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D8.3 Communication and dissemination activities Report V1

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Abstract: This document describes the communication and dissemination activities carried out during the project during the first reporting period (January 2017 to June 2018). The activities have been conducted on the basis of the Dissemination and Communication Plan formulated earlier at the beginning of the project on Deliverable D8.1.

The objective of the communication and dissemination activities is to make sure that the results of the OpenReq project are taken into wide use. This means that the results will be used also outside of academia, in companies and open source communities. In this document the first results of the activities are presented.



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1 INTRODUCTION

Deliverable 8.3 - Communication and dissemination activities - describes the communication dissemination activities carried out during the project until June 2018. The activities have been conducted on the basis of the Exploitation, Dissemination and Communication Plan formulated earlier at the beginning of the project on deliverable D8.1

Deliverable *D8.1 Exploitation, Dissemination and Communication Plan* has been used as a management tool to help achieving the project objectives. The plan outlined the key messages, message timing, stakeholders and audiences, tools and resources and responsibilities to be carried out and the descriptions of the communication products.

Following the plan, this document addresses in Section 2 the dissemination activities carried during the reporting period: dissemination makes research results known to various stakeholder groups (like research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, to enable them to use the results in their own work. The section addresses therefore publications produced by partners, thesis covering aspects of the project, events either organized or participated by partners where Openreq has been present, the OpenReq Open Call initiative and the liaison with other projects.

Then the Section 3 describes the communication activities during the reporting period: targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public through different channels. This section reports about the brand identity of OpenReq, the project website, the social media with OpenReq presence and the promotion materials planned.



2 DISSEMINATION ACTIVITIES

2.1 Publications

During the reporting period, the partners of the OpenReq project have published books, book chapters, journal articles and papers in conferences and workshops. Some of them are awaiting publication. Also the project is the source for several PhD, MsC and BsC thesis, some finished, others ongoing. The list of publications presented below in Table 1 is continuously updated on the project website <https://openreq.eu>. Links to the publications are available on the website whenever it is possible.

Table 1 OpenReq Publications

Type	Title	Authors	Title of the Journal/Proc./Book
Publication in Conference proceedings /Workshop	Beyond item recommendation: Using recommendations to stimulate knowledge sharing in group decisions	Atas, Müslüm; Felfernig, Alexander; Stettinger, Martin; Tran, Thi Ngoc Trang	Lecture Notes in Computer Science. Volume 10540 LNCS, 2017, Pages 368-377, 9th International Conference on Social Informatics, SocInfo 2017; Oxford; United Kingdom; 13 September 2017 through 15 September 2017
Publication in Conference proceedings /Workshop	Research on NLP for RE at UPC: A Report.	Borrull, Ricard; Costal, Dolors; Franch, Xavier; Quer, Carme	Workshop NLP4RE @ REFSQ'18.
Book/ Monograph	Group Recommender Systems	Felfernig, Alexander; Boratto, Ludovico; Stettinger, Martin; Tkalčič, Marko	Springer Briefs in Electrical and Computer Engineering 2018
Publication in Conference proceedings /Workshop	OpenReq: Recommender Systems in Requirements Engineering	Felfernig, Alexander; Stettinger, Martin; Falkner, Andreas; Atas, Müslüm; Franch, Xavier; Palomares, Christina,	RS-BDA'17, pp. 1-4, Graz, Austria, 2017.
Article in Journal	Anytime diagnosis for reconfiguration	Felfernig, Alexander; Walter, Rouven; Galindo, José A.; Benavides, David; Polat Erdeniz, Seda; Atas, Müslüm; Reiterer Stefan	Journal of Intelligent Information Systems 2018



