



## Final and future Community management, Communication and Dissemination Plan

Including plans of the newly formed consortium to sustain the platform beyond the end of  
this grant  
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Mapping  
Ethics  
and  
Integrity  
of  
Research

## D7.4 Final and future community management, Communication and Dissemination Plan

### Project details

<b>Project:</b>	Mapping Normative Frameworks of ETHics and Integrity of REsearch
<b>Project acronym:</b>	EnTIRE
<b>Project start date:</b>	01.05.2017
<b>Duration:</b>	48 months
<b>Project number:</b>	741782
<b>Project Coordinator:</b>	Vrije Universiteit Medisch Centrum (VUmc) Amsterdam

### Deliverable details

<b>Work Package:</b>	WP 7 Community engagement, communication and dissemination
<b>Deliverable</b>	D7.4 Final and future community management, Communication and Dissemination Plan <b>description:</b>
<b>Work package leader:</b>	Marc van Hoof
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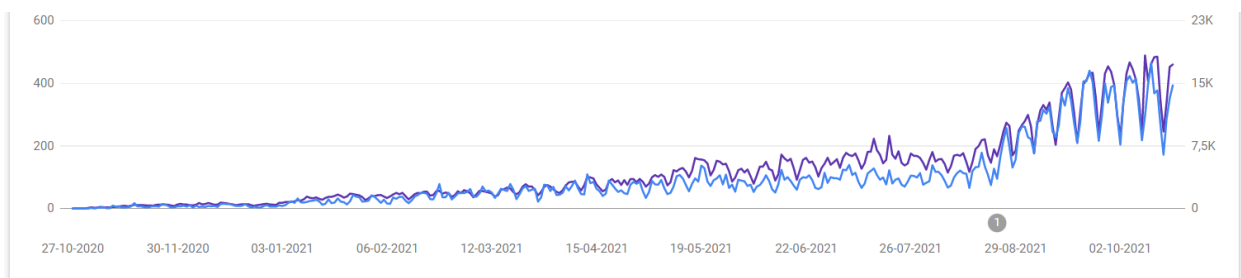
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## 1. Platform use, evaluation & statistics

### Platform visitors through Google

In October 2020, The Embassy of Good Science switched to the use of Semantic Mediawiki. Since ‘*The Switch*’, over **34 thousand visitors** reached The Embassy through Google. Around 375 people visit the Embassy on a daily basis, by clicking on an entry in Google (View in Purple, Clicks in Blue, Figure below). Since the Switch, The Embassy has had an appearance in over **1.5 million Google searches** of people, worldwide. The goal within EnTIRE was to reach a total of 60.000 people over 4 years’ time. Our current estimations (*due to privacy concerns we cannot measure visits on the platform directly*) indicate that this number was reached in September 2021. Moreover, as can be seen in the graph below, there has been a steady growth over the last year. This growth has not yet saturated. We expect, that with new developments for Horizon Europe, this number will continue to grow in 2022.



### Platform content development & community



As written in the grant agreement, the overall objective for WP7 is to *“foster further development of the RE+RI community, that will support the platform and be supported by it, will keep the information up-to-date, disseminate the project’s findings and develop innovative strategies for maintaining the platform and building relationships to relevant organisations for further dissemination, including sustainable funding (WP 7) “*.

