



D9.1

Project Presentation, Communication Kit, Website, Communication and Dissemination Plan

v1.3 / 2015-03-31

Giannis Katsaros (VELTI), Theodore Michalareas (VELTI), Symeon Papadopoulos (CERTH), Noel Caterall (HWC), Mireille Hildebrandt (ICIS), Laurence Claeys (VUB), Adrian Popescu (CEA), Anna Ståhlbröst (LTU)

This document provides the initial version of the project dissemination plan.

This document is intended to be a living document that will be updated according to input of consortium partners during the life of the Project and USEMP Description of Work.



Project acronym	USEMP
Full title	User Empowerment for Enhanced Online Presence Management
Grant agreement number	611596
Funding scheme	Specific Targeted Research Project (STREP)
Work program topic	Objective ICT-2013.1.7 Future Internet Research Experimentation
Project start date	2013-10-01
Project Duration	36 months

Workpackage	WP9
Deliverable lead org.	Velti
Deliverable type	Report
Authors	Giannis Katsaros (VELTI) Theodore Michalareas (VELTI) Symeon Papadopoulos (CERTH) Noel Caterall (HWC) Mireille Hildebrandt (ICIS) Laurence Claeys (VUB) Adrian Popescu (CEA) Anna Ståhlbröst (LTU)
Reviewers	Adrian Popescu (CEA)
Version	1.3
Status	Final
Dissemination level	PU: Public
Due date	2013-12-31
Delivery date	2014-02-28
Revision date	2015-03-31

Version Changes

1.0	Initial release
1.1	Inputs from all partners
1.2	Review of v1.1 by partners
1.3	Revised release after EC review

Table of Contents

- 1. **Executive Summary** 3
- 2. **Project Overview** 4
- 3. **Dissemination Strategy**..... 5
 - 3.1. Dissemination methodology 5
 - 3.2. USEMP key messages..... 5
 - 3.3. Dissemination target audiences & related time plan 6
 - 3.3.1. **Target audience**..... 6
 - 3.3.2. **Time plan** 7
- 4. **Dissemination within the project**..... 8
- 5. **Dissemination Channels and Mechanisms** 9
 - 5.1. Media Kit 9
 - 5.2. Project Charter 9
 - 5.3. USEMP Website 9
 - 5.4. USEMP website maintenance10
 - 5.5. Consortium partners existing dissemination channels11
 - 5.5.1. **Relevant projects that consortium partners participate to**11
 - 5.5.2. **Relevant committees and standardization bodies**.....12
 - 5.6. USEMP website analytics.....14
 - 5.7. Social media.....14
 - 5.8. Traditional Media.....14
 - 5.9. Awareness-raising campaigns.....15
 - 5.10. Relevant Events and conferences15
 - 5.11. Project update/news mailing list and related contacts.....16
- 6. **Dissemination Indicators**17
- 7. **Dissemination work so far**19
- 8. **Conclusions**.....20
- Appendix A - Website**.....21
 - A.1 Technical Platform characteristics21
 - A.2 USEMP website functionality21
 - A.3 Proposed content design & sitemap22
 - Content Categories22
 - UI design and example content22
- Appendix B - Flyer**26

Appendix C - Poster27
Appendix D - Project Presentation.....28

1. Executive Summary

This document provides a plan for the dissemination of all knowledge produced within project USEMP from consortium members. The goal of USEMP dissemination plan is to define a common dissemination strategy in order to communicate USEMP project results to the most relevant group of researchers and industry stakeholders.

As part of the dissemination plan the means for dissemination are going to be presented as well as the success indicators and the specific tools that will be used to monitor them (such as website analytics).

Additionally project partners' plans in terms of dissemination events and conferences are listed as well relevant projects, scientific bodies and committees where partners will attempt to spread the research results of the project.

The document will be updated during the life of the project based on project partners input and updated versions of the document will be made available according to the scheduled releases described in project plan (included in USEMP description of work document).

2. Project Overview

In the context of the current debates regarding online privacy, **USEMP** will contribute to the reduction of the asymmetry between data processing and control means available to Online Social Networks (OSNs) and those afforded by citizens. To achieve this overall objective, the project will propose a multidisciplinary approach motivated by the following objectives:

- Advance the understanding of privacy issues on the Web through an empirical approach that combines legal, sociological, media studies and computer science perspectives. These aspects reveal different facets of the problem and are essential to the proposition of innovative privacy and personal data protection models.
- Empower users through the introduction of semi-automatic mechanisms that assist them in personal data management tasks. Focus will be put on integrating insights from legal and user studies in multimedia information extraction tools in order to enhance user experience.
- Contribute to raising users' awareness concerning the advantages and risks related to sharing personal data. Particular attention will be given to the proposition of means to understand personal data value processes that takes place on OSNs and on the user-controlled licensing of a part of the personal data.

USEMP will demonstrate the added value of its outcomes through two use cases that will investigate (a) the OSN presence control and (b) the value of personal information. Additionally USEMP tools will be developed so that they are compatible with FIRE infrastructure so that they can be used to carry experiments related to user research, notably using a living labs approach, and to evaluate developed tools from a technical perspective in large scale settings.

The USEMP consortium includes the following 7 partners:

Name	Short name	Country
Commissariat à l'Energie Atomique et aux Energie Alternatives	CEA	France
IMINDS VZW	IMINDS	Belgium
Centre for Research and Technology Hellas	CERTH	Greece
HW Communications Limited	HWC	United Kingdom
Lulea Tekniska Universitet	LTU	Sweden
Velti Anonymi Etaireia Proionton Logismikou & Synafon Proionton & Ipiesion	VELTI	Greece
Stichting Katholieke Universiteit	ICIS	Netherlands

Table 1: Consortium Partners.

3. Dissemination Strategy

3.1. Dissemination methodology

In order to develop USEMP dissemination strategy the follow approach is followed:

- Firstly a set of key messages of what USEMP research is for is defined, this will allow all project partners to develop a common understanding around which the dissemination strategy will be build
- Secondly the appropriate audiences for the dissemination of USEMP research are defined along with a tentative time plan

This information is further described in the following paragraphs.

3.2. USEMP key messages

The first step towards successful project dissemination is to identify a common set of key messages with respect to the USEMP goals and challenges. Based on this common set of messages USEMP partners will develop a common understanding and develop a dissemination plan to convey them. These key messages are:

What is USEMP about?

USEMP aims at providing OSN users with tools which enable them to understand how their data are exploited by OSNs and with means to better control these data.

What challenges are USEMP project partners addressing?

- 1. A part of the legal requirements of the proposed General Data Protection Regulation go against current OSN practices and their adoption by the latter is far from being guaranteed.*
- 2. The balance between keeping personal information private and exposing it on OSNs greatly varies from one user to another and an improved understanding of which types of data are considered most private is needed.*
- 3. Users are often unaware of the opportunities and risks related to personal data sharing and attractive means need to be devised in order to inform them in a seamless manner.*
- 4. There exist multimedia information extraction techniques that could be useful for use in personal information sharing assistance processes but they need to be adapted for easy and interactive use and their accuracy needs to meet the users' legitimate expectations.*
- 5. At present, there are no integrated solutions for facilitating semiautomatic user assistance in personal data management tasks and for raising their awareness concerning the sharing of such data*

What are the main outcomes of USEMP?

- 1. A set of recommendations that facilitate the implementation of personal data sharing control tools that enable compliance with the EU legal framework, notably providing the mechanisms required for Data Protection by Design.*
- 2. A deeper understanding of personal data sharing processes, with a critical analysis of existing privacy feedback & awareness tools, the categorisation of data with respect to their*

private character and the creation of a set of recommendations indispensable for seamless interactions with privacy tools.

3. Multimedia information extraction methods that are adapted to the semi-automatic processing of large scale personal datasets. Focus on effectiveness of the methods will be complemented with attention given to results explicability and interactive usage, two essential features for the adoption of the tools in the USEMP setting.

4. An integrated prototype for OSN presence control with both online and offline functionalities meant to make the user aware when publicising information that they might consider private (increasing transparency) and to help them remove/change the visibility of already publicised information (increasing control). A privacy scoring tool and a privacy assistance tool will constitute core components of the prototype.

5. A prototype that raises the users' awareness concerning the economic value of their personal information (increasing transparency) and, in some cases, provides means to license such information to third parties that consider it valuable (increasing control).

