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Erasmus+ Programme
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Learn2Analyze (L2A)

An Academia-Industry Knowledge Alliance for enhancing Online Training Professionals' (Instructional Designers and e-Trainers) Competences in Educational Data Analytics



Learn2Analyze

Erasmus+ Program

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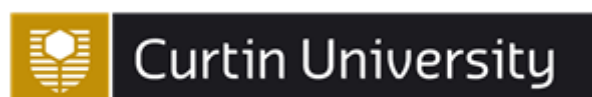
Result 18b: Report of dissemination and exploitation activities (M19-24)

Result 20: Report of dissemination and exploitation activities (M25-42)

Disclaimer:

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Learn2Analyse Consortium



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Executive Summary

The scope of **Result 18b** and **Result 20** is to present the dissemination and exploitation activities of the Learn2Analyse project during the period M19-24 (R18b) and M25-42 (R20) following the activities planned in **Result 16** (Dissemination Plan).

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1. Scope

The scope of **Result 18b** and **Result 20** is to present the dissemination and exploitation activities of the Learn2Analyse project during the period M19-24 (R18b) and M25-42 (R20) following the activities planned in **Result 16** (Dissemination Plan).

2. Dissemination Strategy

2.1 Dissemination Objectives

The **objectives** of the project's dissemination strategy are:

- **raise awareness** about the core concept of the Learn2Analyse project, namely, (i) the need for **Educational Data Literacy** for e-learning professionals (mainly, Instructional Designers and Trainers) engaged in the design, the implementation, the delivery and the evaluation of Online and/or Blended Learning Courses, as well as, (ii) the project activities;
- **promote** the core outcomes of the Learn2Analyse project, namely, (i) the L2A Educational Data Literacy Competence Profile proposal for Instructional Designers and Trainers of Online and/or Blended Learning Courses, and (ii) the L2A MOOC on Educational Data Literacy;
- **attract enrolments** to the Learn2Analyse MOOC;
- facilitate **community building** of in-service e-learning professionals, academics and researchers, university students, managers and administrators, policy makers and leaders, interested and/or engaged in Educational Data Literacy;
- **establish contacts** with relevant international organisations and policy makers, i.e. the International Board of Standards for Training, Performance and Instruction (ibstpi) and IEEE Industry Connections Consortium on 'Learning Engineering' (IEEE ICCLE).

2.2 Target Audience

The main **targeted audience** of the Learn2Analyse dissemination strategy are:

A. Experts with Experience in Educational Data Literacy

- Academics involved in teaching Higher Education Courses specifically for Educational Data Literacy
- Researchers in Digital Learning and/or Learning Technologies and/or Educational Data Literacy
- Professionals involved in supporting Educational Data analysis in Higher Education and/or Professional Development

B. Practitioners in Instructional Design and/or Online Education/Training

- Professional Instructional Designers and/or (e-) Tutors of Online and/or Blended Courses
- Professionals involved in supporting Teaching & Learning in Higher Education and/or Professionals involved in supporting Professional Development

- School Teacher in K-12 Education

C. Managers in (Online) Education/Training

- (Senior) Managers in a Higher Education Institute
- (Senior) Managers in a Professional Development Service Provider
- (Senior) Managers in an e-Learning Service Provider
- (Senior) Managers in a Governmental Education Policy Making Institute

D. Academics/Researchers in Instructional Design and/or Online Education/Training

- Academics involved in teaching Higher Education Courses on Digital Learning and/or Learning Technologies and/or Instructional Design and/or Online Education
- Researchers in Digital Learning and/or Learning Technologies and/or Instructional Design and/or Online Education

E. Higher Education Students (undergraduate and/or postgraduates)

- Educational Technologies
- Education, Teachers Training, Instructional Design, Online Education

3. Dissemination and Exploitation Activities

3.1 PI6.1 Project web site

The project website is available at:

<http://www.learn2analyse.eu/>

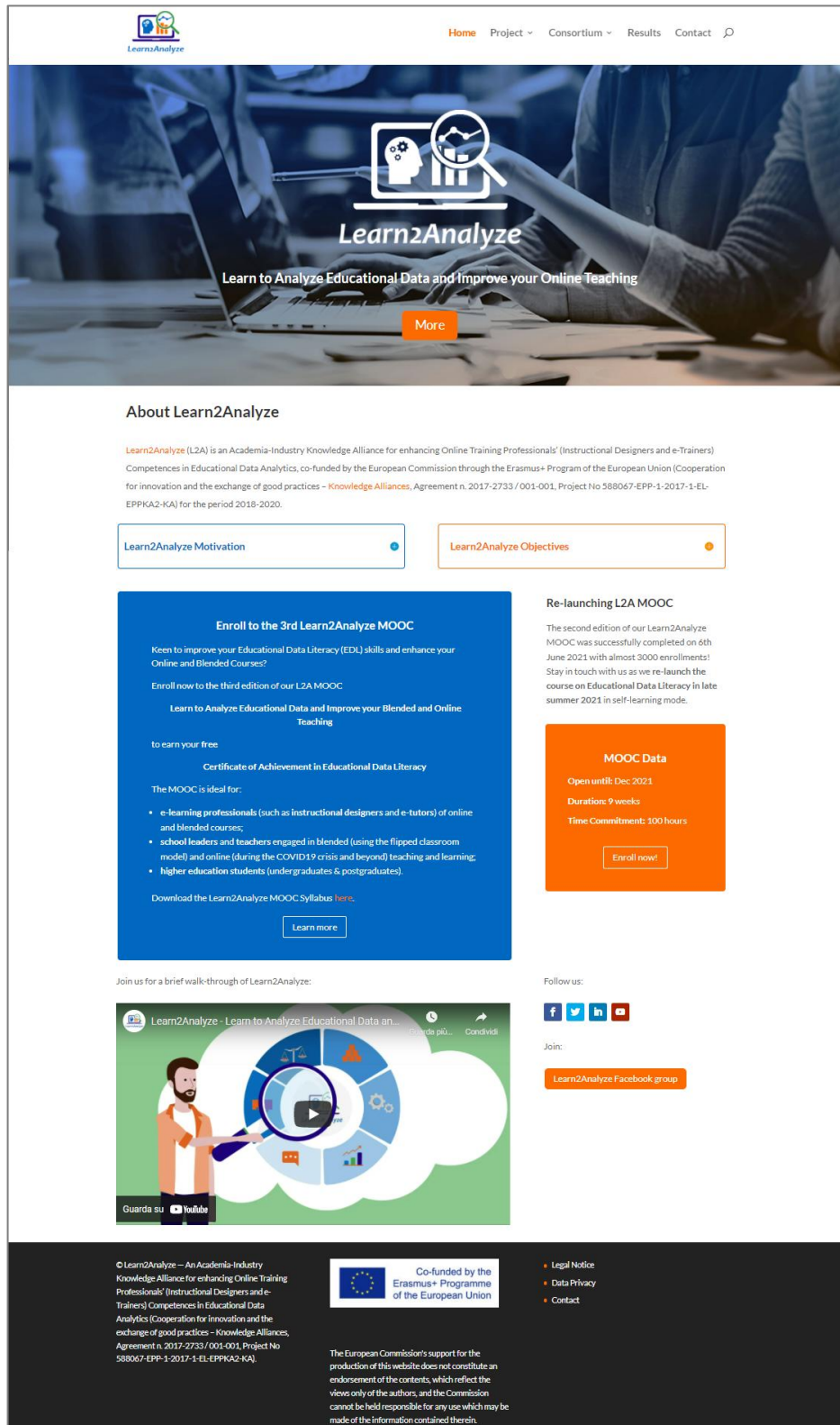


Figure 1 - L2A Project website home page

During the reporting period, the website was periodically updated with information following the status of project, especially about the two Pilot Phases of the MOOC, providing guidance for registration and enrollments and relevant material, such as the Syllabus, as well as announcing extensions of the availability of the course.

L2A Promotional materials

Learn2Analyse [e-Flyer](#) & [e-Poster](#) are available at the Learn2Analyse Web Site:

<https://learn2analyse.eu/proj/dissemination/>

Two **Media Releases** were produced and 2 **Promotion Campaigns** were run to promote enrolments for the two Pilot Phases during the **period Fall-Winter 2019-2020** and **Spring 2020** respectively.

L2A Project website visits

Overall, during the promotional phases the website hits significantly increased. Especially during the second pilot phase, website visibility could even increase. The following table shows the cumulative values for the respective project periods.

PI6.1: Project Web site unique visitors and page hits				
Users (Unique visitors)	M 01-12	M 01-24	M 01-36	M1-42
All	308	8051	10750	21273
Greece	50	3659	4013	9997
Germany	41	591	821	1734
Italy	26	611	699	1374
Ireland	18	89	127	283
Norway	7	219	246	330
Other	166	2882	4844	7555
Page views (page hits)	M 01-12	M 01-24	M 01-36	M1-42
All	1489	20541	28455	59708
Home	563	4714	7246	13525
/proj/l2a-edl-cp/	0	1807	2654	6331
/proj/l2a-mooc/	0	8990	10851	27244
/results/	103	605	1021	1643
Other	823	4425	6683	10965

The following figure shows that during active MOOC promotion periods website access significantly increased.