Type	Title	Authors	Title of the Journal/Proc./Book
Publication in Conference proceedings /Workshop	Research on NLP for RE at the University of Hamburg: a Report	Fucci, Davide; Stanik, Christoph; Montgomery, Lloyd; Kurtanovic, Zijad; Johann, Timo; Maalej, Walid	Workshop NLP4RE @ REFSQ'18
Publication in Conference proceedings /Workshop	ORSIM: Integrating Existing Software Components to Detect Similar Natural Language Requirements.	Furnari, Carlos Adrián; Palomares, Cristina; Franch, Xavier	Posters and Tools Track @ REFSQ'18.
Publication in Conference proceedings /Workshop	SAFE: A Simple Approach for Feature Extraction from App Descriptions and App Reviews	Johann, Timo; Stanik, Christoph; Alizadeh B., Alireza M; Maalej, Walid	IEEE 25th International Requirements Engineering Conference (RE), Lisbon, 2017, pp. 21-30.
Publication in Conference proceedings /Workshop	Mining User Rationale from Software Reviews	Kurtanović, Zijad; Maalej, Walid	IEEE 25th International Requirements Engineering Conference (RE), Lisbon, 2017, pp. 61-70.
Publication in Conference proceedings /Workshop	Automatically Classifying Functional and Non-Functional Requirements Using Supervised Machine Learning	Kurtanović, Zijad; Maalej, Walid	IEEE 25th International Requirements Engineering Conference (RE), Lisbon, 2017, pp. 490-495.
Article in Journal	On user rationale in software engineering	Kurtanović, Zijad; Maalej, Walid	Requirements Engineering Journal 2018
Article in Journal	Development as a journey: factors supporting the adoption and use of software frameworks	Myllärniemi Varvana; Kujala, Sari; Raatikainen Mikko; Sevón Piia	Journal of Software Engineering Research and Development 2018
Publication in Conference proceedings /Workshop	Intelligent, community-driven requirements engineering	Mäenpää, Hanna; Raatikainen, Mikko; Tiihonen, Juha; Kojo, Tero; Männistö, Tomi	Poster in poster session at OSS 2017: IFIP International Conference on Open Source Systems



Type	Title	Authors	Title of the Journal/Proc./Book
Publication in Conference proceedings /Workshop	Personal Recommendations in Requirements Engineering: The OpenReq Approach.	Palomares, Cristina; Franch, Xavier; Fucci, Davide	REFSQ 2018: Requirements Engineering: Foundation for Software Quality
Publication in Conference proceedings /Workshop	Cluster-Specific Heuristics for Constraint Solving	Polat Erdeniz, Seda; Felfernig, Alexander; Atas, Muesluem; Tran, Thi Ngoc Trang; Jeran, Michael; Stettinger, Martin	IEA/AIE 2017: Advances in Artificial Intelligence: From Theory to Practice
Publication in Conference proceedings /Workshop	A Simple NLP-based Approach to Support Onboarding and Retention in Open-Source Communities	Stanik, Christoph; Montgomery, Lloyd; Martens, Daniel; Fucci, Davide; Maalej, Walid	To be presented at 34th International Conference on Software Maintenance and Evolution (ICSME'18)
Publication in Conference proceedings /Workshop	ReqVision: Digitizing Your Analog Notes into Readable and Editable Data	Mannov, Natalia; Lüders, Clara Marie; Kaznin, Alexey	To be presented at 4th International Workshop on Requirements Engineering for Self-Adaptive, Collaborative, and Cyber Physical Systems (RESACS 18) at RE,18
Publication in Conference proceedings /Workshop	Needs and Challenges for a Platform to Support Large-scale Requirements Engineering. A Multiple Case Study	Fucci, Davide; Palomares, Cristina; Franch, Xavier; Costal, Dolors; Raatikainen, Mikko; Stettinger, Martin; Kurtanovic, Zijad; Kojo, Tero; Koenig, Lars; Falkner, Andreas; Schenner, Gottfried; Brasca, Fabrizio; Männistö, Tomi; Felfernig, Alexander; Maalej, Walid	To be presented at 12th International Symposium on Empirical Software Engineering and Measurement (ESEM'18) in Oulu
PhD Thesis	Prioritization of requirements related issues in open-source software projects	Weiser, David	
PhD Thesis	Mining and Analyzing User Rationale in Software Engineering	Zijad Kurtanović	
MsC Thesis	Intelligent Feature Extraction for Matching Requirement Documents and Solution Documents.	Alexander Schörghuber	



MsC Thesis	Comparación de componentes para extracción de dependencias de requisitos en lenguaje natural	Carlos Adrián Furnari	
BsC Thesis	Evolución de un componente para la reutilización de patrones de requisitos	Awais Iqbal Begum	

