

Developing, implementing, and disseminating an adaptive clinical reasoning curriculum for healthcare students and educators

612454-EPP-1-2019-1-DE-EPPKA2-KA



Updates on WP7 concerning the website (D7.2) and social media analysis and strategy (D7.1)

Deliverable number	Update D7.1 and D7.2
Delivery date	Dec 2021
Status	v1.0 draft final
License	BY-NC-ND
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Reviewed by	All partners



Co-funded by the
Erasmus+ Programme
of the European Union

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In the following document we will summarize the steps we have undertaken to update the project website during the second year of the project. We also provide access data to our website and present updates from the social network analysis we repeated at the end of 2021.

Website maintenance

The DID-ACT website (<https://www.did-act.eu>) has been updated in regular intervals during the second year by EDU, UAU and Instruct. Specifically, we have added the following content:

- The reports for deliverables D3.2 and D5.2, summaries of D3.1, and updates for D7.2 (this report), D8.3 and D6.3 have been uploaded or linked from the website's [results page](#) at the due dates of these deliverables.
- Upcoming events have been added, although due to the COVID-19 pandemic, most of our face-to-face dissemination events and project meetings had to be implemented online. However, we added information and resources from the DID-ACT participation at the following virtual conferences:
 - Medical Education Forum 2021
 - Conference on Cybernetic Modeling of Biological Systems 2021
 - Annual meeting of the AMEE 2021
 - Annual conference of the German Medical Association (gma) 2021

Additionally, we posted information about our face-to-face project meeting in Bern, Switzerland in September 2021.
- New team members have been added to the [team page](#) throughout the year.

- A blog post with monthly postings has been added to the website with 19 postings (11 in 2021) on related topics, opinions, or events.
- Links to our social media channels - LinkedIn, ResearchGate, and Twitter have been added.

Access to the website

Compared to last year, we managed to significantly increase the traffic to our website and access also increased during 2021 (see figure 1).

More specifically, during the second year we recorded about

- 90.000 pageviews (ca. 35.000 in 2020)
- 57.000 sessions, (ca. 15.000 in 2020)
- 368.000 hits (ca. 140.000 in 2020) and
- 305.000 file accesses (ca. 100.000 in 2020).

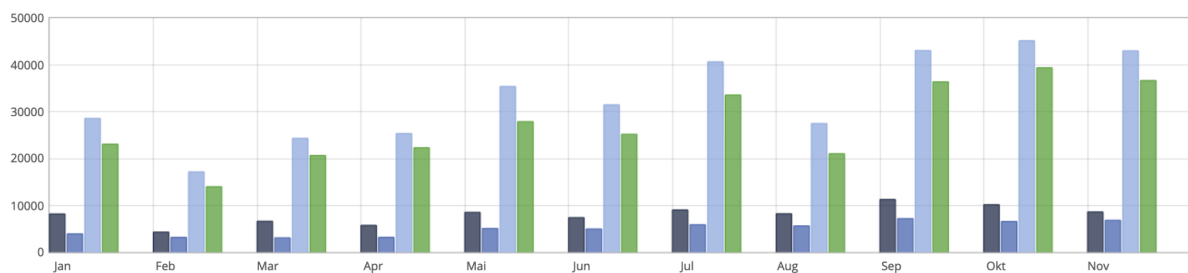


Figure 1: Access to the DID-ACT.eu website during the second year of the project until the end of November 2021 (files = green, hits = light blue, sessions = blue, pageviews = dark blue).

Similar to 2020, most hits during the last month were recorded from the United States, followed by Germany, France, Poland, and Sweden.

Access to the learning management platform

From January until the end of November 2021, we recorded about 9.000 logins into our [learning management system Moodle](#). This number includes users who signed up to participate in our courses, but also guests, who took a look at the resources that are available without logging in, such as the DID-ACT learning objectives and the Open Educational Resources (OER) collection. Overall, we have 239 registered users on the platform. About 12.000 courses were accessed during 2021 in comparison to about 2.000 in 2020 (see figure 2). This includes educators and students accessing the learning material provided in the courses during the pilot implementations (Sep - Nov), but also the DID-ACT consortium members creating and reviewing these resources (mainly Mar - Jul).

