D7.1 – Initial Dissemination and Communication Plan

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1 Executive Summary

This deliverable presents the initial Dissemination and Communication Plan for the ARIADNEplus project. The plan builds upon previous experience gained from the original ARIADNE project with the aim of raising awareness to an increased audience, reaching more end-users and promoting the Portal, along with its related standards and best practices across the board. ARIADNEplus will extend the geographic, disciplinary and temporal coverage of its datasets, the depth of the database integration as well as textual datasets (through NLP) and also the portfolio of tools and services offered to end-users. It will consequently involve a greater number of researchers, as well as heritage managers, and its stakeholders, it will now include people from the USA, Japan, and Argentina.

This wider community not only includes the project partners, research institutions and policy makers but also research infrastructures in related cultural heritage disciplines, commercial organisations involved in archaeology and cultural heritage, semi-professional and amateur organisations as well as the public at large. As such, each community has different priorities and interests and the communications have to be tailored according to the resources available to the project. The consortium of 41 partners provide one such valuable resource through a variety of their own dissemination channels, from websites and newsletters to social media and their own networks of contacts. The are several ERICS and RIs who also have overlapping interests with whom ARIADNEplus will co-ordinate including Europeana, DARIAH and E-RIHS as well as key groups and associations such as the European Association of Archaeologists. The CARARE Association is also a partner and provides coverage for regions not represented by the consortium.

Among the resources identified are mailing lists, Twitter (as the most effective social media channel), the press and the ARIADNEplus website. Leaflets targeted at specific stakeholder groups are also being produced, the first of these being for researchers and cultural heritage managers. In addition, dissemination materials have already been prepared such as pens, bags and notepads with the ARIADNEplus logo, along with upright banners that can be taken to conferences and events. For internal communication, there will be a monthly newsletter to keep all the partners updated on what is happening in the project as well as a 3-monthly summary sent out to subscribers (created in MailChimp) which will refer them to the website. Representation at conferences and events are a very effective means of reaching the wider research community and the project will focus on encouraging partners to submit proposals for papers and workshops as well as having booths where feasible. Training and Transnational Access also provide an opportunity to communicate (and achieve) the project objectives, the latter being a good way to contact younger, less experienced researchers.

Finally, ARIADNEplus has the benefit of the experience gained from the first project to set realistic targets (indicators) for the measurement of its success and outreach, and also the advice and support of a Strategic Advisory Board whose initial recommendations have been taken on board and who will also assess and advise the WP7 team over the four-year lifetime of this initiative.

2 Introduction and objectives

ARIADNEplus is the follow-on project from ARIADNE which ran from 1st February 2013 for four years. During this time, a successful research infrastructure was established around a large collection of archaeological datasets and tools along with a strong dissemination strategy, which aimed at promoting the project, encouraging uptake of the Portal and building a network across Europe of stakeholders. In this context, the dissemination strategy for ARIADNEplus will build upon the original activities, taking into account the lessons learnt from previous experiences whilst retaining flexibility to adapt to new communication channels and methods that may become to the forefront over the next four years.

Concisely, the overall goals of ARIADNEplus are to extend:

- **The geographic coverage** of archaeological datasets from everywhere, with a particular attention to areas where the coverage was less intensive;
- **The disciplinary coverage**, which in ARIADNE included mainly excavation data and a few other topics as, for example, dendrochronology, by integrating in the new ARIADNEplus Data Infrastructure data produced by palaeoanthropology, bioarchaeology, environmental archaeology as well as the results of scientific analyses, such as material sciences, dating and so on, and those related to standing structures;
- **The time-span considered**, pushing backwards, by incorporating palaeoanthropology, and forwards into more recent times, e.g. by including industrial archaeology;
- **The depth of database integration**, increasing interoperability at the item level and with archaeological Geographic Information Systems (GIS);
- The integration of text datasets by extending the use of Text Mining through Natural Language Processing (NLP) and Named Entity Recognition (NER);
- **The research community involved**. The ARIADNEplus target is to get in touch with a large majority of all researchers and professionals (particularly important in this domain where research and heritage management go hand in hand), and addressing most if not all the needs of archaeologists engaging with digital methods. It is also anticipated that ARIADNEplus will attract the international research community;
- **The service portfolio offered to users**, incorporating more advanced tools for digital analysis and interpretation in the ARIADNEplus System.

This plan describes the communication channels and activities that will be used to achieve these goals, reaching the wider research community and other stakeholders as identified in the following section.

3 Defining the stakeholder community

ARIADNEplus has a wide range of stakeholders who have varying priorities and interests. By developing an understanding of the needs and interests of each group, the project aims to make its dissemination activities more relevant to the people and organisations interested in using the research infrastructure. Awareness of the needs of community helps identify the best channels for contacting stakeholder groups (such as email lists, conferences, other means) and in the design and planning of dissemination materials and activities, thus helping to raise the visibility of the project and promote use of its outputs:

- internal stakeholders in the partner institutions who have an interest or involvement in archaeological research or management responsibilities relating to project activities;
- research institutions active in the field as represented by managers and senior researchers with management duties such as deans, directors etc.;
- scholars, researchers and students in archaeological disciplines and the wider scientific community;
- international networks and research infrastructures in related disciplines;
- policy makers and policy bodies, and funding agencies including the European Commission;
- cultural Heritage institutions interested in activities such as data management and training;
- commercial organisations such as private companies involved in archaeology, cultural heritage and consultancy;
- semi-professional and amateur organisations and groups;
- media and the public at large.

3.1 Internal stakeholders

Internal stakeholders are one of the target audiences for the ARIADNEplus project as it is important to disseminate to managers and decision makers within the partner organisation, and to researchers, scholars and students within the organisation to raise awareness of the project's activities and the opportunities for using the research infrastructure both for members of the partner organisation and also as a way of disseminating news about ARIADNEplus with their contacts and networks.
Staff within the partner institutions may be interested in news about:

- the development of the infrastructure;
- innovation and the development of tools and methodologies;
- best practices, guidelines and training opportunities;
- data access;
- conferences and other events;
- advancement in research.

The aim of this dissemination activity is to make the stakeholders aware of ARIADNEplus and its activities, to support and promote the development and use of the research infrastructure and to spread the news by capillary action within individual networks. Internal stakeholders can be reached during internal meetings, through presentations of the project activities, by distributing dissemination materials and by sharing news.

3.2 Research institutions

Amongst archaeological research institutions the emphasis will be on disseminating the potential for advancement in research quality, effectiveness of work and improvements in working practice. The message should underline the advantages for individual institutions and researchers in collaborating with each other and contributing their data.
Managers and senior researchers within these institutions may be interested in news about:

- the development of the research infrastructure and its data centres;
- opportunities for collaboration;
- innovation, new tools and services available to researchers;
- forthcoming conferences and events.

The primary means of communication with this group will be via dedicated web pages and leaflets, and via regional or thematic events. Research institutions include universities, archaeological museums, specialist institutes, archaeology schools (such as the foreign archaeology missions based in Cyprus, Rome, Athens, etc.) and research projects.

3.3 Scholars, researchers and students in archaeological and related disciplines

This is the community of researchers and students active in the field of archaeology with an interest in scientific and technical approaches, and in creating, analysing, sharing, using and re-using archaeological datasets. This group can be reached through conferences, events, academic forums and publications. The message should underline the opportunities for using the ARIADNEplus research infrastructure, openness of data access, tools, innovation and potential new avenues for research.

Researchers are likely to be interested in:

- data access and datasets;
- tools and technologies;
- forthcoming events, workshops and training opportunities;
- research quality and innovation.

The primary means of communication with this group will be via scientific conferences and journals, dedicated publications and printed materials, regional and thematic events; training materials and movies, etc. A wide subject range of conferences, events and journals will be targeted to reach researchers working in related fields (e.g. computer scientists) as well as new fields (Bio-Archaeology, DNA, Environmental Studies, etc.) as recommended by the SAB.

3.4 International networks and research infrastructures

These are international networks and research infrastructures active in disciplines related to archaeology or to the work of ARIADNE. This group is not a direct stakeholder of ARIADNEplus but has a general interest in infrastructure developments and there may be opportunities for networking, collaboration and sharing and exchanging news about activities and solutions being developed.

This group is likely to be interested in:

- the development of the infrastructure, tools and services;
- opportunities for collaboration and networking, such as international events;
- business planning and strategy development.

The primary means of communication with this group will be via the project leaflet, briefing papers and collaboration events.

3.5 Policy makers and policy bodies, and funding agencies

This group includes policy makers, for example from national organisations with responsibilities for research institutions, funding agencies such as bodies with responsibility for funding research on national level and the European Commission. The individual representatives of this group typically have broad areas of responsibility, with archaeology being just one of many fields for which they have responsibility. The main message to this group is around the benefits and positive impact of the research infrastructure on a broad range of stakeholders and end-users.

This group is likely to be interested in:

- business planning and strategy development;
- the socio-economic impact of the research infrastructure.

The primary means of communication with this group will be via policy briefings, which should be clear and concise for easy access.

3.6 Cultural Heritage institutions such as local museums

This group of stakeholders are part of the overall cultural heritage landscape but may not be directly involved in research. Such stakeholders may include smaller (local) museums and art galleries, photo archives and possibly private collections. However, their activities will include the creation, management and curation of data with a focus on preservation. In this respect, current best practice and training provided by ARIADNEplus will be of interest to these stakeholders.

This group is likely to be interested in:

- innovation and the development of tools and methodologies;
- best practices, guidelines and training opportunities.

The primary communication channels for these types of organisations will be through national networks, many who will belong to European and international networks such as NEMO, the Network of European Museum Organisations. The newsletter, (and indirectly, the website), along with targeted announcements, can be disseminated via these networks.

