



IDentifEYE

D6.8 Final Conference - Report
Version 1.0 – 11/09/2015

Project	IDentifEYE		
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Reviewer(s)			

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Lifelong
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Programme

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1.0	11/09/2015	CCS	Creation	C	16

(*) Action: C = Creation, I = Insert, U = Update, R = Replace, D = Delete

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Referenced Documents

ID	Reference	Title
1	2013-1-GR1-LEO05-13907	Project Proposal
2	2013-1-GR1-LEO05-13907	Evaluation Comments

Applicable Documents

ID	Reference	Title
1	FAVINOM QMS	Quality Management Procedures

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Executive Summary

The present document contains information regarding organisation and evaluation aspects of the conference.

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1. Introduction

1.1. Purpose of the D6.8 Final Conference - Report

The purposes of D6.8 Final Conference - Report are the following:

- To explain how the conference was organised
- To present the conclusions reached after the conference

1.2. Scope of the project

Children today are in danger on the Internet because of not understanding the relevance of data. They either too freely provide their own data and thus run the risk of identity theft or of an unwanted third party being able to target them, or they too easily believe the actuality of data provided by others and thus could become targeted by a third party who is disguised by a false identity. Internet is a great tool that offers youngsters many additional opportunities to their education, entertainment or even social life. Internet is nowadays thoroughly embedded in children's lives.

In order to identify the proper way to reach children it is important to look at the persons that children turn to for advice when something online troubles them. So, the best strategy to protect children is to train teachers that children already trust, to guide them through online activities. Considering that schools have the resources to reach all children, they should take the initiative training them. With the proper training of teachers, ideally, every child would have at least one skilled person to turn to (teacher or even peer). To address these issues, in the current project we will utilise an augmented reality game and validated pedagogical approaches to empower teachers reach out to children and educate them about the dangers of the Internet and online identities.

1.3. Project Objectives

The primary objectives of this project are to:

- Create a new curriculum module in which teachers will empower a conscious, creative and critical stance by students as evolving responsible civilians [8-14 years] towards online media by means of training essential skills and providing essential knowledge.
- Benchmark effective new methodologies and pedagogical strategies as an essential component of the new curriculum module.
- Publish the new curriculum module both in a traditional form (print) and online together with didactic material and multimedia instructions so that European teachers can implement the new module by themselves.
- Create an international network to evaluate and help promote the new curriculum and function as a help centre for European teachers willing to implement the new module.

The main products comprise:

- A curriculum (based on social psychology) for teachers to educate children on the dangers of being online: "Reflecting on identity by means of multiple viewpoints"
- A delivery methodology for teachers to reach out to children more effectively and educate them about matters that concern them
- The impact is expected to be considerable in terms of in-service training for teachers who today lack important skills.

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2. IDentifEYE Project - Conference

The IDentifEYE Conference was organised on 08/09/2015 and lasted all day. Distinct speakers were invited to speak and the partners shared their experiences regarding the coordination of the project. The conference overall was successful, as it was attended from more than 50 people (approx.). The audience included students of all ages, teachers, parents and general public.

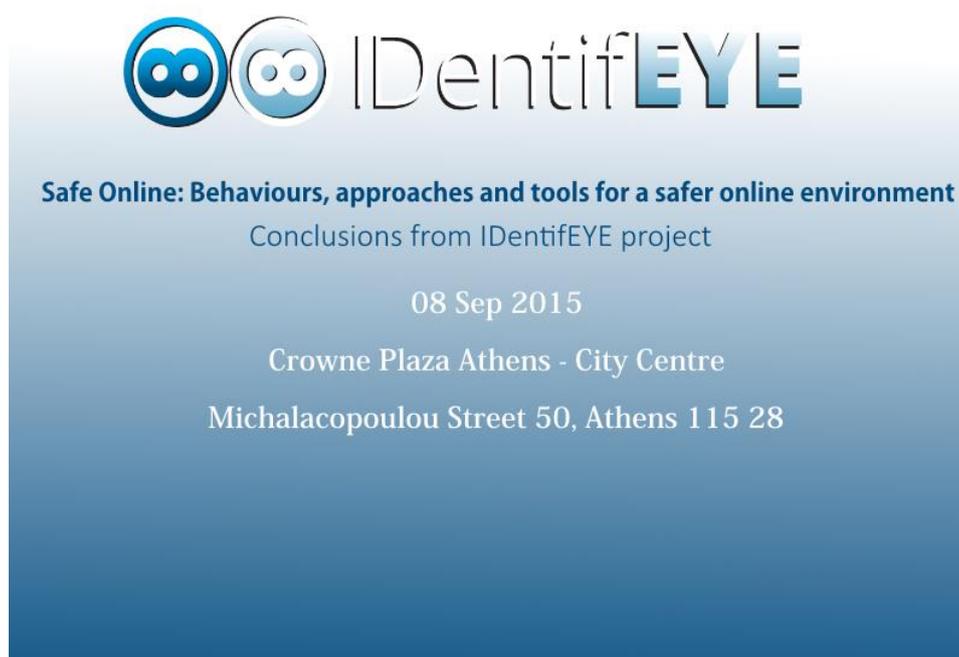


Figure 1: Conference

2.1. Schedule of the conference

The conference schedule from 15:00 – 19:00 is presented below:

Greetings & Introduction to Speakers and Conference Topics

- ❖ **Mattheos Kakaris**, Principal Consultant CrystalClearSoft S.A., Coordinator of IDentifEYE project (*Augmented Reality towards Better Understanding of Online Identities*), Duration 10'.