2.2 Events

OpenReq partners have participated in a variety of events: conferences, workshops, seminars and meetings, either because their scientific papers were presented there, or to present the OpenReq project itself:

- RE@40 meeting, April 24-28, 2017, Kappel am Albis, Switzerland
- NET FUTURES 2017, 28-29 June 2017, Brussels
- IEEE 25th International Requirements Engineering Conference (RE), September 4-8, 2017, Lisbon
- 1st Requirements Engineering Symposium, May 23, 2018, Hamburg (organised by HITEC in the framework of the preparation of the 26th IEEE International Requirements Engineering Conference of which OpenReq project leader Prof. Dr. Walid Maalej is PC-Co-chair.
- NLP4RE workshop co-located with the 24th International Working Conference on Requirements Engineering: (REFSQ'18), March 19-22, 2018, Utrecht, The Netherlands
- Seminar "Requirements Reuse through Patterns" given in IFIP WG 2.9 meeting, February 2017, Stellenbosch, South Africa
- Socinfo 2017, 13-15 September 2017, Oxford
- 2nd Workshop on Recommender Systems and Big Data Analytics (RS-BDA'17), October 11-12, 2017, Graz
- OSS 2017: IFIP International Conference on Open Source Systems, May 22-23, 2017, Buenos Aires
- IEA/AIE 2017, The 30th International Conference on Industrial, Engineering, Other Applications of Applied Intelligent Systems, June 27-30, 2017, Arras (France)

In the very near future, OpenReq will be present, among others, at:

- First International Workshop on Affective Computing for Requirements Engineering (AffectRE18), 21 August 2018, Banff (Canada) co-located at the 26th IEEE International Requirements Engineering Conference
- Workshop on Configuration 2018 (ConfWS'18) co-located at the 20th Intl. Workshop on Configuration, Graz University of Technology, September 27-28, 2018
- 12th International Symposium on Empirical Software Engineering and Measurement, October 11-12, 2018, Oulu (Finland)



- The International Conference on Software Maintenance and Evolution (ICSME'18), 23-29 September 2018, Madrid



Figure 1 Walid Maalej (HITEC) at RE@40 meeting



Figure 2 Lloyd Montgomery (HITEC) at 1st Requirements Engineering Symposium



Figure 3 Cristina Palomares (UPC) at NLP4RE workshop

2.3 OpenReq Open Call

To further support the dissemination and communication approach OPENREQ employs an innovative and participative Open-Call Procedure with built-in mechanisms for:

- Attracting a wide variety of participants from different application areas.
- Incentivising those participants to excel and build outstanding OPENREQ-aware applications and connectors.
- Ensuring sufficient control and adjustment mechanisms both regarding budget and participant performance.
- Achieving a low-risk, low-liability approach with minimum administrative burdens on SMEs.

Start-ups and entrepreneurs are invited to develop applications and perform evaluations for OPENREQ, extend the envisioned pilots, and implement new use cases demonstrating the potential of OPENREQ in the real-world applications in different domains.

The Open Call has been launched in July 2018. Applications are expected until September, and first projects will start around October. Final reception of results and evaluation will take place around summer 2019.

2.4 Liaison with other projects

OpenReq is a member of the Software Engineering for Services and Applications (SE4SA) Cluster, a group of 29 H2020 projects in different phases of execution, sharing information and experiences. A relevant activity of the cluster has been the preparation of a joint white paper to contribute ideas to the 2020-2027 Research and Innovation ICT WorkProgramme. The white paper was presented at Proposers' day, November 2017, Budapest. OpenReq's contribution was the topic: ***Human participation in building trustworthy software.***



3 COMMUNICATION ACTIVITIES

From the beginning of the project, the consortium decided to implement a strategy for internal and external communication. The mainly task is to ask fortnightly all partners updates regarding project progress, in order to be possible:

- To update and manage the website;
- To update and manage the social media accounts;
- To produce promotional material;
- To implement new communication and dissemination actions.

3.1 Brand identity

The OpenReq brand identity ensures a common graphic line for all communications material produced by the consortium. It includes logo, icon, colours and templates to be used in presentations. These were presented in the Deliverable 8.1. Picture 1 presents the OpenReq logo.