3.7 Commercial organisations such as private companies involved in archaeology, cultural heritage and consultancy

There are many organisations involved in the cultural heritage sector who provide their services to public institutions. These services range from archaeological surveys, 3D modelling, organisation of exhibitions and displays, production of equipment and services used by researchers and CH practitioners, to tourism. Many are involved in producing data and need to keep up to date with latest developments and best practices, other may be data users.

This group is likely to be interested in:

- data access and datasets;
- tools and technologies;
- forthcoming events, workshops and training opportunities;
- research quality and innovation.

People working in these sectors are likely to engage with a variety of different channels; some will attend conferences and seminars, others may be reached through publications and journals that are specific to their area of interest. ARIADNEplus will employ a variety of communications and will further investigate other possible means of reaching these organisations.

3.8 Semi-professional and amateur organisations and groups

ARIADNEplus will include data that comes from members of the public and registers of archaeological finds. This is one example of non-professionals who contribute to the archaeology and cultural heritage sector, others being volunteers who work for museums and heritage institutions in a variety of roles from guides to crafts people. There are many people who belong to semi-professional and amateur archaeological societies, often run and/or supported by qualified archaeologists, who have a deep interest in the subject and donate their time to helping out on digs and cataloguing, as well as being highly engaged and knowledgeable visitors to tourist sites and museums. These are also the type of people who will be actively involved in "Citizen Science" and are also possible end users of the Portal for their own interests.

This group is likely to be interested in:

- general information about the project and the Portal;
- specific areas of interest such as addressed by the project SIGs;
- archaeology in general.

The methods of communication with this group are the media (TV, radio and press), exhibitions and social networks. Dissemination materials include the project website, leaflets, press releases, images and movies.

3.9 Media and the public at large

The public at large are not direct stakeholders of ARIADNEplus but this group includes individuals with an interest in archaeology, research and in research infrastructures. Opportunities to inform this group about the work and innovations in research through the media and social networks should be exploited, not least because of public influence on policy-makers. Europeana is a potential channel for informing members of the public about ARIADNEplus and its data centres.

This group is likely to be interested in:

- general information about the project;
- archaeology in general.

The methods of communication with this group are the media (TV, radio and press), exhibitions and social networks. Dissemination materials include the project website, leaflets, press releases, images and movies.

4 Identifying the resources

This section identifies the skills and experiences available within the project consortium, and their connections with projects, networks and associations.

4.1 Consortium

The Dissemination, Communication and Exploitation work package is led by PIN and involves all partners in the project consortium. The ARIADNEplus consortium consists of 41 partners in 28 countries including Sweden, United Kingdom, Ireland, Germany, Austria, Hungary, Czech Republic, Croatia, Hungary, Slovenia, France, Belgium, the Netherlands, Denmark, Finland, Norway, Iceland, Italy, Spain, Portugal, Greece, Cyprus, Israel, Romania and Bulgaria plus the US, Argentina and Japan. The CARARE Network is also a member.

All project partners are responsible for contributing to dissemination activities including the identification of events, development of dissemination materials and to the development of the project website. Most of the partners have public relations departments in their institutions, or access to external resources, on which to draw relevant skills and experience for disseminating ARIADNEplus. Each partner has a designated dissemination contact.

Responsibilities for dissemination activities:

- the coordinator, PIN, has strategic responsibility for coordinating dissemination activities by all partners;
- PIN leads WP7 and is responsible for managing the development of the project website as a one-stop access point to the integrated infrastructure and social network channels (via associate VAST-LAB);
- PIN, with the support of MIBAC-ICCU, are responsible for publicising the project and sharing news and information about project results through the project newsletter, social networks and media channels;
- all partners are responsible for publicising the project within their countries via local media and networks, translating dissemination materials into their national language(s) as appropriate;
- OEAW is responsible for coordinating ARIADNEplus events in the framework of international conferences and all partners offer support as appropriate to the event planning;
- MiBAC-ICCU is responsible for coordinating publication activity;
- SFRG, with the support of PIN, UoY-ADS and CNR-ISTI, is responsible for organising the stakeholder survey (in the framework of Work package 2);
- the thirteen Sub-groups, which address specific disciplines, are each led by a partner with relevant expertise and co-ordinated overall by UoY-ADS.

4.2 Related international initiatives

ARIADNEplus has identified a number of international projects, network and research infrastructures which are active within related areas. These projects represent external networks with resources in place to disseminate news and information with their stakeholders. The strategy for ARIADNEplus will be to approach the projects offering to exchange news about project activities and to seek opportunities for collaboration.

The initiatives which been identified include:

- Europeana[1] (stakeholder community: cultural heritage);
- DARIAH[2] (stakeholder community: research infrastructure for arts and humanities);
- CENDARI[3] (stakeholder community: research infrastructure for medieval and modern history);
- European Holocaust Research Infrastructure[4] (stakeholder community: researchers in holocaust research);
- E-RIHS[5] (stakeholder community: researchers in heritage science and preservation);
- Archaeolandscape (active FaceBook page), Pelagios, Pleiades, CSIR (Corpus Signorum Imperii Romani) and European Archaeological Schools abroad (stakeholder community: archaeological research);
- V-MusT[6] (stakeholder community: museums);
- NEMO[7] (stakeholder community: museums).

It is envisaged that ARIADNEplus will have links with Europeana, which can have impact in stimulating the interest of the broad public audiences in archaeology and heritage, and in stimulating study visits to archaeological museums and sites.

The ARIADNEplus social networking team (PIN) will follow the international projects, initiatives and research infrastructures identified as being of interest via their websites, Twitter feeds and other social network channels.

Partner responsibilities:

- within the framework of WP2, AIAC will be responsible for coordinating approaches to related international and national initiatives to avoid duplication and to maximum effect;
- PIN, KNAW-DANS and UoY-ADS coordinates liaising with related EU projects such as DARIAH;
- Athena RC liaises with DYAS, the planned Arts & Humanities infrastructure for Greece;
- MiBAC-ICCU coordinates liaising with public institutions and liaises with the Europeana Foundation and related projects;
- AIAC coordinates liaising with Pelagios, Pleiades, CSIR and European Archaeological Schools abroad.

4.3 Groups and associations

Several ARIADNEplus partners are members of groups and associations active within the field. These groups and associations each represent external networks with resources in place to disseminate news and information with their stakeholders. The strategy for ARIADNEplus will be to explore opportunities for the dissemination of news and information about project activities with these groups.
The groups and associations which have been identified include:

- European Association of Archaeologists (EAA);
- Computer Applications in Archaeology (CAA);

[1] http://www.europeana.eu
[2] http://www.dariah.eu/
[3] http://www.cendari.eu/
[4] http://pro.europeana.eu
[5] http://www.e-rihs.eu/
[6] http://www.v-must.net/
[7] https://www.ne-mo.org/

- Digisam Sweden – a network for coordination of digitisation, digital preservation and digital access to cultural heritage in Sweden (contact = Ulf Jakobsson, SND);
- Association of Cypriot Archaeologists (ACA) (contact = Sorin Hermon, STARC);
- Society of Cypriot Studies (contact = Sorin Hermon, STARC);
- World Archaeological Congress.

4.4 Community building

Community building will be fostered through the activities of WP2, which is led by UoY-ADS. The objectives of WP2 during 2019-22 include:

- carrying out a stakeholder survey to update the users identified in the original survey four years ago. This will be carried out in cooperation with the groups and associations identified in Task 5.3 above; the aim of the survey is to inform the development of the ARIADNEplus infrastructure. Nevertheless, it will also disseminate information about ARIADNEplus amongst stakeholders;
- supporting the thirteen Special Interest Groups (SIGs) in the research community with the aim of discussing the state of the art and issues relating to the creation and use of datasets. The SIGs will use online and social networking tools for discussion and resources made available on the project website;
- activities to bring new partners in the project up to speed with the ARIADNEplus approach and global data strategies such as the FAIR Principles and EOSC;
- the CARARE Association will be responsible for raising awareness in central and south eastern Europe as they have several members from this target region;
- the CARARE Association will also be responsible for activities targeted at a vast community of potential users of the ARIADNEplus Cloud, such as heritage agencies, museum curators, heritage managers, professionals or SMEs working on excavations, often known as commercial, contract or preventative archaeology, to establish the ways in which ARIADNEplus may provide services for them;
- international activities aiming to strengthen already established and forging new relationships with international partners. The activities will focus on realising the vision of a global digital research infrastructure for archaeology, and getting more institutions and networks involved in this ambitious project, such as national networks, existing archives outside the EU etc.
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4.5 Contact database

The objective for 2019-20 will be to build the project's contact database by encouraging subscriptions to the project website and newsletter, and followers on Twitter. The strategies for building and extending the contact database include community building activities such as carrying out the survey of stakeholders and developing special interest groups, as well as liaising with research institutions, related international and national initiatives, cooperation with groups and associations, disseminating news and updates about the project's activities through various channels including direct contacts of partners' network, use of social media, project newsletter, partners' newsletters, press notices and by participating in conferences and events.

5 Informing the stakeholder community

The objective is to inform the stakeholder community about news, events, project activities, the development of the infrastructure and the availability of datasets, tools and services. This will be done through the different channels (project newsletter, mailing lists, social networks, press notices) documented below as well as via project events, workshops, tutorials and other activities. Our strategy is to make the initial approach to the target audience by making use of social media, professional/personal/local contacts from the project partners' network, etc. Contacts will be made through the use of an appropriate **message** to transmit information, which should vary according to the target audience. For example, when reaching the research community we could point out specific publications on the project website, news about forthcoming conferences or innovation in the archaeological research infrastructure. During 2019-20, the programme of work by partners in the research work packages and developments in the ARIADNEplus infrastructure will be some of the achievements to inform our stakeholder community.