First Part

- ❖ **Onno Hansen**, on behalf of the Netherlands EZZEV Foundation on "**The IDentifEYE workshop – introduction, demonstration, results and conclusions**". Duration 45'.

Questions-Discussion, Duration 15'.

- ❖ **Mattheos Kakaris**, on behalf of CCS Hellas "**Safer uses of Internet by youngsters and the role of parents and technology**". Duration 30'.

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Questions-Discussion, Duration 10'.

Break (16.50 – 17.10)

Second Part

- ❖ **Iliada Spirou**, Safer Internet Helpline Coordinator. "**Safe Online: Behaviours, approaches and tools for a safer Internet environment**" Duration 20'.

Questions-Discussion, Duration 5'.

- ❖ **Kostas Diamantis Balaskas**, on behalf of Action Synergy S.A., "**EUBULLY- Changing cyberbullying and bullying behavior through educational drama and research and quiz apps**". Duration 30'.

Questions-Discussion, Duration 10'.

- ❖ **Charalampos Pischos**, Psychologist MSc - Systemic and Existential Psychotherapist "**Growing up with screens: the impact of the Internet on the development of teenage identities**". Duration 25'.

Questions-Discussion, Duration 10'.

End of Conference

- ❖ **Mattheos Kakaris**, Principal Consultant CrystalClearSoft S.A., Coordinator of IDentifEYE project.
-

2.2. Conference Publicity

The conference was promoted mostly online. An [Eventbrite](#) page was set up for online registrations and promotion purposes. Email campaigns were launched via MailChimp, ENTER Network, social media and informing contacts. The event was also promoted on website related to the conference theme ([events](#), [psychology](#), [education](#)). As it was analysed from Eventbrite tracking analytics the most important source of impressions was Twitter social network.

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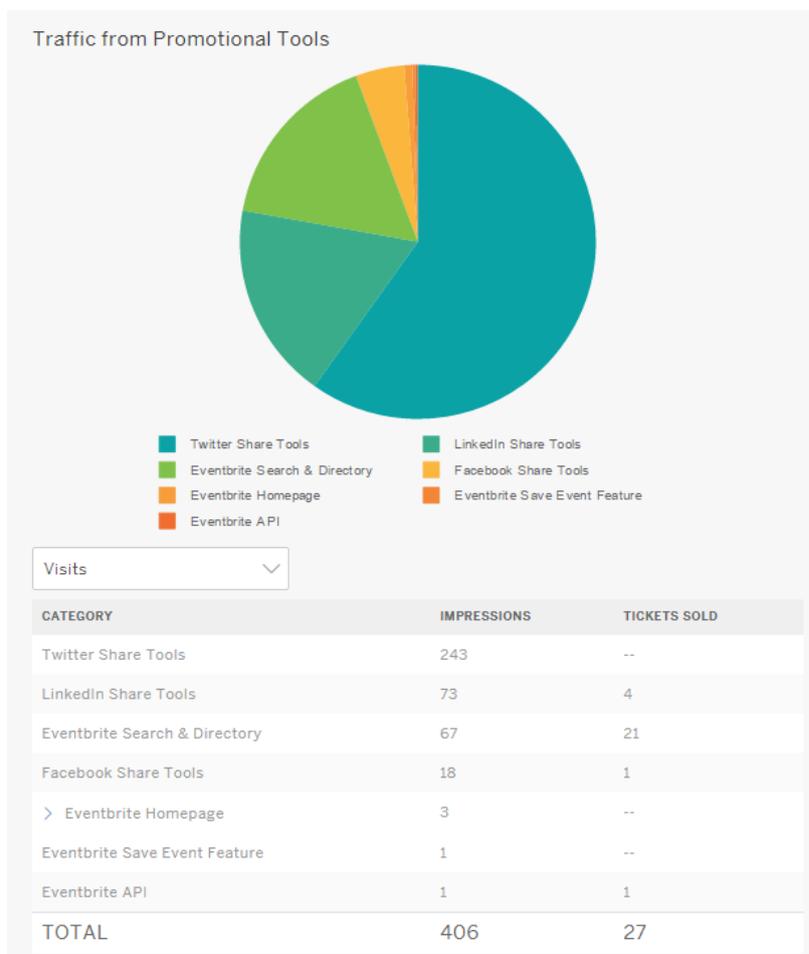