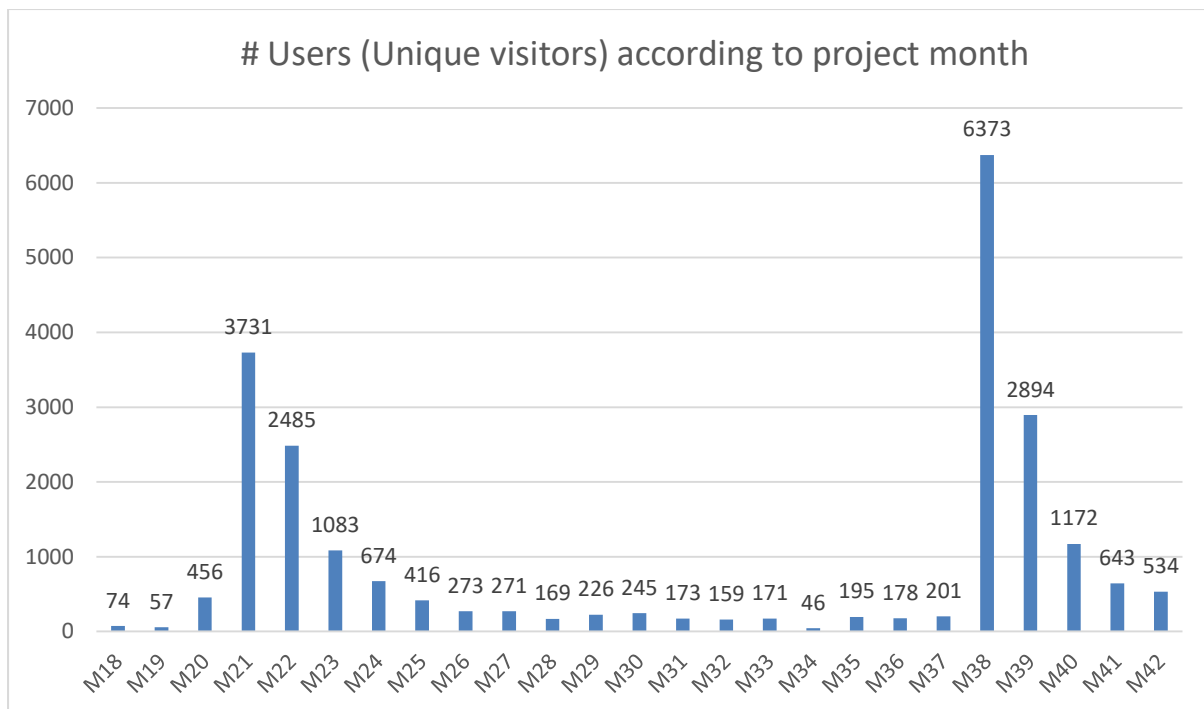


Figure 2- L2A project website unique visitors per month

Accordingly, the following figure shows the visitors from the partner's home countries. Here, Greece has a significantly higher number. For other partners it has to be mentioned, that they also advertised the MOOC and the website in their international community, e.g. imc in the DACH and Asia Pacific region or Enovation and LL in their American and whole European market.

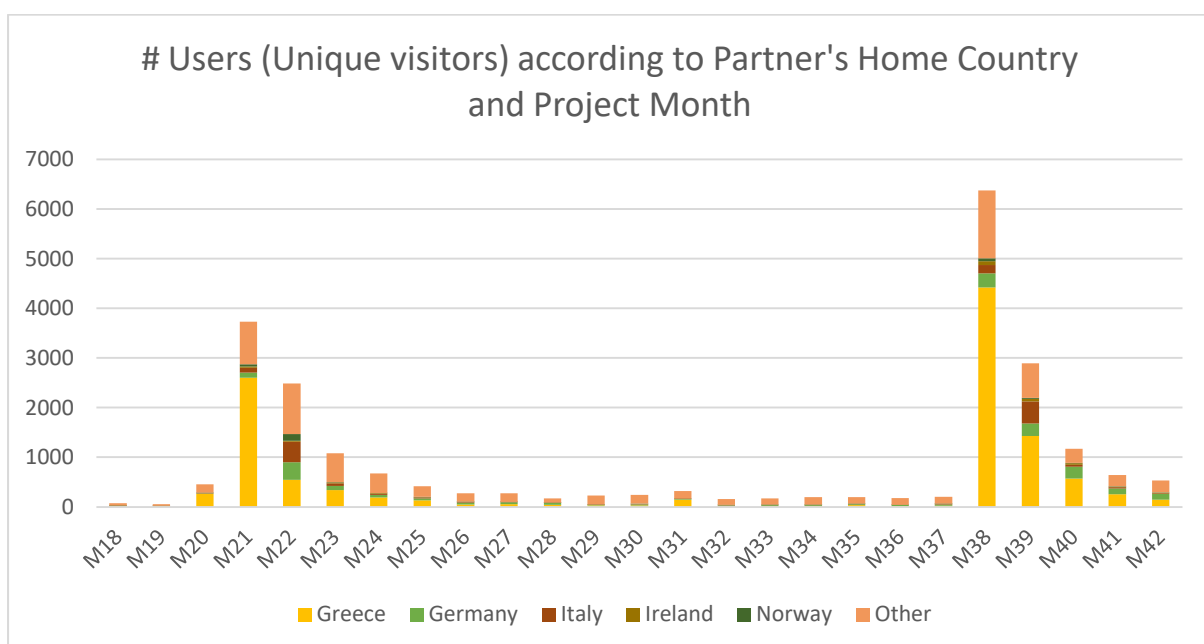


Figure 3 - L2A project website unique visitors per country per month

As to overall page views, the MOOC related pages were mostly visited and during advertisement of the MOOC they significantly increased.

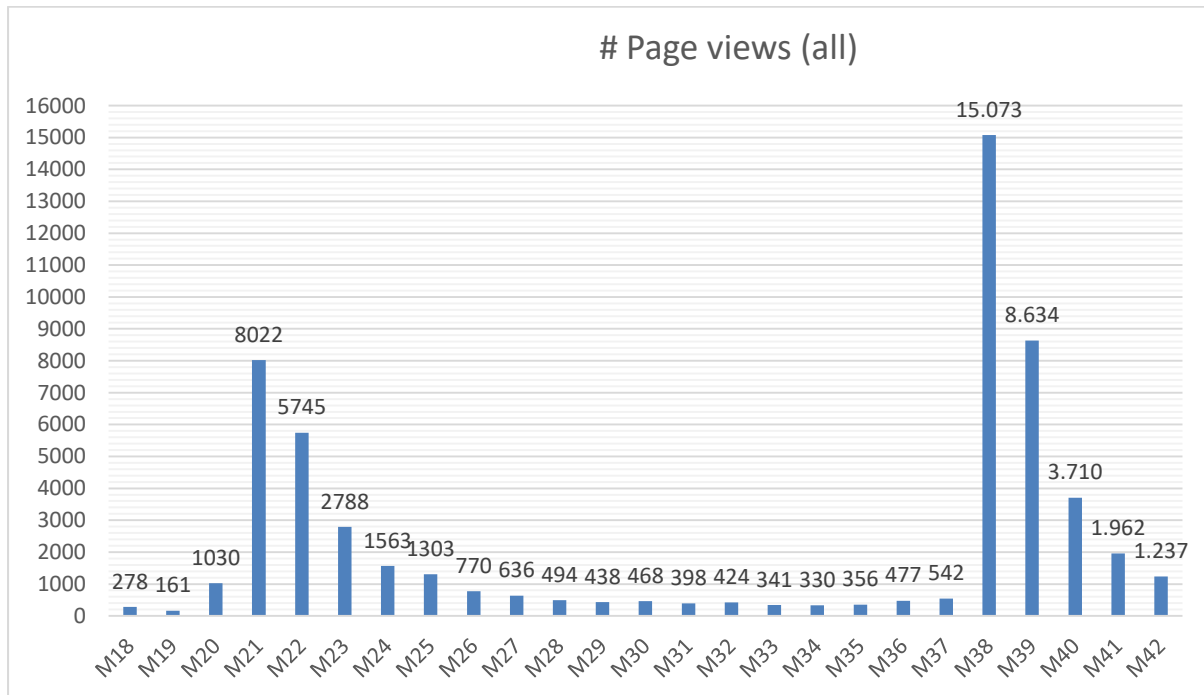


Figure 4 - L2A project website page views

Overall, the MOOC related pages on the Website were most visited.