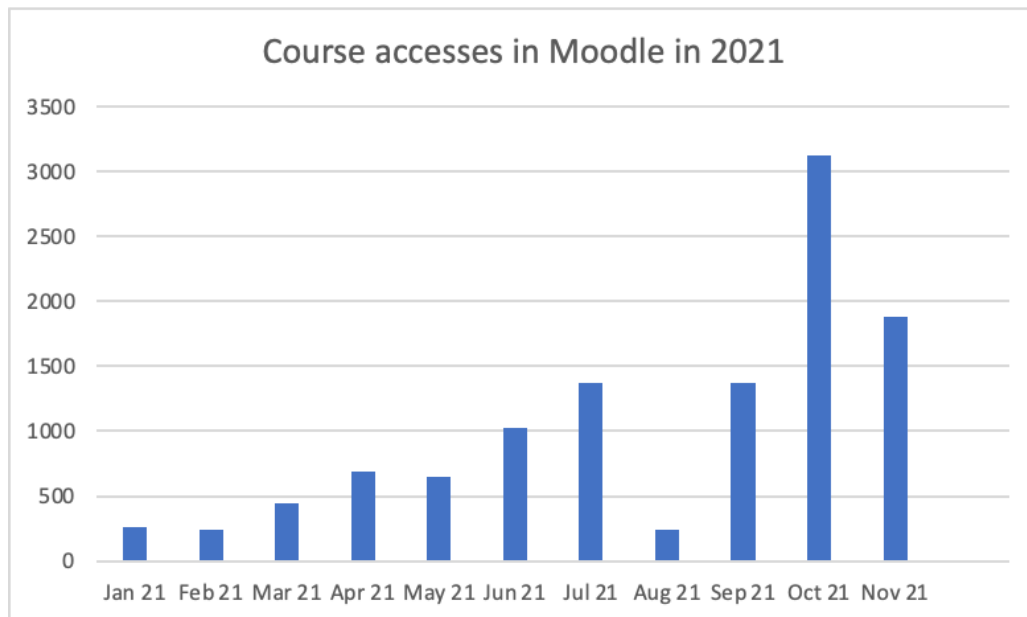


Figure 2: Course access in Moodle during 2021.

Social network analysis

Based on the results of our initial Social Network Analysis we decided to use the following social media channels for the DID-ACT Project to publish project-related news:

- Twitter
- LinkedIn
- ResearchGate

In addition, we are increasingly using YouTube for publishing videos related to the project. During the second project year we continued to populate these channels on a regular basis. Depending on the flow of the project, we aimed to post on our social media channels at minimum twice a month. As such, we noted an overall increase across our channels in both followers and general engagement. Instead of analyzing our individual Social Media Accounts, we are in this update report focusing on the analysis of these dedicated DID-ACT accounts.

Followers (=Vertices)

We identified a total of 102 followers when analyzing our Social Media Channels. We only included followers which provided a minimum amount of data, such as a real name and country.

By location, the majority of followers who had their location disclosed were from countries involved in the DID-ACT project and Europe. However there is evidence of increasing international reach, especially in Canada and the USA, but also in others including India, Africa and Australia (Figure 3).

