beginning of the browsing experience. It should be noted that we managed to convert one third of all

sessions into further actions (clicks), leading to a lower drop-off rate. This trend closely follows the one as identified in the Second Year Communication Report.
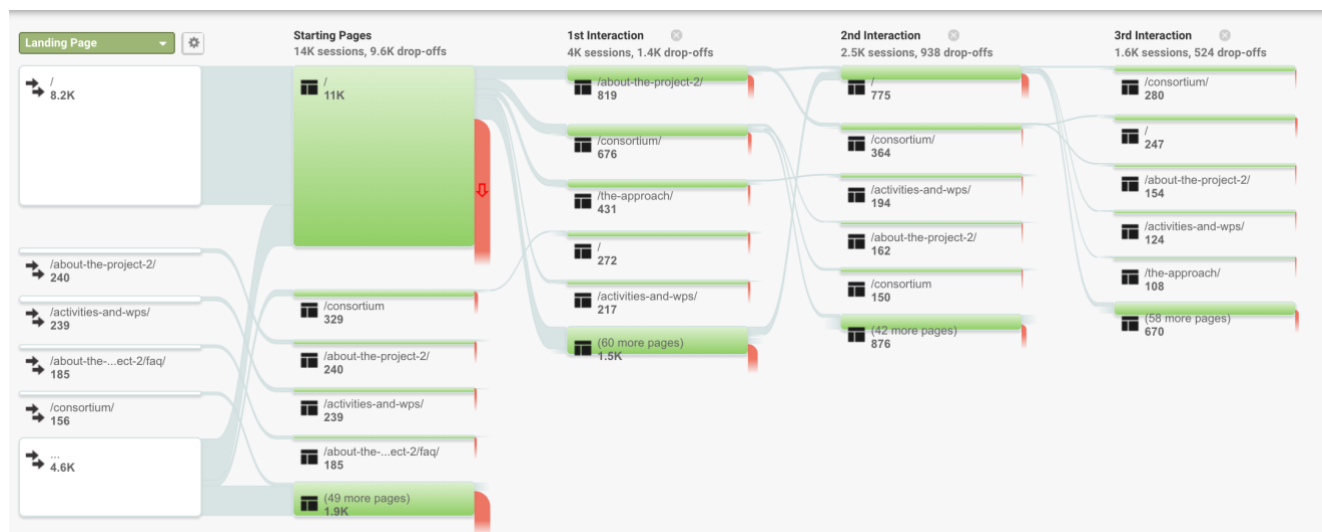

Figure 15: User funnel

As shown in figure 16, during the last 12 months most of the referrals came from Twitter (through its "t.co" referral service). In the table, you will find the notable addition of Facebook, related to the launch of the project's page on the platform (see 4.2 on Social Media). Other sources of referral were mainly project partners' websites.

NOReferral	855 % of Total: 16.24% (5,266)
1. t.co	**277** (31.33%)
2. m.facebook.com	**34** (3.85%)
3. ics.forth.gr	**31** (3.51%)
4. icvbc.cnr.it	**29** (3.28%)
5. cenim.csic.es	**28** (3.17%)
6. vcg.isti.cnr.it	**25** (2.83%)
7. academyofathens.gr	**24** (2.71%)
8. culingtec.uni-leipzig.de	**23** (2.60%)
9. duckduckgo.com	**20** (2.26%)
10. facebook.com	**20** (2.26%)

Figure 26: Referral sources

4.2 Social media

PARTHENOS understands the importance that social media currently has for communication purposes and carefully selects the most used and effective social networks to support its dissemination activities. We thereby take full advantage of the extensive social networks that are already in existence within the consortium. Twitter remains central to our social media strategy. A PARTHENOS twitter account (@PARTHENOS_EU) was setup in month one of the project and has been widely used to report on the project's activities and alert followers to new content on the website.

Between May 2017 and April 2018, we have produced 133 distinct tweets that have been seen by a steadily increasing group of followers. By the end of April 2018, @PARTHENOS_EU was followed by 704 twitter users (Figure 17), which means a significant increase of about 58%, compared to the end of the second year. Over the period May 2017 to April 2018, our tweets have achieved an average monthly number of tweet impressions of 12,416 (Figure 18). This is a vast improvement compared to the 5,519 average number of the year before, which is most likely caused by the fact that our number of followers and of tweets has increased (133 distinct tweets against 96 last period). Especially in the months February, March and April, we posted considerably more frequently which is the direct result of an increase in PARTHENOS activities, e.g. the webinars series and release of new training modules. It is not coincidental that the announcement of the kick-off of the PARTHENOS Webinar series (a typical example of project output) has been our top tweet (figure 19).
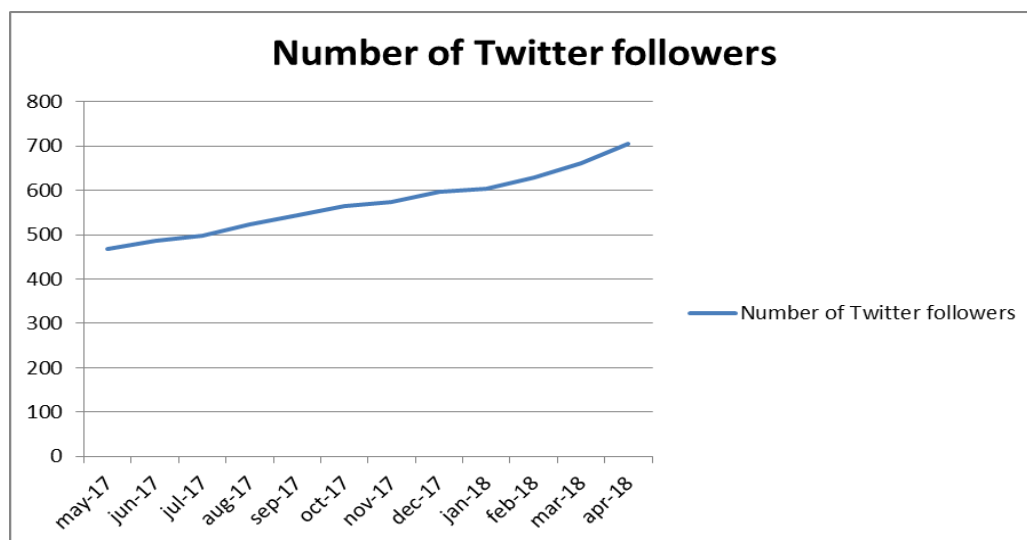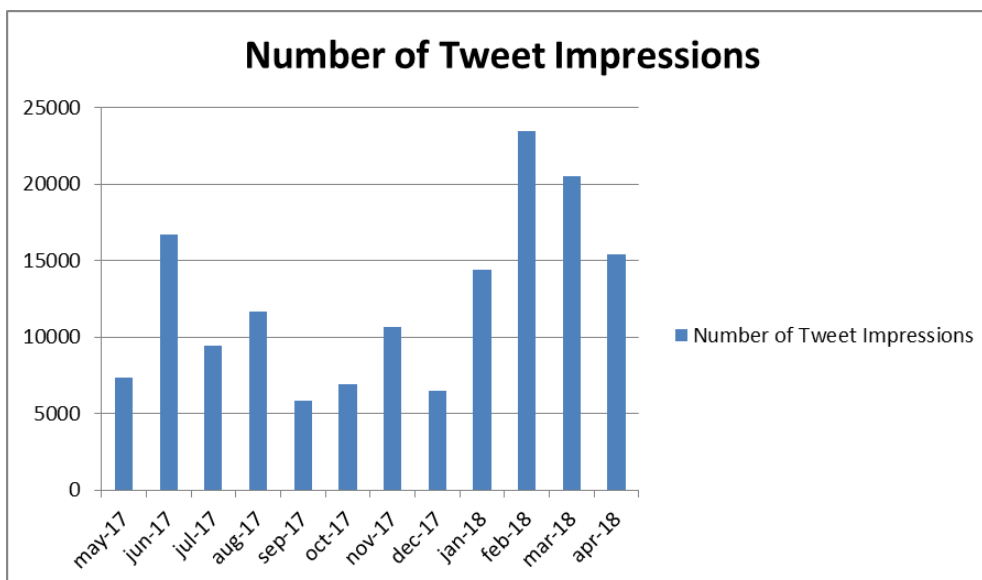