5.1 Internal communication channels

- Basecamp;
- D4Science;
- monthly partners' newsletter.

5.2 Mailing lists

The members of the project team are each registered on various mailing lists for professional reasons. These lists cover different aspects of archaeological research including specialist subject areas, uses of particular technologies, digital preservation, general topics in cultural heritage and digital libraries and business domains. Although many people subscribe to more than one mailing list, the full membership of each list differs.

The project is creating a document summarising relevant email lists. To avoid multiple postings, a team member will be asked to take responsibility for circulating project news to specified mailing lists. Partners have been asked to identify the email lists to which team members are signed up. A master list will then be made to enable the dissemination of news items to the lists to be coordinated by PIN with support from all partners.

The strategy is to post notices about ARIADNEplus to the lists (for example to announce a new issue of the newsletter or a forthcoming event with a link to the project website). Such notices are a good way of driving traffic to the website and allowing contacts the opportunity of registering on the website as users. The work of sending notices will be done periodically according to the project activities and developments.

The emailing lists which have been identified include:

- ARCH-AC-UK - UK academic archaeologists mailing list: https://www.jiscmail.ac.uk/cgi-bin/webadmin?A0=ARCH-AC-UK;
- ROSA - Slovenian archaeologists mailing list (ZRC SAZU);
- Musei-IT;
- Associazione nazionale archeologi (PIN);

- antiquist@googlegroups.com (UoY-ADS);
- Datalink (DANS newsletter) (KNAW-DANS);
- International Association for Classical Archaeology (AIAC's list);
- Society of Cypriot Studies (STARC);
- Association of Cypriot Archaeologists (STARC);
- Archaeological Research Unit-University of Cyprus (STARC);
- New Archaeological Research Network for Integrating Approaches to Ancient Material Studies- (NARNIA) - (STARC);
- 'Österreichischen Gesellschaft für Ur- und Frühgeschichte' (the mailing list of the Austrian Society for Pre- and Protohistory).
-

5.3 Social networks

Twitter - ARIADNE_Network
ARIADNEplus will use the original Twitter feed established by ARIADNE. This achieved a following of around 900 people by the end of the first project and was the most successful social media channel for the research community.
The strategy for **Twitter**[8] during 2019-20 will be to:

- post Tweets related to the project's activities (newsletter, events, project progress) or information related to domains of interest for ARIADNEplus and its Special Interest Groups. This will keep followers informed about the project and activate new discussions around pertinent areas;
- encourage the partners to share interesting news and then tweet about them with the project Twitter handle♯@ARIADNE_Network;
- monitor events (who's attending what events) and tweet about the event with the event hashtag;
- involve ARIADNEplus project members who are active on Twitter to create interest around ARIADNEplus by Tweeting about the project (@ARIADNE_Network) and retweeting any tweets of interest;
- include the project Twitter feed on the home page of the project website;
- follow lists of relevant Twitter users. This activity gives the ARIADNEplus project visibility: some of these users might follow ARIADNEplus in return or retweet project tweets to their followers etc.

LinkedIn
The strategy for **LinkedIn** during 2019-20 will be to promote discussion about ARIADNEplus and to advertise relevant activities to existing active groups. Although the original project had its own group, the level of engagement was low and it became apparent that LinkedIn was not a good communication channel, having been overtaken by others, so we are not continuing with a project group. However, posts can be made in related active groups.

The list of relevant existing LinkedIn groups identified are:

- Professional Anthropology/Archaeology Group
- Information Technologies and Cultural Heritage Group
- CAA: Computer Applications and Quantitative Methods in Archaeology
- Experimental Archaeology

[8] http://www.twitter.com/ARIADNE_network

Slideshare
A Slideshare account was established for ARIADNE the project: ariadnenetwork. This channel will continue be used to share project presentations, reports and other publications as it proved to be an effective communication channel for disseminating project presentations and reports.

YouTube
A new **YouTube** channel will be established for the project. The intention is to use this channel to publish videos about the project, the research infrastructure and its activities. A channel was originally set up for ARIADNE but appears to be defunct. A search on ARIADNE produces a lot of results but nothing exists for ARIADNEplus so this should be easily findable.

Other media channels

- Zotero
- Partner's websites
- Partner's newsletters, blogs and news feeds

5.4 Press notices and articles

Press notices and press release are an effective way to disseminate the project outcomes to news media: Newspapers or magazines (online or papers versions), news sites, news networks.
From our experience with ARIADNE, the press coverage of the Italian event in Rome created a lot of follow-on activity on Twitter and the website so more effort will be focussed on obtaining press coverage for ARIADNEplus activities and events.

6 The ARIADNEplus website and Twitter account

The ARIADNEplus website (http://www.ariadne-infrastructure.eu/) was launched in month two of the project was introduced to the project partners at the kick-off meeting held in Prato on 11-14 February 2019. The aim of this site is to provide information about the project to stakeholders and to related projects, and provides a single point of access to the research infrastructure via the Portal. The ARIADNEplus website is built on a modern Content Management System (CMS) platform that provides administrators with the flexibility to edit and modify all the contents easily. The website supports five different user roles, that define what actions each user is allowed to perform. These are:

- Administrator – can log-in, publish and manage website's pages and news pages, can modify graphics and functional properties of the website
- Editor – can log-in, publish and manage website's pages and news pages
- Author – can log-in, write, upload photos, edit and publish its own news pages
- Contributor – can log-in, has no publishing or uploading capability, but can write and edit its own news pages until they are published by an editor or administrator
- General user: can see the public pages and the news pages of the site

These users have full control over the files, documents, as well as the design and display of the contents. The graphic solution used for the website frontend is based on a responsive design, that can adapt to the user's behaviour and environment based on screen size, platform and orientation.
The main domain name used for ARIADNEplus website is **ariadne-infrastructure.eu**. A security certificate for the main domain has been obtained and an HTTPS (Hypertext Transfer Protocol Secure) enabled in order to protect users' connections to the website:

- https://ariadne-infrastructure.eu/

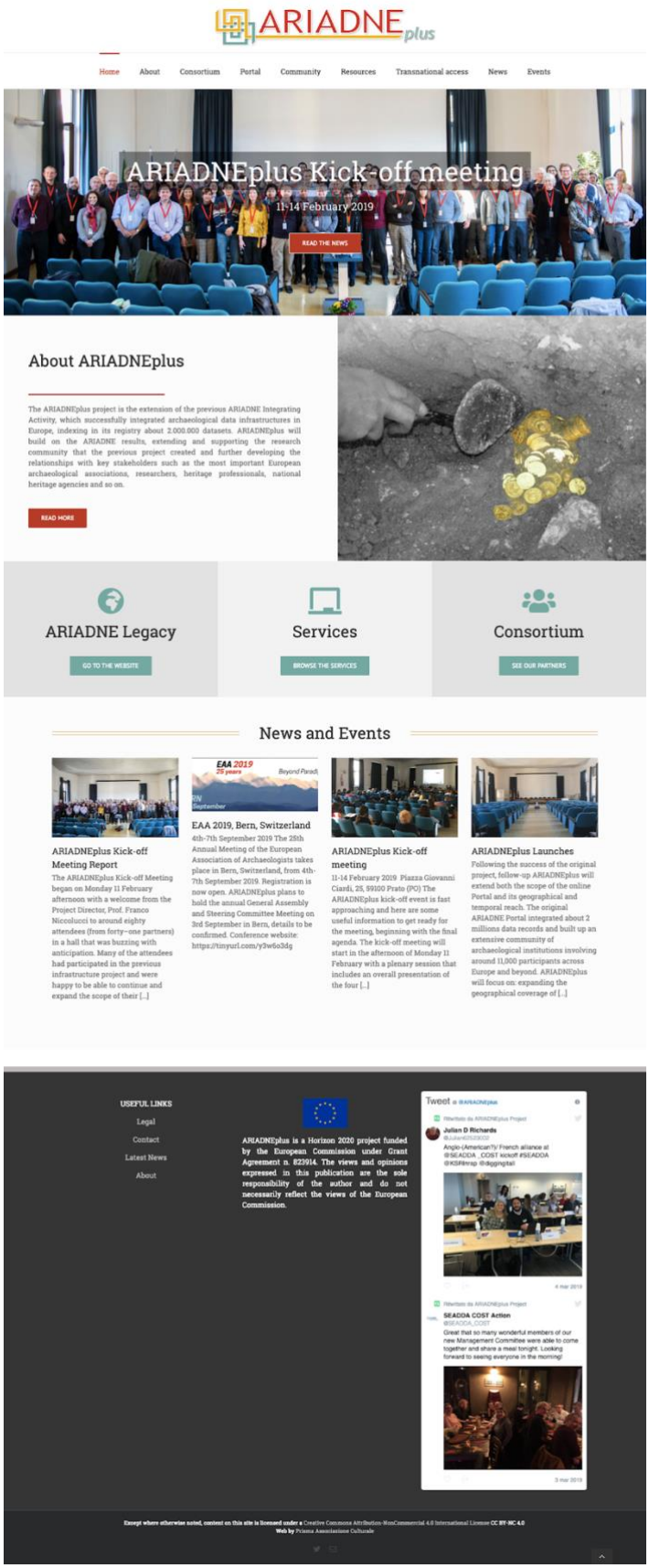

Figure 1: https://www.ariadne-infrastructure.eu Home page.

All the contents and documentations of the old ARIADNEplus project website have been moved to a new third level domain:

- legacy.ariadne-infrastructure.eu

Figure 2: http://legacy.ariadne-infrastructure.eu/

6.1 Website Content

6.1.1 Fixed sections

Two main sections remain fixed on all pages of the site, while contents of the body change according to the different issues:

- the main navigation menu, placed on the website's header, helps users to find information and browse through the different main sections of the website;
- the footer, located at the bottom of the page, contains some useful links, information and the Twitter feed with the latest news from the project.

