THE UNIVERSITY OF NORTHAMPTON

Conference or Workshop Item

Title: Strengthening the impact of case studies through the use of a digital medium

Creators: Bramble, P. and Murray, J.

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Note: This PDF contains an embedded video that may require Acrobat Reader for playback.

1ST VPL BIENNALE

Rotterdam, 9-11 April, 2014
- Workshop-

Strengthening the impact of case studies through the use of a digital medium

Chairs: Paul Bramble & Dr Jane Murray

Workshop Outline

15.00-15.10	Welcome and Introductions
15.10-15.30	Paul Bramble: Dissemination and the digital medium
15.30-16.05	Group Work: Lets get creative, exploring the UK case studies visually
16.05-16.15	Group discussion
16.15-16.20	*Final words*

Dissemination and Exploitation of project results

__Dissemination__ means to spread widely. In terms of the Erasmus+ Programme this involves spreading the word about the project successes and outcomes as far as possible.

__Exploitation__ means to use and benefit from something. For Erasmus+ this means maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project.

Erasmus+ Programme Guide, p251 (2014)

Understanding your audience

Tailor to particular needs and type of project. The goals may be:

- raise awareness;
- extend the impact;
- engage stakeholders and target groups;
- share a solution and a know how;
- influence policy and practice;
- develop new partnerships.

Erasmus+ Programme Guide (2014)

Who's your audience?

- Stakeholders
- Experts
- Practitioners in the field
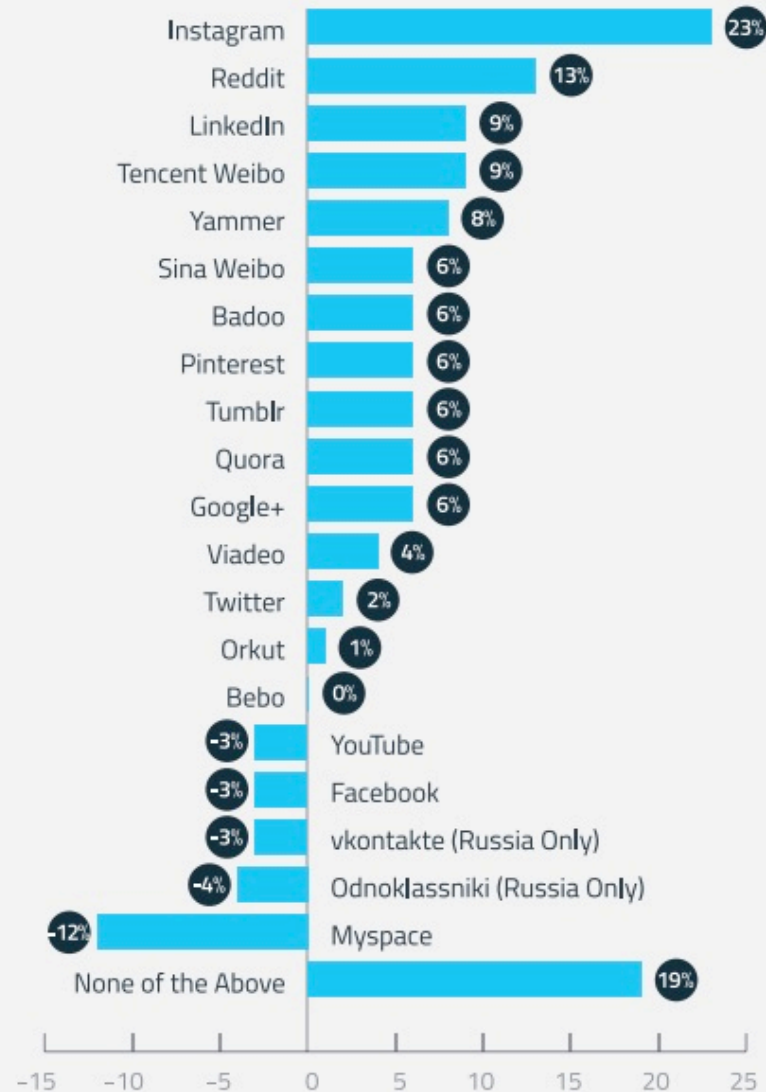- Other interested parties

ALLinHE Audience

UK Stakeholders

- Policy Adviser for Employment and Skills
- Admissions Tutors, University
- Head of Research and Policy
- CEO's
- Head of 6th Form
- Curriculum Administration Advisor
- Students
- Head of HE Schools Engagement
- Curriculum leaders, Further Education colleges
- Head of Student Services
- Academics
- European Agency