Figure 37: Number of Twitter followers

Figure 48: Number of Tweet Impressions

Figure 59: PARTHENOS Top Tweet

In December 2017, we expanded our social media use by opening a Facebook account. Facebook is considered a good channel for reaching a slightly younger, more general, and less academic audience. This may also be the reason why we have been struggling somewhat to increase our number of followers since - as is demonstrated by the interests of our Twitter followers – the scientifically-oriented audience is the large majority (Figure 20). On 30 April 2018, we reached 43 followers (or: 'likes' of our page) on Facebook. Nevertheless, the reach of our posts (the number of people who had any posts from our Page enter their screen) can occasionally go over a 100 (149 on April 26). As we get a significant amount of referrals to our website from Facebook, we consider it worthwhile to continue investing in the medium, especially as PARTHENOS enters its last year and more results and services will become available.

Interest name	% of audience	
Science news	83%	
Books news and general info	77%	
Tech news	65%	
Business and news	55%	
Business news and general info	52%	
Politics	51%	
Education news and general info	49%	
Leadership	43%	
Nonfiction	40%	
Biology	38%	

Figure 20: The interests of the followers of PARTHENOS on Twitter

4.3 Mailing list and newsletter

On 30 April 2018, the PARTHENOS mailing list counted 295 subscribers. This is an increase of almost 50% compared to the year before, when we had 192 subscribers.

The average open and click rates have fallen slightly to 35.6% and 7.8% (38.9% and 8.1% the year before). This may vary considerably per newsletter: The January 2018 issue of our newsletter scored very high with an open rate of 42.3% and click rate of 10.6%, while the May 2018 newsletter for example (although outside our reporting period) scored less well in comparison (32.1% and 3.6%). It is difficult to say why some issues perform much better. One logical explanation could be that some topics (again the webinar series) are more appealing than others. Overall, the mailing list keeps on growing at a good rate, while the engagement levels remain solid.

Three newsletters were sent to the mailing list during the reporting period (May 2017, October 2017 and January 2018), with news items on our "products", such as the webinars, Standardization Survival Kit, and Training Suite, or coverage of (PARTHENOS) events.

4.4 Events

WP8 is responsible for coordinating an appropriate PARTHENOS presence at relevant external events, as well as for organising a series of joint events over the course of the project.

4.4.1 External events

Presentations at and participation in relevant events such as conferences and workshops are an important way to disseminate our information and to get in contact with our target audiences. In order to keep track of events that we intend to target or had presence, we maintained two Basecamp calendars and populated these with details of such events.

These calendars are:
• External events to target
(https://basecamp.com/2932505/calendars/1476303/calendar_events): identified
relevant events with no confirmed PARTHENOS presence .

• External events with PARTHENOS presence
(https://basecamp.com/2932505/calendars/1476304/calendar_events): identified

relevant events where PARTHENOS has a confirmed presence.

In addition, a google spreadsheet is used to register PARTHENOS' presence at past events (see http://tinyurl.com/juoau93) .

In the third year, PARTHENOS partners participated at the following events to disseminate information about the project:

Date	Event	Action	Link	Audience
3 May 2017	Workshop EpiDoc – Encoding ancient texts	Distribution of project information	http://www.dyas-net.gr/?p=2427&lang=en ; http://www.academyofathens.gr/el/node/1697	23
9 May 2017	Histoire numérique et web sémantique workshop	Oral presentation of project information		n.a.
16 May 2017	Music Encoding Conference (MEC), Tours, France 2017	Oral presentation of project information	http://www.iremus.cnrs.fr/fr/evenements/music-encoding-conference-tours-2017	n.a.
29 May 2017	5th workshop CLARIN-PL in research practice	Distribution of project information	http://clarin-pl.eu/pl/v-cykl-2/	n.a.
12 June 2017	4th International Conference on Augmented Reality, Virtual Reality and Computer Graphics 2017	Oral presentation of project information	http://www.salentoavr.it/	ca. 80
13 June 2017	Humanities at Scale Meeting (OpenMethods)	Distribution of project information		10
14 June 2017	Europeana/CARARE workshop. Presenting FAIR model: 'Everybody wants to play FAIR, but how do we put principles into practice?'	Oral presentation of project information	http://www.carare.eu/events/archaeology-and-architecture-europeana/	ca. 20
16 June 2017	Europeana/CARARE workshop. Cultural Heritage under Threat: 'Can I access and use this data? FAIR into practice.'	Oral presentation of project information	http://www.carare.eu/events/archaeology-and-architecture-europeana/	ca. 50
1 July 2017	ESU Leipzig 2017	Oral presentation of project information		n.a.
3-5 July 2017	DH Benelux 2017	Several poster presentations, distribution of project information at PARTHENOS booth,	https://dhbenelux2017.eu/	Ca. 150
6 July 2017	Joint PARTHENOS-CLARIN-DARIAH Workshop on applying the FAIR principles	Joint workshop	https://dhbenelux2017.eu/programme/post-conference-event	ca. 30
30 August 2017	EAA (European Association of Archaeologists) 2017 Maastricht	Oral presentation of project information	http://www.eaa2017maastricht.nl/	n.a.
28 October 2017	4th International Digital Libraries for Musicology workshop (DLfM 2017)	Oral presentation of project information	http://www.transforming-musicology.org/dlfm2017/#topics	ca. 25
8 November 2017	XVII Science Week of the Comunidad de Madrid	Distribution of project information	http://www.madrimasd.org/semanaciencia2017/	n.a.
13 November	2017 EVA/MINERVA Conference, Jerusalem	Presentation of project		ca. 25