Figure 4 Project Logo

The project has templates on the TULEAP system available to project members for the following uses:

- Document template for official use
- Presentation template for OpenReq presentations

The press kit containing project logo, colours and icon is available on the project website. (For the project website, see the following subchapter.)

3.2 Project website

The project has a website at: <https://www.openreq.eu/>. The website is used for sharing information on the project, news and more static information. It contains the project participant descriptions and general information. The website also hosts the information base of the project, which is used to share the best practices and methods that the project finds. Picture 2 presents a screenshot of the top of the homepage.

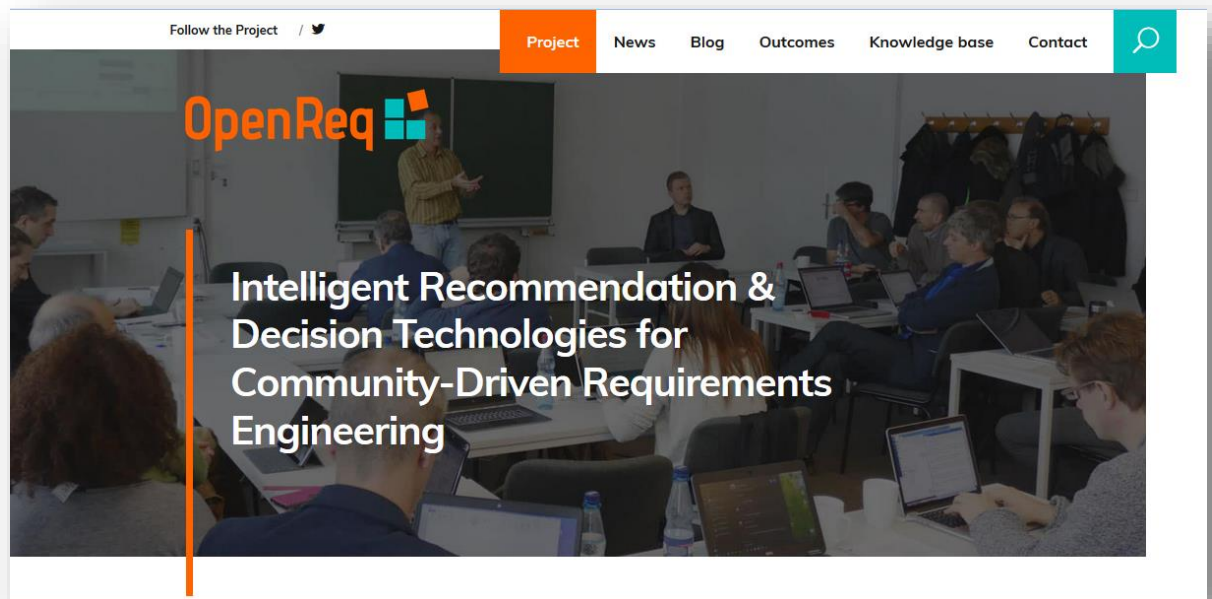


Figure 5 OpenReq homepage

The website was set up in April 2017. News, information about events and publications have been updated to the website throughout the existence of the website. Blog texts telling about the aim and progress of the project have been published from the beginning of 2018.

An important part of the website is the project Knowledge Base, which is a collection of knowledge about requirements engineering, decision making support and other relevant areas to the project.

The traffic has been monitored since April 2018 through Google Analytics (<https://www.google.com/analytics/>). Since the establishment of Google Analytics to the website (checked June 30, 2018), the total number of visits is 513 and the number of unique visitors is 308. Other interesting statistics are the number of page views (1 575) and the average session duration (4:07 minutes). Picture 3 shows the number of visits from mid-April to the end of June.

The consortium enriched the project website with updated content and used it as the main communication vehicle to disseminate the project vision and major outcomes. During the next project period the results will be evaluated and the project results will be available. It will allow to attract more visitors to our website.