6. Visualisations designed to afford the user a greater sense of what information they are sharing.

7. An innovative living labs methodology that is focused on personal information sharing control.

3.3. Dissemination target audiences & related time plan

3.3.1. Target audience

In addition to defining USEMP key messages and outcomes, USEMP dissemination methodology requires to define the target audiences towards which the dissemination activities will be targeted. USEMP consortium partners have identified the following target groups for their dissemination activities:

- OSN Users
- Multimedia scientists and researchers
- Data Protection Legislators and Law Researchers
- UI/UX Researchers and Web designers
- Privacy and security engineers and researchers

These different target groups can be reached via different tactics. Additional messages need to be tailored to be appropriate for different target groups, their characteristics, needs and interests. Each group has its own channels and expectations which have an impact on the way in which the dissemination activities are communicated.

Furthermore, at different stages of the project the nature of the message to be communicated with these audiences will change. For instance, USEMP will reach the general public via a constant social network communication and, when ready, via the proposal of user empowerment prototypes. Data protection legislators will be contacted at both European and national level in order to make them aware of the advancement of the project. Researchers from different relevant fields will be reached through participation to scientific events identified in the dissemination plan and through the proposal of at least one special issue in an international journal. Finally, the project will also reach out to various OSN Providers, explaining the findings of the research and opening up new opportunities to create added value while respecting privacy and data protection rights.

One more factor that should be taken into account when planning dissemination activities is that at a first instance the target audience is European. The focus of the dissemination strategy will be to identify effective dissemination channels and mechanisms that can be used to share information about USEMP within the EU regulatory, business and civil society context without excluding opportunities to disseminate at the global level. The related proposed dissemination activities will be an on-going task for WP9 and will require significant input from all partners to make sure that these are updated regularly with relevant opportunities.

3.3.2. Time plan

In terms of time scheduling, the first year will be focused on establishing a website that contains the objectives and research methods of the project, as presented in the proposal. In the course of the year the website will be enhanced with various tools to enable visitors to download the first results, to register for the newsletter and to find relevant background information (e.g. links to similar projects, or blogs, a catalogue of pertinent literature). The web site along with social media related activities will be the most important tools for disseminating project results during the first year of the project.

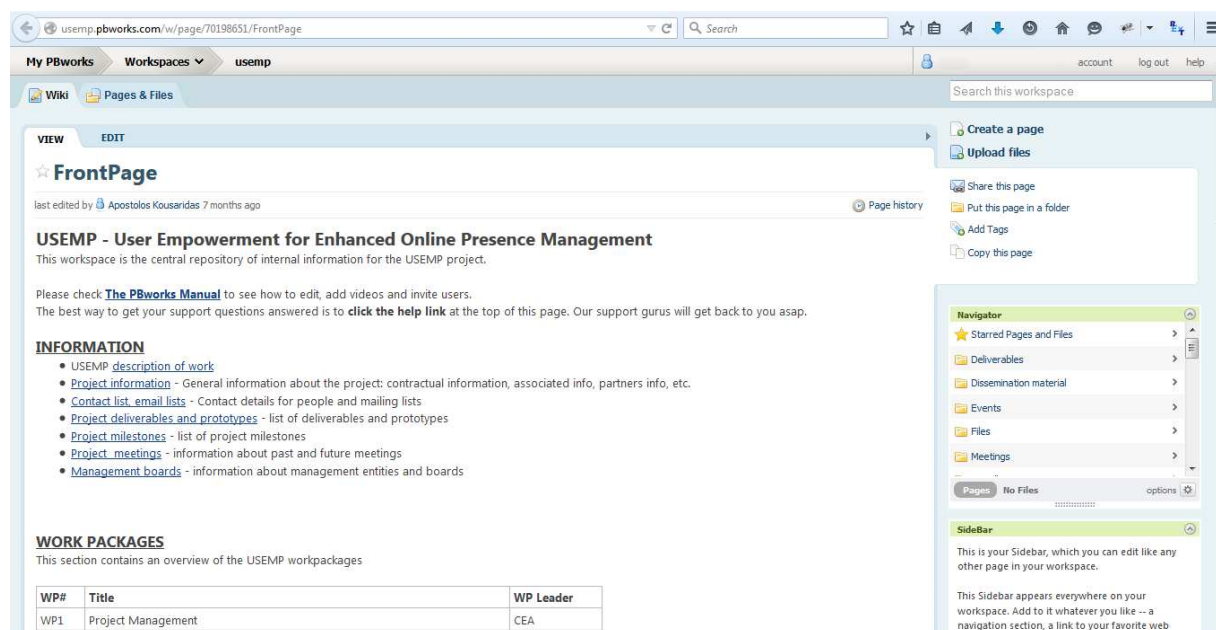
During the second year the website will be further enhanced with publications of the researchers in which they have incorporated some of the earlier USEMP research results, and posts on relevant events, organised by USEMP partners in relation to the project. This implies that the USEMP researchers will validate the research and their academic output, opening a new research agenda for other academics working in the field in themes like Data Protection by Design; Data Science based on behavioural data of OSNs, including social graphs; Discrimination Aware Data mining; Personal Data Management; the economics and value of behavioural data and more. In the second year USEMP researchers are expected to present ideas and results from USEMP within the presentations they give to the academic community (even if these are on other related subjects), in events like invited lectures, keynotes, workshops with industry representatives that invest in applications used in the context of OSNs, panel sessions at large Conferences on the future of the Internet, on identity layers, on the proposed Data Protection Regulation and more.

During the third year all the activities mentioned above will be further intensified, while a final panel session will be prepared in a related event for example CPDP2016 in Brussels.

4. Dissemination within the project

USEMP consortium is comprised of a multi-disciplinary research team that includes also experienced ICT industrial partners. In order to develop a common understanding and view of the conducted multi-faceted research work from different consortium partners an active internal dissemination set of activities will be taking place within the consortium. This will be achieved primarily with including mixed teams of consortium partners working on core deliverables, including reviewers from different disciplines in deliverables and applying an iterative approach on definitions and interpretations that require a shared understanding. Most of the later will happen during the regular meetings which will be dedicated to the alignment of contributions and of expectations of project participants.

Furthermore USEMP consortium will utilize PBworks as an e-collaborative platform for the exchange of relevant information and for collaboration on wikis that prepare for the actual work to be included in the deliverables.



The screenshot shows a web browser interface for a PBworks workspace. The main content area displays a wiki page titled "FrontPage" with the following sections:

- INFORMATION**
 - USEMP [description of work](#)
 - [Project information](#) - General information about the project: contractual information, associated info, partners info, etc.
 - [Contact list_email lists](#) - Contact details for people and mailing lists
 - [Project deliverables and prototypes](#) - list of deliverables and prototypes
 - [Project milestones](#) - list of project milestones
 - [Project meetings](#) - information about past and future meetings
 - [Management boards](#) - information about management entities and boards
- WORK PACKAGES**

This section contains an overview of the USEMP workpackages

WP#	Title	WP Leader
WP1	Project Management	CEA

The right sidebar contains a "Navigator" section with a list of items: Starred Pages and Files, Deliverables, Dissemination material, Events, Files, and Meetings. Below it is a "SideBar" section with instructions on how to use it.

Figure 1 USEMP internal web collaborative space (PBworks) for the internal dissemination of results and exchange of ideas during the project

5. Dissemination Channels and Mechanisms

5.1. Media Kit

A project overview “MEDIA kit”, including a flyer, a poster and an overview presentation will be designed to disseminate project concept and objectives. These will be distributed at project workshops and to the conferences, where project members will participate (see external activities). Flyer, poster and presentation can be seen in Appendices B, C and D.

5.2. Project Charter

A Project Charter document (position paper) will be produced. It will describe in a concise way the project goals, key issues, technical approach, and expected achievements and impact; it will also contain the organisational information such as list of participants, contact details, timeline, Commission funding, etc. This document is mainly targeted to attract interest from outside organisations; it will be both published online and printed when needed in specific occasions.

5.3. USEMP Website

USEMP website has been set up at <http://www.usemp-project.eu/>. It includes information about concepts, vision, objectives and expected outcomes as well as public documents, deriving from the project work, which will be regularly updated, offering links to other relevant sites and links to partners' websites. Since USEMP touches a core aspect of Social Networks, the website will be widely used for dissemination and the project will establish presence in a number of well-known social networking sites (LinkedIn, Twitter, Facebook).

We propose that the USEMP web site has several specific objectives:

- to perform an informational role by publishing core information about the project including outputs and achievements in an accessible and easy to understand manner - so called 'mediated' information presented in a journalistic style
- To perform an awareness raising and promotional role for USEMP by highlighting new outputs in all relevant research topics during the lifetime of the project and beyond as well as related presentations, workshops etc.
- to fulfil a community-building role by attracting people to the site who are generally interested in the topic, so visitors start to link to the site and relying on it as a good source of information and resources on the protection of personal data online.
- To fulfil a monitoring role, via the analytics components, by allowing the consortium to analyse traffic to the site, interest amongst visitors, etc.