Figure 2: Analytics on Eventbrite

2.3. Participants' Evaluation

The ratings followed a scale of 1 to 5. Most participants were satisfied from their participation in the conference, fact which is reflected to the rankings received (most of them are above 4). The conference aspects that were evaluated are analysed below. The negative fact is that not all participants were eager to fill in the evaluation questionnaire:

1. **Registrations, Catering and Venue Rating:** The strongest aspect in this area was the location of the venue and the other aspects were rated high as well (above 4).
2. **Sources of information about the conference:** As it shows on the corresponding graph, the main information source about the conference were the personal invitations that were distributed by the organisers.
3. **Multimedia and organisers availability:** Organisers availability was rated excellently but not the multimedia aspects fell behind. As improvement for this aspect one could consider that each participant should have its own equipment (headphones and microphone). Also translation booth for foreign attendees could improve that aspect.
4. **Rating of the moderators, speakers, duration of the conference, theme relevance and overall schedule:** All the aspects were rated as very good (all rating above 4.50). The strongest aspect was the quality of the speakers and less positively were rated the length the schedule and the subject relevance.

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5. **Overall rating of the conference:** The overall rating of the conference was very good (above 4,2).
6. **Reasons for participation in the conference:** The attendees in their vast majority claimed that the reason they took part in the conference was to learn more about its subject.
7. **Were expectations met:** All participants stated that their expectations were met.
8. **Would you suggest this event to others:** All attendees claimed that they would suggest this event to other stakeholders too.
9. **Would you suggest a different way of organisation:** Lastly the attendees, in their vast majority they would not like anything else to be changed, fact that shows that they were satisfied in the way the event was held. The few suggestions made in this subject, included opportunities to attendees to participate, information about legal aspect regarding the subject and better lighting conditions regarding the projected presentations.

2.4. Lessons Learned from the organisers

The following points were provided from the organisers of the event, as best practices to future events:

- A person should be appointed for welcoming the participants for the whole time of the event. It is necessary for the attendees to receive help and be directed at ll times.
- Attendees expect a clear and staged registration process.. They expect to wear badges when arrive to the meeting point and even to have reserved seats. This is also a good time to hand over printed promotional materials,
- Even if the schedule is communicated in advance, the attendees expect to receive hardcopies of the schedule during welcoming,
- The schedule should be carefully crafted so as the subjects to fall into place. The organizers should make sure the availability of speakers,
- Best hours for organisation are evening hours and/or weekends,
- Regarding the length of the conference, it depends on the day it is organized. If it is a typical working day, then 5 to 8 is best, if it's on weekends then a full day,
- In case this is a multilingual conference specific provisions will have to be made about that and the organizers to ensure that interpreters along with the equipment will be present. If possible the interpreters should cover as many languages as possible – This has to be customized to the speakers and audience – relevant expenses should be foreseen,
- The promotion of the event should start at least 15 days before the event or sooner. The best means of publicity are social media (e.g. Twitter),
- There have to be such provisions where the attendees won't leave the conference without answering an evaluation questionnaire,
- Reward systems for the participants should be carefully put into place, in order to increase participation,
- Probably, it is a good idea to charge a small entry fee if possible and to also find sponsors for the event. This makes the event feel more "official" therefore is more promotable.

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3. ANNEX

- **Question 1 – Please rate the logistics [1.Welcome and registrations, 2. Catering, 3.Location]**