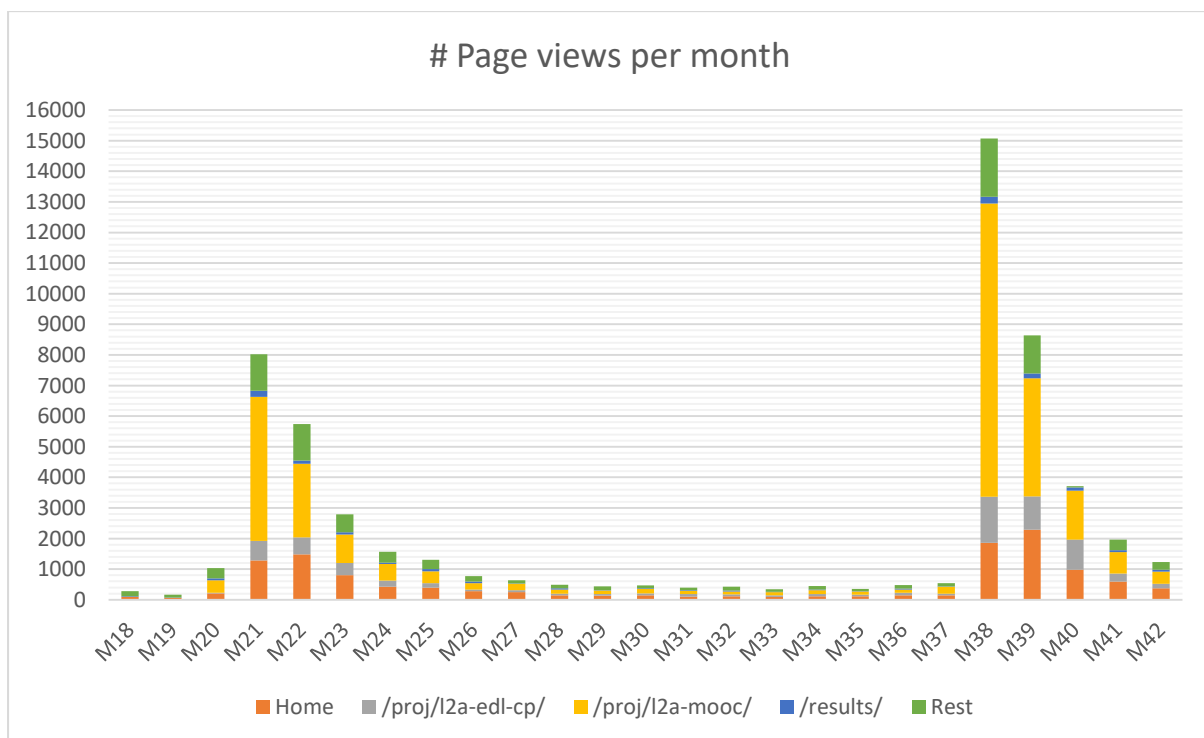


Figure 5 - L2A project website page views per month

3.2 PI6.2 People per target group reached via online and offline dissemination activities

Several dissemination activities were run through the reporting period, such as participation to international academic conferences and industry exhibitions, national events in presence or online and other online activities, as described in the following. We can summarize the numbers of reached contacts as below:

Target group	Intern. academic confs	Intern. industry exhibitions	National events in presence	National events online	Social media channels	Youtube views	Other online activities	Grand Total
e-learning professionals		1550		300			661	2511
researchers and policy makers		230	30					260
students and academics			300					300
teachers and researchers	3000							3000
miscellaneous					774	2000		2774
Total	3000	1780	330	300	774	2000	661	8845

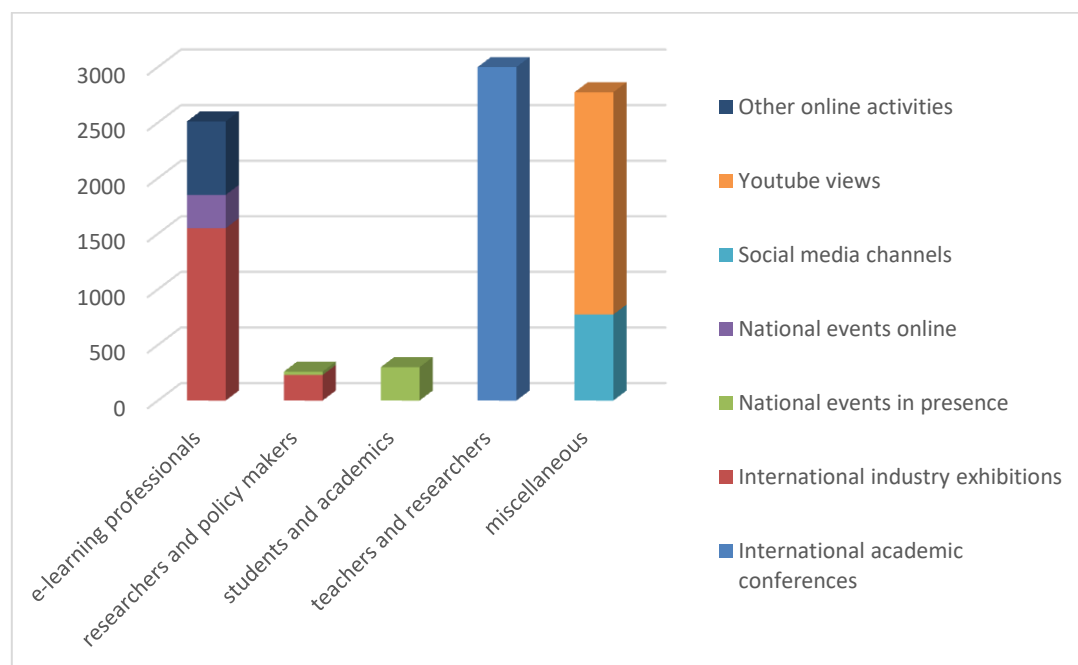


Figure 6 - People per target group reached via online and offline dissemination activities

YouTube Channel

Learn2Analyse [YouTube Channel](#):

<https://www.youtube.com/channel/UCNmNirCOspLrVI0TOJ73oPA>

has **91 subscribers** (+77 over the reporting period).

Learn2Analyse [Promotional Video](#) promotes both the project's concept and its value-proposition, and the Learn2Analyse MOOC:

<https://youtu.be/hWm533GpMKg>

It has **4,240 views**.



Figure 7 – L2A Project video

Learn2Analyse pitch talk video was added **6.11.2019**. It presents the Learn2Analyse Pitch Talk by Prof. Demetrios Sampson, Project Coordinator at the 8th European University-Business Forum, 24-25 October 2019, Brussels:

https://www.youtube.com/watch?v=YD6V_w--XSo

It has **78 views**.



Figure 8 - Learn2Analyse Pitch Talk video by Prof. Sampson

3.3 PI6.3 Online mentions of the project

The project established the following social media accounts:

Facebook

- Page: <https://www.facebook.com/L2Aproject>
414 people liked the page and 447 are following
- Group: <https://www.facebook.com/groups/Learn2Analyze/>