In the following Figure there is a snapshot of the initial version of the website.

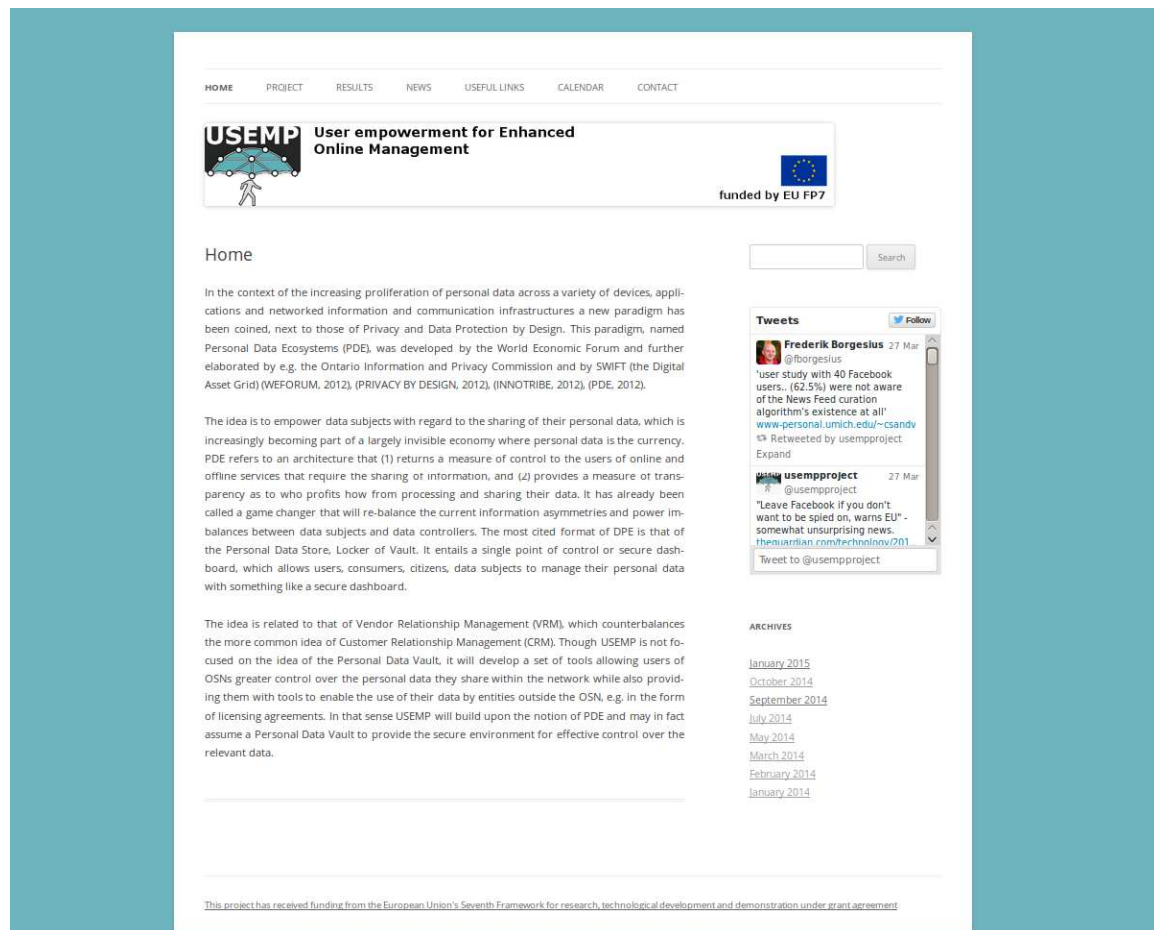


Figure 2: Homepage for USEMP website

Additional details of the WEB site implementation can be found in **Appendix A**.

5.4. USEMP website maintenance

The USEMP website will be maintained appropriately with all necessary information that will keep it relevant and to the point. The information included in the website apart from the basics (project concept, main objectives, consortium members, public deliverables etc.) will include current advances on the areas of privacy, data access and control, social media, legal aspects. A separate news sector will also be updated whenever an interesting piece of news about the project is available, so that website visitors are aware of project latest activities participation in relevant events, conferences, successes, SotA advances, etc. Velti will be responsible for uploading the content to the website according to a generic procedure for project-relevant content for the project dissemination channels.

All partners will be able to send emails including in the title text "INTERESTING POST" to the USEMP mailing list with interesting content so that the editor can review it and post it to USEMP official website or other related media channels (see also section 5.7 for other social media utilized from USEMP consortium for dissemination of results). Additionally there will be provisions for a final approver to be appointed that will provide final approval for the curated content from the editor.

The final curated content will be shared through the site (NEWS/blog), the official facebook page (TBD), an official twitter account (TBD). For the twitter account in particular a twitter

hashtag will be defined to be included in partners' tweets to spread usemp on twitter (#usemp).

In terms of roles:

- VELTI will be the responsible editor (T.Michalareas)
- CEA will be the responsible for final approval (A.Popescu)
- iMinds will be responsible for twitter channel (L.Cleys)

5.5. Consortium partners existing dissemination channels

In the following paragraphs the resources and existing dissemination channels that consortium partners can contribute to the dissemination of USEMP results are listed.

5.5.1. Relevant projects that consortium partners participate to

CEA is participating in the FP7 ePoolice¹ (13 partners) and Recobia² (9 partners), two EU projects aimed at improving the security of Europeans. The insights into protecting user privacy gained in USEMP will be shared with these projects. CEA is involved in the French DATASCALE project, in which it works on large-scale multimedia mining. Cross-fertilization between the results of DATASCALE and USEMP will enable both projects to attain their objectives.

iMinds envisions to exploit its work and participation in USEMP on two areas. First, iMinds aims to integrate its work and experience and knowledge gained within strategic research areas within the research centre. The problematic of USEMP and the translation in user empowerment/monetisation tools is well suited for our current research interest in privacy, security and trust, currently investigated in interdisciplinary research on Belgian/Flemish level (EMSOC³, SPION⁴) and EU level (OPTET⁵, Care4Balance⁶). USEMP will put these matters more central in the iMinds expertise domain by providing new theoretical and methodological insights. Moreover, USEMP relates to the current involvement of iMinds in smart cities and open data (FP7 projects CITADEL⁷ and OTN as well as research projects of Belgian/Flemish scale). Lastly, iMinds will use and further elaborate on the knowledge gained, especially in WP3 and 4 and present the research at conferences as well as scientific journals investigating the relationship between technology and society. Therefore, a list of potential interesting conferences and journals has been identified in which to exploit the research results gained.

CERTH is participating in several European research projects that are related to USEMP topics. More specifically, CERTH is coordinating the SocialSensor⁸ Integrated Project

¹ <https://www.epoolice.eu/>

² <https://www.recobia.eu/>

³ <http://www.emsoc.be>

⁴ <http://www.spion.me>

⁵ <http://www.optet.eu/project/>

⁶ <http://www.aal-care4balance.eu/>

⁷ <http://atc-dnn.atc.gr/citadel-eu/>

⁸ <http://www.socialsensor.eu/>

(ending Oct 2014), comprising 12 partners, that focuses on the problem of collecting, indexing and aggregating multimedia content and data from multiple Online Social Networks. Furthermore, CERTH is participating in the recently launched REVEAL project⁹, an 11-partner consortium that deals with the quality and reliability aspects of social media content and information. The two projects involve academic, industrial (both large enterprises and SMEs) and end user partners. There are additional projects, such as MULTISENSOR¹⁰ and Wikirate¹¹, which CERTH coordinates or in which it participates, that could be of interest as potential dissemination channels for USEMP.

HWC is involved heavily within the domain of dynamic consent developed through the EnCoRe project. The concept of dynamic consent is to make an individual's consent a more powerful means for allowing them to control what happens to the personal information they disclose to organizations. This control should be capable of shaping the purposes this information is used for, with which other organizations it is shared, and for how long and where it is stored. Other areas include trust and reliability of social media data via the TEASE in order to determine data provenance and source reputation of unknown sources. Partners involved in those projects could provide dissemination channels for USEMP for which outputs will have relevance in additional ongoing work.

LTU is participating in EIT-ICT Labs project Real-time security shield for mobile platforms, a project where users while using their mobile phone for business or personal purposes are protected from data and identity theft. The fraud-detection service will be tested and validated in real life scenarios in an iterative process.