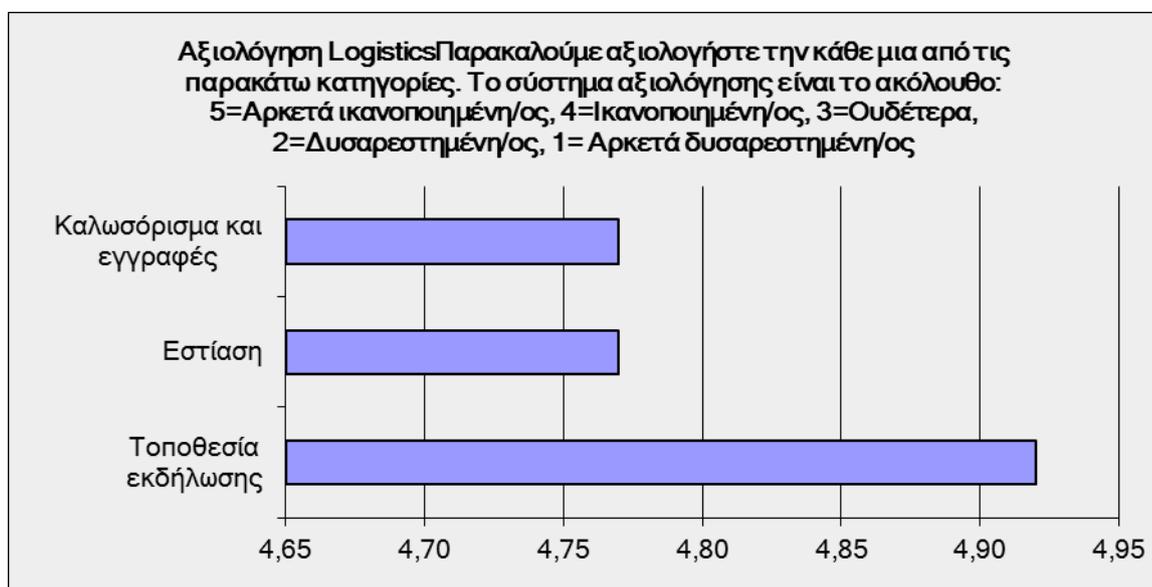


Figure 3: Question 1

- **Question 2 – How did you learn about the conference?**

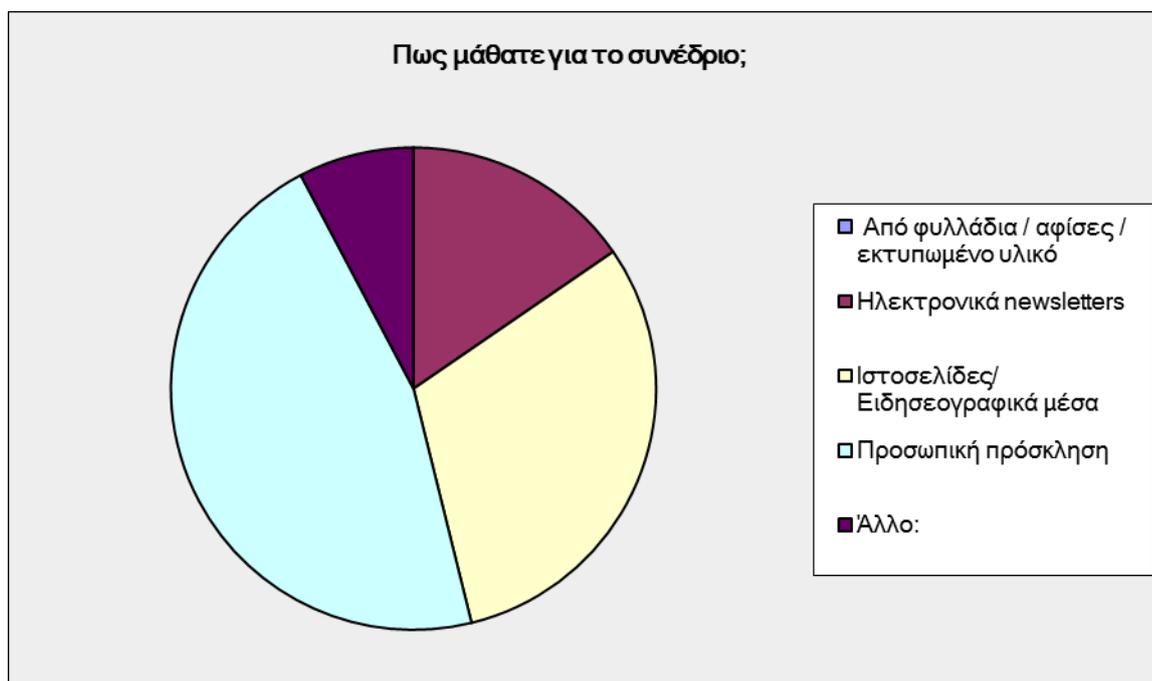


Figure 4: Question 2

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- **Question 3 – Please rate communication aspects**