2017		information		
15 November 2017	Symposium "VII Encontro de Conservación e Restauración: Conservación e restauración de metais arqueolóxicos" ["7th Conservation and Restoration Meeting: restoration and conservation of archaeological metals"]	Oral presentation of project information	https://es-es.facebook.com/events/132420510752803/	ca.150
22 November 2017	Workshop "Scientific Laboratories, Heritage Conservation and Certification: continuous learning and transversality" ("Laboratorios Científicos, Conservación del Patrimonio y Certificación: aprendizaje continuo y transversalidad")	Chairing session	http://bellasartes.ucm.es/laboratorios-cientificos-conservacion-del-patrimonio-y-certificacion	ca. 180
23 November 2017	Workshop on the creation of an international Data for history consortium	Oral presentation of project information	http://dataforhistory.org/20171123-24	n.a.
30 November 2017	Creating Open Educational Resources for #dariahTeach (Master Class)	Oral presentation of project information	https://www.maynoothuniversity.ie/foras-feasa/events/creating-open-educational-resources-dariahteach	ca. 20
30 November 2017	DI4R conference	Oral presentation of project information		n.a.
18 January 2018	Workshop: New Horizons for Open Science Researchers	distribution of information	https://wiki.tib.eu/confluence/display/osp/Kickoff+Meeting	ca. 20
31 January 2018	Conferenza AIUCD 2018: Patrimoni culturali nell'era digitale. Memorie, culture umanistiche e tecnologie	Oral presentation of project information		n.a.
08 February 2018	PARTHENOS eHumanities and eHeritage Webinar Series	Oral presentation of project information	http://training.parthenos-project.eu/sample-page/ehumanities-eheritage-webinar-series/	ca. 150
16 February 2018	Digital Humanities in Greece: concerns και challenges	Oral presentation of project information	https://www.rchumanities.gr/psifiakes-anthropistikes-epistimes-s/	n.a.
27 February 2018	DHd 2018 Cologne	Distribution of project information at PARTHENOS booth	http://dhd2018.uni-koeln.de/	ca. 50
7 March 2018	DH Nordic 2018	Project poster presentation		Ca. 200
15 March 2018	"Ciencia y patrimonio. Oportunidades, experiencias y dimensión europea" Reunión de la Red de Ciencia y Tecnología para la Conservación del Patrimonio (TechnoHeritage) ["Science and Cultural Heritage.	Oral presentation of project information	http://ipce.mecd.gob.es/formacion/actividades-formativas.html; http://ipce.mecd.gob.es/dam/jcr:adc67e49-0ad2-4b1a-a88e-60955d430d9c/tecnoheritage-bueno.pdf	ca. 100

	Opportunities, Experiences and European Dimension" Meeting of the Network on Science and Technology for the Conservation of Cultural Heritage (TechnoHeritage)]			
18 April 2018	FOSTER open science trainer bootcamp	Distribution of project information	https://www.fosteropenscience.eu/bootcamp	ca. 30
26 April 2018	CCHS Conference	Oral presentation of project information	http://cchs.csic.es/es/event/conferencia-recursos-digitales-compartidos-acceso-abierto-humanidades-proyecto-parthenos	n.a.

Table 2: Presence at external events

4.4.2   Joint events

During the third year, PARTHENOS organised three joint events as follows:

4.4.2.1   FAIR Principles Workshop with E-RIHS, Crete 16th May 2017

The FAIR Principles Workshop was organised with E-RIHS and IPERION-CH to take place at FORTH as both projects had meetings on the premises during this week. The purpose was to highlight the importance of Open Data, Open Science and Open Access and how the FAIR principles can be used to facilitate these. The work and outputs from PARTHENOS (and DARIAH) can support E-RIHS in the implementation of the FAIR Principles in Heritage Science.

The programme was as follows:

1) Introduction and welcome - Luca Pezzati. (10 mins)

2) Why: An overview of Open Data, Open Science and Open Access, their value to research and reasons for being open. Sara di Giorgio (20 mins)

3) How: The FAIR Principles - what these are and some examples. Hella Hollander. (30 mins).

4) The DARIAH Data Charter. Jennifer Edmond (15 mins).

5) What: Data management Plans, tools for implementation. Hella Hollander (30 mins)

6) Who: Open data and FAIR Principles for IPERION-CH and E-RIHS. Joe Padfield. (15 mins)

7) Discussion (10 mins).

8) Wrap and summary of conclusions. How PARTHENOS can support E-RIHS. Franco. (10 mins).

Figure 21: Hella Hollander presents the FAIR Principles

The Workshop was attended by 37 participants and was well received by all present with lively discussion and plans for further co-operation between E-RIHS and PARTHENOS.

Figure 22: The Social Sciences Break-out Group (led by Peter Doorn of KNAW-DANS)

A Joint workshop was organized for the 6th of July at the University of Utrecht, the day after DH Benelux finished. The purpose of the workshop was to present and discuss the relevant polices, standards and guidelines for CLARIN, DARIAH and PARTHENOS and then to review the DMP template and discuss how it should be adapted for the various domains within the Humanities. Feedback from breakout groups representing different areas of interest and stakeholders was to be used by PARTHENOS to review the current output and plan future steps in the development of the DMP template.

The Agenda was as follows:

09:00 Welcome and Introduction – Franciska de Jong

09:10 The FAIR Principles in CLARIN – Dieter Van Uytvanck

10:00 The DARIAH Data Reuse Charter – Anne Balliot (Center Marc Bloch, Berlin)

10:20 FAIR Data Assessment Tool for datasets in a trusted digital repository (Peter Doorn, KNAW-DANS)

10:40 The PARTHENOS Data Management Plan – Franco Niccolucci

11:00 Coffee break and break out into groups (organised into the four user communities: History, Language-related studies, Archaeology, Heritage & Applied Disciplines and Social Sciences) for review of the DMP.

12:00 Reporting back by groups

12:20 Summary and next steps.

12:30 Close.

The Workshop was attended by around twenty one people who made up break-out groups of four to five people for each of the user communities. The feedback provided was documented in a Google Doc which was then used to make several updates to the draft DMP template in the following weeks after the Workshop thereby achieving the goal of the workshop.

4.4.2.3   Technical Integration Workshop, Pisa, Italy 17th-19th October 2017

A Technical Integration Workshop was organised by WP6 for members of CLARIN and PARTHENOS who wished to learn how to integrate their tools and services into the PARTHENOS VRE. The workshop was attended by around 27 people and started on Tuesday afternoon with presentations of D4Science and the Cloud Data Storage.