Activity

9th sep 2019 – 13th Jan2020: 18 posts following Pilot A

28th Jan – 6th Jun 2021: 42 posts following Pilot B



Figure 9 - L2A Facebook page

Linkedin Page: <https://www.linkedin.com/company/learn2analyze/>

193 followers

Activity

9th sep 2019 – 13th Jan2020: 18 posts following Pilot A

28th Jan – 6th Jun 2021: 42 posts following Pilot B

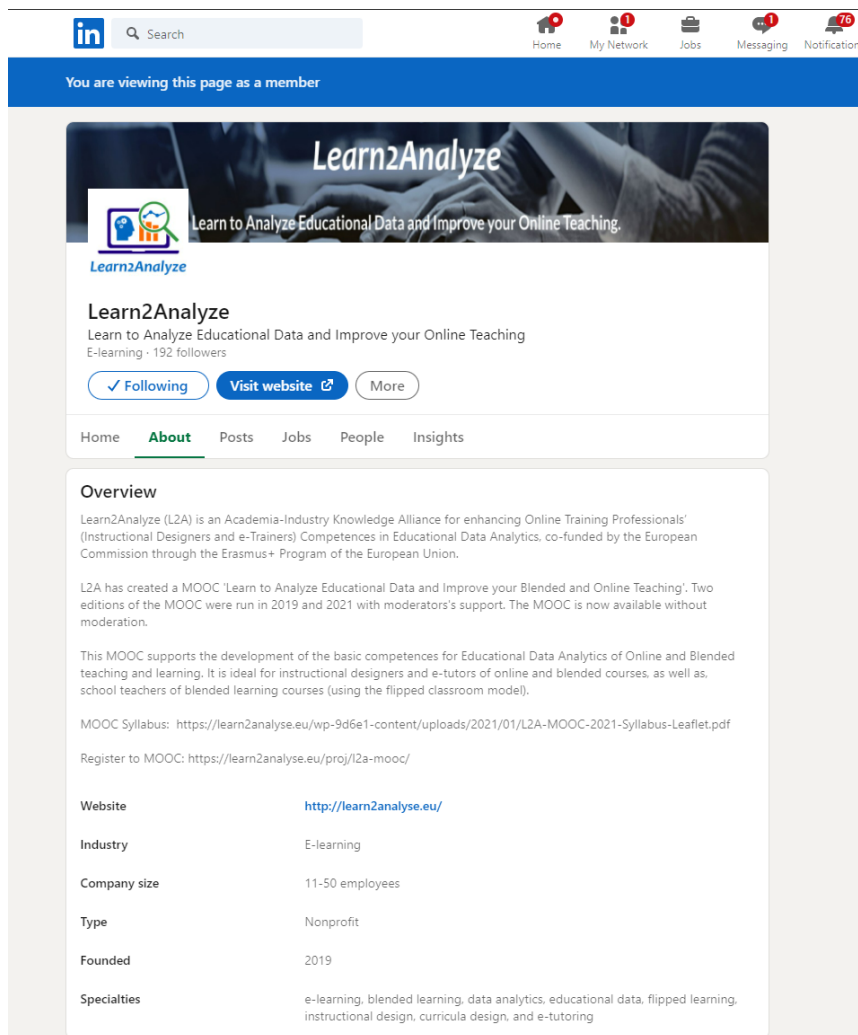


Figure 10 - L2A LinkedIn page

Twitter: <https://twitter.com/learn2analyze>

134 followers

Activity

9th sep 2019 – 13th Jan2020: 18 posts following Pilot A

28th Jan – 6th Jun 2021: 42 posts following Pilot B



Figure 11 - L2A Twitter page

Examples of people's spontaneous posts about L2A project on LinkedIn:

1. <https://www.linkedin.com/posts/activity-6829084632017879040-Q92F>
2. https://www.linkedin.com/posts/konstantinos-kalemis-02233440_mooc-learn-to-analyze-educational-data-activity-6807412232595546112-aHAA
3. https://www.linkedin.com/posts/elisavet-pornali_learn2analyze-educationaldata-learninganalytics-activity-6807291419292643328-A-2O
4. https://www.linkedin.com/posts/maebh-coleman-42751815_certificate-in-educational-data-literacy-activity-6806952609157586944-8-MY
5. https://www.linkedin.com/posts/%C3%B6rg-matth%C3%A4i_geschafft-activity-6806307447804841984-9TL8
6. https://www.linkedin.com/posts/elisabetta-belloli-40330a151_dataanalysis-learning-datascience-activity-6795250513404293120-SA0G
7. <https://www.linkedin.com/posts/activity-6792500821637505024-aNiE>
8. https://www.linkedin.com/posts/davidmichaelsweeney_elearning-learn2analyze-cpd-activity-6792437568651739136-a3l8
9. https://www.linkedin.com/posts/%CF%87%CF%81%CE%AE%CF%83%CF%84%CE%BF%CF%82-%CF%80%CE%BB%CE%B9%CE%AC%CE%BA%CE%BF%CF%82-41793198_educational-data-literacy-next-step-activity-6792144058799149056-JxqP
10. https://www.linkedin.com/posts/elisabettaaferrero_learn2analyze-dataliteracy-learninganalytics-activity-6774283439907631105-5Vzr
11. https://www.linkedin.com/posts/c%C3%A9cile-casa-71683b6a_mooc-learn2analyze-gratuit-pour-les-enseignants-activity-6770079780336390146--uDc
12. https://www.linkedin.com/posts/elizaosaekwapong_learn2analyze-learn-to-analyze-educational-activity-6767503433055531008-ohJl

Examples of L2A project mentions on LinkedIn

NTNU:

https://www.linkedin.com/posts/zacharoula-papamitsiou-4650a658_the-learn2analyze-educational-data-literacy-activity-6769606838448099329-BraQ

UMA:

<https://www.linkedin.com/posts/activity-6768433132531138560-ZvRU>

ES:

13. https://www.linkedin.com/posts/enovation-france_1-0-10-days-to-finalize-the-mooc-activity-6804041333607591936-nZc9
14. <https://www.linkedin.com/posts/activity-6774724676523442176-nhKK>
15. https://www.linkedin.com/posts/enovation-solutions_learn-to-analyze-educational-data-and-improve-activity-6770330635392352257-hGk4
16. https://www.linkedin.com/posts/enovation-solutions_imc-learning-suite-activity-6761970983181041665-ebcX

LL:

17. https://www.linkedin.com/posts/lattanzio-kibs_learn2analyze-learninganalytics-mooc-activity-6827149625581948928-Lilr
18. https://www.linkedin.com/posts/lattanzio-kibs_learn2analyze-educationaldata-learninganalytics-activity-6800706657870479360-jvHM
19. https://www.linkedin.com/posts/lattanzio-kibs_learn2analyze-educationaldata-learninganalytics-activity-6784563807164362752-CUA6
20. https://www.linkedin.com/posts/lattanzio-kibs_learn2analyze-learninganalytics-mooc-activity-6780040612843417600-4Y5M
21. https://www.linkedin.com/posts/lattanzio-kibs_learninganalytics-learn2analyze-mooc-activity-6769631109253763072-JWDs
22. https://www.linkedin.com/posts/lattanzio-kibs_remind-to-enrol-by-march-1st-2021-in-activity-6767482121968734208-01BD
23. https://www.linkedin.com/posts/lattanzio-kibs_learninganalytics-learn2analyze-mooc-activity-6777515639444643840-H6c5
24. https://www.linkedin.com/posts/lattanzio-kibs_save-the-date-1-marzo-2021-al-via-la-2-activity-6765643373282914305-vr2K

Other online mentions:

LL:

1. "Extra-Learning. Beyond current distance learning models" TRIO event, 30 april 2021. TRIO is the web-learning platform of Tuscany Region. The event organized by LL was about the new boundaries of distance learning. L2A was presented as a MOOC case study. Ref:

https://www.lattanziokibs.com/en/newsroom/news_archive/an_extra_event_on_the_future_of_elearning.html - 300 participants

2. Company web site news EN about Pilot B. Ref:

https://www.lattanziokibs.com/en/newsroom/news_archive/save_the_date_20211st_march_the_2

[nd edition of l2a mooc for instructional designers and etrainers has just started.html](#) - 1000 contacts

3. Company web site news IT about Pilot B. Ref:

https://www.lattanziokibs.com/newsroom/archivio_news/save_the_date_1_marzo_2021_al_via_la_2edizione_del_mooc_l2a_per_instructional_designers_ed_etrainers.html - 1500 contacts

4. Company web site news EN about Pilot A. Ref:

https://www.lattanziokibs.com/en/newsroom/news_archive/subscriptions_to_learn2analyze_mooc_are_now_open.html - 1000 contacts

5. Company web site news IT about Pilot A. Ref:

https://www.lattanziokibs.com/newsroom/archivio_news/aperte_le_iscrizioni_al_corso_learn2aanalyze_mooc.html - 1500 contacts

IMC:

1. IMC internal Mailing list Presenting project and MOOC to imc employeesonline 2019-10-6 - 250 contacts

2. IMC Learning Connect Newsletter (EN / International) Customers of IMC Learning Suit 2019-10-21.

Ref: https://preview.hs-sites.com/hcms/preview/content/18058314225?portalId=4291460&preview=true&cacheBust=1571650766870&preview_key=axrcgzyj&from_buffer=false - 474 contacts

3. IMC Learning Connect Newsletter (DE / DACH) Customers of IMC Learning Suite 2019-10-18.

Ref: https://preview.hs-sites.com/hcms/preview/content/18058314225?portalId=4291460&preview=true&cacheBust=1571650766870&preview_key=axrcgzyj&from_buffer=false - 3037 contacts

4. Company web site news EN Blog Article on imc Homepage about Learn2Analyze (EN) 2019-10-02

Ref: <https://www.im-c.com/nc/news/article/learn-to-analyze-educational-data-and-improve-your-online-teaching/> - 150 contacts

5. Company web site news DE Blog Article on imc Homepage about Learn2Analyze (DE) 2019-10-01

Ref: <https://www.im-c.com/nc/de/news/article/online-trainings-durch-learning-analytics-optimieren/> - 200 contacts

6. imc Learning Connect Newsletter DE Customers of IMC Learning Suite 2021-02-24 Ref (imc

internal link): https://4291460.hubspotpreview-na1.com/hcms/preview/content/41724259913?portalId=4291460&preview=true&cacheBust=0&preview_key=NbawitSX&from_buffer=false - 2407 contacts

7. imc Learning Connect Newsletter EN Customers of IMC Learning Suite 2021-02-24 Ref (imc

internal link): https://4291460.hubspotpreview-na1.com/hcms/preview/content/41724256330?portalId=4291460&preview=true&cacheBust=0&preview_key=YdyGzIBR&from_buffer=false - 444 contacts

3.4 PI6.4 Projects' social media group members

Followers on Facebook, Linked and Twitter have increased over the years as following:

Facebook Group

Year	Incr.	members
2019		158
2020	+ 22	180
2021	+ 233	413
	Tot.	413

LinkedIn Group

Year	Incr.	members
2019		78
2020	+5	83
2021	+110	178
	Tot.	193

Twitter

Year	Incr.	members
2019	+55	55
2020	+9	64
2021	+70	134
	Tot.	134

The following table shows that in particular for the time of the second run of the MOOC the Twitter activities were very successful.