Figure 3: The Main navigation menu

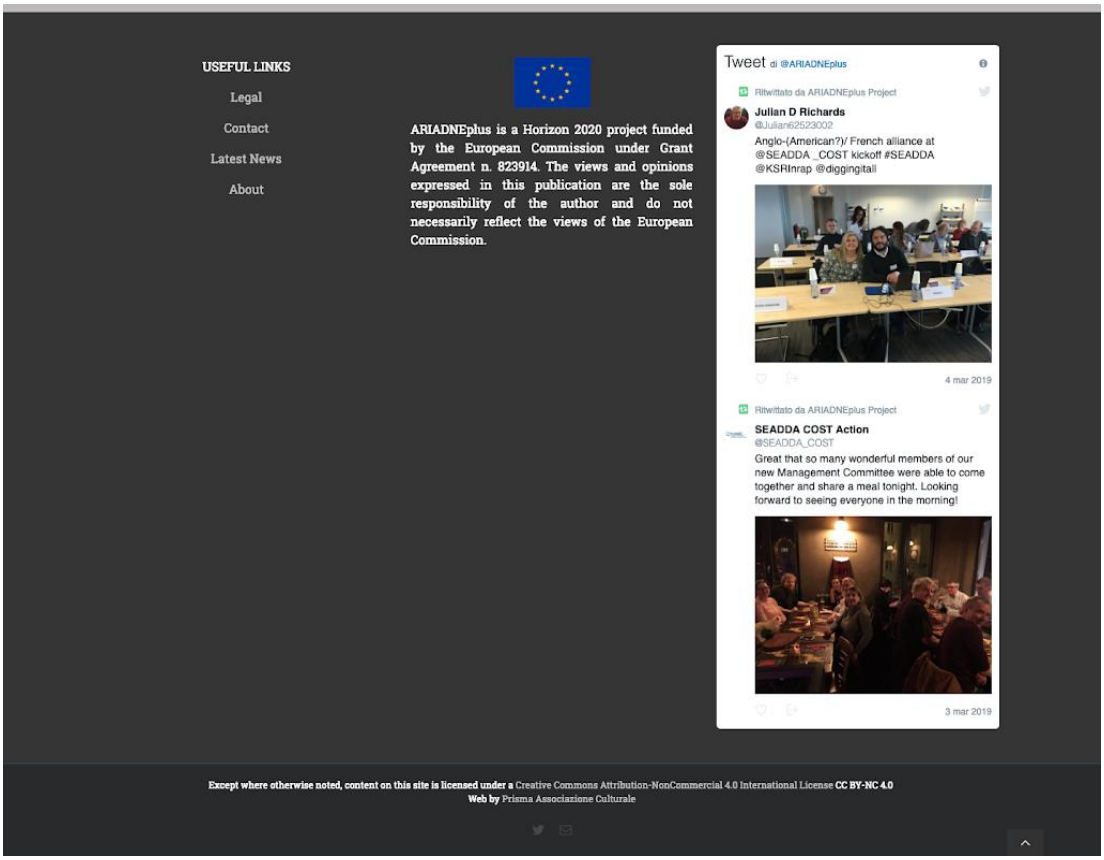

Figure 4: The website footer.

6.1.2 The Home page

The Home page (see Figure 1 for large-scale image) has been designed to reflect some of the most recent content added to the site in order to promote immediate engagement with end users.
The Home page image slider, placed under the main menu, allows quick access to highlighted sections, updated periodically according to the last activities of the project.

The main body displays a brief presentation of the project and some thematic blocks to quick access to sections relating the ARIADNEplus legacy website, ARIADNEplus services and ARIADNEplus consortium.

The Home page also displays a section related to the latest news and events, sorted in descending order of dates.

6.1.3 About

This section of the website provides a description of the project and its activities. It includes links to descriptive documents for archaeological researchers, for archaeological heritage managers and the project synopsis.

Figure 5: The About page.

6.1.4 Consortium

The Consortium page presents an overview of all the project partners, along with their logos and a link to their website.

Figure 6: The Consortium page.

6.1.5 Portal

The Portal page allows direct access to ARIADNEplus Portal and ARIADNEplus Services and includes a link to the Portal Guide documentation.

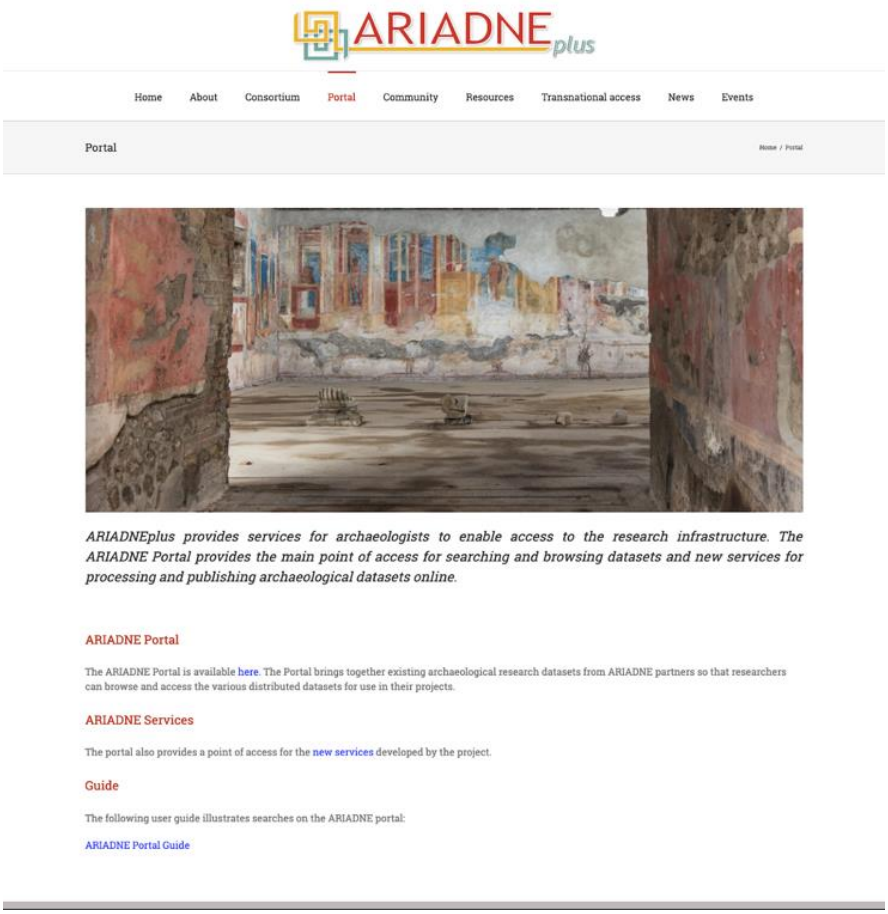

Figure 7: The ARIADNEplus Portal page.

6.1.6 Community

The Community page provides information on how organisations and individuals can join the ARIADNEplus community for the purposes of contributing datasets and participating in the project activities.

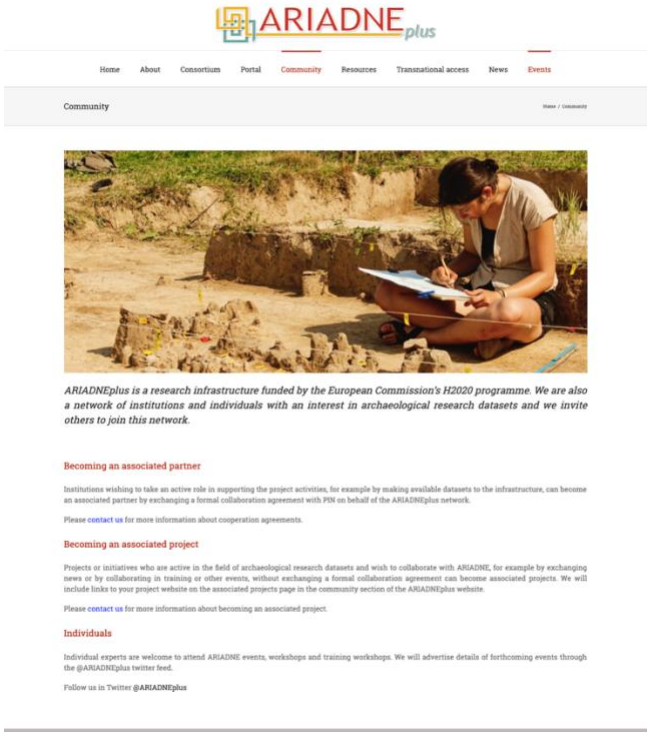

Figure 8: The Community page.

6.1.7 Resources

This page provides access to the resources produced by the ARIADNEplus partners (deliverables, presentations, papers, etc.). It also includes sub-menus to allow direct access to ARIADNEplus legacy website and deliverables from the original project.

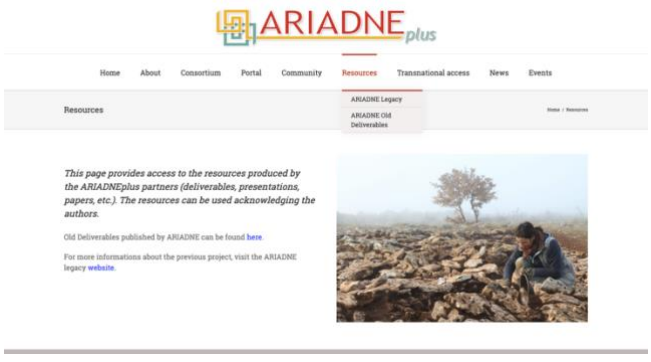

Figure 9: The Resources page.