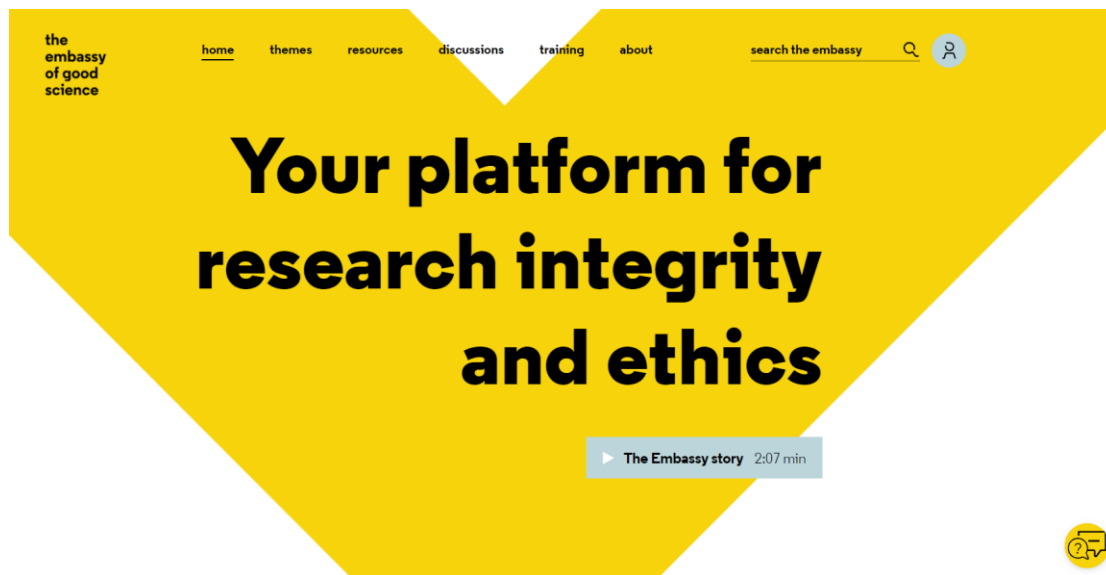
As envisioned in the proposal for EnTIRE, the community of the Embassy plays an important role in the upkeep. So far, **over 1000 unique items of content (Themes, Reports, Resources & Trainings)** have been added to the Wiki-enabled Embassy. **Over 8000 edits** (so far, an average of 4 per day) have been contributed, which updated, revised and added to the total content. Currently, the **active community consists of 184 individuals**, of which **21 contributed actively during the last month**. Most edits have been executed from EnTIRE consortium members. Extending our ‘active’ user base outside the EnTIRE consortium remains a goal for the future.

Users on the Internet at large, seem to be mainly interested in Research Ethics. The content that is most frequently sought for includes ‘Moral dilemma’, ‘moral conflicts’ and ‘norms and values’. In the figure below (Blue clicks, Purple views) it becomes clear that there is still an opportunity, as only a small percentage of users end up at the Embassy when searching for ‘moral dilemmas’. This indicates that the community can probably be expanded further by putting more weight and emphasis on ethical themes such as morality.

moral dilemma	1.540	70.879
embassy of good science	683	868
moral conflict	397	7.525
what is moral dilemma	337	13.892
norms and values	254	7.081
the embassy of good science	236	310
moral dilemma examples	216	13.002
mertonian norms	209	2.873
moral conflict examples	208	1.925
what is a moral dilemma	113	8.254

## Iterative evaluation

In order to meet the needs within the community, a new feature has been recently added that enables continuous evaluation (see Figure below). By pressing the round evaluation button, users can leave feedback on their own initiative. So far, not many users have used it (4). Due to the small sample size, no inferences can be made and we show the data as it was collected.



*Users can evaluate the platform by pressing the yellow button in the bottom right corner.*

In the tables below we summarize the data which is available so far. In general, the feedback was positive. The open question on how we could improve The Embassy resulted in the following statements:

1. *“Sometimes the font size on the website is very small, while there are large open spaces on either side of the screen. I suppose balancing this better would make it easier on the eyes.”*
2. *“short video on how to use the embassy and where to find what”*
3. *“Make it global.”*
4. *“A more active forum community.”*

Regarding point 1, a bug has been identified in the scaling of some parts of the texts on mobile. It has been added to a list of future improvements. A video on how to use The Embassy is available in the ‘About’ section and on Twitter. A future improvement could be to have guided tours directly on the platform to indicate which actions are possible for users. Although The Embassy is focused on Europe (point 3), all the functionalities are there to support other countries as well. Future outreach will consider this point. The discussion section of The Embassy (point 4) was indeed not active. Informally, this might have been due to the openness. This section of The Embassy was revised accordingly and will be discussed in the new developments.