Year	Tweets	Tweet impressions	Profile visits	Mentions	New Followers	Total followers
2018	1	29	0	0	0	0
2019	27	28253	0	0	55	55
2020	2	12750	29	1	9	64
2021	44	24812	1587	22	70	134
Total	74	65844	1616	23	134	134

3.5 PI6.5 Discussions started by the project consortium in social media

The main activities in social media were related to the MOOC promotion campaign, as reported in R8a and R8b. In addition to that, we report the following activities.

ES:

1	MOOC Launch	Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1182295177785987074	10.10.19
2	MOOC Launch	Enovation Ireland - Twitter	https://twitter.com/EnovationFR/status/1184410127388106752	16.10.19
3	8th University Forum	Enovation Ireland - Twitter	https://twitter.com/learn2analyze/status/1186917473335107584	23.10.19
4	MOOC Launch	Enovation Ireland - Twitter	https://twitter.com/learn2analyze/status/1186922128630792193	23.10.19
5		Enovation France - Twitter	https://twitter.com/EnovationFR/status/1193920945729232897	11.11.19
6	MOOC Launch	Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1193852652230184960	11.11.19
7	MOOC Launch	Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1196446550555348999	18.11.19
8	Global Moot/L2A conference	Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1196753205444665345	19.11.19
9		Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1243483547824001025	27.03.20
10	MOOC coming back soon	Enovation Ireland - Twitter	https://twitter.com/learn2analyze/status/1354727871567245314	28.01.21
11	Registration	Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1356198545028771842	01.02.21
12	Registration	Enovation Ireland - Twitter	https://www.linkedin.com/feed/update/urn:li:activity:6761970983181041665	01.02.21
13	Enroll	Enovation Ireland - Twitter	https://twitter.com/learn2analyze/status/1360220636912775178	12.02.21
14	Enroll	Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1361262318521319428	15.02.21
15	Enroll	Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1363802665671659522	22.02.21
16	Enroll	Enovation Ireland - Twitter	https://twitter.com/learn2analyze/status/1363813242477416448	22.02.21

17	Enroll	Enovation Ireland - Twitter	https://twitter.com/EnovationIRE/status/1364217710826180615	23.02.21
18	Enroll	Enovation France Twitter	https://twitter.com/learn2analyze/status/1359536573809909762	10.02.21
19	Enroll	Enovation France Twitter	https://twitter.com/EnovationFR/status/1363865693268148228	22.02.21
20	Enroll	Enovation France - Twitter	https://twitter.com/EnovationFR/status/1364552566479089666	24.02.21
21	Enroll	Enovation France - Twitter	https://twitter.com/EnovationFR/status/1367043340634628101	03.03.21
22	Event - MOOC	Enovation Ireland LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6764510939434795008	
23	Enroll	Enovation Ireland LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6769568812456062976	22.02.21
24	Enroll	Enovation Ireland LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6769995230356795392	23.02.21
25	Enroll	Enovation Ireland LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6770330635392352257	24.02.21
26	Enroll	Enovation Ireland Twitter	https://twitter.com/EnovationIRE/status/1364563241570103298	24.02.21
27	Enroll	Enovation Ireland Twitter	https://twitter.com/learn2analyze/status/1366398618744274947	01.03.21
28	Enroll	Enovation Ireland Twitter	https://twitter.com/EnovationIRE/status/1366419011823665154	01.03.21
29	Enroll	Enovation Ireland Twitter	https://twitter.com/brickfieldlabs/status/1364213524038361089	23.02.21
30	Enroll	Enovation Ireland Twitter	https://twitter.com/learn2analyze/status/1367772326264270849	05.03.21
31	Enroll	Enovation Ireland Twitter	https://twitter.com/EnovationIRE/status/1374031652708552714	22.03.21
32	Enroll	Enovation Ireland LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6779796388046807040	22.03.21
33	Enroll	Enovation Ireland Twitter	https://twitter.com/learn2analyze/status/1386971320920027138	27.04.21
34	Enroll	Enovation Ireland Twitter	https://twitter.com/learn2analyze/status/1392388505330933760	12.05.21

35	10 days to finalise the MOOC	Enovation Ireland Twitter	https://twitter.com/learn2analyze/status/1398196787509399556	28.05.21
36	10 days to finalise the MOOC	Enovation Ireland LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6804016971244453889	28.05.21
37	MOOC reopens for summer	Enovation Ireland Twitter	https://twitter.com/learn2analyze/status/1410186311747604487	20.06.21
38	MOOC reopens for summer	Enovation Ireland LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:6816657475580813312	02.07.21

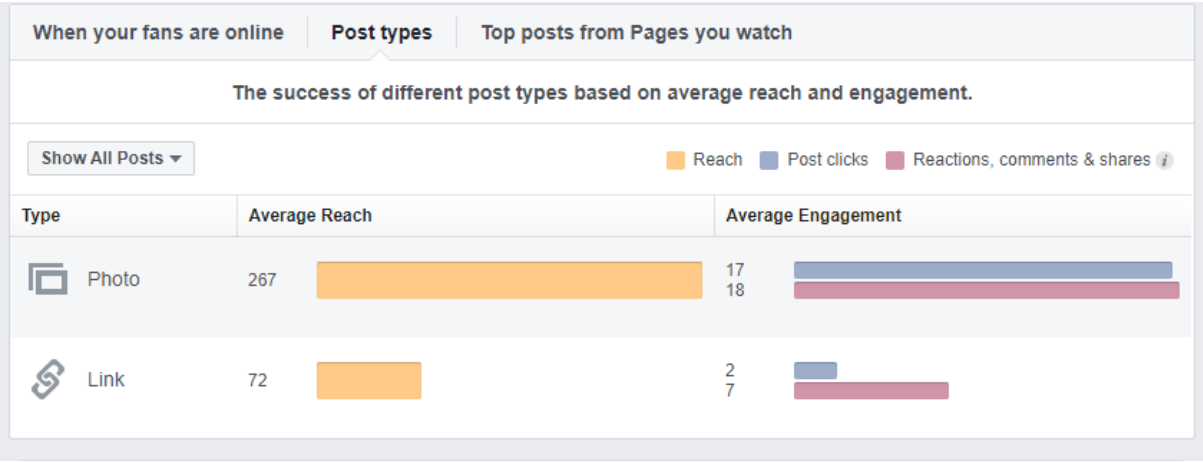
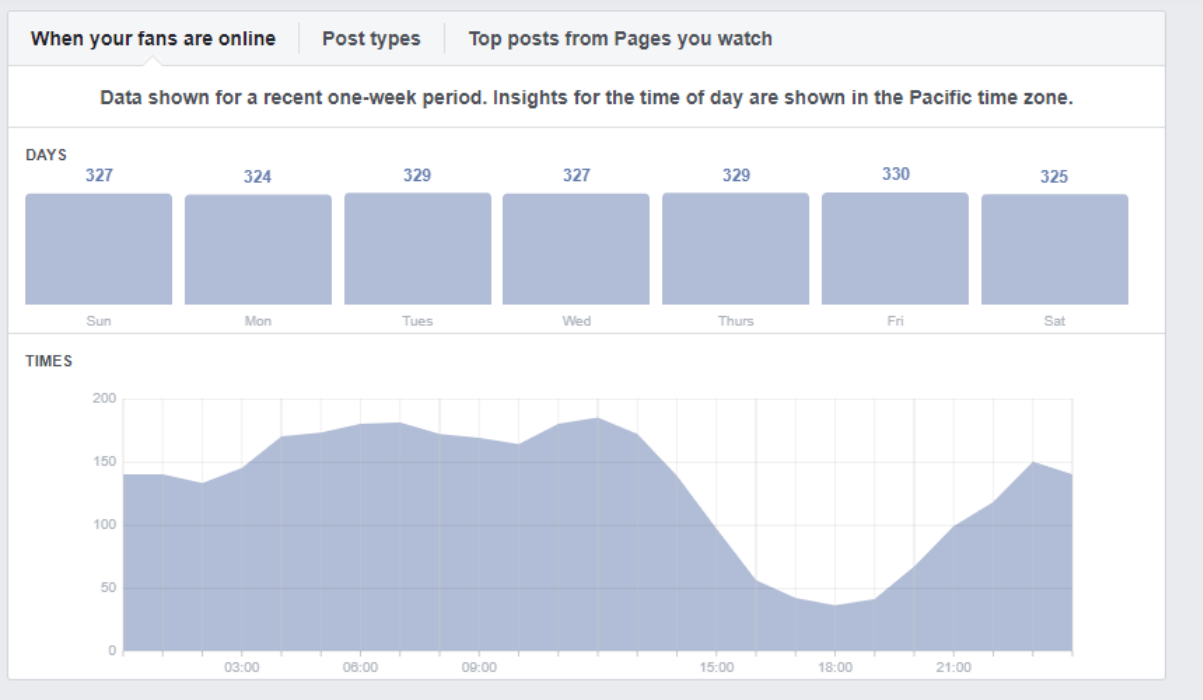
IMC:

#num	short description	social media (Fb/LinkedIn/Twitter/...)	link	
1	IMC Twitter Channel	Twitter		3.10.2019
2	IMC Twitter Channel int	Twitter	https://twitter.com/IMC_Learning	3.10.19
3	IMC Facebook Post	Facebook	https://www.facebook.com/imcLearning/	3.10.19
4	IMC LinkedIn Post	LinkedIn	https://www.linkedin.com/company/imc-ag/	3.10.19
5	imc Twitter @imc_learning	Twitter	https://twitter.com/imc_learning/status/1180063696820822016	04.10.2020
6	imc Twitter @imc_learning	Twitter	https://twitter.com/imc_learning/status/1201444780829528064	02.12.2020
7	imc Twitter @imc_learning	Twitter	https://twitter.com/imc_learning/status/1357304352491401222	04.02.2021

8	imc Twitter @imc_learning	Twitter	https://twitter.com/imc_learning/status/143046988783659009	25.08.2021
9	imc Twitter @imc_learning	Twitter	https://twitter.com/imc_learning/status/1366400820535840774	01.03.2021
10	imc LinkedIn	LinkedIn	https://www.linkedin.com/posts/imc-learning_learn2analyze-learn-to-analyze-educational-activity-6763068769876242432-k9GH	04.02.2021
11	imc LinkedIn	LinkedIn	https://www.linkedin.com/posts/imc-learning_dataanalytics-learninganalytics-weempower-activity-6777985371738402816-t5gb	01.03.2021
12	imc LinkedIn	LinkedIn	https://www.linkedin.com/posts/imc-learning_mooc-blendedlearning-dataanalytics-activity-6836234978330849280-JIes	25.08.2021
13	LinkedIn Uta Schwertel (reshare)	LinkedIn	https://www.linkedin.com/posts/uta-schwertel-2523835_mooc-blendedlearning-dataanalytics-activity-6841286912825688064-EgC8	09.09.2021
14	LinkedIn Uta Schwertel (reshare)	LinkedIn	https://www.linkedin.com/posts/learn2analyze_learninganalytics-learn2analyze-mooc-activity-6787712484984811520--VjM	30.04.2021
15	LinkedIn Uta Schwertel (reshare)	LinkedIn	https://www.linkedin.com/posts/uta-schwertel-2523835_dataanalytics-learninganalytics-weempower-activity-6778578675404161024-iVAK	05.03.2021
16	LinkedIn Uta Schwertel (reshare)	LinkedIn	https://www.linkedin.com/posts/learn2analyze_learn2analyze-mooc-learn2analyze-activity-6765263260456386560-ts-Q	03.02.2021
17	LinkedIn Uta Schwertel (reshare)	LinkedIn	https://www.linkedin.com/posts/uta-schwertel-2523835_learn2analyze-learn-to-analyze-educational-activity-6763076888190582784-rK93	05.02.2021

3.6 PI6.6 Visitors' discussions, comments, likes, and shares on the project website and each social media channel

Facebook









































































All posts published





































































































Create Post












































































Reach: Organic/Paid































































































































Post clicks

Reactions, comments & shares

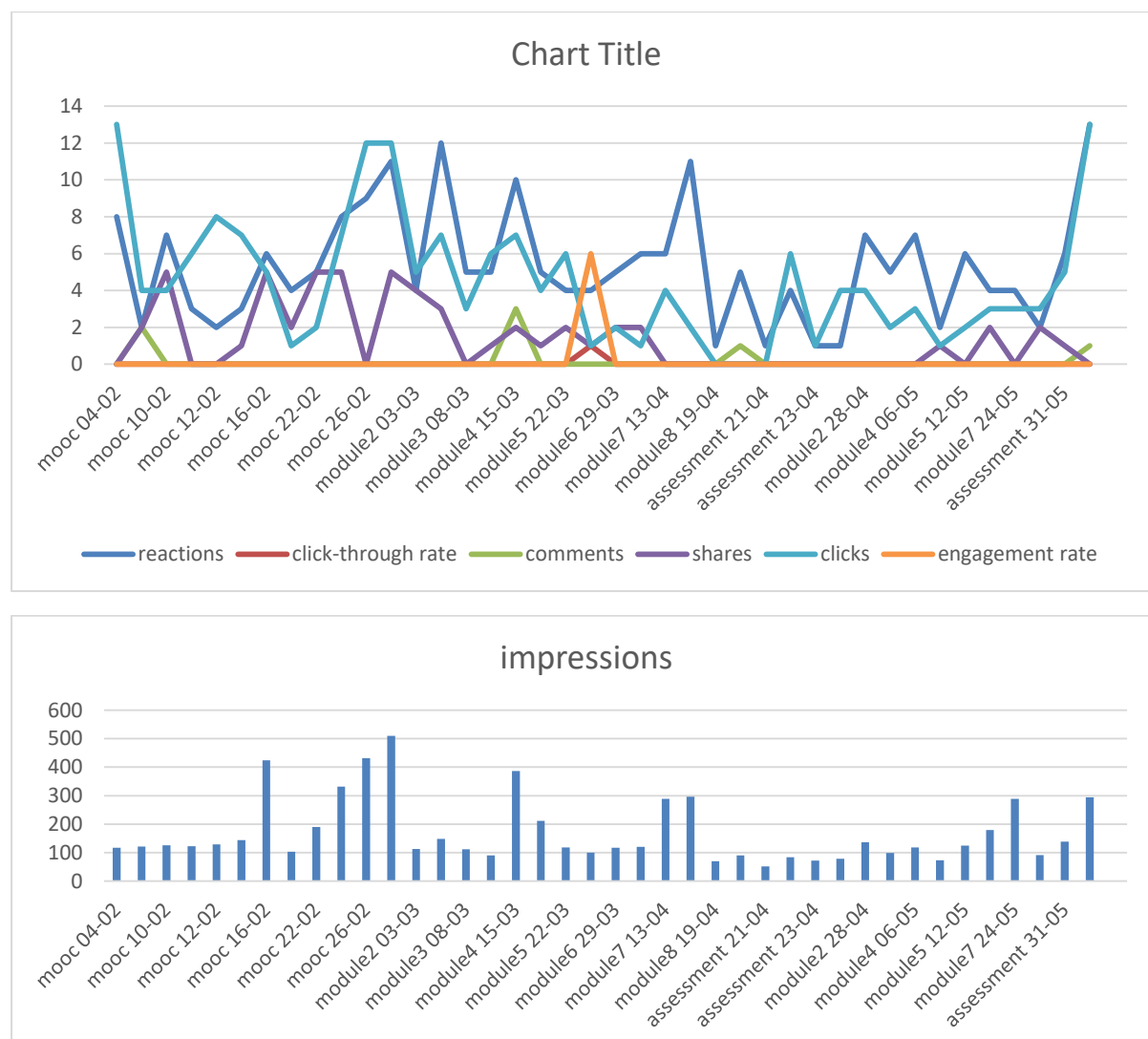
Published	Post	Type	Targeting	Reach	Engagement	Promote
07/06/2021 09:35	 <div>Dear L2A MOOC attendants, Thank you very much for your participation</div>			114 	27 31 	Boost post
31/05/2021 09:30	 <div>The L2A MOOC will remain open for completion for the Certificates (A & B</div>			180 	3 12 	Boost post
28/05/2021 09:51	 <div>10 days to finalize the MOOC and get your Certificates</div>			95 	5 9 	Boost post
24/05/2021 09:36	 <div>L2A "Module 7 – Applying Teaching and Learning Analytics with the IMC</div>			90 	13 8 	Boost post
18/05/2021 09:23	 <div>L2A "Module 6 – Applying Teaching and Learning Analytics with eXact</div>			108 	8 12 	Boost post
12/05/2021 09:28	 <div>L2A "Module 5 – Applying Teaching and Learning Analytics with Moodle"</div>			111 	18 18 	Boost post
07/05/2021 11:14	 <div>One month to go! The MOOC is extended until 6th June. Complete</div>			181 	10 9 	Boost post
06/05/2021 10:34	 <div>L2A "Module 4 – Teaching Analytics" introduces the basics of methods and</div>			82 	9 8 	Boost post
30/04/2021 09:46	 <div>L2A "Module 3 – Learning Analytics" introduces the basics of methods and</div>			343 	14 38 	Boost post
27/04/2021 10:41	 <div>L2A "Module 2 – Online and Blended Teaching and Learning supported by</div>			72 	2 7 	Boost post
26/04/2021 16:47	 <div>Are you done with the assessment for Level B Certificate? Good job!</div>			85 	5 7 	Boost post
23/04/2021 10:34	 <div>Keeping the pace? Did you get your Level A Certificate of Achievement?</div>			66 	7 12 	Boost post
22/04/2021 10:39	 <div>Are you done with the assessment for Level A Certificate? Don't forget to</div>			101 	12 18 	Boost post
21/04/2021 12:02	 <div>Time for exams! L2A Assessment Modules are open. To gain your</div>			177 	37 23 	Boost post