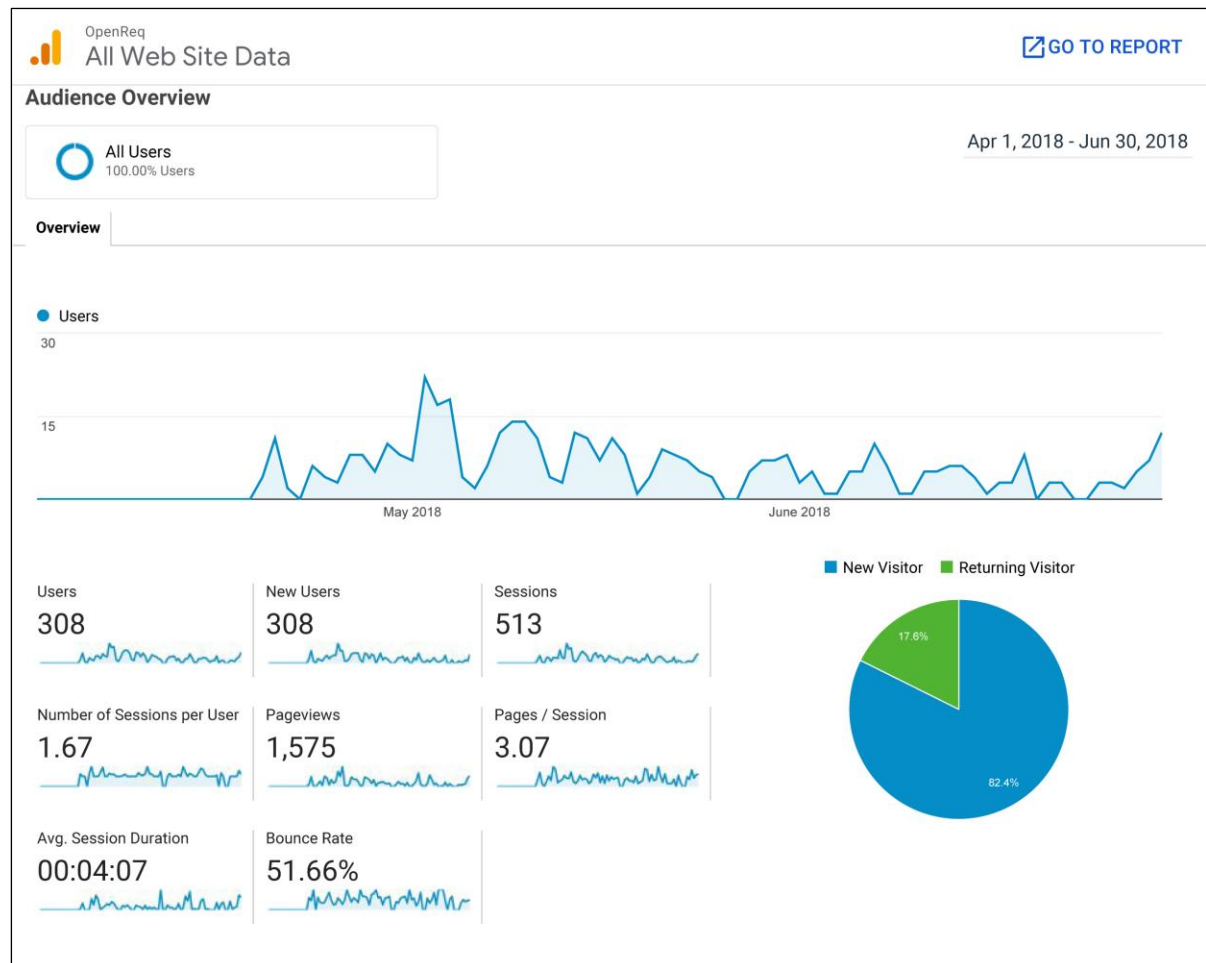


Figure 6 Visitors to the website

3.3 Social media

The project has social media activity on Twitter and LinkedIn. Contrary to the original plan, Instagram and Youtube were not used as channels and the resources and efforts were allocated to Twitter and LinkedIn.

The selected channels are used to reach the audiences presented in **Table 2**.

Table 2 Social media channels by use

Service	Target audience	Style
Twitter	Researchers, public news, EU	The basic channel for the project, should follow the basic style of the project
Linkedin	Professional communities	More formal, show benefits, straight to the point



3.3.1 Twitter

The Twitter account was launched in January 2017 and is available at the following address: <https://twitter.com/openregeu>. It is used as a tool to facilitate the dissemination of information among wider audiences, whether researchers in general, media or the general public.