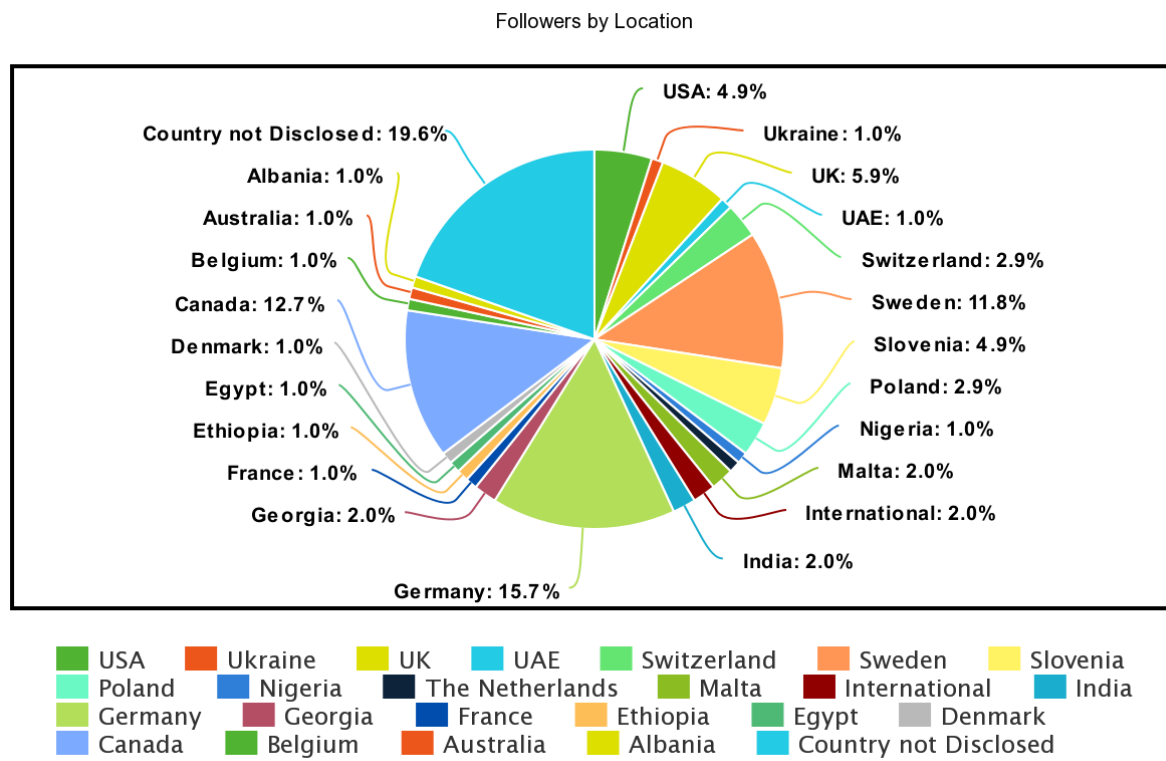


Figure 3: Distribution of followers of DID-ACT Project Social Media Channels by Location

The largest group of followers of DID-ACT Social Media Channels are from an academic background (42.2%). Along with the closely associated Journals (1%) University Accounts (1%) and Student Organizations (1%). Clinicians accounted for 17.6% of followers. Notably, 19.6% were from a business background and 9.8% of followers were Networks and Networking Individuals (Figure 4).