**\*What is your general impression of The Embassy?\***

**0 (very bad) to 10 (excellent)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	8	1	25.0	25.0	25.0
	9	1	25.0	25.0	50.0
	10	2	50.0	50.0	100.0
	Total	4	100.0	100.0	

**\*I found what I was looking for.\***

**1 (completely disagree) to 5 (completely agree)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	3	75.0	75.0	75.0
	completely agree	1	25.0	25.0	100.0

Total	4	100.0	100.0	
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**\*The platform is easy to use and navigate.\***

**1 (completely disagree) to 5 (completely agree)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	neutral	1	25.0	25.0	25.0
	agree	1	25.0	25.0	50.0
	completely agree	2	50.0	50.0	100.0
	Total	4	100.0	100.0	

**\*The platform is important for ethics and research integrity.\***

**1 (completely disagree) to 5 (completely agree)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	completely agree	4	100.0	100.0	100.0

**\*How likely are you to recommend The Embassy to others?\***

**1 (not likely at all) to 5 (very likely)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	likely	1	25.0	25.0	25.0
	very likely	3	75.0	75.0	100.0
	Total	4	100.0	100.0	

**\*It is important that The Embassy is being maintained by the research community.\***

**1 (completely disagree) to 5 (completely agree)**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	agree	2	50.0	50.0	50.0

completely agree	2	50.0	50.0	100.0
Total	4	100.0	100.0	

**\*Did you ever add or edit content on The Embassy?\***

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no	3	75.0	75.0	75.0
	yes	1	25.0	25.0	100.0
	Total	4	100.0	100.0	



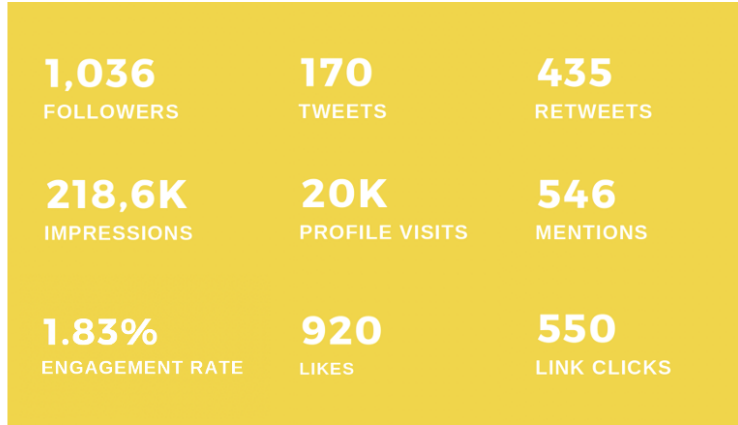
## The Embassy's performance on Twitter

During the last 3 years, the outreach of The Embassy of Twitter has been satisfactory. With 170 tweets and over a thousand followers, The Embassy managed to regularly update the research ethics and integrity community. See the figure below for a more comprehensive overview.

# TWITTER

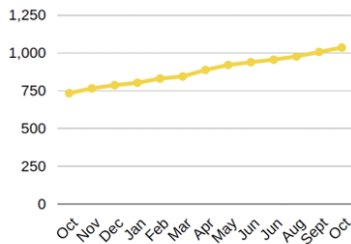
@EMBASSYSCI

Talitha Ahmed  
Astrid Hooghiemstra



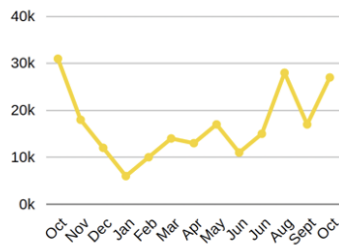
### FOLLOWERS PAST 12 MONTHS

How many users are following us?



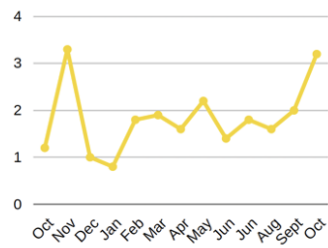
### IMPRESSIONS

How often do users come across our posts?