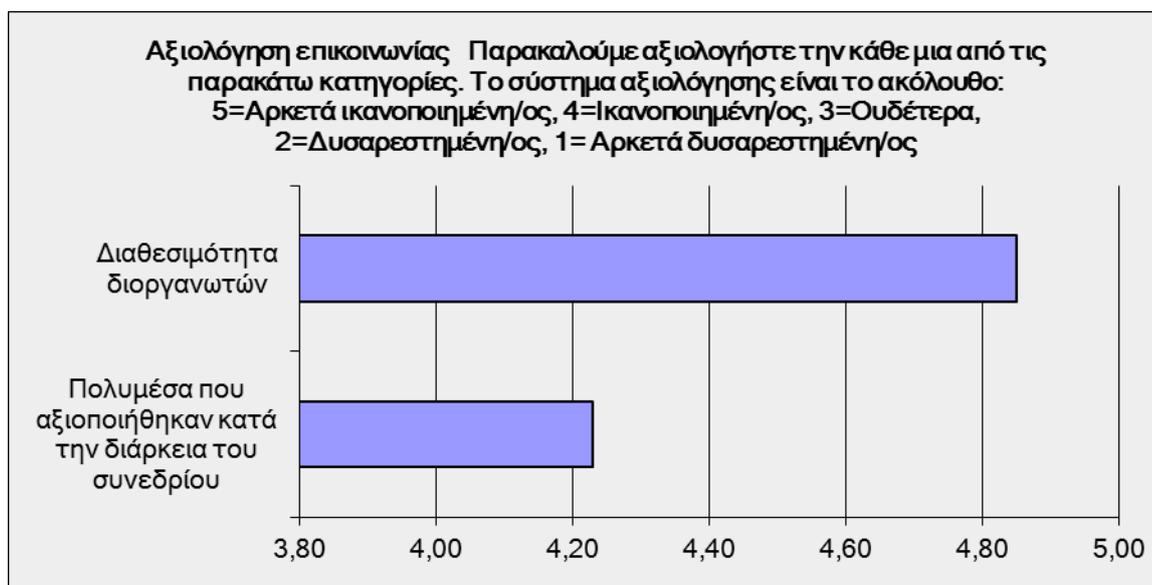


Figure 5: Question 3

- **Question 4 – Please rate the schedule of the conference**

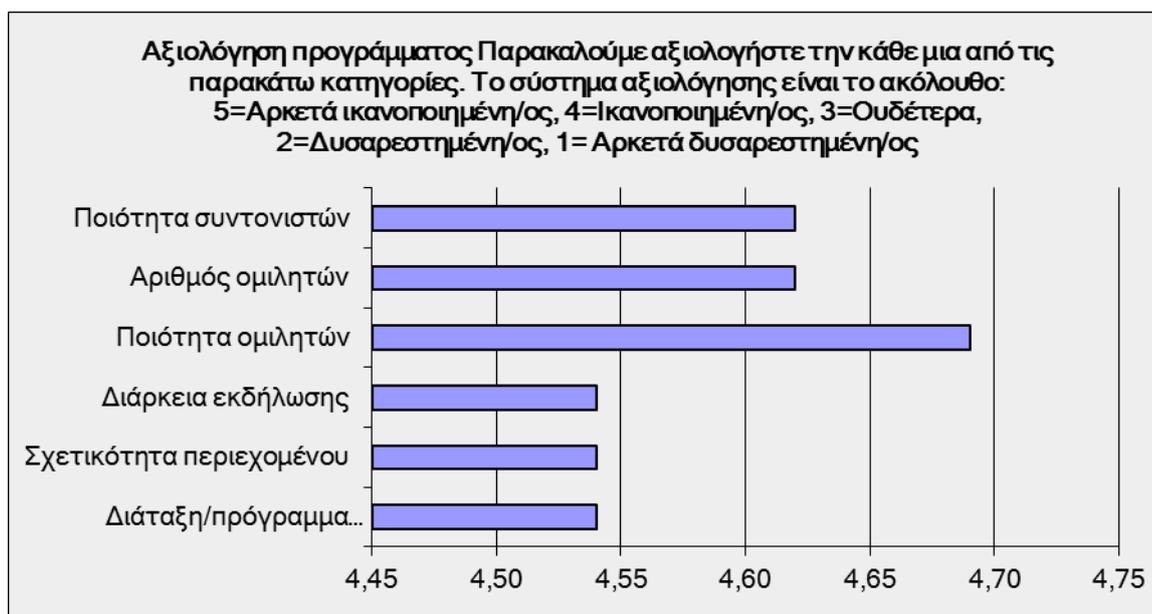


Figure 6: Question 4

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- **Question 5 - Please rate the conference overall**