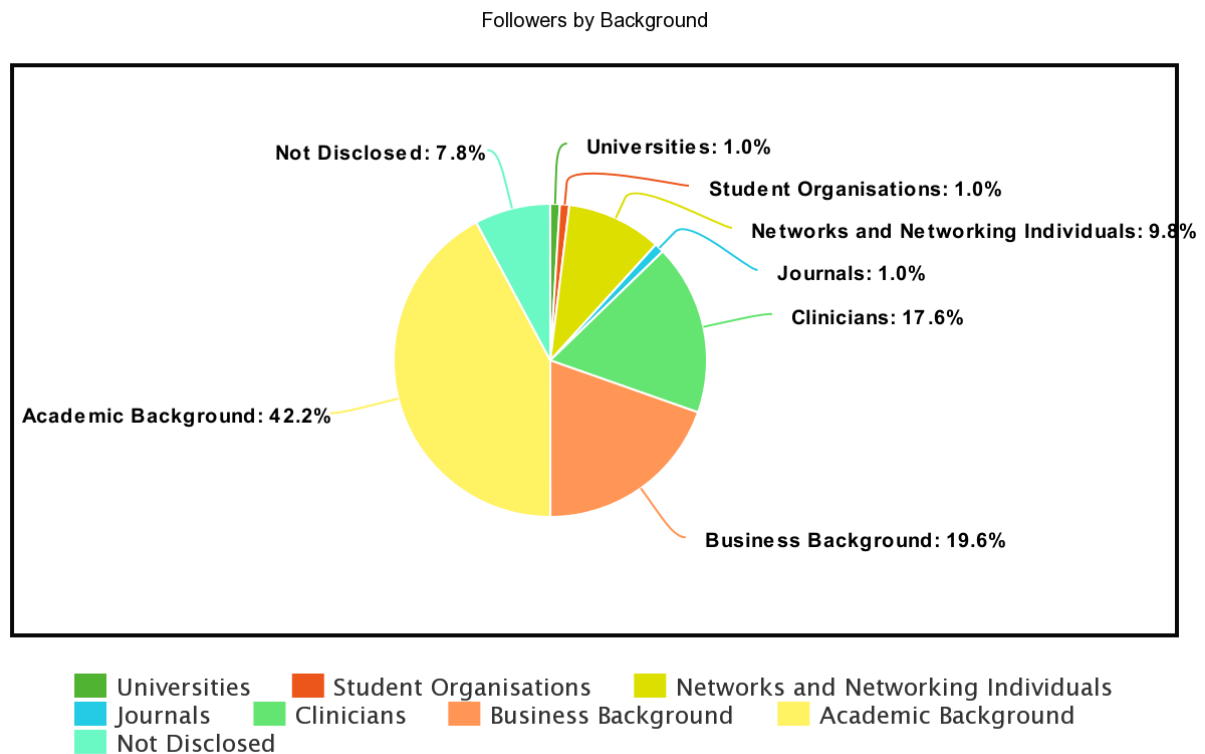


Figure 4: Distribution of Followers of DID-ACT Social Media Channels by Background

Connections (= Edges)

A total of 216 edges were identified for the three DID-ACT Social Media Channels, which were Twitter (19.4%), ResearchGate (9.7%) and LinkedIn (70.8%).