VELTI is participating in project FP7 ICT project OPENi. A central concept to OPENi is to reduce the fragmentation and duplication of citizens' data. OPENi will provide application users with a single location to store and control their personal data. This personal Cloudlet will enable consumers to manage what information is available to each application and for what purpose. It will be a single authoritative source for their personal data and content. The cloudlet will empower application consumers to remain in control of their data – it will be inherently secure and trustworthy and as an open technology, validated by the open source community, consumers will be assured their data is not being used without their consent. VELTI envisions that USEMP toolkit will be disseminated to OPENi consortium as an additional service that can be integrated with consumers' cloudlets.

ICIS is participating in the expertise center of the Privacy & Identity Lab, which aims to develop better solutions for managing online privacy and electronic identities, this enables dissemination of the findings of USEMP to a host of relevant stakeholders, both academic and business as well as regulators.

5.5.2. Relevant committees and standardization bodies

IMINDS is participating in international organizations and national initiatives. On international level IMINDS is strongly involved in the International Association for Media and Communication Research (IAMCR), currently as chair of the Communication Policy &

⁹ <http://revealproject.eu/>

¹⁰ <http://www.multisensorproject.eu/>

¹¹ <http://wikirate.eu/>

Technology section (CP&T). IAMCR is a worldwide professional organization in the field of media and communication research. It maintains a formal relationship with the United Nations system as a non-governmental organization and has Special Consultative Status with UNESCO and with the UN Economic and Social Council. On Belgian/Flemish level IMINDS is part of the board of the not-for-profit organization ICT-KMO with aims at furthering the implementation of ICT in SMEs. In addition IMINDS is also in the board of VLOOT (Flemish coordinating organization for technology companies).

CERTH is participating in the IEEE Special Technical Community on Social Networking¹² (STCSN) that gathers a diverse global community of researchers who are interested in the broad area of online social networks. STCSN maintains a growing base of members and could offer an excellent dissemination channel. An additional opportunity is the creation of an e-letter that is targeted to USEMP and its research topics. In addition, CERTH in cooperation with other partners are currently establishing the European Centre on Social Media¹³, an initiative to bring together different projects and partners working in the broad research area of social media.

HWC is involved within Public Safety Communications Europe¹⁴ contributing in large part with the use of social media data within public safety environments.

VELTI has presence in the W3C and is working to establish its presence further as part of W3C Social Interest group and beyond. VELTI envisions to provide a way for social businesses to work a roadmap for standardizing technology for the currently fragmented social networks in order to make social a first-class part of the Open Web Platform in a way friendly and transparent to the end-consumer and friendly to the advertising and marketing businesses based on related USEMP results.

LTU is participating in the FIRE (The Future Internet Research and Experimentation) Initiative which is addressing the need to experiment with networks, creating a multidisciplinary environment for investigating and experimentally validating highly innovative and revolutionary ideas for new networking and service paradigms. FIRE offers a discipline, a platform and tools for trying out innovative ideas for the Future Internet. FIRE is promoting the concept of experimentally-driven research as conducted by various research projects, combining visionary academic research with the wide-scale testing and experimentation that is required for industry. Among others, FIRE helps to create a dynamic, sustainable, large-scale European Experimental Facility, which is constructed by gradually connecting and federating existing and upcoming testbeds for Future Internet technologies. LTU is also founding member of ENOLL where a focus on advanced user-driven open innovation methodologies, as they are for example developed and applied. In a Living Lab, all relevant actors are integrated in a flexible service and technology innovation ecosystem. Bringing the user in at an early stage into the innovation process allows all actors, including businesses and industry, to better discover new and emerging behaviors and user patterns and to assess the socioeconomic implications of next technological solutions like the ones developed in USEMP.

¹² <http://stcsn.ieee.net/>

¹³ <http://www.socialmediacentre.eu/>

¹⁴ <http://www.psc-europe.eu/>

5.6. USEMP website analytics

One of the functions of the USEMP website is to monitor interest in the project as demonstrated by the level of interest in the website. This data will be monitored and updated information about the development of interest in the site will be posted in the dissemination deliverables of USEMP. This information will include:

- Visitors overview to include responses to the following questions
 - How many visitors and unique visitors are visiting the website on a monthly basis?
 - How many pages did they visit?
 - Are there any peaks, and can they be linked to special dissemination actions/events?
 - How much did the number of visitors increase?
 - Demographics of visitors?
 - What content was visited the most, what content was visited less or not at all?

Analytics will tell us a lot about how the information that is made available through the website catches on with the research community and general public. Properly analysed website visit information will reveal patterns that can help us update improve the website and the dissemination of project results.

5.7. Social media

USEMP dissemination strategy includes also the social media (Facebook, LinkedIn, Twitter) not only due to the nature and objectives of the project related to OSNs but also because of the acceptance of social media from the research community as one of the tools to follow interesting research results. As part of USEMP dissemination plan the project will develop its presence in LinkedIn, Facebook and Twitter social media.

- **USEMP Facebook page:** <https://www.facebook.com/usempfireproject/>
- **USEMP LinkedIn page:** <http://www.linkedin.com/groups/FP7-ICT-USEMP-project-community-7469046/>
- **USEMP twitter:** project twitter account **usempproject**, project twitter hashtag **#usemp**

In order to make the project social media presence and content dissemination easier to manage and at the same time more consistent, social media management platforms such as hootsuite¹⁵ will be considered.

USEMP social media channels will also be monitored in terms of social media Key Performance Indicators (KPIs): Likes, Retweets, and Followers. This monitoring will help the USEMP social media dissemination team to understand project results social media dissemination impact and help establishing a solid presence in the corresponding Social Media.

5.8. Traditional Media

¹⁵ <https://hootsuite.com/>

A strategic blend of social and traditional media communication tools will be used in order to deploy the best approach to address appropriate target groups with relevant, tailored information and engage them in the work of the USEMP. Some press releases are expected particularly in organisations own websites and company communications.

5.9. Awareness-raising campaigns

For the USEMP team it is clear that at the heart of all the dissemination work lies a strategy aiming to engage key stakeholders (legislators, social media users, advertisers, marketers, brands, researchers) to promote creative synergies in a collaborative innovation ecosystem. The strategy will also focus on creating specific campaigns to stimulate knowledge exchange between the providers and to transfer and disseminate key project outcomes. Working in conjunction with all WPs that are likely to produce some research output, communication activities will be designed to identify, organize and gather a broad network of stakeholders that will be encouraged to access the tools created by the project.

A secondary strategy relates to the existence of the project. By this we mean that it is important to ensure that as many relevant people as possible know about USEMP and come to recognise it as a source of high-quality information, resources, guidelines and practical materials.

5.10. Relevant Events and conferences

As part of USEMP dissemination activities consortium members plan to disseminate projects results in related events & conferences. The consortium plans to participate to events (for example conferences and webinars) that are organized from project consortium members and related events organized by the research community in related themes to the USEMP platform. The consortium members also plan where possible to participate/co-organize such events with other projects with related research themes or as part of existing and known events in order to maximize the impact of USEMP project results dissemination.

The list below identifies candidate events for dissemination as collected from various consortium members. The list will be maintained and updated at regular intervals during the project to ensure that consortium identifies relevant events where USEMP research results can be disseminated.

The initial list of candidate events that consortium members plan to consider for project result dissemination is the following (non-exclusive list):

Conferences (tentative): ACM Multimedia, WWW, CIKM, ACM ICMR, AAI ICWSM, ACM KDD, ACM WSDM, ACM SIGIR, CPDP, Computers, Privacy & Data Protection Conference in Brussels, <http://www.cpdpconferences.org>

International evaluation campaigns: ImageCLEF, MediaEval

Additionally IMINDS plans to attend conferences related to privacy and to communication studies, e.g. CPDP¹⁶, ICA¹⁷, IAMCR¹⁸, ECREA¹⁹ and EASST²⁰. As IMINDS is also partner in

¹⁶ <http://www.cpdpconferences.org/>

¹⁷ <http://www.icaqdq.org/conf/>

¹⁸ <http://www.iamcr.org/>

the national research projects related to privacy EMSOC²¹ and SPION²², they will be highly involved and participating in the final conferences organized by these projects for dissemination purposes.

LTU-CDT plans to attend the SICS open house 2014²³ where USEMP scenarios will be presented and additional presentations will be given in terms of issues related to Privacy., eHealth, Big Data Analytics, the Internet of Things, Security, Privacy, Smart Cities, Industry Automation, Smart Vehicles, and more. LCU-CDT team expects to contribute to academic papers for relevant conferences or journals like, CPDP, Computers, Privacy & Data Protection Conference in Brussels, <http://www.cpdpconferences.org>

5.11. Project update/news mailing list and related contacts

In order to provide additional information of USEMP project research results the consortium plan to create a mailing list that will be used to send regular updates to its members. The mailing list will be open to new members that will be able to register using the web site or sent email to the coordinator of the project. The mailing list membership will be initiated by sending invites to a relevant group of individuals provided by project partners to register to the list. The registered members of the mailing list will receive a regular update.