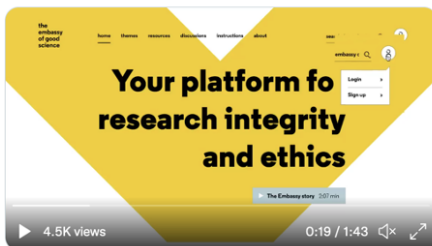
### ENGAGEMENT RATE

Do our posts resonate with users? (How often do users interact with our posts / by N followers) \* 100



### Top tweet

The Embassy of Good Science @EmbassySci · Oct 28, 2020  
We are extremely proud to present The Embassy of Good Science as a fully editable #Wiki platform. Add, edit, share, discuss, search, filter information on #ResearchIntegrity on [embassy.science](https://embassy.science). Check it out today and join the community #ForResearchersByResearchers



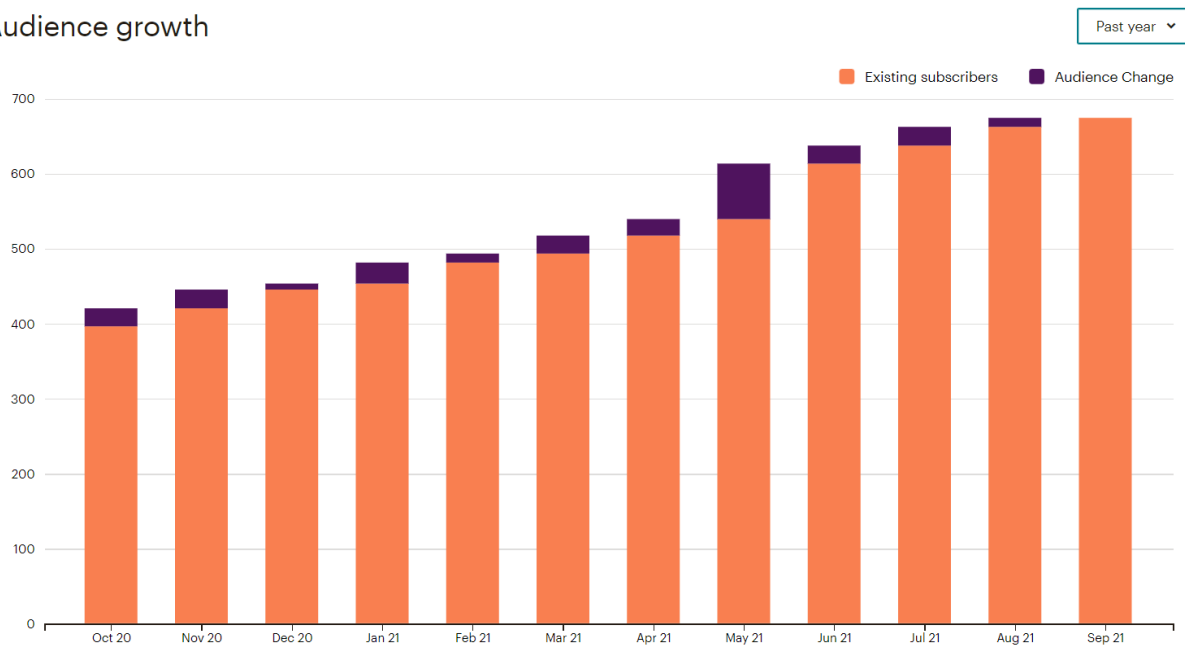
### Top media Tweet earned 794 impressions

The #VIRT2UE project provides trainers with the knowledge and skills to conduct a #ResearchIntegrity course from a virtue ethics perspective. @EU\_H2020 How can your institution or research benefit from this project? Find out during the final conference: [bit.ly/3AXdfRF](https://bit.ly/3AXdfRF)  
[pic.twitter.com/a3HFAkGZUJ](https://pic.twitter.com/a3HFAkGZUJ)

## Newsletter subscribers

Visitors of The Embassy can leave their e-mail address for updates on The Embassy. Since the initial launch, the audience has grown to around 650 subscribers. This part of the community has recently received updates on the EnTIRE final conference, a ‘scenario competition’ and the launch of new features.

### Audience growth



## 2. New developments – a dedicated ‘Community’ section

### Goal

In order to further extend the Community of The Embassy, the ‘Discussion’ part of the platform has been replaced. We noticed that there was a barrier for users to participate in only discussions. We regularly received the request to host materials which were relevant for Horizon 2020 projects and other initiatives. Therefore, we designed a new section which has the following goals:

- Allow other projects to promote their initiative on The Embassy, and disseminate to its audience relevant news and events
- Enable projects to host files such as deliverables, on the long term in a static repository (non-wiki), which would live on, after projects end. This would also decrease the need to put much effort and investment for individual projects on their own website.

- Enable discussions and question & answer sessions, in private where necessary.