6.1.8 Planned developments - Transnational Access

The first Transnational Access call will be made at the beginning of September 2019 after the summer vacation period. All the information about the call, including the application process, will be published on the website and disseminated widely across social media, newsletters and partner networks. In addition, other resources will be available through links in the TNA section such as the PARTHENOS Training Suite which has several modules of relevance to ARIADNEplus such as about working with infrastructures and creating ontologies.

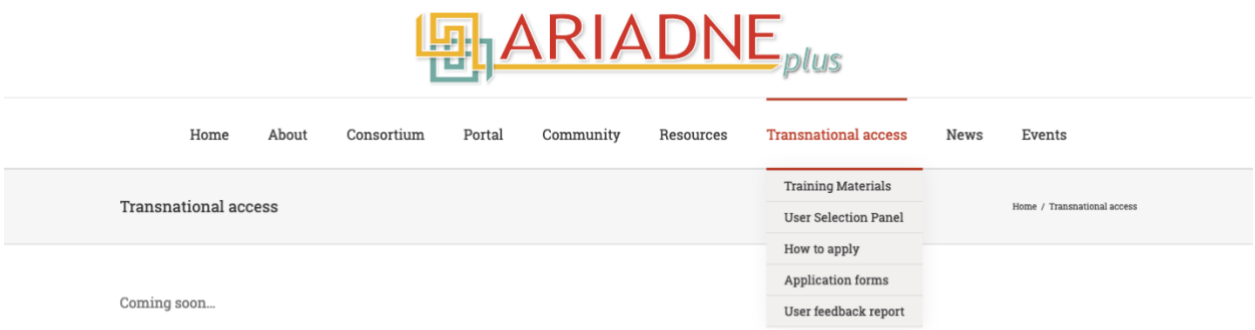

Figure 10: The Transnational access page.

6.1.9 News and events

The two pages, News and Events, contain a preview list of the latest articles and events in descending order of date. Users can access to the dedicated page of the news or event by clicking on the specific preview.

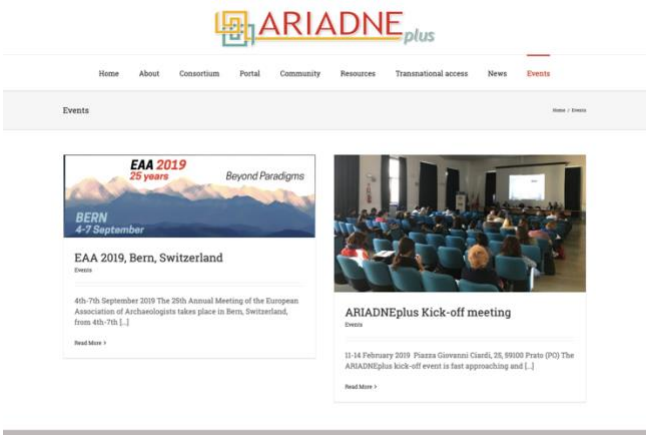

Figure 11: The Events page.

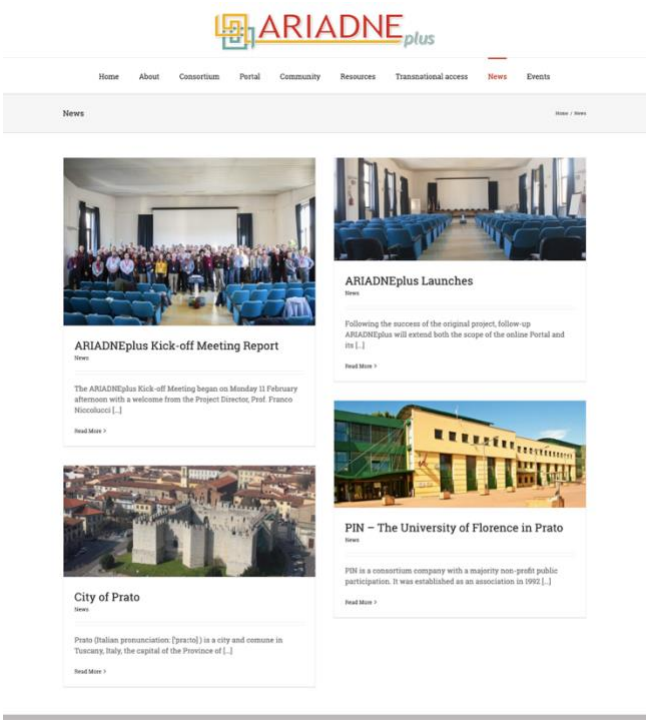

Figure 12: The News page.

6.1.10 Email addresses for key contacts

A number of new accompanying email addresses redirect to the appropriate members of the management team:

- contact@ariadne-infrastructure.eu
- plus@ariadne-infrastructure.eu
- coordinator@ariadne-infrastructure.eu

The first of these, contact@ariadne-infrastructure.eu, is provided as the main email address on the website and goes to the Dissemination WP Leader and Website manager who will redirect the message to the appropriate project person.

6.1.11 Summary pages for the public in native languages

In order to foster more engagement with the public and non-professionals interested in archaeology, it is planned to have a summary page about the project, which each partner can translate into their own language and make each language version available from the Home page. This will be done during the first year of the project.

6.2 The ARIADNEplus Twitter account

At the end of the ARIADNEplus project, the associated Twitter account @ARIADNE_Network had about 900 followers. The ARIADNEplus project used the same Twitter account by modifying the profile reference in @ARIADNEplus, in order to maintain continuity with the old project and to keep the existing followers. The profile was reactivated at the end of January 2019. From the end of January to the end of February 2019 the number of followers grew from about 900 to about 1,250 users, the tweet impressions, the profile visits and the mentions have increased proportionally to the number of tweets published.

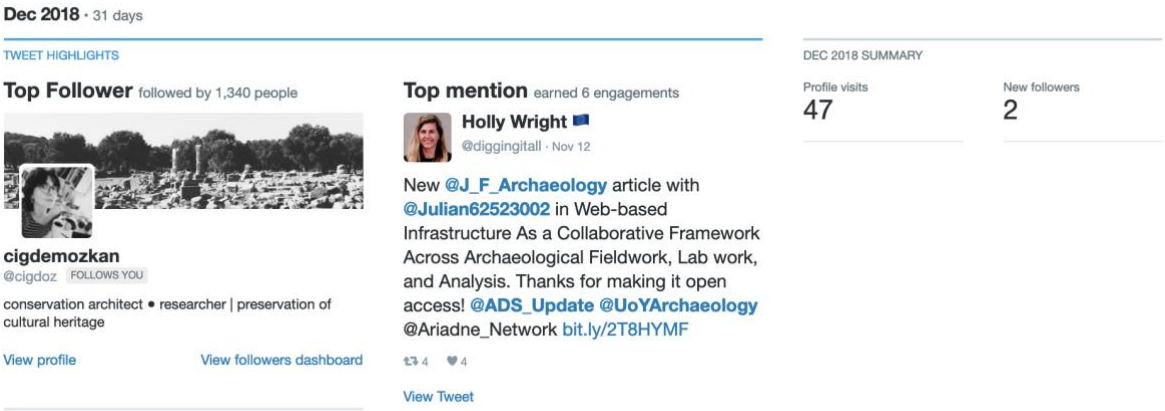

Figure 13: Holly Wright (570 followers) mentions ARIADNE-Network in connection with an article published by UoY_ADS. Source: Twitter Analytics, @ARIADNE_Network December 2018.

Figure 14: Kai Rossenbach from INRAP tweets about the new ARIADNEplus project, reaching an audience of over 11,000. Source: Twitter Analytics, @ARIADNEplus January 2019.

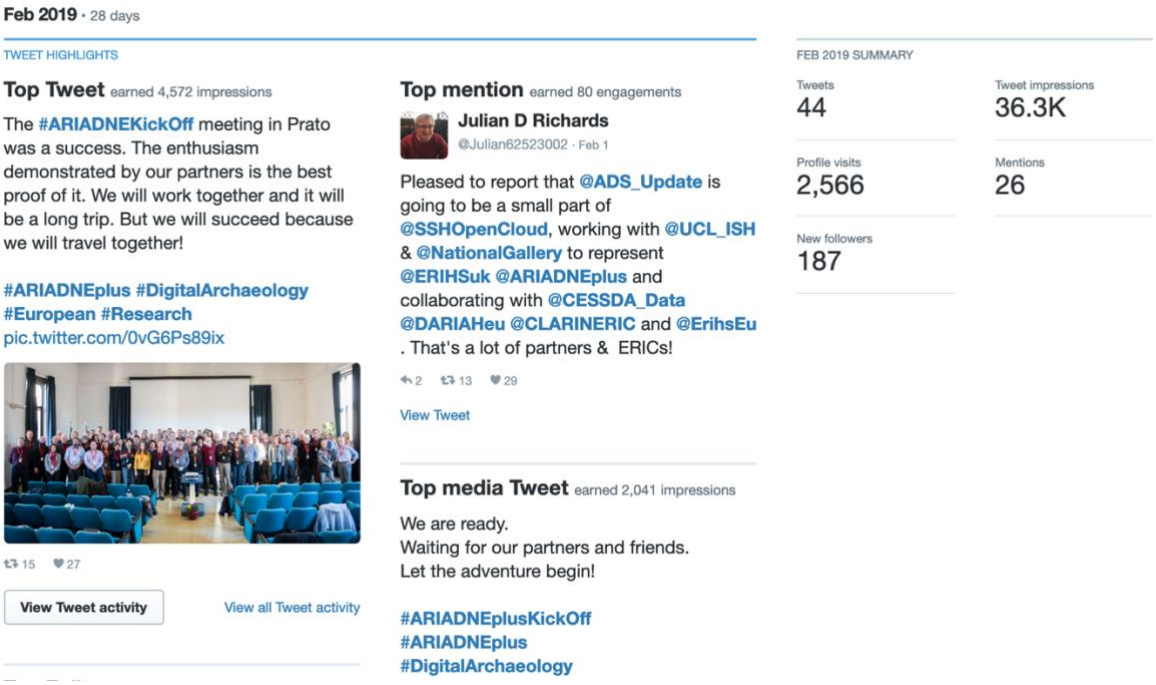

Figure 15: A tweet about the kick-off meeting makes over 4,000 impressions and UoY ADS tweet about their collaboration with ARIADNEplus and related CH ERICs. Source: Twitter Analytics, @ARIADNEplus February 2019.