¹⁹ <http://www.ecrea.eu>

²⁰ <http://easst.net/>

²¹ <http://emsoc.be/>

²² <http://spion.me>

²³ <https://www.sics.se/events/sics-open-house-2014>

6. Dissemination Indicators

USEMP aims at developing a framework that will empower users by enhancing their control over the data they distribute or interact with. The framework will reduce the existing asymmetry between data processing and control means available to OSNs and those afforded by citizens.

Dissemination will play a key part in two out of the three major objectives of USEMP.

- **Advance the understanding of privacy issues on the Web through an empirical approach that combines legal, sociological, media studies and computer science perspectives.** These aspects reveal different facets of the problem and are essential to the proposition of innovative privacy and personal data protection models.
- **Contribute to raising users' awareness concerning the advantages and risks related to sharing personal data.** Particular attention will be given to the proposition of means to understand monetisation processes that take place on OSNs and on the user-controlled licensing of a part of the personal data.

Both these objectives require that next to developing and providing the means for effective data protection in the era of Big Data, it is crucial to communicate the need for such tools.

USEMP will demonstrate the added value of its outcomes through two use cases that will investigate (a) OSN presence control and (b) value of personal information.

In order to measure the extent to which these objectives are achieved, certain metrics need to be in place. Those are listed in Table 2 below.

Dissemination action	Indicators	Values and targets		
		End Yr1	End Yr2	End Yr2
Prepare a simple information leaflet about the USEMP project and distribute to interested individuals and associations	Distribution of at least 100 leaflets per year by all partners in relevant gatherings, monitored and reported on by the dissemination team	100 per partner	100 per partner	100 per partner
Set up public website with relevant news and information featuring USEMP news and events	Use the number of visitors recorded on a monthly basis and starting at month 6 try to achieve a % increase of monthly visitors per year	Increase of 10%	Increase of 15%	Increase of 20%
Participate and promote USEMP in relevant regional or national conferences, workshops and events. Monitor participation and collect relevant event material (papers, presentations, photos, press coverage) from all events	USEMP partnership to be represented in relevant international events	2	4	6
Collaborate effectively with other projects consortia, agencies and networks	Establish regular contact and communication channels with other relevant projects and networks	1	3	5

Use social media to provide relevant information to target groups	Identification of relevant existing social media channels for dissemination actions and provide relevant updates and information about USEMP activities to these channels.	8 posts	12 posts	20 posts
---	--	---------	----------	----------

Table 2: Dissemination KPIs

7. Dissemination work so far

CEA will present USEMP at workshop accepted as part of the Future Internet Assembly held in Athens in March 2014²⁴. In other, contacts with representatives of projects listed in Section 5.5 were already established.

IMINDS submitted an abstract for the International Association for Media and Communication Research (IAMCR) conference about the tool clinic for privacy technologies, related to the USEMP living lab research.

CERTH has already started preliminary discussions with representatives from the projects listed in section 5.5.

HWC has presented on the use of social media within the Public Protection and Disaster Relief sector at the PSCE Conference in Bucharest²⁵. Discussions with elements of social media pertinent with use of USEMP were discussed with many delegates.

VELTI has already been actively discussing about the concepts of project USEMP with the colleagues at project OPENi and specific mention of USEMP has been made during the first year review of the project to the project officer and team of evaluators who are established academics and professionals in their fields. In particular Carlos Guerreiro (Perceptive Constructs, FI), Anna Förster (University of Applied Sciences of Southern Switzerland) and Adrien Lèbre (INRIA, FR) are all experts in their fields and are eager to find out more about the advances of USEMP.

ICIS has referred to USEMP during discussion at the Annual Conference of the Digital Enlightenment Forum in September 2013; during a keynote in Haifa, at the Privacy Workshop: From Theory to Practice at the Haifa Center for Law & Technology, Faculty of Law, University of Haifa; during panel session at the Seminar on Big Data and Security in Europe: Challenges and Opportunities, at the Bibliotheque Solvay, Brussels.

²⁴ <http://fi-athens.eu/>

²⁵ <http://www.psc-europe.eu/index.php?id=416>

8. Conclusions

In this report we have indicated where and how we see the dissemination work fitting within the overall plan for the USEMP Project and have provided an initial plan for the different elements of this work. While the project is still at a relatively early stage, the vision of all partners is that the project is established as a major driver of innovation in personal data protection in social networks; many of the partners have already been active in sharing information about the project amongst their networks and significant interest in the activities and outcomes of the project have already been noted. Next steps include the completion of the USEMP website and media kit and of course the first version of the Report on standardization & dissemination on month 12.

Appendix A - Website

USEMP WEB portal has been implemented to provide USEMP consortium with a public web site that can be used as a dissemination tool to inform the general public for project objectives, progress, public deliverables and public deliverables.

The implemented platform will integrate advanced content authoring tools that allow the consortium team members to contribute content the WEB portal, while an appropriate editor can review them and approve them.

A.1 Technical Platform characteristics

The following technical platform has been selected for implementation of the USEMP portal:

- **Apache 2.2 Web server** – responsible for servicing Internet end-user traffic from the
- **PHP 5 Scripting host** – application server responsible for hosting content platform
- **WordPress 3.x Content Management System** – hosting platform configured and parameterized to implement USEMP portal features and UI design
- **MySQL 5 Database engine** – Database engine to store persistently content and data
- **SMTP** – VELTI's production grade SMTP system is used for serving emails through the contact form

During the implementation of the platform:

- the necessary components and software have been installed and parameterized
- an appropriately selected set of WordPress features have be installed and parameterized to offer the required functionality
- the initial content for the web site has been uploaded and reviewed

A.2 USEMP website functionality

The portal implementation includes the following features:

- USEMP theme portal UI design
- administration accounts to support management of consortium members accounts
- portal sitemap with related content
- portal access for latest smartphones and tablets
- content authoring from multiple author accounts and support for editor-approval workflow
- public document spaces for uploading and sharing documents with the general public from the consortium members
- public portal with WEB site content with publically available content
- social networks integration (sharing)
- calendar with most important events for the project
- integration with email server to allow for contact information from the general public
- search functionality to allow public users to find portal hosted content easily

The portal has been deployed and made available to the general public at the following public server name:

- <http://www.usemp-project.eu/>

A.3 Proposed content design & sitemap

The sitemap of the portal is comprised of the following Main Categories and Sub categories with related content:

Content Categories

- **Home - Category**
- **Project - Category**
 - **Use Cases– Subcategory:** Description of the 2 main use cases of USEMP
 - **Key Technologies:** A description of the key technology components that USEMP consortium utilizes
 - **Working Packages:** structure of the deliverables of the project
 - **Consortium – Subcategory:** Description of the consortium
 - **Communication Kit:** Project flyer and marketing material
- **Results – Category:** List of the public deliverables and dissemination material for the project
 - **Deliverables** – Subcategory with a list of publicly available deliverables as they become available from the consortium
 - **Publications** – Subcategory with a list of publications produced by the consortium
 - **Software and Datasets - Subcategory**
- **News – Category:** News section of the project based on consortium activities
- **Calendar – Category:** List of News items that are updated by consortium members
- **Contact – Category:** Description of available contacts for the members of the general public that wish to contact the consortium

UI design and example content

The following are examples of the various implemented functions in the portal with related UI:

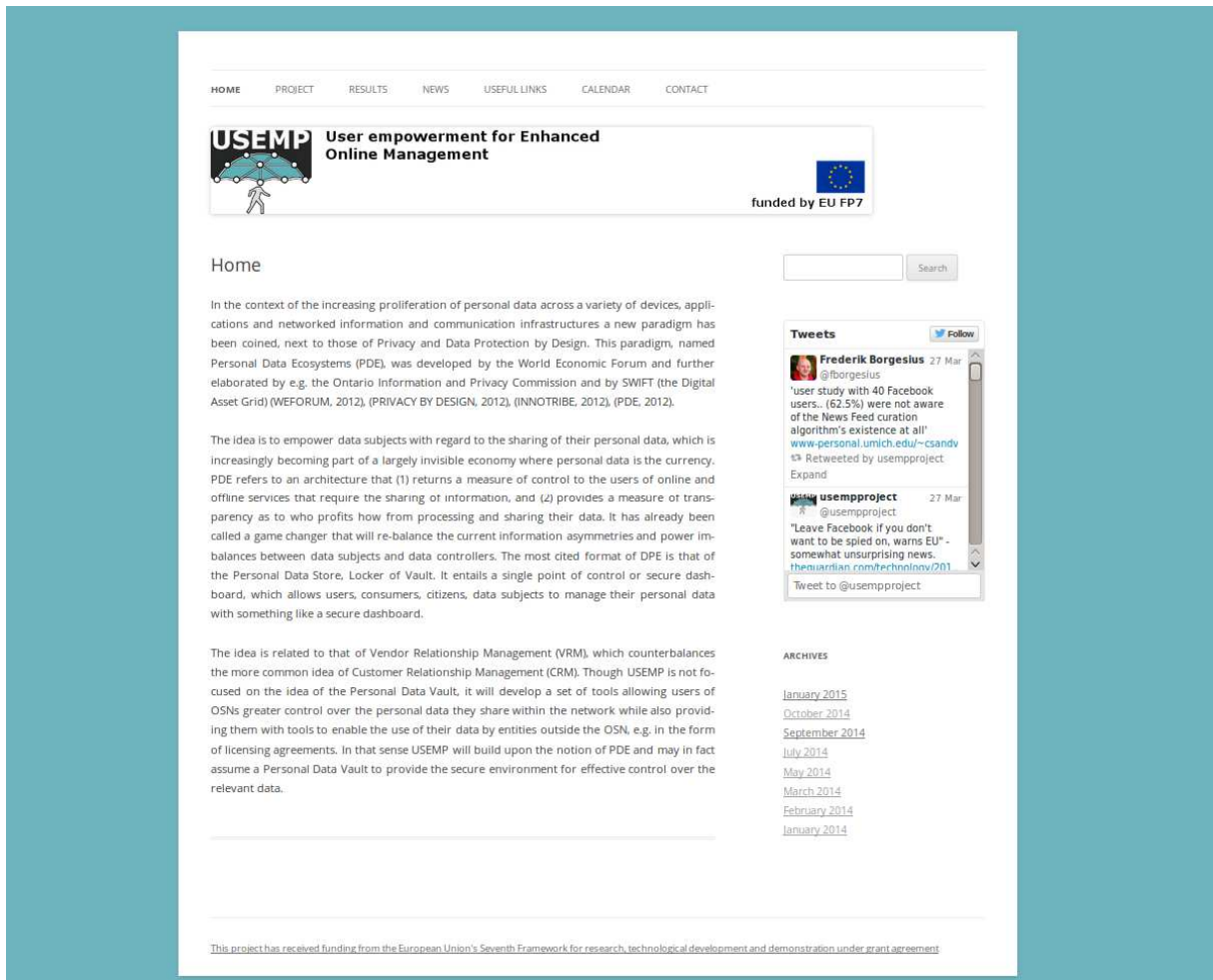


Figure 2: UI Theme and design of the portal: (Home page view)