Wednesday focussed on the community services that the participants planned to integrate.

- **DANS** Wizard application: https://goo.gl/NvMFEU
- **CLARIN** Language Resource Switchboard: https://goo.gl/bUhDgm
- **CLARIN** Multi-Tier Annotation Search (MTAS) Search: https://goo.gl/u4Zyjx
- **SISMEL** Reference Resources Integration platform (RubRIcA): https://goo.gl/S8wYnA
- **INRIA** STANDARDIZATION SURVIVAL KIT (SSK): not presented though discussed
- **ISTI-VisualComputingLab** ARIADNE Visual Media service: http://vcg.isti.cnr.it/3dhop/
- **CLARIN** RTFReader: https://goo.gl/NywXLV

- **ACDH** NLP and semantic enrichment of textual data (NERLiX): https://goo.gl/HwsshU
- **CLARIN/LINDAT** UDPipe annotating tool: https://goo.gl/fr6E9J

In the afternoon, the workshop participants divided in three groups depending on the presented service integration needs, called THEMATIC CLUSTERs as follows:

1. INTEGRATION MODALITIES (with D4S) CLUSTER
    a. **DANS** Wizard application
    b. **CLARIN** Language Resource Switchboard
    c. **CLARIN** Multi-Tier Annotation Search (MTAS) Search
    d. **INRIA** STANDARDIZATION SURVIVAL KIT (SSK)
    e. **ACDH** NLP and semantic enrichment of textual data (NERLiX)
2. D4S DATA MINER CLUSTER
    a. **CLARIN/LINDAT** UDPipe annotating tool
    b. **SISMEL** Reference Resources Integration platform (RubRIcA)
    c. **CLARIN** RTFReader
3. D4S WORKSPACE/MESSAGING/NOTIFICATION CLUSTER
    a. **ISTI-VisualComputingLab** ARIADNE Visual Media service:

These discussions led to a series of actions being recorded that were necessary to enable integration by both the VRE D4Science team and the service developers. The Workshop continued on Thursday morning until lunchtime with group discussions and service coding supported by the D4Science team and concluded with a wrap-up of what the participants had learnt, future D4Science support for CLARIN and PARTHENOS and organization of the support line and documentation.

4.5 Publicity materials

During the reporting period, WP8 continued to distribute publicity materials developed during the project's first two years, such as the general PARTHENOS leaflet, the leaflet targeted at policy makers, and a leaflet designed by WP4 on the importance of standards, featuring the popular Mork and Tork.
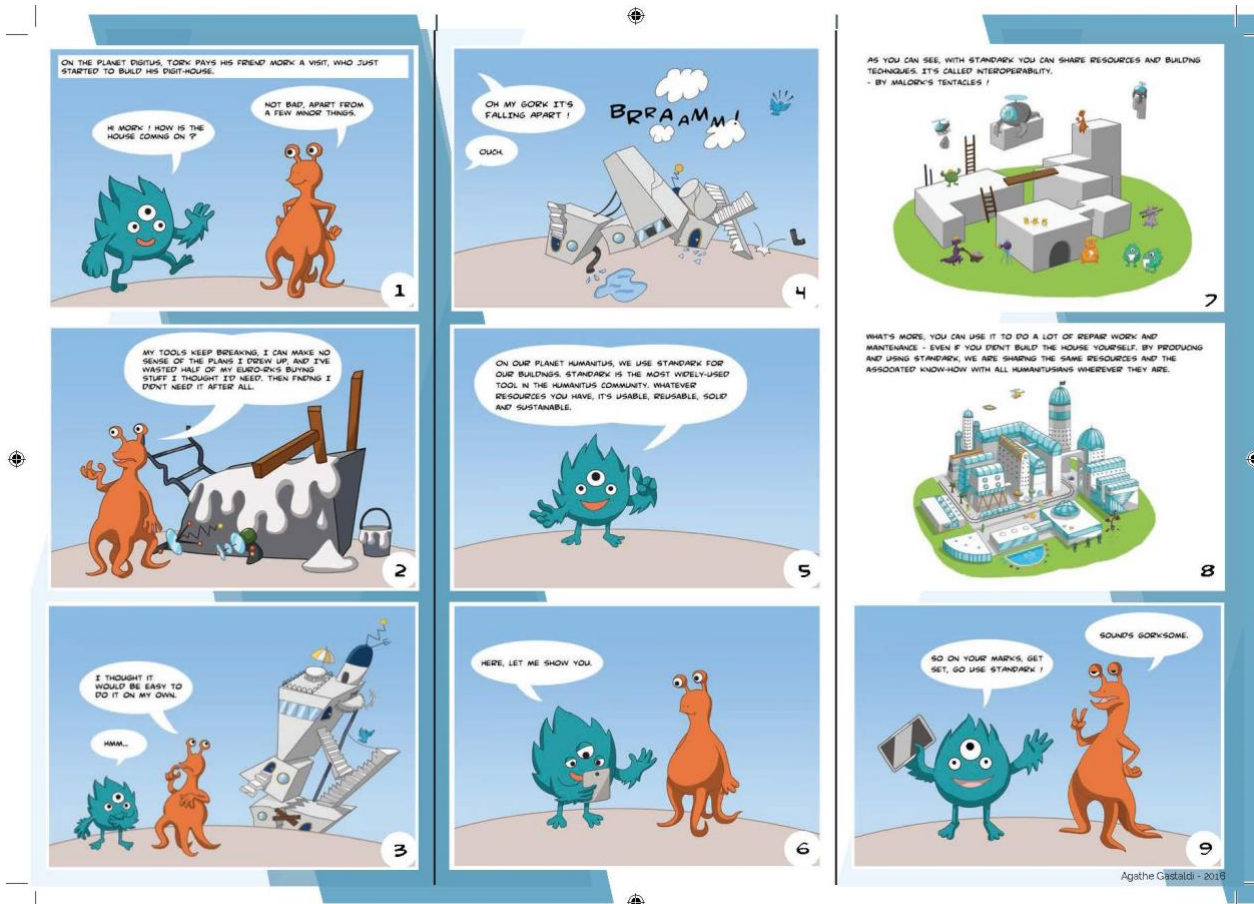
Figure 23: Leaflet on Standards featuring Mork and Tork

As the third year progressed, it became clear that we needed updated versions of our publicity materials that focused more on PARTHENOS emerging results and services rather than on the project's background and context. At the beginning of 2018, a new poster and a new leaflet were designed accordingly. Their publication coincided with the launch of the new project website, that also gave easier access to the PARTHENOS resources.

The new PARTHENOS poster was first presented at DH Nordic on 7-9 March 2018 (see Figure 26). The new leaflet made its first appearance on DH Benelux 2018 on 6-8 June, where PARTHENOS had its own booth (Figure 24 and 25). A first print of 1,000 copies was quickly distributed among partners and at various events.