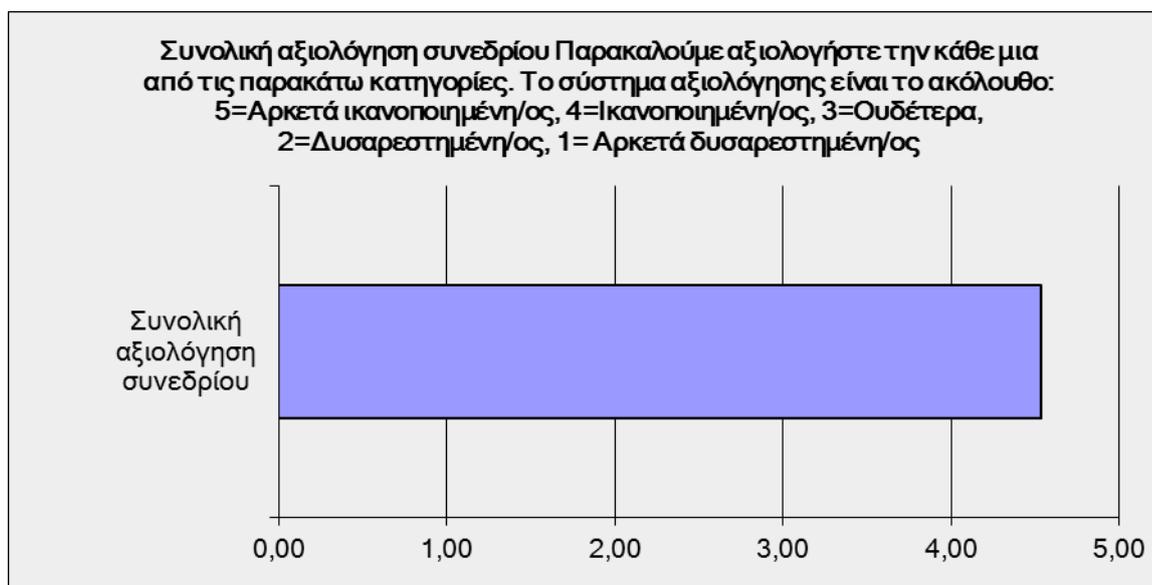


Figure 7: Question 5

- **Question 6 – Please rate the reasons you participated in the conference**

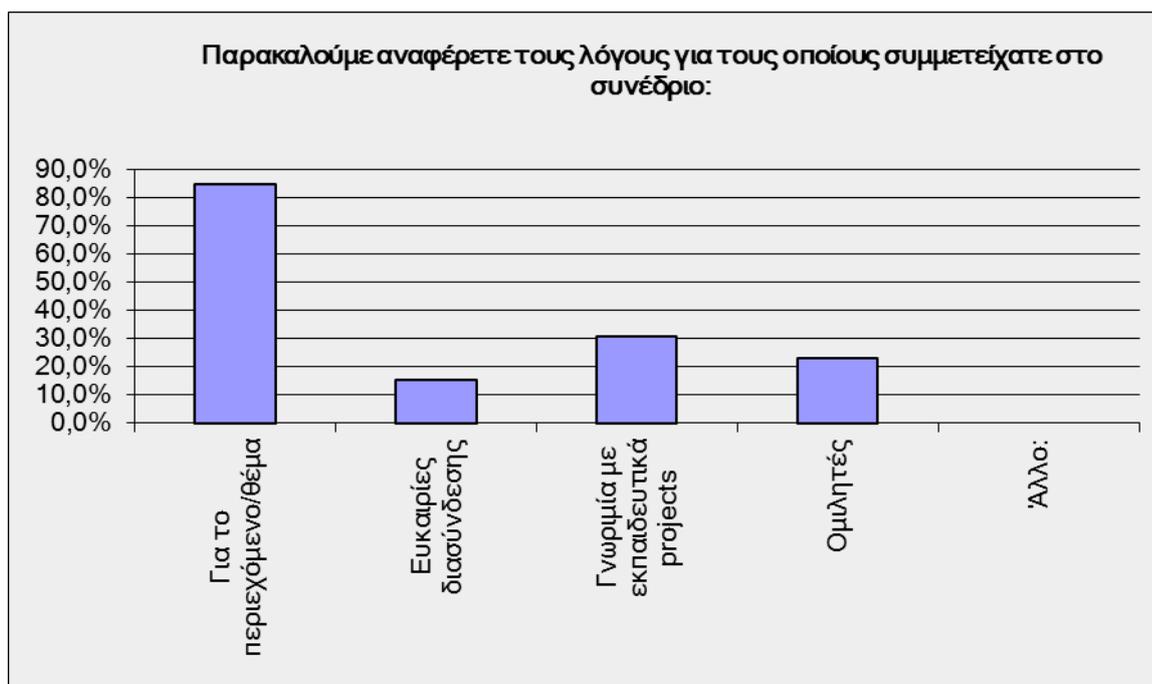


Figure 8: Question 6

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- **Question 7 – Did the conference meet your expectations?**