20/04/2021 09:33	 Dear MOOC participants, Thank you for your interest in the L2A MOOC			144		3 15		Boost post
19/04/2021 17:18	 The L2A MOOC is ending: "Module 8 - Concluding the MOOC" will guide			89		52 18		Boost post
16/04/2021 09:53	 Would you like to discover how instructional designers and e-tutors			90		43 14		Boost post
13/04/2021 12:56	   Tools for educational data analytics in IMC Learning Suite at			71		1 12		Boost post
01/04/2021 11:49	 Would you like to discover how instructional designers, e-tutors and			69		13 9		Boost post
29/03/2021 12:46	   Tools for educational data analytics in eXact Suite and			149		6 17		Boost post
25/03/2021 09:30	 Are you using Moodle to deliver online courses? Would you like to			81		10 12		Boost post
22/03/2021 15:54	   Tools for educational data analytics in Moodle and strategies for			3.3K		29 50		Boost post
19/03/2021 09:12	  How to locate data sources for optimising learning environments?			114		57 36		Boost post
15/03/2021 10:05	   Methods and tools for analysing and interpreting			115		14 25		Boost post
12/03/2021 14:34	  Do you follow any policies for handling learners' data analytics?			113		1 17		Boost post
08/03/2021 09:17	   How to analyse & interpret online learners' data to facilitate their			119		50 25		Boost post
05/03/2021 10:26	    How can Educational Data help Instructional Designers and e-			223		8 25		Boost post
03/03/2021 10:34	   What are "Educational Data"? How to collect and manage them?			120		40 28		Boost post
02/03/2021 10:08	   Learn to Analyze Educational Data to Improve your			119		19 22		Boost post
01/03/2021 15:23	  The L2A MOOC has officially started! The "Learn to Analyze			6.7K		151 85		Boost post

26/02/2021 09:58	 L2A MOOC starting on Monday 1st March! Are you an instructional			8.5K		172 144		Boost post
24/02/2021 09:55	 The 2nd edition of the free Learn2Analyze MOOC on			90		7 14		Boost post
22/02/2021 11:14	 The 2nd edition of the free Learn2Analyze MOOC on			3K		174 83		Boost post
18/02/2021 09:27	 The 2nd edition of the free Learn2Analyze MOOC on			103		8 26		Boost post
16/02/2021 10:09	 Remind to enrol by March 1st, 2021 in the new L2A MOOC			77		5 3		Boost post
12/02/2021 11:50	 The 2nd edition of the free Learn2Analyze MOOC on			229		92 81		Boost post
10/02/2021 10:40	 The 2nd edition of the free Learn2Analyze MOOC on			85		19 29		Boost post
09/02/2021 10:02	 The 2nd edition of the free Learn2Analyze MOOC on			67		3 4		Boost post
04/02/2021 09:47	 We are delighted to announce that a new version of the free			720		63 57		Boost post
28/01/2021 10:21	 waiting for			72		1 6		Boost post
04/03/2020 10:01	 The 1st edition of our Learn2Analyze MOOC has been			1K		92 55		Boost post
13/01/2020 16:05	 Dear L2A MOOC attendants, thank you very much for your participation			272		58 17		Boost post
20/12/2019 09:47	 Thanking again all our MOOC attendants, Season's Greetings from			348		23 22		Boost post
16/12/2019 10:30	 The "Learn to Analyze Educational Data and Improve your Blended and			214		28 11		Boost post
12/12/2019 09:54	 Time for exam! Pass the Final Assessment for receiving the			264		44 20		Boost post

09/12/2019 11:17	 The L2A MOOC is ending: good job, you are almost there! Congratulations			230		15 17			Boost post
02/12/2019 10:17	 The L2A MOOC is progressing! This week last practical module: Module 7			204		10 11			Boost post
27/11/2019 09:33	 Good job Team!			62		2 4			Boost post
25/11/2019 10:23	 The L2A MOOC is progressing! This week: Module 6 Educational Data			431		22 15			Boost post
18/11/2019 10:46	 The L2A MOOC is half way! After the theoretical part, let's move to the			169		13 19			Boost post
15/11/2019 10:35	 Module 4 - Teaching Analytics completes the theoretical part of the			80		14 3			Boost post
11/11/2019 11:38	 The L2A MOOC is progressing! This week: Module 4 Teaching Analytics -			828		92 56			Boost post
08/11/2019 12:54	 It's almost weekend 😊 You can plan to take some time to finalize Module			77		4 5			Boost post
06/11/2019 14:39	 Learn2Analyze project in 6 minutes - Pitch talk by our Project Coordinator			187		27 18			Boost post
04/11/2019 10:36	 The L2A MOOC is progressing! This week: Module 3 Learning Analytics -			4.2K		153 68			Boost post
28/10/2019 10:25	 The L2A MOOC is progressing! This week: Module 2 Educational Data –			7.3K		275 159			Boost post
23/10/2019 09:34	 In Brussels tomorrow? Meet us at the 8th European University Business			217		12 52			Boost post
21/10/2019 12:54	 The 'Learn to Analyze Educational Data and Improve your Blended and			685		97 45			Boost post
17/10/2019 15:03	 Meet us at the 8th European University Business Forum 24-25			190		29 25			Boost post
15/10/2019 10:01	 L2A MOOC starting NEXT WEEK! Learn to Analyze Educational Data			1.5K		89 93			Boost post
08/10/2019 15:17	 Understanding Educational data is a key success factor for online and			1K		64 20			Boost post
01/10/2019 10:37	 Understanding educational data is a key success factor for online and			2.1K		124 37			Boost post
24/09/2019 17:06	 School starting... wishing to improve Blended/Online teaching? check this			88		7 4			Boost post
16/09/2019 11:56	 Are you interested in Educational Data Literacy Competences? The			612		33 105			Boost post
11/09/2019 21:15	 Keen to improve your Educational Data Literacy skills and improve your			70		3 5			Boost post
11/09/2019 20:56	 Keen to improve your Educational Data Literacy skills and improve your			61		0 5			Boost post

Linkedin



Twitter

The following table shows the number of number of Tweets, Likes and Retweets according to years.

Period	# Tweets	Sum of Likes	Sum of Retweets
2018	1	3	1
2019	27	161	82
2020	2	12	8
2021	44	163	78
Total	74	339	169

The following table shows a drilldown of the number of Tweets, Likes and Retweets according to project months showing again the successful MOOC promotion activities in the respective months.

Month	# Twets	Sum of Retweets	Sum of Likes
2018			
Qrtl3			
Jul	1	1	3
2019			
Qrtl2			
Jun	1	2	2
Qrtl3			
Aug	1	5	9
Sep	3	18	21
Qrtl4			
Oct	12	43	86
Nov	6	12	25
Dec	4	2	18
2020			
Qrtl1			
Jan	1	2	5
Mar	1	6	7
2021			
Qrtl1			
Jan	1	2	2
Feb	11	23	40
Mar	10	17	44
Qrtl2			
Apr	11	18	44
May	7	10	18
Jun	2	4	9
Qrtl3			
Jul	1	1	2
Sep	1	3	4
Total	74	169	339

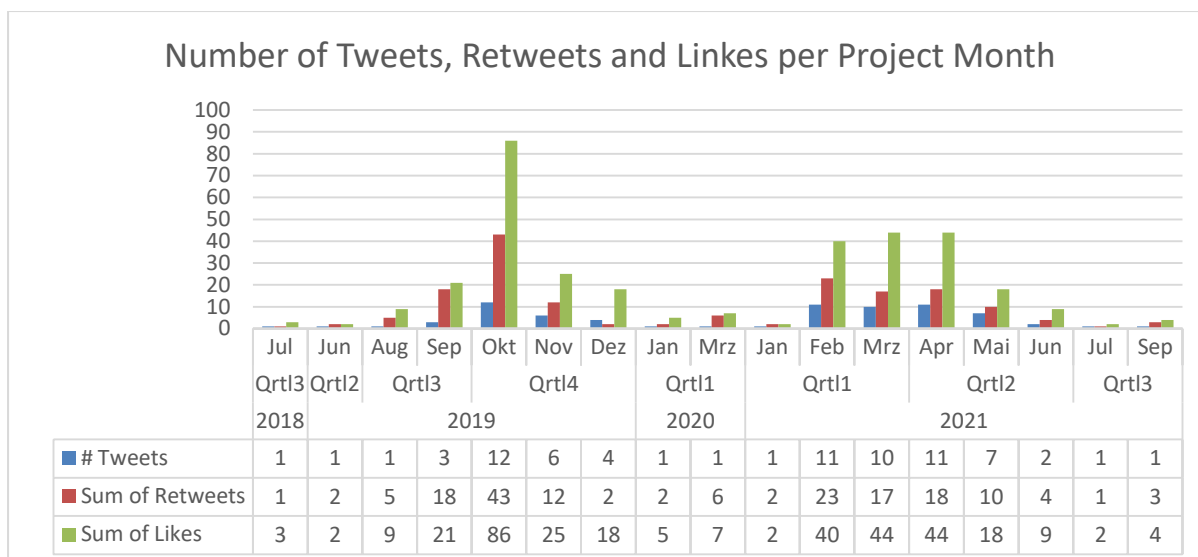


Figure 12 - Tweets, Retweets and Likes per month

3.7 PI6.7 Presentations to National, European and International Conferences and Exhibitions

National events

NTNU:

1. Michail Giannakos. Learn2Analyze: A MOOC for Educational Data Literacy, Catch IDI 2020 (NTNU's annual event), Friday, February 7, 2020 at Clarion Hotel Trondheim - **300 participants**: students and academics
2. Michail Giannakos. Learn2Analyze: A MOOC for Educational Data Literacy, Invited talk to Center for digital transformation (CeDiT), Monday 18 November 2019, Kristiansand - **30 participants**: researchers and policy makers

International academic conferences

Demetrios Sampson (UPRC):

1. "Educational Data Literacy for School Teachers and Leaders: a key professional competence in the post COVID-19 era" 2nd International Conference on Big Data in Education Conference Institute for Digital Education, Moscow City University, Moscow, August 25-27, 2021 [**Keynote Speaker**] - **200 participants**
2. "Learn2Analyze: Educational Data Literacy for Online Teaching & Learning", 34th Annual Conference of the Asian Association of Open Universities (AAOU), Colombo, Sri Lanka, 1st June 2021 [**Keynote Speaker**] - **500 participants**
3. "Educational data in Open and Distance Education", EDEN Open Classroom Annual Conference 2020 Annual Conference: Open and Distance Education: New Challenges and Perspectives, Athens, Greece, 6-8 November 2020 [**Keynote Speaker**] - **250 participants**
4. "Educational data analytics: combining human and machine intelligence in online teaching and learning", EDEN 2020 Annual Conference: Human and artificial intelligence for the society of the future - Inspiring digital education for the next STE(A)M student generation, Timisoara, Romania, 21-24 June 2020 [**Keynote Speaker**] - **250 participants**

5. " *Educational Data Literacy for the Classroom Teacher*", 2020 International Conference on "Flipped Classroom and Blended Instruction in Higher Education, Xiamen University, 20-22 March 2020 [[Keynote Speaker](#)] - 500 participants
6. " *Learn2Analyze: an Industry and Academia Knowledge Alliance on Educational Data Analytics*", 2nd Learning Analytics Research Symposium, Norwegian University of Science and Technology, Trondheim, Norway, 29th November 2019 [[Keynote Speaker](#)] - 100 participants
7. " *The Learn2Analyze MOOC: Learn to Analyze Educational Data and Improve your Online Teaching with Moodle*", MoodleMootGreece2019, Aristotle University of Thessaloniki, Thessaloniki, Greece, 28th November 2019 [[Keynote Speaker](#)] - 150 participants
8. " *Educational Data Literacy for Online Teaching and Learning*", 10th International Conference on Science, Mathematics & Technology Education (SMTE2019), Mauritius, 6th November 2019 [[Keynote Speaker](#)] - 250 participants
9. " *Educational Data Analytics for Online Teaching and Learning* ", 8th International Workshop on Learning Technology for Educational Challenges (LTEC'19), University of Salamanca, Zamora, Spain 15-18 July 2019 [[Keynote Speaker](#)] - 250 participants

Sofia Mouggiakou (UPRC):

"*Towards Gamifying MOOCs for Professional Development: The Case of the Learn2Analyze MOOC*", 11th Conference on Informatics in Education (CIE2019), October 2019 [[Regular Presentation](#)] - 150 participants

Dimitra Vinatsella (UPRC):

"*Educational Data Literacy for the School Teacher of Blended Learning Courses*", 11th Conference on Informatics in Education (CIE2019), October 2019 [[Regular Presentation](#)] - 150 participants

LL:

Didacta 2019, Florence, Italy, 9-11 October 2019: the most important national exhibition dedicated to education. Production of translated dissemination material and promotion at the event. Ref: <https://www.indire.it/2019/06/05/aperte-le-iscrizioni-a-fiera-didacta-italia-2019/> - 2500 participants

(international) industry exhibitions

Demetrios Sampson (UPRC):

1. Erasmus+ Knowledge Alliances On-line Consultation Meeting on Higher Education Transformation, 3 June 2021
2. 8th European University-Business Forum, Brussels, Belgium, 24-25 October 2019 - 2000 participants
3. Erasmus+ Knowledge Alliances Thematic Cluster Meeting on University-Business Cooperation, Brussels, Belgium, 23 October 2019

Enovation:

1. Global Moodle Moot, Barcelona, Spain, 18-20 November 2019: Gary Mahon gave a presentation on L2A, and L2A Flyer was added into the delegate swag bag. Ref: <https://moodle.com/events/global/> - 2000 participants

LL:

1. Ed Tech Sweden, Stockholm, Sweden, 23-24 October 2019. EdTech Sweden is an initiative and meeting place that ensures the Nordic region's global pole position in edtech, one of the fastest growing industries in the world. Here, best practice is shared and new digital solutions to support and facilitate learning are explored. The arena is a combination of conference, exhibition and networking. Promotion and networking at the event. Ref: <https://nordic9.com/events/edtech-sweden-2019-event7595263231/> - 10,000 participants

2. DevLearn 2019, Las Vegas, NV, 23 – 25 October 2019. DevLearn 2019 has one of the largest, most comprehensive, most cutting-edge learning technologies program in the world. The event features over 200 world-class sessions covering key topics that will help you advance your skills and expertise in the management, design, and development of technology-based learning. Promotion and networking at the event. Ref.: <https://devlearn.com/> - 3,500 participants

IMC:

1. Booth at "8th European University Business Forum", Brussels, Belgium, 24 – 25 October, 2019. Presenting and demoing Learn2Analyze MOOC and research at a booth by imc. Ref: https://ec.europa.eu/education/events/8th-university-business-forum_en - 30 contacts

3.8 I6.8 Academic Publications

journal papers

NTNU:

1. Papamitsiou, Z., Filippakis, M. E., Poulou, M., Sampson, D., Ifenthaler, D., & Giannakos, M. (2021). Towards an educational data literacy framework: enhancing the profiles of instructional designers and e-tutors of online and blended courses with new competences. *Smart Learning Environments*, 8(1), 1-26.

conference papers

UPRC:

1. S. Mougiakou, D. Sampson and D. Vinatsella, Towards Gamifying MOOCs for Professional Development: The Case of the Learn2Analyze MOOC, 11th Conference on Informatics in Education (CIE2019), October 2019
2. D. Vinatsella, S. Mougiakou and D. Sampson, Educational Data Literacy for the School Teacher of Blended Learning Courses, 11th Conference on Informatics in Education (CIE2019), October 2019
3. D. Sampson, Learn2Analyze: An Academia-Industry Knowledge Alliance for Enhancing Online Training Professionals' Competences in Educational Data Analytics, International Conference on E-Learning in the Workplace 2019, Columbia University, New York, USA, June 2019

UMA:

1. Ifenthaler, D. (2021). *Bildungsdatenkompetenz für die E-Learning Industrie* LEARNTEC xChange, Virtual Conference, 24-06-2021.

2. Ifenthaler, D. (2021). *Bildungsdatenkompetenz in der Erwachsenen- und Weiterbildung*. Bildung, Daten, Lernen: Perspektiven und Professionalität im Umgang mit Educational Data in der Erwachsenen- und Weiterbildung, Virtual Conference, 22-04-2021.
3. Ifenthaler, D., & Egloffstein, M. (2021). *Educational data literacy: enabling on-demand educational support and reflective course (re)design*. Paper presented at the AERA Annual Meeting, Virtual Conference, 08-04-2021.
4. Ifenthaler, D., & Egloffstein, M. (2020). *Educational Data Literacy: Enabling on-demand educational support and reflective course (re)design*. Paper presented at the AECT International Convention, Virtual Conference, 03-11-2020.
5. Delcker, J., Roll, M., Schumacher, C., & Ifenthaler, D. (2020). *Educational Data Literacy of K-12 teachers and pre-service teachers*. Paper presented at the AECT International Convention, Virtual Conference, 02-11-2020.