Figure 24: New PARTHENOS leaflet outside

PARTHENOS Resources

PARTHENOS Entities Model

The PARTHENOS Entities Model is designed to map the many different kinds of datasets, tools, software, services and projects produced by the diverse humanities disciplines. Minimal metadata is gathered from member Research Infrastructures to populate the Joint Resource Registry. This generates a picture of available assets for researchers who can then use mapping tools to create rich metadata integrations for specific projects using particular Virtual Research Environments.

PARTHENOS Virtual Research Environment (VRE)

The Virtual Research Environment (VRE) is based upon D4Science and incorporates cloud technology along with several other applications to form a collaborative digital space for researchers. The VRE provides access to tools and services along with datasets, documents and any kind of digital information that may be produced as part of the research life cycle.

PARTHENOS Training Suite

PARTHENOS has devised a series of training modules and resources for researchers, educators, managers, and policy makers who want to learn more about Research Infrastructures and the issues and methods around them.

PARTHENOS Data Management Plan template

The PARTHENOS Data Management Plan (DMP) template provides guidelines and policies on IPR, Open Data and Open Access, addressing key issues related to the publication of research data according to the FAIR principles.

PARTHENOS Hub

The PARTHENOS Hub will be a publication and interaction platform. It experiments with combining the traditional format of publishing in journals with the more dynamic, interactive new media (such as blogs, internet forums and social networks).

By bringing these two together, PARTHENOS aims to make the most out of the advantages of both, enabling an innovative new way of scientific communication.

PARTHENOS Wizard: Interactive guide to find and access policies

PARTHENOS is building a public and easy to use interactive guide helping different users, like researchers, data managers or policy makers, to find and access policies and common guidelines tailored for the different humanities disciplines and various research activities.

PARTHENOS Standardization Survival Kit

The Standardization Survival Kit (SSK) is a comprehensive online environment, which aims at providing basic information, documentation and resources concerning standards and applicable to a wide scope of digitally based humanities and cultural heritage research activities.

You can find all PARTHENOS Resources on www.parthenos-project.eu

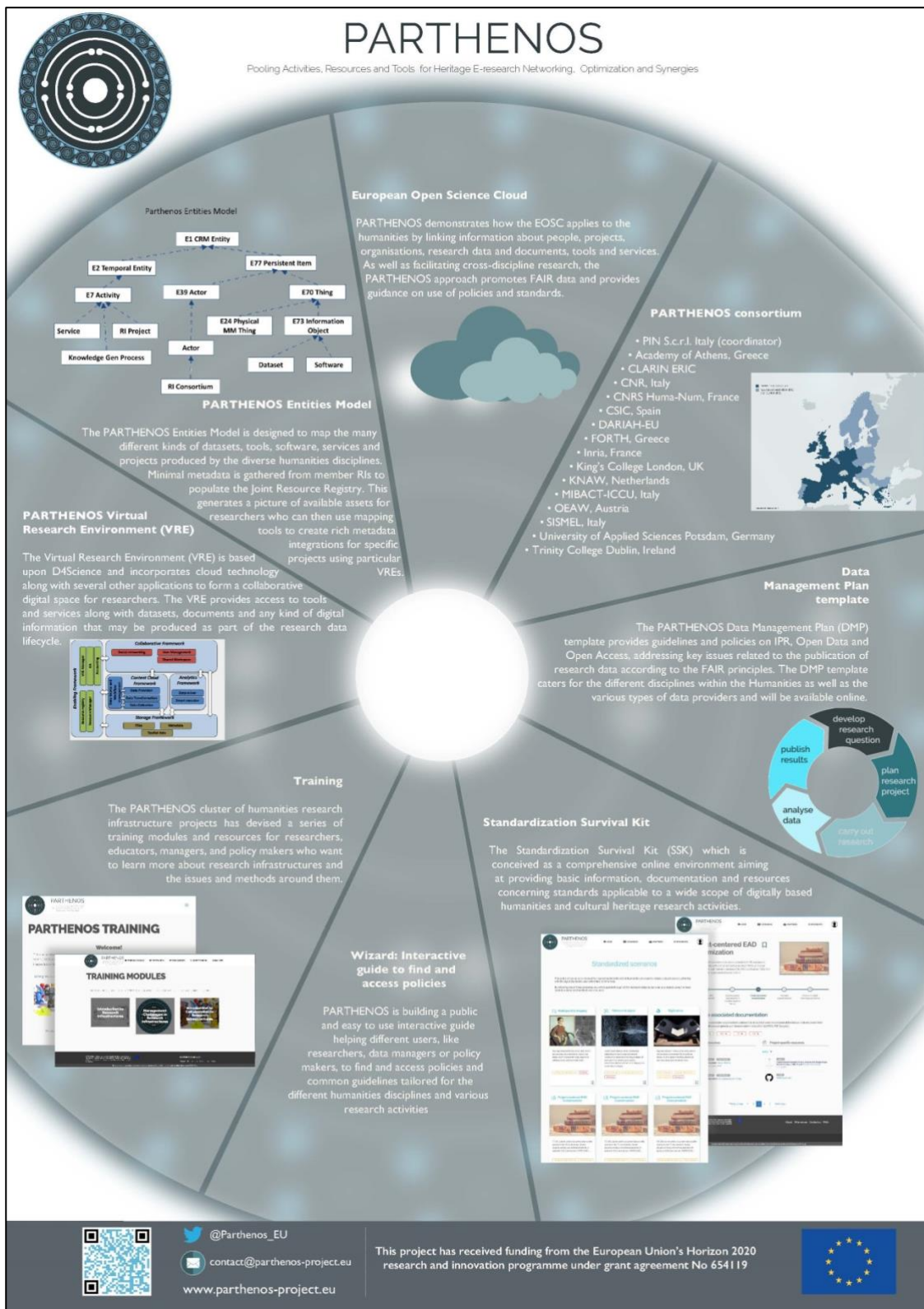**Figure 25: New PARTHENOS leaflet inside**

Figure 26: PARTHENOS Poster 2018

4.6 Publications

As was expected, no peer-reviewed PARTHENOS-related publications were submitted during the third year of the project. However, the below provides an overview of non-peer reviewed items that were published:

- Video on the most important types of stakeholders and their specific agendas when working together in Digital Humanities (based on PARTHENOS D3.1), created by ACDH-ÖAW https://www.oeaw.ac.at/acdh/projects/parthenos/;
- Article on the PARTHENOS Webinar series featured on the CLARIN website https://www.clarin.eu/news/parthenos-e-humanities-and-e-heritage-webinar-series;
- Article "PARTHENOS releases new training module for digital humanities researchers" on the Europeana website https://pro.europeana.eu/post/parthenos-releases-new-training-module-for-digital-humanities-researchers;
- White paper: "PARTHENOS sur les objets 3D dans le domaine du patrimoine culturel et les SHS" https://humanum.hypotheses.org/3266;
- CLARIN: Towards FAIR and Responsible Data Science Using Language Resources. Franciska De Jong and Bente Maegaard and Koenraad De Smedt and Darja Fišer and Dieter Van Uytvanck. Proceedings of the Eleventh International Conference on Language Resources and Evaluation (LREC 2018). Miyazaki, Japan. 2018. http://www.lrec-conf.org/proceedings/lrec2018/pdf/575.pdf .