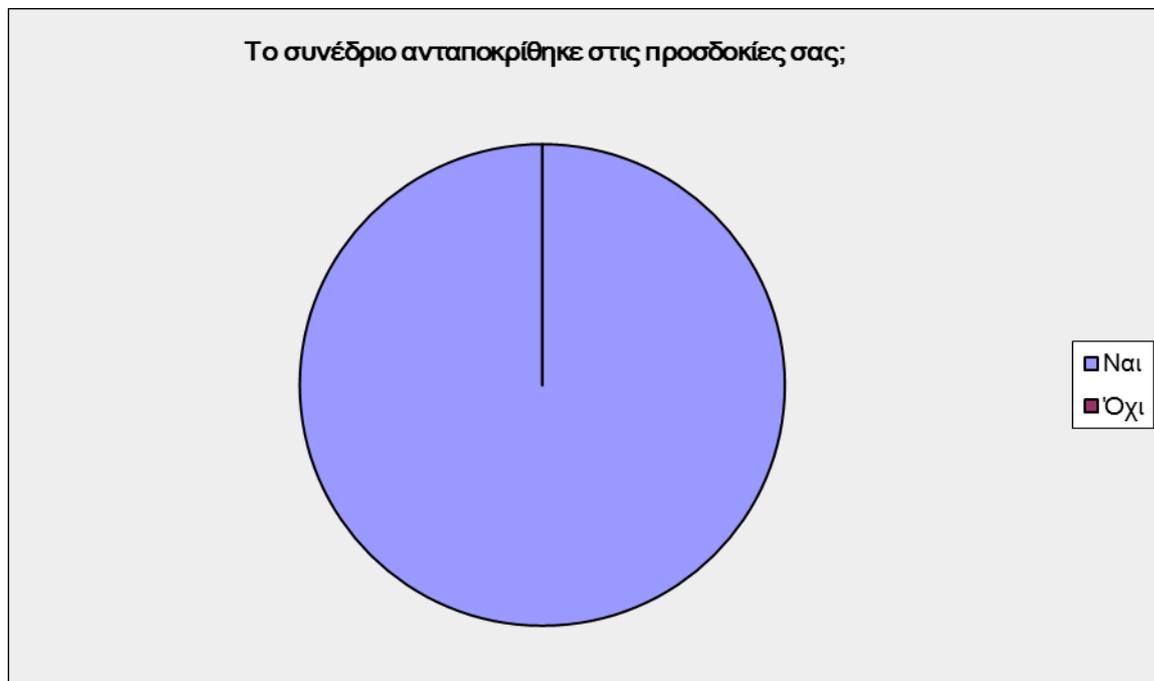


Figure 9: Question 7

- **Question 8 – Would you suggest this event to other stakeholders?**

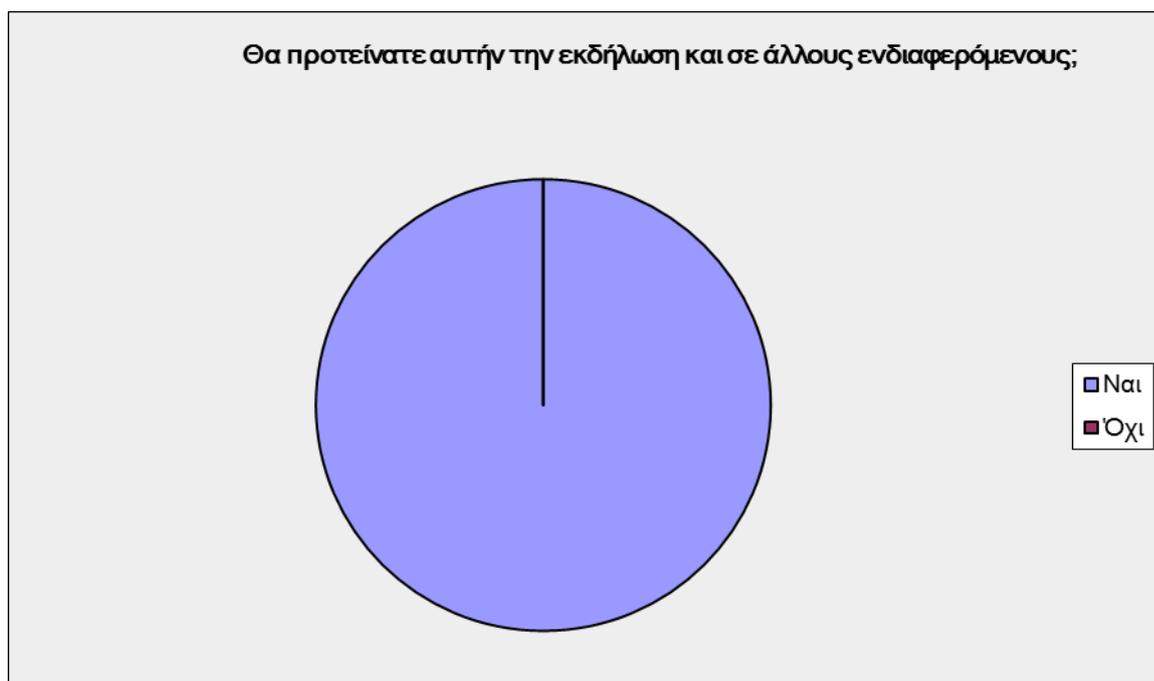


Figure 10: Question 8

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- **Question 9 – Would you suggest a different way of organisation?**