## Implementation of a new community section

In line with the design of The Embassy, an overall 'Community' section was created. Within the new community section, 3 subsections were developed (see Figure below for the implementation):

1. [Initiatives](#)
2. [News](#)
3. [Events](#)

### **Community**

Updates from the community of research integrity and ethics.







## Implementation of initiatives

For initiatives, it is important to preserve their own identity. New cards were developed which allowed initiatives to show their own logo (see Figure below). EnTIRE will discontinue its own project website and host its news, events and files in the designated sections.

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# Initiatives

 <p><b>VIRT2UE</b></p> <ul style="list-style-type: none"> <li>› Events</li> <li>› News</li> <li>› Repository</li> </ul>	 <p><b>EnTIRE</b></p> <ul style="list-style-type: none"> <li>› News</li> <li>› Events</li> <li>› Repository</li> </ul>	 <p><b>INTEGRITY</b></p> <ul style="list-style-type: none"> <li>› News</li> <li>› Events</li> <li>› Repository</li> </ul>	 <p><b>SHERPA</b></p> <ul style="list-style-type: none"> <li>› News</li> <li>› Events</li> <li>› Repository</li> </ul>
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An overview of the different initiatives that live on the new Community section




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# Initiatives



## EnTIRE

EnTIRE: developing The Embassy platform for the Research integrity and ethics communities

 <p><b>News</b></p>	 <p><b>Events</b></p>	 <p><b>Repository</b></p>
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Tweets by @EmbassySci

**The Embassy of Good Science** @EmbassySci

The Embassy of Good Science is a wiki platform on #ResearchIntegrity for all those involved in research. Help us improve by answering a few short questions when visiting a theme page [bit.ly/3EIBESg](http://bit.ly/3EIBESg) by clicking on the yellow icon in the bottom right. Thanks 🙌

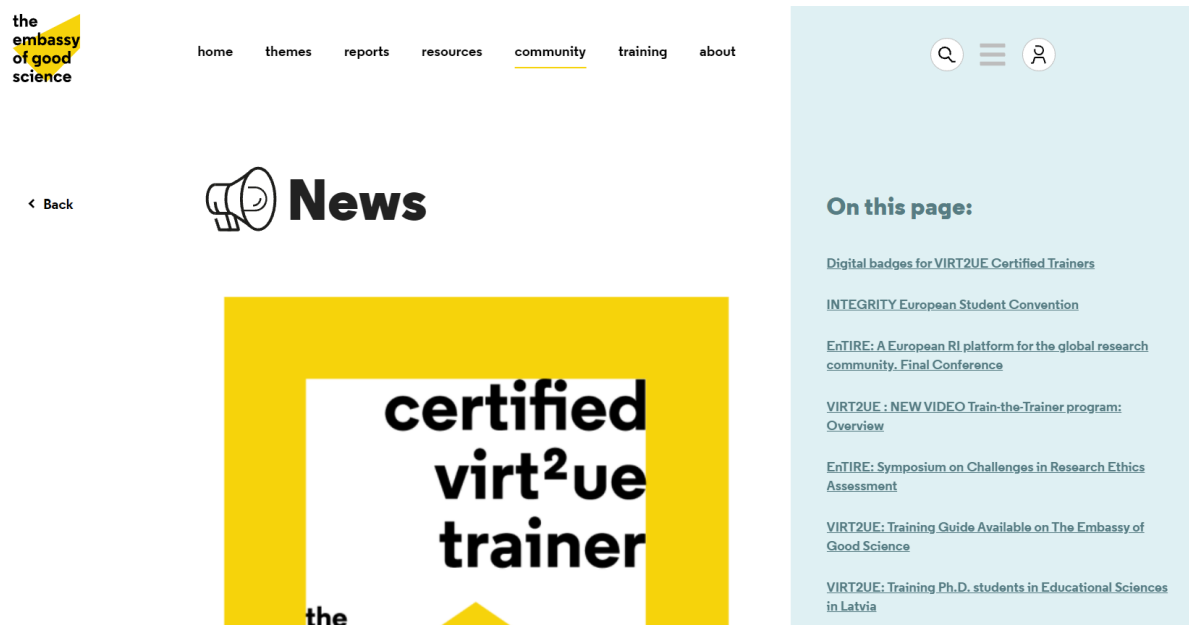
Item Replies Views Activity

📌 About ENTIRE project

EnTIRE as an example initiative. It's main objective together with its Twitter feed are show on its own page on The Embassy.