As briefly explained under 3.1 overall objectives, we felt that the project is deserving of a scientific publication. While several project documents already describe the vision and goals of PARTHENOS, such as the Description of Action and separate deliverables, we felt that an academic publication should serve as its theoretical foundation. The publication of such a paper could be beneficial to PARTHENOS as a whole in several ways. Firstly, it could serve as a dissemination instrument in its own right. Secondly, it could fulfill the role of point of reference for other, more specialised publications. As a reference work, it could underpin the projects rationale on a more fundamental level. A reference work could make sure that future publications tie-in to the same shared vision, while preventing diverging interpretations of what PARTHENOS entails from developing.

4.7 Scientific communication

WP8 is tasked to analyse, support and improve scientific communication in the PARTHENOS target areas of language studies, digital humanities, digital heritage, archaeology and history. In particular, the WP8 Scientific Communication task focusses on infrastructural aspects of scientific publishing and interaction. In the second year of the project, the decision was made not to set up a new traditional scientific e-journal in the service of e-humanities research, but to explore the chances and challenges of scientific communication through the concept of the PARTHENOS Hub, an experimental publishing and interaction platform. During the third year, we focused on realising a first basic infrastructure.

The PARTHENOS Hub concept is to combine the advantages of publishing in traditional scientific journals (trustworthiness through a peer-review process, citability, persistence, scholarly recognition) and of sharing knowledge through modern digital means (e.g. blogs, social scientific networks) with their advantage of being fast, offering the possibility of direct exchange with a low technical barrier and a broad accessibility. By doing so, it is our goal to create a central place for scholarly discussion as an alternative to the somewhat more "dispersed" debate in different places, often without interaction and exchange.

We have identified the following requirements which need to be met to realise the Hub:
- Volatile content (e.g. from blogs) needs to be made persistent so it becomes citable:

    → We envision the use of repositories as a solution;
- (Traditional) scientific articles and selected ("static and edited") blog discussions on the same topic need to be brought together in one digital environment:

    → This clearly defined "static" collection of content on a platform will be called an "Issue";
- The issue needs to be edited:

    → This enhances (peer) review process, reliance and citability;
- Scholarly recognition for editor and authors is needed to create an incentive to use the Hub:

    → The set-up of an issue and Hub has to align with the traditional ways of publishing (as an addition and further development of existing systems);
- There need to be as few constraints to access as possible:

→ The Hub will be Open Access and the technical barrier needs to be low;

- The Hub needs to become embedded into the scientific discussion:
  → Communities need features to foster interaction, such as the possibility to comment, to tag etc.;

- The publication process needs to be open and continual:
  → 1. Publication of issue, 2. Interaction, 3. New enhanced issue, 4. …;

To create such an active, maintained digital environment for scholarly debate, an editor is appointed for each issue. It is the responsibility of the editor to select the content, preferably supported by peers. Selected "volatile" content from blogs has to be made static by storing it in a repository and providing it with a persistent identifier (PID). The content is published in an Issue on the PARTHENOS Hub platform where it can be accessed by readers, who will have the possibility to comment. In a second step that could be triggered by an appointed Community Manager, who is provided with tools to organise and moderate a process of discussion around the content (see Figure 27). The result could be a new and enhanced second publication.
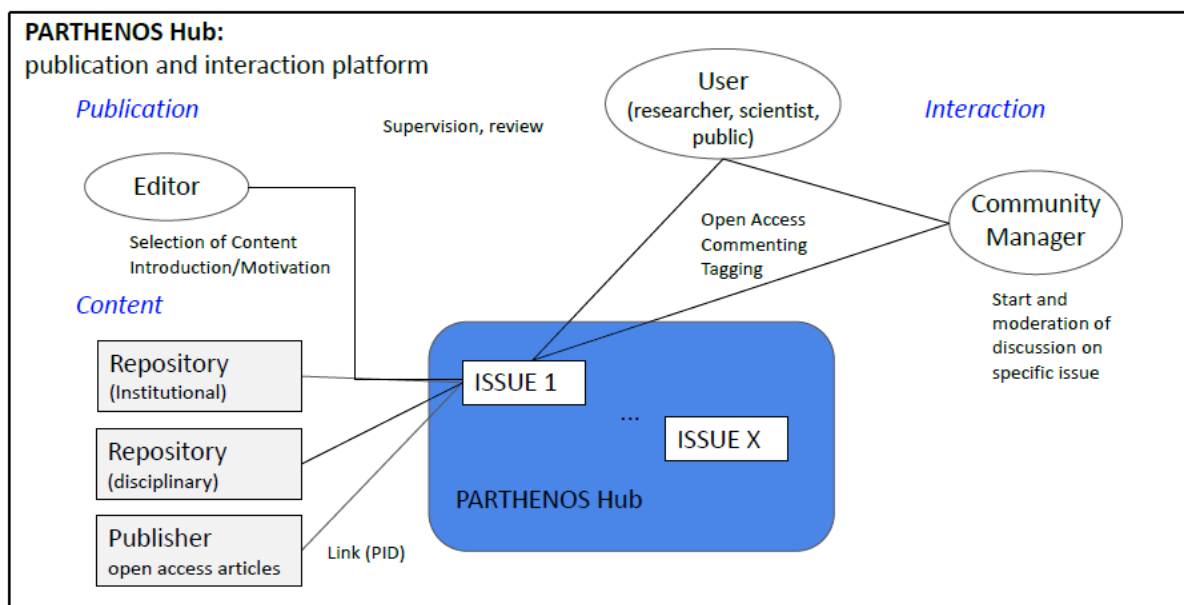

Figure 27: PARTHENOS Hub: Schema

For the most suitable technical design of this environment, we looked at different solutions that could be easily adapted to our needs. The close cooperation with the Humanities at Scale (HaS) project (http://has.dariah.eu/) – which successfully launched the OpenMethods platform (https://openmethods.dariah.eu/) in 2017, highlighting curated

content about Digital Humanities Methods and Tools – provided us more insight in how WordPress combined with a PressForward plugin could prove useful. Although many functional requirements were covered by this potential technical solution, a direct adoption wasn't possible as the PARTHENOS Hub – despite some similarities with the OpenMethods platform – has different needs regarding its set-up. Therefore, we looked at other technical options, such as Scalar (https://scalar.me/anvc/features/overview/) and Commentpress (http://futureofthebook.org/commentpress/) which all came with their own their advantages and disadvantages.