Social Generation
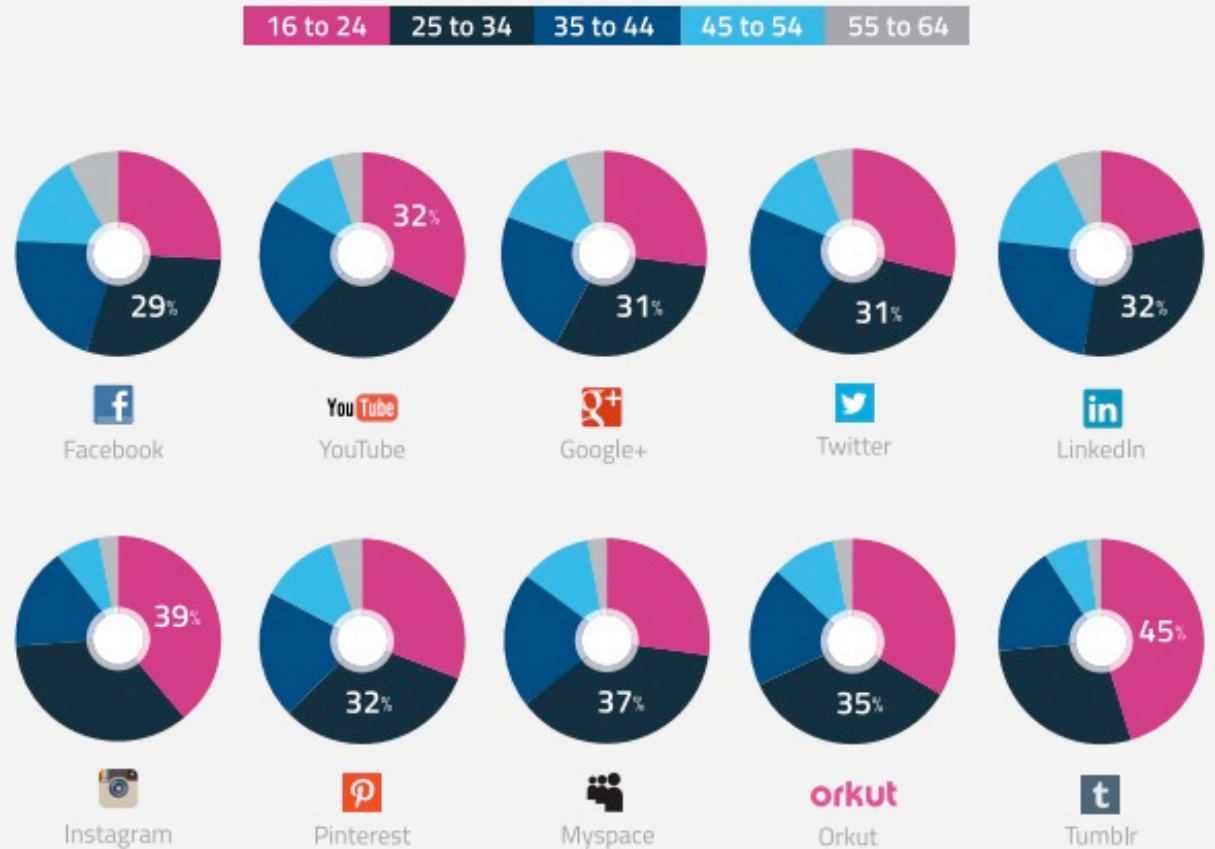

TOP 20 SOCIAL PLATFORMS - CHANGES IN ACTIVE USAGE

- Instagram — 23%
- Reddit — 13%
- LinkedIn — 9%
- Tencent Weibo — 9%
- Yammer — 8%
- Sina Weibo — 6%
- Badoo — 6%
- Pinterest — 6%
- Tumblr — 6%
- Quora — 6%
- Google+ — 6%
- Viadeo — 4%
- Twitter — 2%
- Orkut — 1%
- Bebo — 0%
- YouTube — -3%
- Facebook — -3%
- vkontakte (Russia Only) — -3%
- Odnoklassniki (Russia Only) — -4%
- Myspace — -12%
- None of the Above — 19%

% change in millions of active users between Q2 and Q4 2013
Question: Which of the following services have you used or contributed to in the past month using any type of device?
e.g. PC/Laptop, Mobile phone, tablet, etc
Source: GlobalWebIndex Q4 2013 /// Base: Global internet users aged 16-64, exc. China.

Social Generation

ACTIVE USERS OF THE TOP 10 SOCIAL PLATFORMS, BY AGE

| 16 to 24 | 25 to 34 | 35 to 44 | 45 to 54 | 55 to 64 |

Facebook 29%
YouTube 32%
Google+ 31%
Twitter 31%
LinkedIn 32%

Instagram 39%
Pinterest 32%
Myspace 37%
Orkut 35%
Tumblr 45%

Question: Which of the following services have you used or contributed to in the past month using any type of device? e.g. PC/Laptop, Mobile phone, tablet, etc

Source: GlobalWebIndex Q4 2013 /// Base: Global internet users aged 16–64, exc. China.

Digital Medium tools

- Prezi

- VideoScribe

- PowToon

Digital Medium tools

I am not saying don't use such tools as PowerPoint, but be careful of your audience.

Something I made for our stakeholder event

Lets get creative

- Split into groups

- Take one/two case studies

- Design a visual story 20 mins

- Present your story to the group 5 mins each group

Thank you for listening

Written and presented by Paul Bramble

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Transforming lives, inspiring change