

EUSSET “Marketing” actions (EUSSET Symposium Siegen, 27-29 Feb 2012)

Some general points: some of the ideas proposed are low-cost and low-resources and could be implemented reasonably quickly, others would require dedicated funding and are more long-term.

Some suggestions are basic and do not affect the general mission of EUSSET, others are more strategic and should be developed according to the overall plan for EUSSET development into a formal association.

EUSSET Endorsement of Conferences

EUSSET should be an effective and visible umbrella to promote and develop existing conferences and events, and not initiate another conference series.

EUSSET Library

A number of conferences already endorsed by EUSSET (ECSCW, COOP, Communities and Technologies, BCS HCI) are offering their proceedings online for free but separately and there is no way to connect those resources to the broader EUSSET group.

Idea for a EUSSET library where all these resources would be available: would give visibility to the organisation and would become a point of reference for finding high quality research papers. The fact that conference proceedings would become part of the EUSSET library would also make submitting to these conferences more attractive and give them more visibility. Each paper could have a unique “EUSSET Number” identifying it.

Papers would have to be coded clearly on whether they are conference vs workshops papers, peer-reviewed or not, etc.

Being the EUSSET could become a valuable quality of a paper in being considered for institutional research assessment, promotions, etc.

We could negotiate with other EU/regional conferences to participate in this (for example NORDICHI, Irish HCI conference, etc), and also workshops that take place regularly with proceedings output (for example in Aarhus and “Re-Thinking Technology in Museums” in Limerick).

Benjamin Fonseca’s “CSCW Observatory” project could be a beginning for the EUSSET library.

In the long term, the EUSSET library could offer a range of services (we might need to apply for funding for developing that, such as under the “Digital Libraries” EU Call), in the meantime it could provide for basic information such as the number of downloads per paper and the material available on it could be linked through metadata to the ACM Digital Library for visibility (in a manner similar to what BCS HCI and ECSCW are already doing), but the content would reside on the EUSSET server.

EUSSET and Open Access

Overall, EUSSET could decide to champion an open access policy as part of their mission, but this is a bigger decision to be taken when the structure of the association is finalised.

EUSSET Paper Awards

EUSSET could bestow best paper awards at EU conferences and beyond, to recognise examples of work embodying the EUSSET approach to research on socially-embedded technologies. The members could provide submissions for a shortlist and a committee could decide on the award.

EUSSET Website

The EUSSET needs to be clearly linked from all related conference-related and research group's websites.

The EUSSET should be developed and kept lively. It should include a newsroll where members could easily upload info on their activities, to show that the community is lively and active.

In the long term, the website could be developed to include discussion facilities, but this would be dependent on funding.

EUSSET at other conferences

EUSSET could be promoted at other conference by means of specific workshops to attract new members from different fields. We could also have a standard "EUSSET poster" to be presented at conferences to get attention.

Members could populate online discussions about papers at conferences mentioning the EUSSET goals, in simple ways such as using a #EUSSET hashtag on Twitter.

The idea was mentioned of members adding EUSSET to their affiliation when listed on program committees for other conferences but this should be discussed further regarding the institutional implications it may have.

There could be EUSSET Liaisons on the PC of other conferences in return for distributing information to EUSSET members. At the same time EUSSET would gain international visibility.

EUSSET in Doctoral Education

EUSSET could become a point of reference for graduate students at the beginning of their work in the field. EUSSET could establish a network of support on how to get published in different areas (building on the expertise and multidisciplinary of EUSSET members). In the long-term and with dedicated funding for cross-disciplinary research training, we could develop a collaborative tool for writing and other mechanisms of support for students.

EUSSET could run a PhD course each year. There are already existing PhD courses that could become associated with EUSSET (Pernille Bjørn mentioned an upcoming one this April at ITU Copenhagen, which she will advertise through the EUSSET mailing list).

We could run low-cost events with recognised EUSSET experts so that students could justify asking for funding for attending and also apply for specific funding for example under the Erasmus programme (for example, Erasmus is funding a new

masters in CSCW spearheaded by Benjamin). EUSSET member institutions should develop mutual Erasmus agreements as soon as possible.

We could approach companies to support “EUSSET Scholars” so that students would get funding to attend important conferences in return for reporting back to organisations on current work.

EUSSET on Social Media

Work should be done as soon as possible in making EUSSET more visible on social media, for example by improving Wikipedia entries on topics such as “CSCW” and “Socially-Embedded Technologies”.