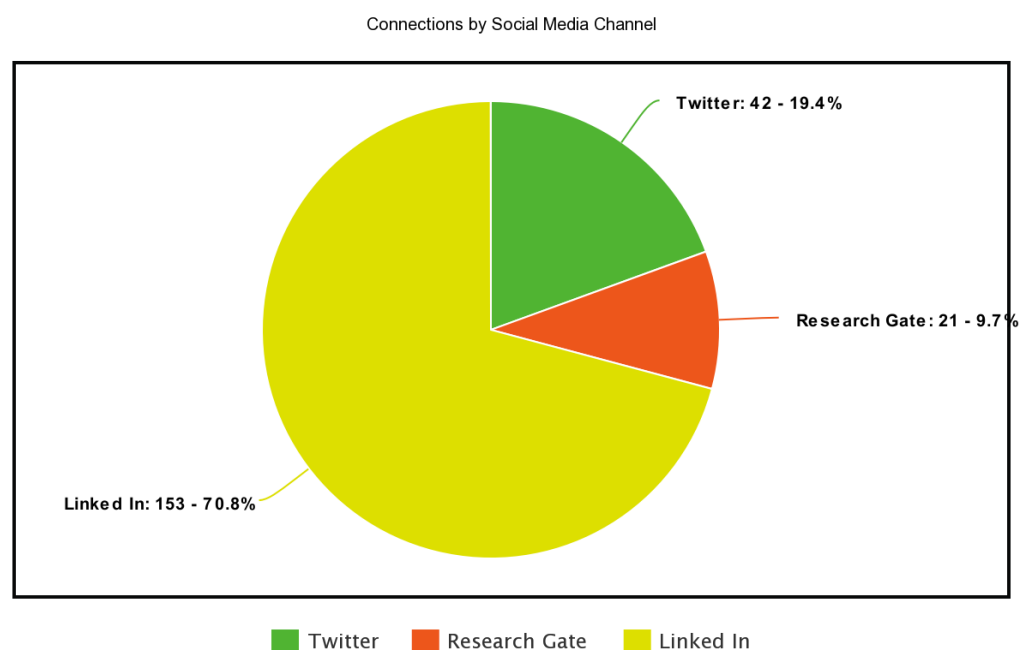


Figure 5: Distribution of Connections (edges) over the three DID-ACT Social Media Channels

Network

Figure 6 shows a screenshot of the network (applying the Fruchterman Reingold layout algorithm) of the social media channels.

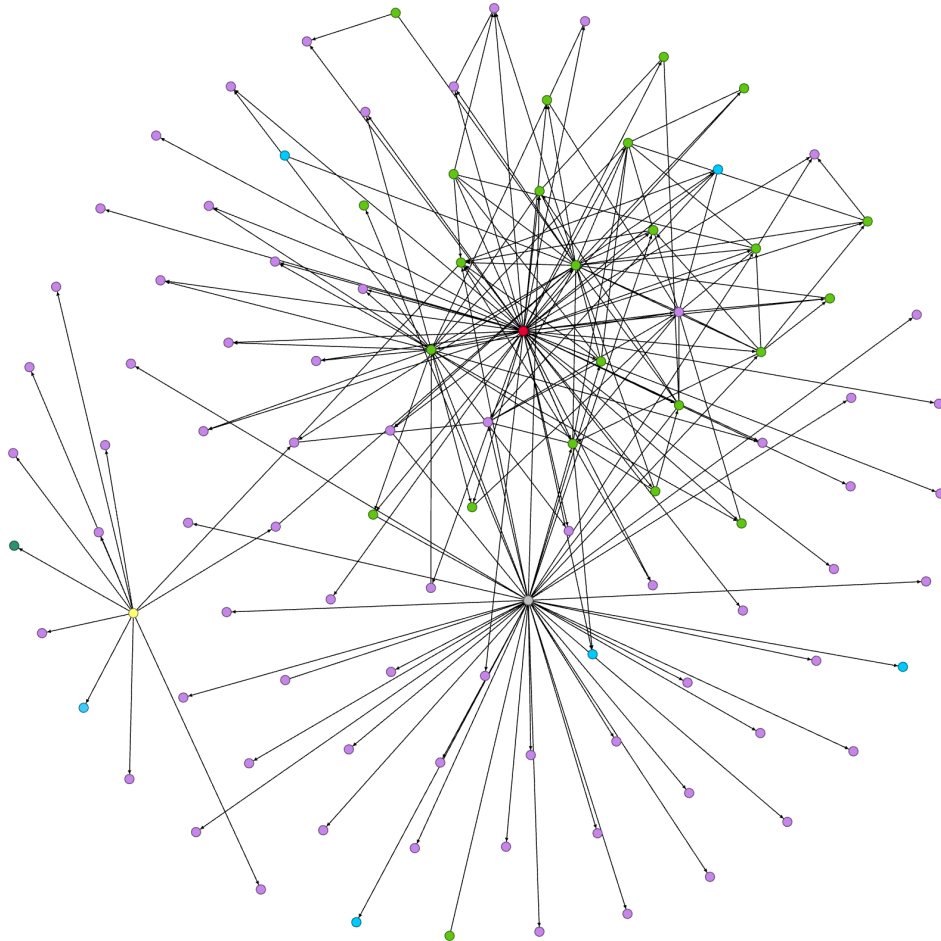


Figure 6: Structure of the social network of the social media accounts (red=LinkedIn, yellow= ResearchGate, gray=Twitter; green=partners, blue=associate partners, pink=external)

Additional Social Media Statistics

LinkedIn

Since our last report, we have gained 15 followers on LinkedIn, bringing our total to 56 followers. We posted 37 times on LinkedIn this past year focusing on highlighting our team, our deliverables and our milestones. Our engagement rate sits at 11%, above average for this platform.