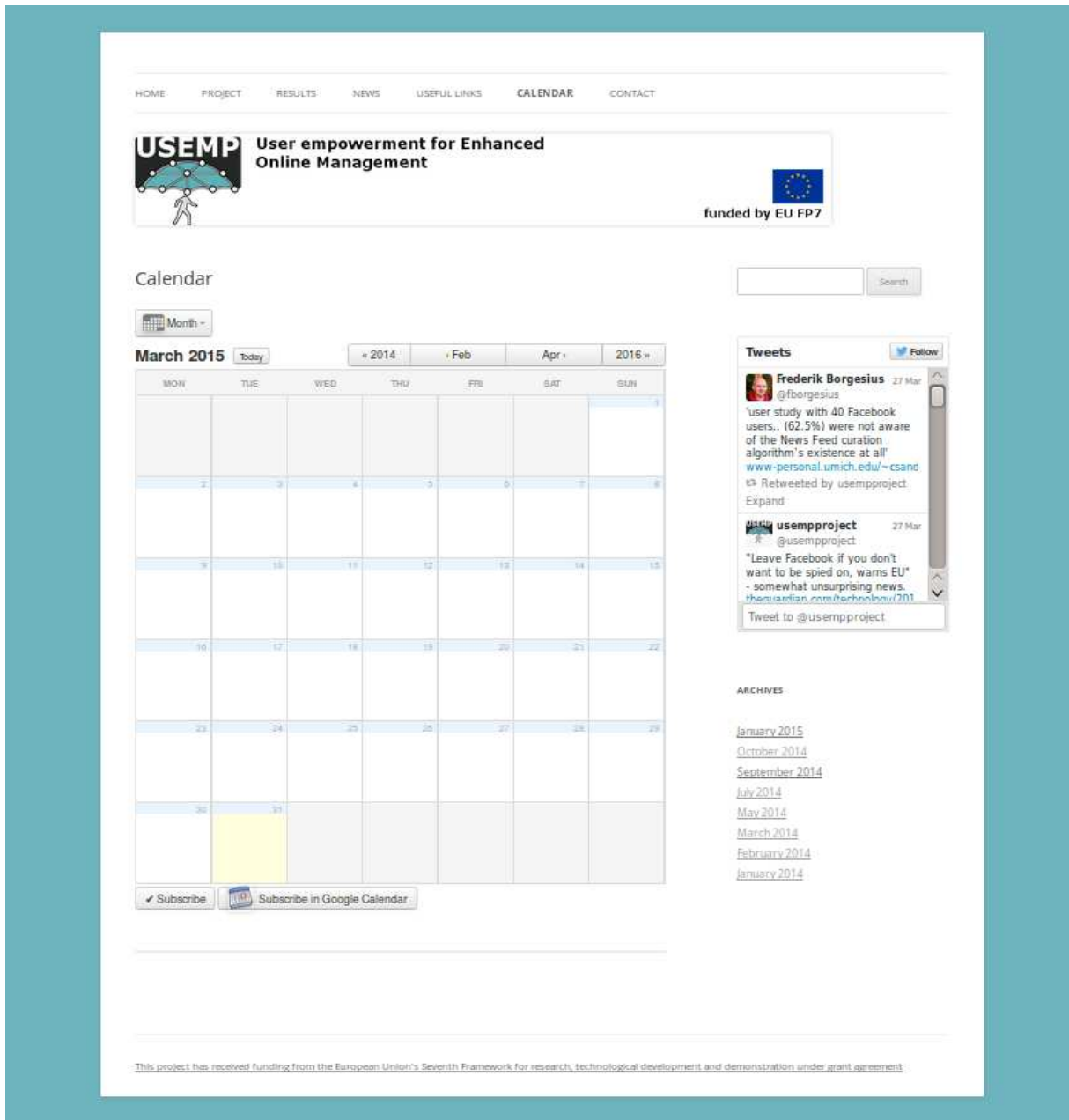


Figure 3: Calendar section for consortium and project related events

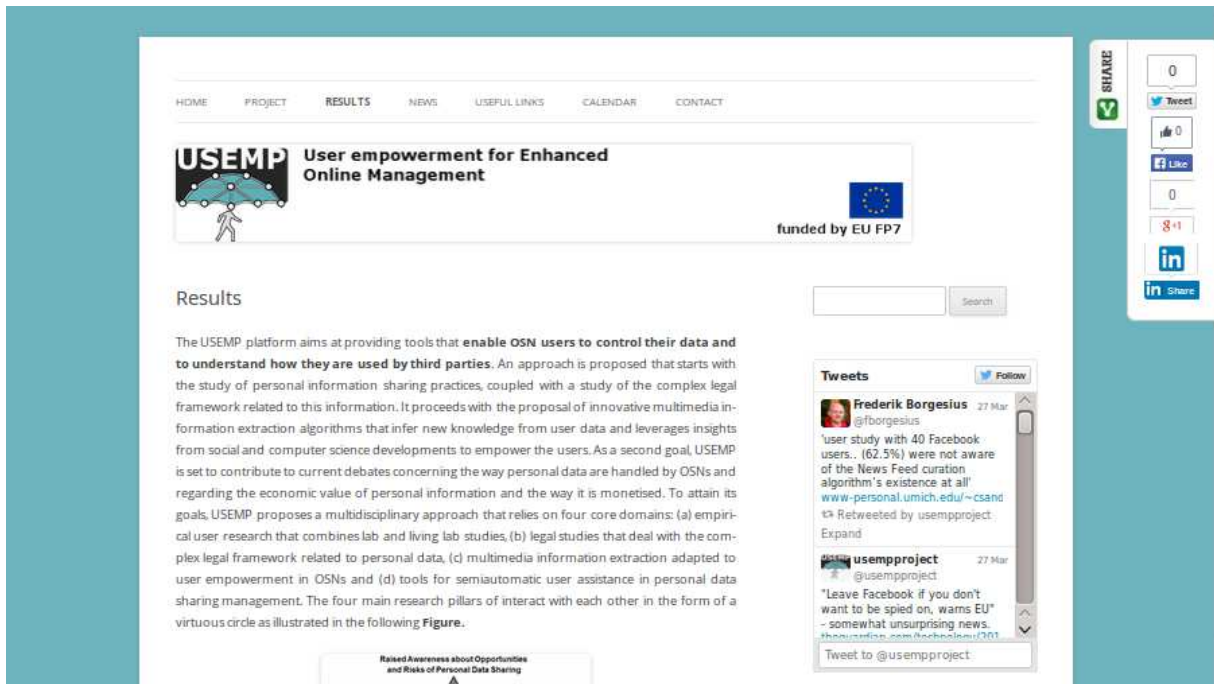


Figure 4: Results section of the portal with social sharing

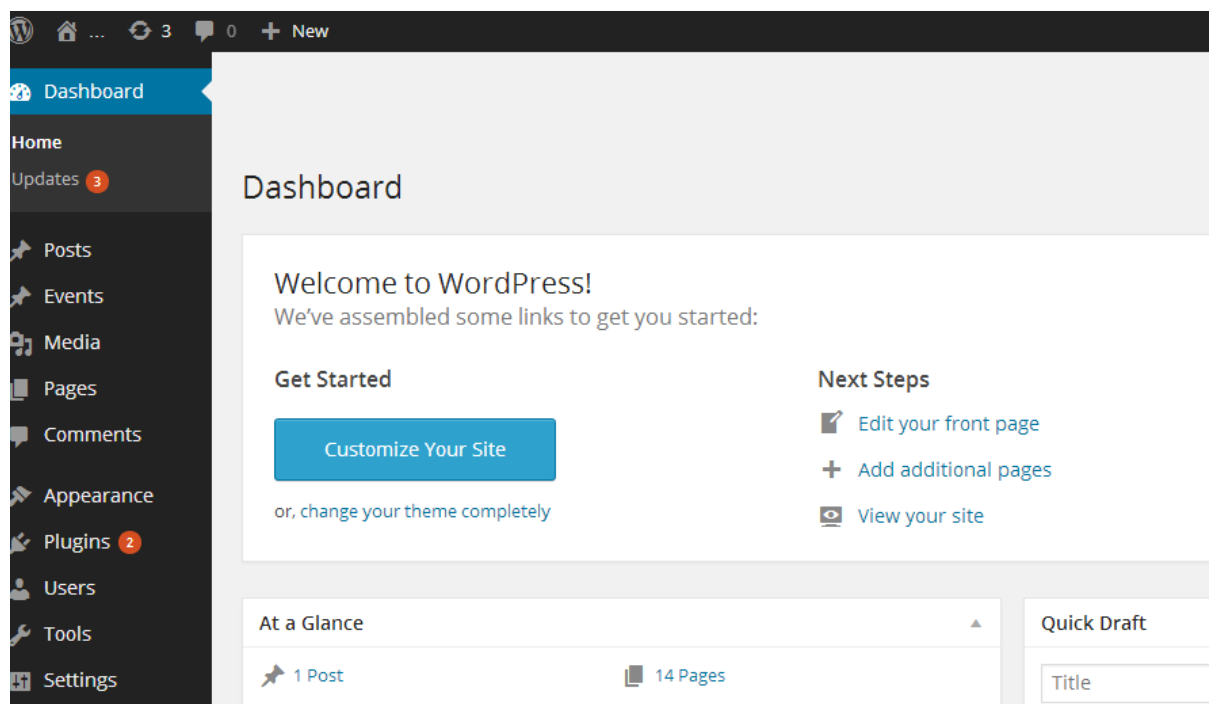


Figure 5: WP-admin interface for the parameterization and management of the platform:

Appendix B – Flyer

USEMP

Radboud University Nijmegen

iMinds
CONNECT.INNOVATE.CREATE

LULEÅ
TEKNISKA
UNIVERSITET

cea list

CERTH

velti

HWCommunications

usemp project

@usemp

usemp-project.eu

USEMP

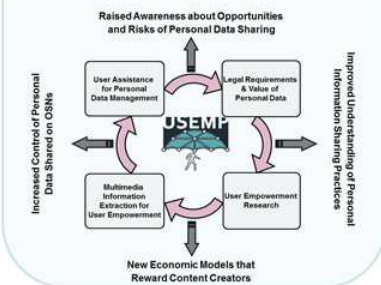
User Empowerment for Enhanced Online Presence Management

USEMP is partly funded by the European Community's Seventh Framework Programme

A large majority of Europeans engage with Online Social Networks (OSN), which enable them to easily share data but not to control their privacy. The key challenge of USEMP is to reduce the asymmetry between data processing and control means afforded by Social Networks and those available to the users.

USEMP in brief

In USEMP, an empirical approach that combines legal, sociological, media studies and computer science perspectives is developed in order to contribute to the understanding of privacy issues on the Web through. Users are then through the introduction of semi-automatic mechanisms that assist them in personal data management tasks. As a result, the project will contribute to raising users' awareness concerning the advantages and risks related to sharing personal data.



USEMP OSN Presence Control Tool

For end users, USEMP develops tools needed for improved control of the content and information that they share online and that can be observed or that can be inferred by accessing their OSN accounts. Two functionalities are offered:

- a) *Real-time OSN presence management* – will provide immediate feedback about information shared online which could contravene with the user's explicitly stated privacy rules.
- b) *Long term OSN presence management* – will provide visualisation tools that will allow the user to have a quick assessment of her/his privacy status along different dimensions deemed important.

A functionality which changes the visibility of data that are considered sensitive by the user will be offered in both cases.

USEMP Economic Value Awareness Tool

In this scenario, USEMP provides means to contribute to raising users' awareness concerning the economic value of their data, which is currently utilised exclusively by the OSN (data controller). Two functionalities are offered:

- a) *Awareness of Economic Value of Personal Information* – will develop a tool that will raise users' awareness about what their data is worth from an economic point of view and how they are exploited by OSNs. Insight into current OSN business models will be provided by simulation of their functioning.
- b) *Personal Content Licensing* – through simulation, USEMP will attempt to reproduce existing personal content licensing methods. Commodification will be avoided by decreasing the value assigned to licensed data when licensing frequency increases.

Figure 6: USEMP Flyer

Appendix C - Poster

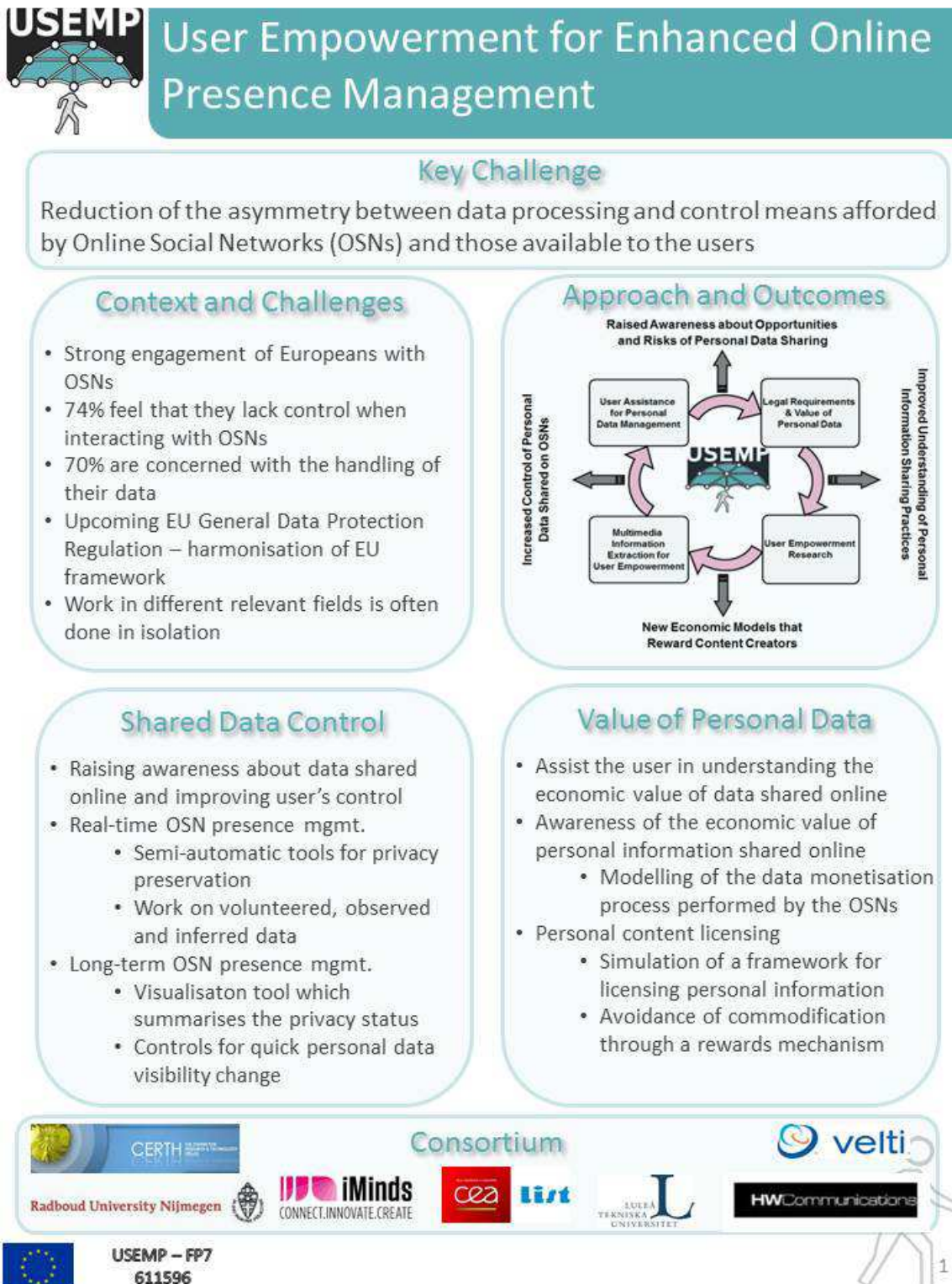
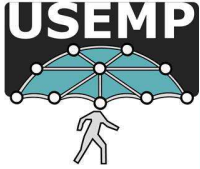