7 Dissemination materials

An initial set of communication channels have been launched along with dissemination materials produced for the project. These include:

7.1 Project logo

The original project logo, which is very distinctive, has been updated for the new project:

Figure 16: The updated ARIADNEplus logo.

7.2 Promotional items

For the occasion of the kick-off meeting in Prato (11th-14th of February, 2019) a kit was created for the participants featuring the ARIADNEplus logo.

Figure 17: Range of promotional items.

The kit included:

- an aluminium pencil and pen;
- a pad of 'Post-it' notes;
- a notepad with squared paper;
- a backpack bag;
- a meeting badge.

For the badge, a card was designed personalised with the name, surname and the affiliation of the participant. This card can be used for conference and also for luggage. PIN also provided also the agenda, internet information and a card image explanation for the badge in the kit bag.

Figure 18: Kick-off meeting documentation and re-usable badge instructions.

Figure 19: ARIADNEplus roll-up posters of the logo.

In addition, two roll-up logo posters were produced for the kick-off meeting – these can be taken and used at future events. For example, at booths at conferences such as EAA and CAA.

7.3 Project newsletter

Internal newsletters will be published monthly and beginning in April 2019, once activities are well under way. These will be published in Basecamp and aim to keep everyone in the project up to date with what is going on (between general Assemblies) since there are a range of diverse activities spread between over 40 partners.

Five issues of the project newsletter will be produced during the first 18 months of the project using MailChimp. This will highlight articles and items from the website with the purpose of allowing recipients access at a click to items of interest to them, whilst also bringing ARIADNEplus to their attention on a regular basis. The Newsletters are distributed via an email list and notices about the newsletter will be posted on Twitter. Initially, the Newsletter will be distributed to the project participants who will be encouraged to forward them to colleagues and other stakeholders. External readers can sign up via the website to be added to the mailing list. The motivation behind publishing a summary version of the newsletter with links to the full articles is to send traffic to the project website. The first newsletter will be sent out in May, after the CAA meeting.

7.4 Project leaflets

PIN and MiBAC-ICCU have already produced two leaflets, providing information about ARIADNEplus, which are targeted at specific stakeholder communities, researchers and heritage managers.

Figure 20: Leaflet targeted at the research community.

Figure 21: Leaflet targeted at Heritage Managers.

Project partners are encouraged to provide translations if this is appropriate for their countries.

7.5 Other dissemination materials

A basic set of promotional materials has also been prepared and made available for use. These materials include:

- a set of project logos for use in printed materials and online resources, with branding guidelines and instructions for printers;
- templates for fact sheets, presentations etc.;
- a project description sheet (condensed version from the DoW [3]);
- a promotional video will be made during the first year and uploaded to YouTube and Vimeo;
- an ARIADNEplus Essentials PowerPoint presentation.

A new project poster is also planned for production in the summer, ready for use at EAA in September. These materials are made available to members of the project for download from the Intranet of the ARIADNEplus project website. Additional materials will be made available throughout the life of the project as needs are identified by partners.

7.6 Acknowledgement of EU funding

Dissemination materials including reports, presentations, promotional material and publications must clearly acknowledge EU funding through the inclusion of the following statement and the EU flag:

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 823914.[9]

Any communication or publication shall state that it reflects only the author's views and that the European Community is not liable for any use that might be made of the information contained therein.[10]

[9] Clause 29.4 of the Grant Agreement
[10] Clause 29.5 of the Grant Agreement

8 Dissemination activities

8.1 Events

This Task concerns the planning of regular dissemination and communication events aimed at increasing awareness about ARIADNEplus, showcasing project achievements and fostering the meeting of the ARIADNEplus community with stakeholders. Such events will be preferably co-located with major conferences and symposia, and will be planned in the Dissemination and Communication Plan according to favourable opportunities. The first such event was the project kick-off meeting which was organised by PIN and held at Prato, Italy from 11th-14th February. During the four days, participants were introduced to the aims of the project, sessions were provided on key topics to bring the new partners (i.e. who were not in the original ARIADNE project) up to speed and the special interest groups (SIGs) met for the first time. A full report is available on the website at: https://ariadne-infrastructure.eu/ariadneplus-kick-off-meeting-report/.

For ARIADNEplus, there are two major archaeology conferences, the EAA and the CAA which are of key importance to the project. The EAA, the European Association of Archaeologists annual conference will be where the annual ARIADNEplus General assembly will be held, as many partners will be present for this conference. The EAA represents the main body of European archaeologists, and has had over 11,000 members from 60 countries worldwide working in prehistory, classical, medieval and later archaeology. The EAA also sets professional and ethical standards for archaeological work. CAA (Computer Applications and Quantitative Methods in Archaeology) and CHNT (Cultural Heritage and New Technologies) are organisations for the more digitally inclined archaeologists, each representing smaller communities, but still a main target group for ARIADNEplus activities. ARIADNEplus plans to be present annually, organising sessions and workshops on ARIADNEplus topics. Other important international events, where it is possible to reach a large number of archaeologists, are the conferences of the UISPP (International Union of Prehistoric and Protohistoric Sciences), the World Archaeological Congress (WAC). In addition, key conferences that address the interests of the SIGs (i.e. the specific disciplines providing datasets to ARIADNEplus) will also be targeted. Examples of these conferences are Aerial Archaeology Research Group (AARG), The International Society for Archaeological Prospection (ISAP), The Association for Environmental Archaeology (AEA) and the International Symposium on Biomolecular Archaeology. There are also some major conferences on Cultural Heritage such as Digital Heritage and EUROMED as well as annual events in related research infrastructures where the project can be represented. ARIADNEplus partners are encouraged to disseminate information about ARIADNEplus at national archaeological events and report these back to WP7.

Events will also produce communications targeted to specific communities (for example, at a co-located event), or supporting the exploitation of the project outcomes and take-up by industry, in this case creative industries and cultural institutions such as museums and sites. For example, they may consist of the demonstration of working technology/services, bringing together stakeholders to enable sustainability of service provision, etc.

The following tables list all the events that partners plan to attend over the next 18 months or so.

Conference	Description	Location	Dates
CAA 2019	Computer Applications and Quantitative Methods in Archaeology	Kraków, Poland	23-27 April 2019
The 8th Joint Meeting of ECFN and nomisma.org 2019 - http://nomisma.org-ecfn2019.unime.it/	Digital Numismatics	Messina, Italy	2-4 May 2019
Sense and Sustainability	International conference on archaeology and tourism	Zagreb, Croatia	6-10 May 2019
ACIT https://acit.tneu.edu.ua/	9th International conference on Advanced Computer Information Technologies	Ceske Budejovice, CZECH REPUBLIC	5-7 June 2019
DH2019	Digital Humanities (DH) conference	Utrecht, Netherlands	9-12 July 2019
EAA 25th Annual Meeting	European Association of Archaeologists	Bern, Switzerland	4 - 8 September 2019
CHNT 24	Cultural Heritage and New Technologies	Vienna, Austria	4 – 6 November, 2019
CAA 2020	Computer Applications and Quantitative Methods in Archaeology	Oxford, United Kingdom	TBC
World Archaeological Congress 9	World Archaeological Congress	Prague, Czech Republic	6 - 10 July 2020
EAA 26th Annual Meeting,	European Association of Archaeologists	Budapest, Hungary	26 - 30 August 2020
XIX UISPP Congress	International Union of Prehistoric and Protohistoric Sciences	Meknes, Morocco	30 August - 5 September 2020
CHNT 25	Cultural Heritage and New Technologies	Vienna, Austria	November, 2019
EAA 27th Annual Meeting	European Association of Archaeologists	Kiel, Germany	8 - 11 Sept. 2021
EAA 28th Annual Meeting,	European Association of Archaeologists	TBC	31st Aug-3rd Sept or 7th- 10th Sept 2022
CAA 2021	Computer Applications and Quantitative Methods in Archaeology	TBC	TBC
CAA 2022	Computer Applications and Quantitative Methods in Archaeology	TBC	TBC

Table 1: International events where ARIADNEplus plans to be present (2019-2022).

Conference	Description	Location	Dates
Slovenski arheološki dnevi	Event for Slovenian archaeologists	Ljubljana, Slovenia	March 2019
CAA-CZ/SK 2019	Computer Applications and Quantitative Methods in Archaeology, National Chapters Czech Republic/Slovakia C	Kočovce, Slovakia	May 29-31 2019
DHd 2019	6. Annual meeting Digital Humanities in the German-language area	Frankfurt & Mainz, Germany	March 25-29 2019
84th Annual Meeting of the Society for American Archaeology (SAA)	Society for American Archaeology 2019 Annual meeting	Albuquerque, NM (USA)	10 – 14 April 2019

Table 2: National events where ARIADNEplus will be present in 2019.