Twitter

This past year, we gained 18 new Twitter followers bringing our total to 47 followers. We had approximately 10.000 impressions this year having made 41 posts. Our engagement rate is ~3%, however, in the last month we had a very strong engagement rate of >5%.

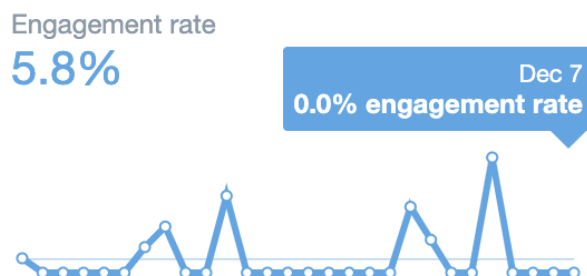


Figure 7: Engagement rate of Twitter

ResearchGate

On ResearchGate, our project is updated regularly, typically 2-3 times a quarter. In total thus far, our project has 12 followers and 213 reads.

YouTube

Our DID-ACT [YouTube channel](#) contains 15 videos and 96 subscribers. The videos and views are shown in Figure 8.

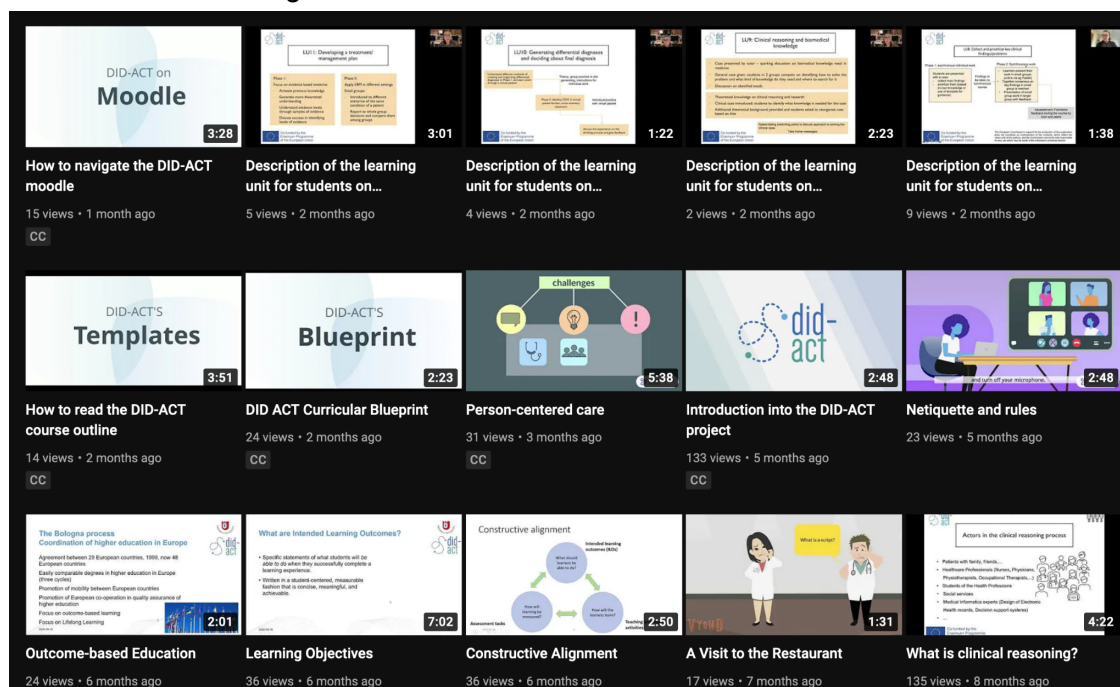


Figure 8: Videos in the DID-ACT YouTube channel with views.