We decided to use WordPress for the first issue as the technical barriers for users are low, it integrates well with our PARTHENOS website (which also uses Wordpress as its backbone) and – with some additional plugins – it fits the needs for the first basic realisation of publishing issues, allowing with commenting as an added functionality. To explore other possibilities and functionalities we are considering GitBooks for the next issue as it offers some features (e.g. a file sharing structure) that seems to be a good thing to be explored when we realise the second step of developing the Hub, which will focus more on interaction.

The first issue will be published in July 2018 and will be about "The Definition of the Knowledge Graph". The editor is Gerry Coen, currently working for one of our partners (KNAW-DANS), who is an expert on this topic and is supported by his research group. In preparing the first edition, we encountered two challenges of the PARTHENOS Hub. One is that the editor has to decide on what would be the right "tone" to write the original text in, as the Hub combines the more formal, scientific language of published articles and the more blog-oriented publishing style. Another major challenge is that it is almost impossible to provide all accessed text in an open access format when the issue should cover the state of the art of the discussion of a specific topic, as still some major publications are hidden behind the pay walls of publishers.

In the next issue we are planning to combine content from the Humanities and Social Sciences fields.

We foresee that the following two – partly overlapping – categories of content are the most plausible candidates for publication on the Hub:

- (re-)publication of assessed open accessible content (projects, studies)
  → potential: documenting state of the art of a specific research question
- Original publication (less likely at the beginning)
  → contribute to a new, modern way of scientific communication (publication)

For several reasons, we have made an effort to introduce the Hub to a larger public. Most importantly, a fresh perspective helps the development forward. Also, creating more awareness around the concept of the Hub, increases the chances of the creation of a larger engaged community and adoption of the idea. We successfully submitted abstracts to conferences that will take place in the fourth year of the project:

- DH Benelux 2018, 8 June: Claus Spiecker, Frank Uiterwaal, Hélène Gautier, Marc Gener: Addressing challenges in scientific communication: The PARTHENOS Hub as a DH publication and interaction platform
  (http://2018.dhbenelux.org/programme/detailed-programme/)
- Deutscher Bibliothekartag 2018 (German Librarians' Day), 13 June: Claus Spiecker: Neue Wege wissenschaftlicher Kommunikation – der PARTHENOS Hub (Publikations- und Interaktionsplattform)
  (https://bibliothekartag2018.de/programm/uebersicht/)

Subsequently to both conferences there will be the possibility to publish a (peer reviewed) paper on the topic of the presentations.

Since the end of the third year of the project, the PARTHENOS Hub is also presented on the project website, describing the basic idea and building a landing page to access the Issues realised in year four (see Figure 28).

Figure 28: PARTHENOS Hub Landing page (Screenshot: https://www.parthenos-project.eu/portal/hub, May 2018)

In summary, the outcomes of our activities in the third year are:

- the collection of requirements and needs for the PARTHENOS Hub;

- a specific first solution on the basis of WordPress for the first realisation;

- successful submissions to conferences to spread the PARTHENOS Hub idea;

- initial plan for realisation and final documentation of findings.

5 Summary evaluation of activities during third year

Table 1 offers a summary evaluation of our activities reported in detail above against the performance targets set in the *First Year Communication Report*.

Indicator	Cumulative target M1-M36[10]	Actual M1-M36
Total number of website visitors	13,500	13,775
Number of EU/EEA countries reached through website	31	31
Total number of referrals	5,800	4,592 [11]
Number of contacts in the mailing list	220	296
Number of twitter followers	520	704
Avg. monthly number of tweet impressions	6,000	12,416
Number of joint events	5-6	6
Avg. number of attendees at joint events	30	28
Number of leaflets/other publicity materials distributed (to partners)	4,750	5,000
Number of presentations/posters at conferences, workshops, etc.	>30	At least 42
Number of attendees reached at conferences	>1,400	>1,400
Number of scientific papers	0-2	2
Articles in professional journals and online newsletters	25	>25

Table 1: Evaluation against targets

As can be seen we have reached, and in many cases significantly exceeded, all our performance targets. In the previous years, we were anticipating an increase in our outreach as more products would become available. Looking at, for instance, the numbers of website visitors, contacts on the mailing list, twitter followers and tweet impressions, that

---

[10] Please note that in some instance there is a discrepancy between the targets for M24 as presented here and in Table 6 of the *First Year Communication Report*. This is due to the fact that in the First Year Communication Report some targets were implicitly expressed as only covering the present reporting period (i.e. M13-24) while others were cumulative covering the period M1-M24. In order to avoid confusion, we have decided to express all targets as cumulative, and have accordingly re-calculated the following indicator: Total number of website visitors; total number of referrals; number of leaflets distributed; number of posters/presentations at conferences, workshops, etc.; number of attendees reached at conferences; Articles in professional journals and newsletters.

[11] This number does not include referrals to parts of the PARTHENOS ecosystem which are not the main website. E.g. the total number of referrals to the PARTHENOS Training Suite was 507 (249 via Twitter).

expectation now seems justified. As already mentioned, we tweeted more frequently this year – especially during the past months – than before, due to a significant increase in public activities. The one KPI we missed, is the total number of referrals to our website. As we exceeded the number of website visitors we aimed for however, we do not see a major reason for concern. Interested parties did manage to find us, but more via organic search than via referral. Generally, we think that is a good sign, as it means that people purposefully navigate to the PARTHENOS website, which is a more active approach to the website than by using a link.

With the recent overhaul of our communication and dissemination material on one side, and the steady growth of the outreach of our existing channels on the other, we are optimistic about the last year of PARTHENOS. With more and more results becoming available over the next twelve months, we are confident that we can significantly raise the performance of the indicators over the next period. This does not only apply to our online activities. For example, we held three joint events (as specified in the DoW) but already have five Foresight Workshops planned for the final period.

6 Planning of activities for fourth year

6.1 Website

The third year of the project was dedicated to the creation of the web infrastructure for the development of the PARTHENOS' ecosystem of services and products. As foreseen in the previous report, the strategic goal of the project was to transition from a news-based communication blog to a functional, easy to use access point for the services and products which have already or will become available in the fourth year of the project. During the fourth year, we will be completing this transition. Also, we will work on the conditions necessary to establish a sustainable web platform. Also, WP8 will increase the cooperation with WP3, WP5 and WP7 in order to integrate their services in a unique and recognisable PARTHENOS user experience.

The "new" PARTHENOS user experience, which was introduced with the second website redesign in the second quarter of 2018, will continually be polished and updated. This is considered vital when embedding PARTHENOS' products and services as they become available. The ultimate goal of T8.1 for the fourth year is to ensure this consistent and recognisable user experience across all products. The web services and hosting provider switch that took place in the third year will also help to scale the project's online operations across multiple products. Furthermore, the web infrastructure behind PARTHENOS will be reviewed and updated (if necessary) to ensure its availability and sustainability beyond the project's lifespan. The PARTHENOS website will remain available, as will be its related services and products, for at least five years after the project has ended.