8.2 Publications

8.2.1 Academic publications and project literature

MiBAC-ICCU leads Task 7.4 which concerns the publication of materials by the project including:

- scientific publications in academic journals;
- training materials;
- service specific brochures and fact sheets;
- project brochures and leaflets.

MiBAC-ICCU, with support from PIN and UoY-ADS, will establish an editorial committee for project publications such as reports, training materials and other literature. The membership of the committee will be convened from the project partnership or external experts as appropriate to the publication.

Material published by the project will be made available under a Creative Commons Attribution, Share-Alike, Non-Commercial (CC BY-SA) licence. Publications will be available for download from the web site with printed materials being produced for distribution at events, etc.

Scientific publications by partners concerning project work in academic journals will be encouraged. Standard academic good practice concerning citation of authors is anticipated with the proviso that authors should:

a) mention EU support for the work;
b) notify the consortium of the publication;
c) provide a digital copy to the consortium, to be made available on the website (if the publisher agrees with the Open Access Self-Archiving initiative www.eprints.org/openaccess/) or a link provided to an archive copy elsewhere; or to be kept in storage, if self-archiving is not allowed.

8.2.2 Potential journals

Potential journals for publication of articles by project partners have been identified as follows.

Journal	Description	Deadline
Journal on Computing and Cultural Heritage	ACM Journal on Computing and Cultural Heritage (JOCCH) publishes papers of significant and lasting value in all areas relating to the innovative use of information and communication technologies. (ICT) in support of Cultural Heritagehttp://jocch.acm.org/	No deadline
Archeomatica	A new, multidisciplinary journal, printed in Italy, devoted to the presentation and the dissemination of advanced Methodologies, techniques and emerging technologies for the knowledge, documentation, exploitation and conservation of cultural heritage. http://www.archeomatica.it/	Quarterly
Journal of Cultural Heritage	A Multidisciplinary Journal of Science and Technology for Conservation and Awareness. The Journal of Cultural Heritage is devoted to: - Safeguard, Conservation and exploitation of cultural heritage - Analyses and preservation of biodiversity - Sociological and economical analyses - Computer sciences in Cultural heritage. http://www.elsevier.com/wps/find/journaldescription.cws_home/620738/description#description	4 issues a year
International Journal of Heritage in Digital Era	The International Journal of Heritage in the Digital Era (IJHDE) is a quarterly high-quality peer reviewed journal in the area of Digital Cultural Heritage and Digital Libraries. http://www.multi-science.co.uk/ijhde.htm	Quarterly
Archaeometry Workshop	e-journal http://www.ace.hu/am/indexe.html	
Hungarian Archaeology	e-journal http://www.hungarianarchaeology.hu/	
Digitalia	Printed and on-line journal of Digital Cultural Heritage http://digitalia.sbn.it/	
European Journal of Archaeology	Printed and on-line journal of European Archaeology https://www.cambridge.org/core/journals/european-journal-of-archaeology	Quarterly

Table 3: Potential journals.

8.2.3 Other publications

Other publications which may take ARIADNEplus news, stories or short articles include magazines and newsletters produced by partner and related initiatives and organisations.

Title	Description	Deadline
AIAC news	Newsletter of the International Association of Classical Archaeology http://www.aiac.org/en/aiacnews	3 issues a year
The European Archaeologist	Newsletter of the European Association of Archaeologists http://e-a-a.org/tea/	2 issues a year
ADS news	Newsletter of the Archaeology Data service http://archaeologydataservice.ac.uk/about/newsletter	1 issue a year
DANS news	www.dans.knaw.nl/en/content/news	Regular updates
CulturaItalia news	http://www.culturaitalia.it/	Regular updates

Table 4: Other potential publications.

8.3 Transnational Access and Training

8.3.1 Transnational access

Transnational access (TNA) provides focussed training, predominantly for young researchers, and is often their first experience of working with a research infrastructure. There are three providers in ARIADNEplus who will offer TNA as follows:

- PIN VASTLab will offer one week in-house training courses tailored to single or groups of users who need to develop their archaeological datasets and improve their interoperability, using standards such as CIDOC-CRM and the infrastructure tools and services;
- UoY-ADS, as an accredited archaeological data repository, specialise in data management and stewardship and offer in-house visits to users needing guidance and support with this topic;
- CNR-ISTI is devoted to ICT research and provide expertise in the design of archaeological datasets and thesauri. In-house visits are offered to users requiring support with the creation, access and integration of such datasets with full access to facilities such as computers and tools. The VCL laboratory specialises in 3D data acquisition and management and offers in-house training with full use of its visual media tools. Depending on the level of demand and type of support needed, this type of training may be offered as a summer school.

The calls are widely disseminated across the communication spectrum (and especially on social media) and from past experience, have attracted significant attention. Since ARIADNE, other CH RIs and ERICs have developed good quality (online) training on a variety of cross-cutting topics. This provides ARIADNEplus with the opportunity to bring these to the attention of these young applicants, providing additional resources, as well as opportunities to build relationships with the

other providers, who may also offer future workshops and webinars, for example, which are of interest to archaeologists. It should be noted that while the majority of TNA is taken up by young researchers, each applicant will be appraised according to their needs and therefore TNA is open to all.

8.3.2 Training

Activities under this task concern the planning of short training events, usually organised during important events for potential users of the ARIADNEplus services. They may consist in generic tutorials or short hands-on demonstrations of individual services. They will also create good promotional opportunities to advertise the use of ARIADNEplus services. The task will also include planning the creation of training webinars or video tutorials to be published on the web site, possibly adapting existing training material. This training task will complement the training activity produced by TNA, which will be based on individual participation and longer duration. Due to the nature the training activity, it will not take place in M1-M12, since other tasks must be finished before training can take place. However, these other tasks will be monitored closely and appropriate training events discussed and planned within the WP and by the task leaders involved as opportunities arise. These may be training workshops held at key conferences (assuming acceptance of proposals) or may be organised locally by partners for their specific national communities. ZRC SAZU will be in charge of planning the training; PIN(PRISMA) will manage the technical production of webinars or video tutorials; all partners will be involved as possible trainers, or as training event organisers.

9 Monitoring and assessment

The dissemination programme will be monitored and assessed to review:

- what messages (communication of benefits) are going out and who is seeing them;
- whether those messages are being understood and remembered;
- whether the messages are influencing opinions, attitudes and behaviours.

This information will help in planning subsequent phases of the marketing strategy, in developing future marketing activities and in order to make revisions of this marketing strategy plan. It will ensure that the marketing strategy is effectively reaching the target audiences and they are acting on the messages they receive.

Success indicators:

- stakeholder involvement;
- number of institutional stakeholders involved e.g. by becoming associates, participating in bi-lateral meetings, sending researchers to participate in TNA and training events, taking part in user surveys and other activities;
- user involvement;
- number of users participating in project training activities, attending workshops and presentations etc.;
- project website developed;
- number of unique visitors;
- research infrastructure online services;
- number of unique users;
- number of ARIADNEplus Twitter followers, reach (number of people who see messages and retweets);
- number of people reached via other media channels e.g. newspapers, YouTube, interviews;
- number of presentations at relevant conferences and events;
- number of presentations and project publications downloaded from Slideshare;
- number of readers of ARIADNEplus email newsletter.

The following figures have been produced by looking at the numbers achieved by ARIADNE as reported in the final Dissemination report [3], using these as guidelines to obtain realistic targets.

Description	Measure	Month 18	Month 36	Month 48
Stakeholder involvement	Number of institutions	50	100	150
User involvement	Number of participants	1,000	5,000	10,000
Project website	Visitors	10,000	20,000	30,000
Research infrastructure online services	Anonymous users	5000	7,500	10,000
Social networks (Twitter)	Number of members	1,500	1,800	2,000
Social networks (Twitter)	Number of people reached	5,000	10,000	15,000
Communication via other channels	Number of people reached	1,000	3,000	5,000
Presentations at international events	Number of people reached	100	200	300
Downloads from Slideshare	Number of people reached	500	1,000	1,500
Newsletters	Number of readers	100	150	300

Table 5: Indicators to be used for monitoring the dissemination impact.

In addition, feedback from the Strategic Advisory Board will be taken on board. For example, one recommendation is to engage a media expert who can help with communicating the project via television, radio, newspapers, and so on.

10 Conclusion

This dissemination plan presents our dissemination strategy from January 2019 to June 2020, months one to eighteen of the ARIADNEplus project.

In the first year of the project dissemination activities will focus on the raising awareness about the project in national and international contexts. Training will be implemented after this period, following the production of services and increased availability of datasets. The plan will be reviewed and adapted where necessary, to take into account changes in social media preferences, for example, and to take advantage of new opportunities that may arise.

This dissemination plan will be updated at month 18 in preparation for the second project phase.

11 References

1. ARIADNEplus website: https://ariadne-infrastructure.eu/
2. Annex I – "Description of Work" (DoW)
3. D4.7 Final ARIADNE dissemination report.