Figure 7: USEMP Poster


Appendix D - Project Presentation



USEMP: User Empowerment for Enhanced Online Presence Management


- Contact: Adrian Popescu
- CEA Tech, Franch
- 10/02/2014
- Grant agreement no. 611596
- Project duration: 10/2013–09/2016







What is USEMP?


- 3 years STREP project
 - <http://www.usemp-project.eu>
- Consortium: CEA LIST (France); Iminds (Belgium); CERTH, Velti (Greece); Radboud University (The Netherlands); Luleå University of Technology (Sweden); HW Communications (United Kingdom)
- EC Funding: 2.27 M€






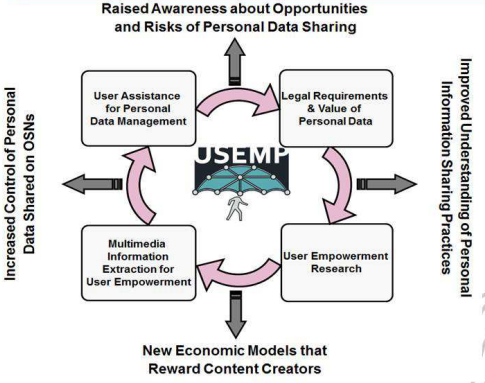
Context and Challenges


- A large majority of Europeans engage with Online Social Networks (OSNs)
 - 74% of users consider that they do not have sufficient control
 - 70% are concerned with the way such data are handled by OSNs
- Upcoming EU General Data Protection Regulation – harmonisation of EU’s legal framework and improvement of users’ control over their shared data
- Asymmetry between data processing and control means available to OSNs and those afforded by citizens
- Personal data sharing is a complex and pervasive process that is still not well understood
- Work in different relevant fields is most often performed in isolation





Approach in a nutshell







Competency matrix

Partner/domain	Multimedia mining	User assistance tools	User research	Living labs studies	Ethics & legal aspects
CEA LIST, France	█	█			
CERTH, Greece		█	█		
iMinds, Belgium			█	█	
LTU-CDT, Sweden				█	█
Radboud U., The Netherlands					█
Velti, Greece		█			
HWComms, United Kingdom					█


Main contributor
 Significant contribution




























Objectives

- Analyse the existing and proposed legal framework of private and data protection with regard to Online Social Networks (OSNs)
- Advance the understanding of personal data handling through in-depth qualitative and quantitative user research
- Create multimedia information mining tools adapted to personal information management
- Build semi-automatic awareness tools to assist the users in their interaction with personal data
- Contribute to the current debates related to the way personal data should be monetised
- Propose an innovative living labs approach, adapted for personal data handling in OSNs



<p>USEMP Expected Achievements</p> <ul style="list-style-type: none"> • Enforcement of the upcoming EU General Data Protection Regulation through personal data management tools • Reduction of the asymmetry concerning data control between social networks and citizens • Raising citizens' awareness with respect to the advantages and risks of sharing personal information • Prototyping of semi-automatic PFA tools driven by social sciences research and multimedia information extraction • Development of multidisciplinary user research on personal data within the FIRE infrastructure • Reinforcement of the position of EU academic and industrial actors in a key area of the Internet <p> </p> <p>  USEMP – FP7 611596</p>	<p>USEMP Project Structure</p> <ul style="list-style-type: none"> • WP1: Management • WP2: Requirements and Use Case Analysis • WP3: Legal Req. and the Value of Personal Data • WP4: User Empowerment Research and Specif. • WP5: Multimedia Information Extraction for User Empowerment • WP6: User Assistance for Shared Personal Data Management • WP7: System Design and Integration • WP8: Pilot Studies and Evaluation • WP9: Dissemination and Exploitation <p> </p> <p>  USEMP – FP7 611596</p>
<p>USEMP Use Case 1: OSN Presence Control Tool</p> <ul style="list-style-type: none"> • Objective: raising awareness about data shared online and improving user's control of them • (a) Real-time OSN presence management <ul style="list-style-type: none"> – Development of semi-automatic privacy preservation tools – Joint analysis of volunteered, observed and inferred data • (b) Long-term OSN presence management <ul style="list-style-type: none"> – Visualisation tool which summarizes the privacy levels – Controls for quick personal data visibility change <p> </p> <p>  USEMP – FP7 611596</p>	<p>USEMP Use case 2: Economic Value Awareness Tool</p> <ul style="list-style-type: none"> • Objective: assist the user in understanding the economic value of data shared online • (a) Awareness of Economic Value of Personal Information <ul style="list-style-type: none"> – Modelling of the personal data monetisation process performed by OSNs – Contribution to the transparency of OSN business models • (b) Personal Content Licensing <ul style="list-style-type: none"> – Simulation of a framework for licensing personal information – Avoidance of commodification through an adapted rewards mechanism <p> </p> <p>  USEMP – FP7 611596</p>
<p>USEMP Use Case Analysis (iMinds)</p> <ul style="list-style-type: none"> • Multidisciplinary project: alignment of perspectives of consortium partners • Analysis started during the kick-off meeting • Tech cards: clear description of technologies available and/or to develop • Scenarios proposals available • 2 days meeting in Brussels (13/02 and 14/02 2014) to refine use cases <p></p> <p>  USEMP – FP7 611596</p>	<p>USEMP Multimedia Mining (CEA)</p> <ul style="list-style-type: none"> • Semantic text representation <ul style="list-style-type: none"> – “Classical” Explicit Semantic Analysis (ESA) implemented <ul style="list-style-type: none"> • Improved version currently implemented • Visual content mining <ul style="list-style-type: none"> – Object recognition: very promising results obtained with neural network features <ul style="list-style-type: none"> • MAP 0.772 on PascalVOC 2014 dataset (best known result: 0.778) – Object detection: work started for GPU implementation of the process <p> </p> <p>  USEMP – FP7 611596</p>

<p>USEMP Privacy and Feedback Awareness Tools (CERTH)</p> <ul style="list-style-type: none"> • Eight key privacy dimensions identified <ul style="list-style-type: none"> – Demographics, Psychological Traits, Sexual Profile, Political Attitudes, Religious Beliefs, Health Factors and Condition, Location and Consumer Profile • Consequent list of tools related to USEMP objectives <ul style="list-style-type: none"> – https://www.privacyfix.com – http://www.privacy-awareness-app.org – http://www.reclaimprivacy.org  <p><small>USEMP – FP7 611596 13</small></p>	<p>USEMP Acknowledgements</p>  <p>This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 611596</p>  <p><small>USEMP – FP7 611596 14</small></p>
 <p>Thank You</p>  <p><small>USEMP – FP7 611596 15</small></p>	

Figure 8: USEMP Presentation