## Implementation of a news section

The new 'News' section is meant to disseminate important news from different initiatives. The Research Ethics and Integrity community can follow updates from The Embassy itself, but also from partner projects. This simplifies 'spreading the word'.



The screenshot displays the website's navigation menu with 'community' selected. The main content area is titled 'News' with a megaphone icon. A large yellow graphic contains the text 'certified virt<sup>2</sup>ue trainer' and 'the'. On the right, a sidebar titled 'On this page:' lists several news items:

- [Digital badges for VIRT2UE Certified Trainers](#)
- [INTEGRITY European Student Convention](#)
- [EnTIRE: A European RI platform for the global research community. Final Conference](#)
- [VIRT2UE : NEW VIDEO Train-the-Trainer program: Overview](#)
- [EnTIRE: Symposium on Challenges in Research Ethics Assessment](#)
- [VIRT2UE: Training Guide Available on The Embassy of Good Science](#)
- [VIRT2UE: Training Ph.D. students in Educational Sciences in Latvia](#)

## Implementation of a calendar

Online and offline conferences, workshops or important milestones in research Ethics and Integrity can now quickly be seen by browsing through a calendar directly on The Embassy. Partnering projects can simply add their own events. Even registering to an event is possible. This greatly simplifies spreading the word in the community.

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# Events

Stay up to date with new developments. Here you will find out about upcoming events from initiatives promoted on The Embassy.

**October 2021**

Today



Sun	Mon	Tue	Wed	Thu	Fri	Sat
26	27	28	29	30	1	2
3	4	5	6	7	8	9

## 3. Plans for the future

### Goal

The main focus for the plans for the future revolve around:

- 1) extending our audience by improving the Embassy on a content level and by extending its features
- 2) collaborating with other initiatives in Research Ethics and Integrity

### 1.1 Improving The Embassy further

We hope to achieve this by keeping The Embassy up-to-date together with the community and improving the content (volume and quality) further. We expect that the new iterative evaluation will provide feedback from the community to tune in to the needs of our users. Also, by collaborating with other projects with the RE+RI community, we expect to receive feedback on how we can make our content more user oriented. As was shown in this report, several themes within research ethics are frequently sought after on Google. Initially, we plan to make an inventory on how we can improve the content to draw more users in and to improve the tagging extensiveness to improve the indexation by common search engines. We expect that by extending our content in this way, we also can initiate a larger part of our 'passive user

base'. We have identified several minor bugs on The Embassy. We plan to fix these in upcoming releases, to further improve the user experience.

## **1.2 Extending The Embassy with new features**

Our primary aim for the near future is to increase the reward for users in contributing to the Embassy. Currently, authors are credited on every page. We plan to push back these credits to the ORCID resumes of authors. In this way, online profiles can be automatically extended. Such functionality would also enable referencing from within the scientific literature – providing another incentive to contribute to The Embassy. Currently, some parts of the platform are cross-linked and automatically updated. For example, a new Guideline that is added to the Netherlands, in the resource section, is automatically added to the Report page of The Netherlands, in the Facts & Figures section. In the near future, to simplify maintenance further, we hope to improve the semantic linking on other parts of the platform as well.

## **2. Collaborating with other initiatives on The Embassy**

With the new Community section, as was shown in *“New developments – a dedicated ‘Community’ section”*, we hope to enhance the collaboration with existing and upcoming initiatives in RE+RI. By preserving the identity of new initiatives, decreasing the cost and time-investment of online website management, we hope to centralize the RE+RI communities further on The Embassy. In quarter 4 of 2021, 10 new initiatives and projects will be approached to work closely with The Embassy to be positioned on the Community section.

## **3. Being open to, and engaging with, stakeholders from the research integrity and ethics communities, and researchers more broadly**

Various stakeholders are involved in the continuation of The Embassy. The strategy for engaging these stakeholders is outlined below for three target stakeholder groups: 1) The Board of The Embassy Foundation; 2) Ambassadors of Good Science; 3) Relevant RE/RI initiatives, and 4) Embassy platform users.