12 Appendix 1: Recommendations from the Strategic Advisory Board concerning Dissemination and Communication

Dissemination

- Network with as many other similar projects with the ARIADNEplus website.
- Besides creating own channels, ARIADNEplus should exploit existing local projects to improve public dissemination. Among others, the following were mentioned:
- Heritage Information Access Strategy by Historic England, Local Authority Historic Environment Records in England;
- Hungarian Archaeology Online, a quarterly e-journal, available also in English accessed each month approximately by 10.000 archaeologists and researchers.
- Printed materials continue to be a useful means to broadcast project results. Leaflets or other materials that can be taken away by conference attendees would magnify the project's resonance within the community.
- Print-on-demand: Archaeolingua continues to publish, for example, the EAC's Annual Meetings Extended Abstracts with links to the full online versions of the papers. Libraries and archives request the published paper copies, which are kept for consultation;
- Webinars: some of the presentations given during the ARIADNEplus kick-off were excellent and could easily be converted into webinars.
- Media coverage is an aspect that has not been fully developed. Appointing a media expert to follow the project and interact with the media (television, radio, newspapers, and so on) would be of great advantage.
- Museums: at this stage, the project is involved only with a few museums that have a research section. One of the project's implementation pilots is led by the Moesgaard Museum (MOMU) in Denmark. The pilot can be disseminated through NEMO, the Network of European Museum Organisations.
-
- Conferences
- There are many new fields of research (Bio-Archaeology, DNA, Environmental Studies, and so on) that are unaware of the ARIADNEplus project. The project must therefore increase its presence in specialised conferences/events with the aim of reaching these different academic communities, such as:
- The Archaeological Museum in Zagreb (AMZ), our partner in the project, together with the EAA have organised a conference on archaeology and tourism during the first week of May; Archaeolingua is present with a session, ARIADNEplus could also get in touch with the organisers and provide materials for dissemination;
- The EAC Annual Symposium is another venue to take advantage of to get the government angle on what ARIADNEplus is doing. It would be a good idea to have another symposium, such as the one that took place in Brighton in 2016;
- The project needs to be more present at events where computer scientists are involved. This audience is not fully aware of the problems related to the integration of archaeological research, and vice-versa.
-

13 Appendix 2: Project user engagement statistics for Month 1

The ARIADNEplus project website uses Google Analytics to track and analyse traffic to the website.

- Visits to the website since the launch of the website, from 4 February to 4 March 2019, were reported from 71 countries;
- the number of visits was 1,545 of which 1,092 were unique visits;
- 3.092 pages have been viewed since the start of the project.

13.1 Visits by Country

The diagrams below show the top 20 visitor countries.

In order for Google Analytics to determine which traffic belongs to which user, a unique identifier is associated with each user. In early 2017, Google Analytics began updating the calculation for the Users and Active Users metrics to more efficiently count users with high accuracy and a low error rate (typically less than 2%).

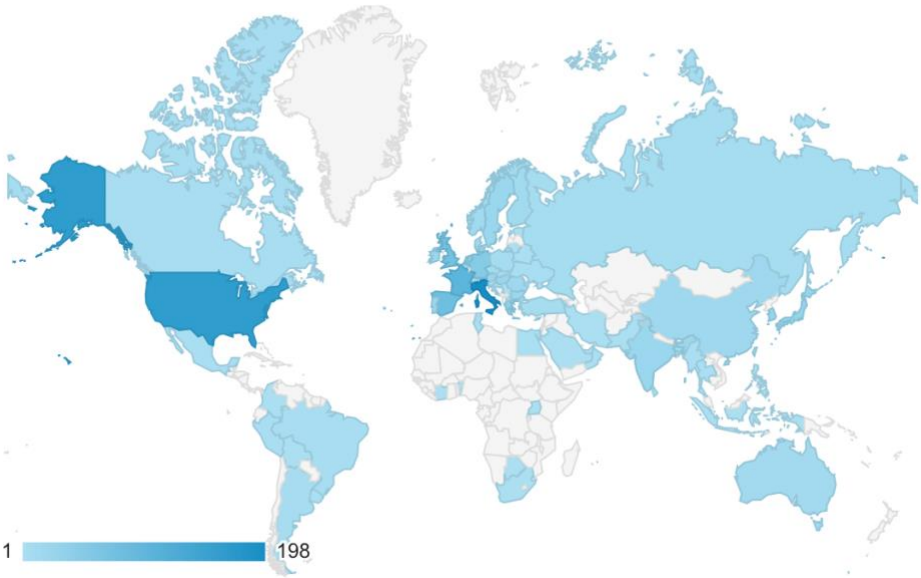

Figure 22: ARIADNEplus visit by country 4 February - 4 March 2019. Source: Google Analytics.

1.	Italy	198	16,87%
2.	United States	159	13,54%
3.	France	99	8,43%
4.	Spain	77	6,56%
5.	United Kingdom	71	6,05%
6.	Germany	47	4,00%
7.	Netherlands	40	3,41%
8.	Greece	35	2,98%
9.	Japan	26	2,21%
10.	South Korea	24	2,04%
11.	India	21	1,79%
12.	Sweden	21	1,79%
13.	Austria	20	1,70%
14.	Belgium	20	1,70%
15.	Hungary	20	1,70%
16.	Ireland	20	1,70%
17.	Taiwan	19	1,62%
18.	Bulgaria	18	1,53%
19.	Portugal	18	1,53%
20.	China	15	1,28%

Figure 23: ARIADNEplus visit by country 4 February - 4 March 2019. Source: Google Analytics.

13.2 Traffic Sources

The diagram below indicates the percentage of traffic to the website by source. Every referral to the website has an origin. Possible sources include: “Organic Search” (visitors that get to the website through a search engine), “Direct” (when the source is unknown, including users that typed the website URL directly into their browser, or who had bookmarked the site), “Referral” (5.3 Referrals), and “Social” (visitors who come to a page through a social network).

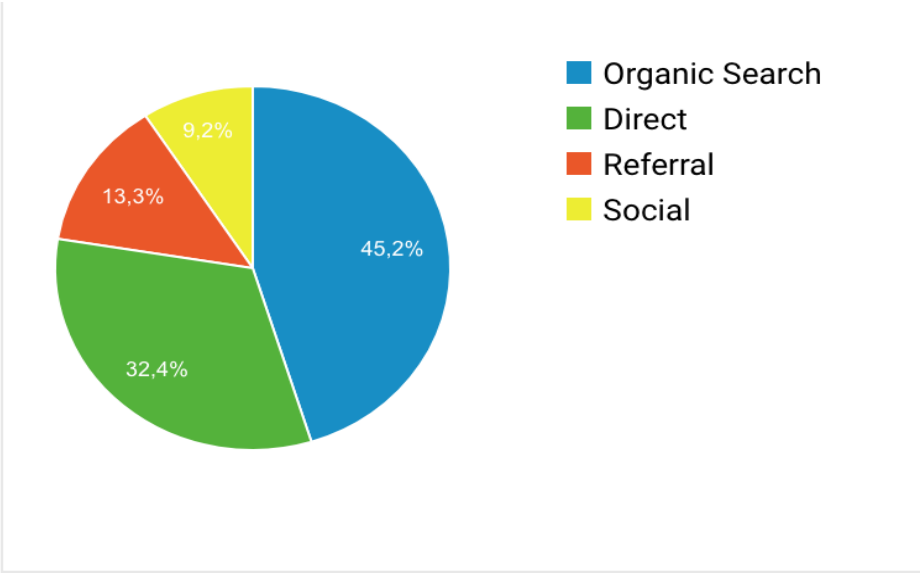

Figure 24: ARIADNEplus traffic sources 4 February - 4 March 2019. Source: Google Analytics.

13.3 Referrals

Referrals diagram show sites that "referred" visitors to ARIADNEplus website by clicking a link, within another website or a blog, for example. This category excludes advertising visits, as well as organic search, in most cases. For ARIADNEplus website, the first referral links are from social networks as Twitter ("t.co") and Facebook mobile ("m.facebook.com"), and from pin.unifi.it domain.

	249 % del totale: 22,80% (1.092)	249 % del totale: 22,80% (1.092)
1. t.co	42	16,15%
2. m.facebook.com	29	11,15%
3. pin.unifi.it	20	7,69%
4. ariadne2.isti.cnr.it	17	6,54%
5. ancientworldonline.blogspot.com	14	5,38%
6. chnet.infn.it	14	5,38%
7. facebook.com	14	5,38%
8. home.infn.it	11	4,23%
9. cas.au.dk	10	3,85%
10. ceipac.ub.edu	10	3,85%

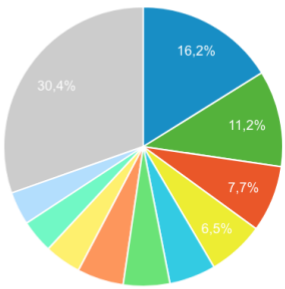

Figure 25: ARIADNEplus referrals 4 February - 4 March 2019. Source: Google Analytics.

13.4 Audience technologies

The following diagram indicates the audience technologies used by users to see ARIADNEplus website.

	1.092 % del totale: 100,00% (1.092)	1.092 % del totale: 100,00% (1.092)
1. desktop	865	79,21%
2. mobile	198	18,13%
3. tablet	29	2,66%

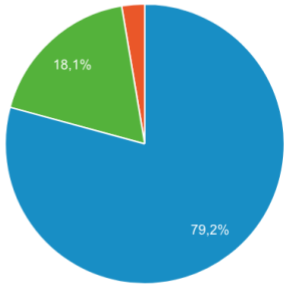

Figure 26: ARIADNEplus audience technologies 4 February - 4 March 2019. Source: Google Analytics.

	1.092 % del totale: 100,00% (1.092)	1.092 % del totale: 100,00% (1.092)
1. Chrome	575	52,66%
2. Firefox	195	17,86%
3. Safari	144	13,19%
4. Internet Explorer	64	5,86%
5. Edge	36	3,30%
6. 'Mozilla	29	2,66%
7. Android Webview	17	1,56%
8. Safari (in-app)	15	1,37%
9. Samsung Internet	10	0,92%
10. Opera	3	0,27%

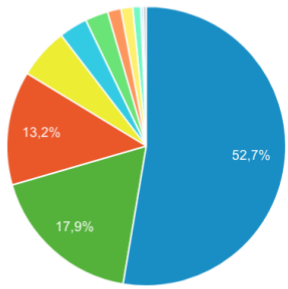

Figure 27: ARIADNEplus browsers used. 4 February - 4 March 2019. Source: Google Analytics.