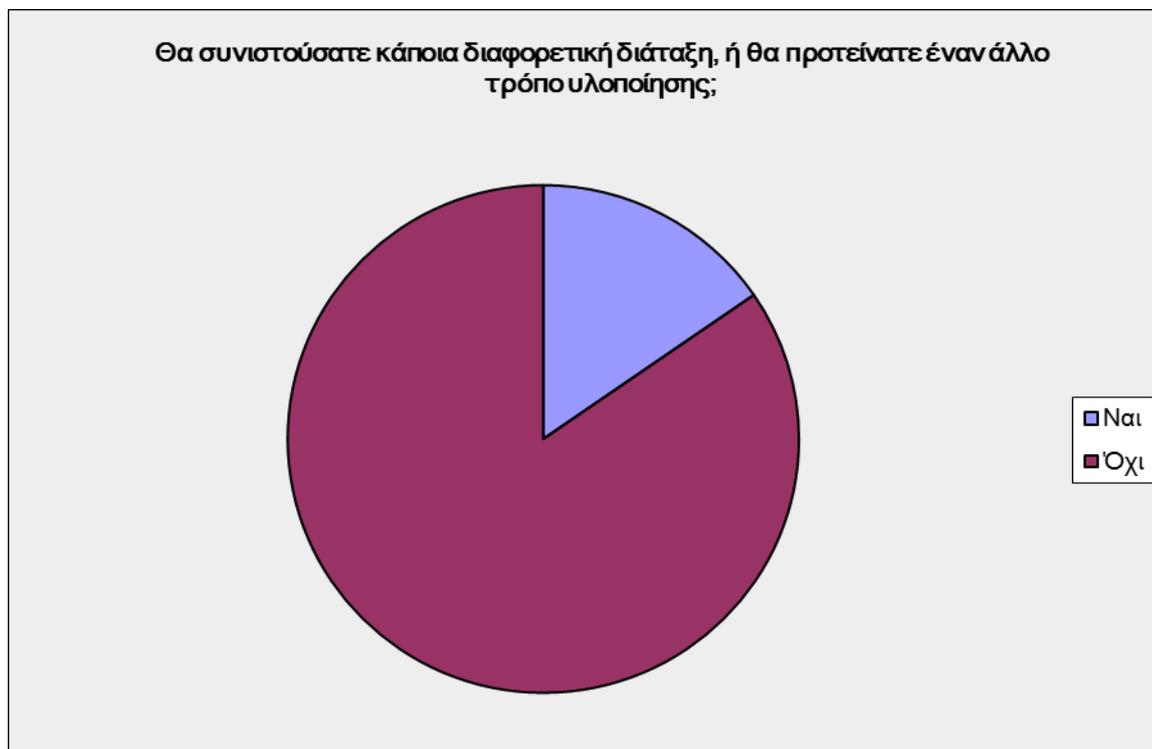


Figure 11: Question 9

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- **Question 10 - Please mention contact details if you would like to be informed for future events.**

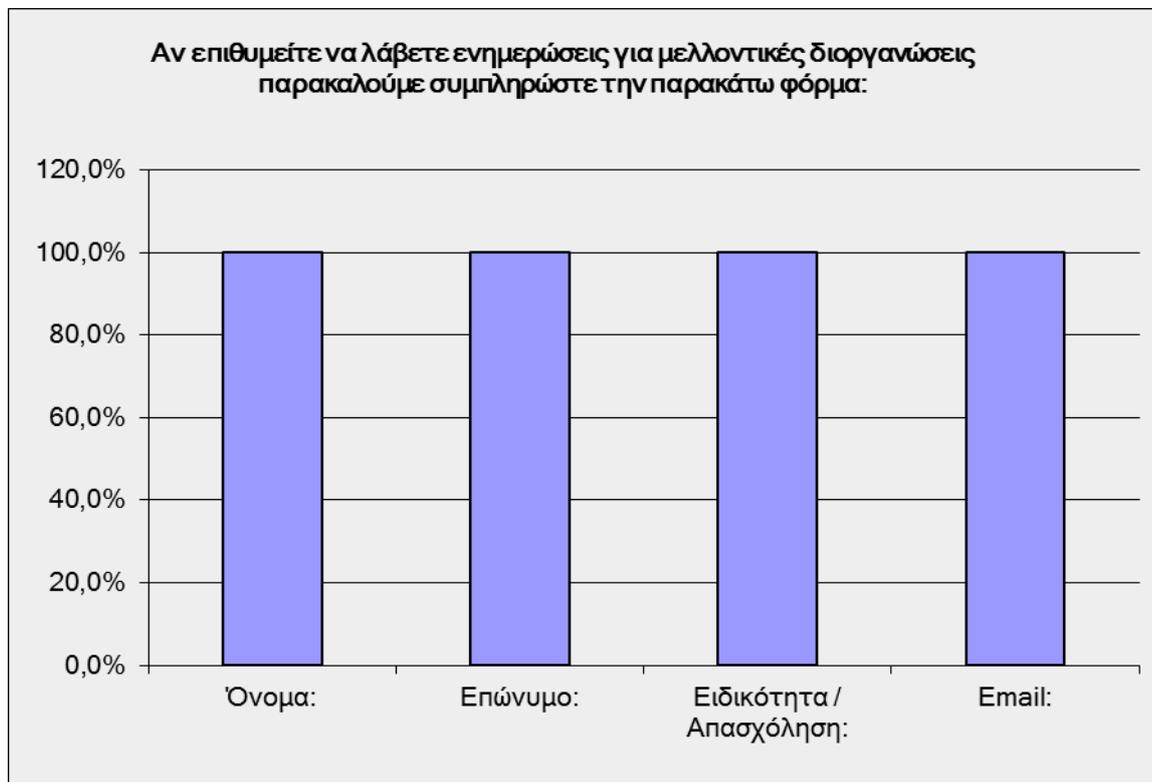


Figure 12: Question 10