### **1) The Board of The Embassy Foundation**

A Foundation has been established to ensure the sustainability of the Embassy (more details in the section below). Initial Board members come from the consortia (including the consortia advisory boards) of the projects that established the platform (EnTIRE and VIRT2UE). The Statues of The Board state:

1. The Management Board shall consist of a number of at least three (3) members, whose exact number is to be determined by the Management Board with a maximum of fifteen (15) members and shall be appointed the first time by means of the present deed.

2. The Management Board (with the exception of the first Management Board, the members of which are appointed in office), shall elect out of its body a chairman, a secretary and a treasurer, together forming the executive management board. The positions of secretary and treasurer may also be held by one person.

3. a. The Management Board members shall resign in accordance with the schedule of retirement drawn up by the Management Board, whereby only one-third (1/3) of the Management Board shall resign each time after a term of office of two years, with exception of the first Management Board members who shall be in office for a period of two years and subsequently retire in accordance with a schedule of retirement drawn up by the Management Board, on which occasion a shorter period of office than two years may apply to them; Management Board members appointed to interim vacancies shall take the place of their predecessors on the schedule of retirement.

b. Retiring Management Board members shall be eligible for reappointment three times with a total term of office of six years.

4. If one or more vacancies are created on the Management Board the remaining Management Board members unanimously (or the sole remaining Management Board member) shall fill it or them by the appointment of one or more successor(s) within three months after the creation of the vacancy or vacancies.

5. Should the Management Board have one or more vacancies then the remaining Management Board members or the sole remaining Management Board member shall nevertheless remain a lawful Management Board.

6. If there is any disagreement among the remaining Management Board members about the appointment and also if at any time all the Management Board members should be lacking before the vacancy/vacancies created has/have been filled and furthermore if the remaining Management Board members should fail to fill the vacancy/vacancies within the period mentioned in paragraph 4 of this



article they shall be filled by the court on request of any interested party or on demand of the public prosecutor's office.

## **2) *Ambassadors of Good Science***

Ambassadors are researchers with an interest in 'Good Science' who have made a contribution to the platform in terms of content or advocacy work. The First Ambassadors nominated come from European SwafS Projects (Primarily but not exclusively from EnTIRE and VIRT2UE). A statement has been added to The Embassy to clarify that Ambassadors can be nominated by:

- Board members or existing ambassadors
- Projects and institutions working to improve research practices

## **3) *Relevant RE/RI initiatives***

Through the work of The Embassy Foundation members, relevant RE/RI projects are supported in creating a community page for their initiative ([Categories - The Embassy of Good Science](#)) and uploading materials. Through AmsterdamUMC, a series of meetings have been conducted with representatives from INTEGRITY, SOPs4RI, Path2Integrity, ROSIE, PRO\_RES and EQUIPD and they have created project initiatives on the community section. AmsterdamUMC have also approached projects which have already been finished (SHERPA). They had no funds (PM) to upload materials unfortunately. Therefore, priority will be given to approaching new projects on RE, RI and Open Science which have recently been granted once they start.

## **4) *Embassy platform users***

At the most basic level of contribution to The Embassy - All researchers with an ORCID can add and edit content.

## 4. The Embassy beyond EnTIRE – The Embassy Foundation

### Goal

To continue the efforts of The Embassy of Good science, The Foundation The Embassy of Good Science has been founded on 23 March 2021 and has its official seat in the municipality of Amsterdam. This ensures the continuity of The Embassy after EnTIRE ends.

### Objectives

The objectives of the Foundation are:

- to safeguard the ethics and integrity in scientific research and to improve the understanding and awareness of good science;
- to maintain the community-based platform "The Embassy of Good Science" and update it with transparent and useful information for its international network of users and contributors

The Foundation shall attempt to achieve the objectives by:

- collecting and providing information to institutions and persons affiliated to the Foundation;
- maintaining a transparent and up-to-date communication platform;
- carrying out (or having carried out) scientific research;
- Providing relevant guidelines, case studies and tools for education and training;
- publishing and distributing newsletters and other publications, or having them published, in all appropriate ways;
- as well as inspiring the future generation of (scientific) researchers and supporting them in research practices and dilemmas.

The objective of the Foundation is *not* to gain profit.