Lastly, the website news section will be continuously maintained and updated with project-related news and results. As in the previous years, the strategic goal is to provide timely and clear information about the project, its results and its achievements. As more products are becoming available during year four, there will be a substantial push in the promotion of project's products and achievements in form of blog posts, news and social media entries. This is expected to maximise the impact of PARTHENOS.

6.2 Social media

The priority for the fourth year is to sustain and substantially increase our efforts on our social media channels. During this last period all PARTHENOS results and services will become available and this will be accompanied by an increased level of publicity. Twitter has already proven itself to be a valuable channel for PARTHENOS. Facebook has yet to do so, but we will continue to see whether we can make this general public friendly medium work for us and increase our efforts, while being realistic. Project partner CLARIN, for example, is very active on Facebook and has 186 followers (June 2018). Depending on the project results and developments, we may increase our use of channels such as YouTube and SlideShare on which we now have accounts mainly for storing videos and presentations.

6.3 Mailing list and newsletters

For the coming year, we expect to continue the steady growth of our mailing list, which will benefit from the anticipated general expansion of our dissemination activities. The newsletter has proved itself a valuable instrument to reach a relatively small, but growing and highly engaged group. Our aim continues to send three to four full newsletters per year. Additional shorter and more focused mailshots may be sent out as and when required with the launch of PARTHENOS products or events.

6.4 Publicity Materials

WP8 is well on track with the development of new publicity materials that precede the release of PARTHENOS outcomes during the fourth year. Distribution is expected to increase as more events are organised or attended to present the project. When project developments call for more specific publicity material, these will be tailor-made. Examples are banners or merchandize for events, programmes for the final event etc.

6.5 Events

6.5.1 External events

The Basecamp calendars mentioned in section 4.4.1 above will continue to be maintained and updated, and periodic reminders will be sent to partners to encourage them to disseminate information about PARTHENOS at events they are attending. All partners will be notified of calls for papers considered to be relevant to PARTHENOS, and invited to submit posters, papers and similar. Many partners are already active within their own domains with regards to participation at workshops and conference.

For this year, we plan an even more targeted approach than before. PARTHENOS management and communication will select several events where PARTHENOS should be present, and make sure this is planned.

6.5.2 Joint events

We will continue our joint-events programme in year four and plan future workshops in consultation with the other related Humanities RIs. The final year promises to be busy with the need for Foresight and Training workshops as well as other events. To date, the following Foresight workshops have been organized:

- DARIAH Annual Event, 23-24 May, Paris
- PARTHENOS General Assembly,13-15 June 2018, Prato
- CLARIN Annual Conference, 8-10 Oct, Pisa
- IPERION-CH Annual event, 16-19 Oct, Florence
- Digital Heritage 2018, 26-30 Oct, San Francisco.

Huma-Num have had a follow-up workshop on 3D data, following publication of the White Paper[12] accepted for DH Mexico at the end of June 2018; Other current proposals for year four include:

- Training Workshops (i.e. organised through WP7)
- Panel of experts at M45 – this is an event involving the external experts who have participated in reviewing the PARTHENOS WP3 outputs as part of WP2 during Year 3.

---

[12] "Digital 3D Objects in the Art and Humanities: challenges of creation, interoperability and preservation"

- Final Event M46/7
- Another joint workshop with CLARIN, possibly at their annual conference (September 2018)
- A joint event with DARIAH.

6.6 Publications

We expect that most substantive, peer-reviewed scientific publications relating to PARTHENOS will be published towards the end of the project. We envisage that a maximum of one to two such publications will be published or in-press by the end of the forthcoming reporting period. In the meantime, we intend to keep on publishing smaller articles and news items that focus on the project's preliminary results.

6.7 Scientific communication

In the fourth year we will continue to explore challenges and opportunities for the PARTHENOS Hub as a new way of scientific communication. We will explore different features as means to enhance the interaction within a community on a selected topic using an issue on the hub as start of the discussion. In particular, we will document what is needed as infrastructure to re-use and further develop the PARTHENOS Hub idea on the basis of our experimental findings. The results, evaluations, and recommendations will be fully documented and will be made available open access at the end of the fourth year.

The first thematic issue ("Definition of the Knowledge Hub") is in preparation and will be published in July 2018 on the Hub as an example and a test-bed. It will be realised on WordPress with several plugins and contain basic commenting possibilities. Depending on the feedback, a revised and enhanced 1.1 version on the same topic is planned in order to look at new possibilities for the Hub and document these findings, too.

For the next issue we plan to use GitBooks to explore the additional features offered by this technical solution. The main focus will be the interaction within a community after the publication using the issue as starting point of the discussion. Possibilities for a moderated process of interaction by a community manager will be explored using the issue to trigger the discussion in the community on a very specific topic. The intention is to add and combine features from social media (direct discussion, collective work) with the traditional

way of journal publishing. The exploration of commenting, interacting and improving could lead to a new definition of a process of integrating a broader community into the discussion. Successful tools could be applied for preparation of new issues, too, offering possibilities of open peer review.

We will further address open questions regarding e.g. legal issues and provide information and guidelines for users so that they can quickly ascertain the possibilities of the Hub. Furthermore, we will investigate what additionally features may be needed by involving the PARTHENOS communities and other partners.

Based on the first experiences with a project partners' repository, we will continue our investigation regarding the adoption and management of a scientific repository service for open access pre-print storage of scientific papers. We will document our findings and will give recommendations on how to integrate a repository successfully within an individual PARTHENOS Hub solution.

We will continue to spread the PARTHENOS Hub idea as a new way of scientific communication and to trigger the discussion with interested parties outside the project. Submissions to the "DH Benelux 2018" (June 8) and the "Deutscher Bibliothekartag" (German Librarians' Day, June 13) were successful and will result in papers published 2019 and 2018. Further presentations at conferences are planned. In addition to the documentation of our results, it is intended to write an article about the experimental approach of the PARTHENOS Hub as a new possibility of scientific communication at the end of the project.

7 Evaluation criteria for year 4

Indicator	Cumulative target (M1-48)
Total number of website visitors	18,000
Number of EU/EEA countries reached through website	31
Total number of referrals	7,000
Number of contacts in the mailing list	350
Number of twitter followers	950
Avg. monthly number of tweet impressions	12.000
Number of joint events	9-10
Avg. number of attendees at joint events	30
Number of leaflets/other publicity materials distributed (to partners)	7,000
Number of presentations/posters at conferences, workshops, etc.	55
Number of attendees reached at conferences	>2,100
Number of scientific papers	2-4
Articles in professional journals and online newsletters	32

Table 2: Evaluation criteria Year 3