Social media data have been collected by using Twitter Analytics (<https://analytics.twitter.com>). The data is available from the beginning of the year 2017 when the Twitter account was set up. The data has been analysed and used for internal reports since May 2018.

By now (30 June, 2018) 62 tweets have been posted and the number of followers has increased to 105. The number of profile visits since the beginning of 2017 is 1204. Pictures 4 and 5 illustrate the OpenReq Twitter profile and what type of data Twitter Analytics has offered to the OpenReq team.



Figure 7 Twitter profile page

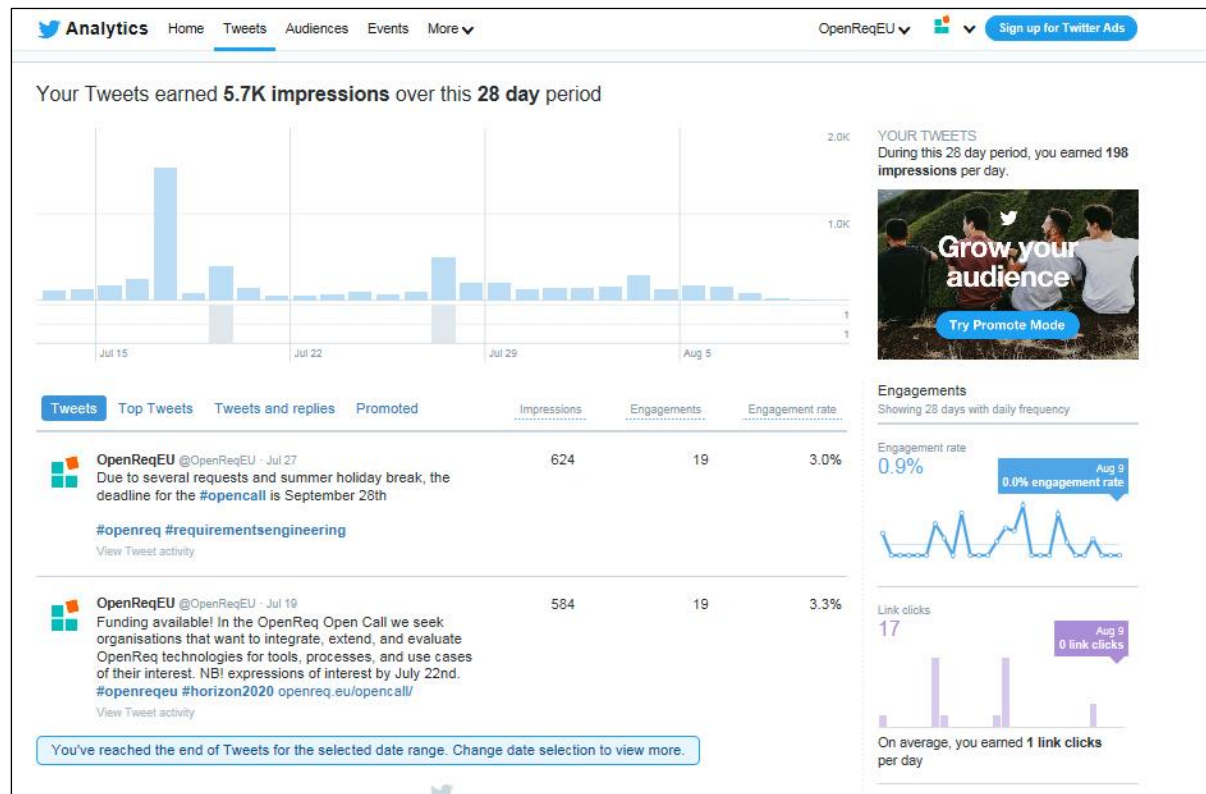


Figure 8 Twitter Analytics for June 2018

3.3.2 LinkedIn

Members of the OpenReq team influence actively in the three LinkedIn groups mentioned below. The first two groups are administered by an OpenReq team member. LinkedIn has been used as a tool for disseminating academic results and information to professional communities. The groups are currently composed of altogether 2 381 (155 + 66 + 2 160) members.

- Human Decision Making and Recommender Systems (<https://www.linkedin.com/groups/8127898>) – This group focuses on approaches for supporting effective and efficient human decision making in different types of recommendation scenarios.
- Recommender Systems and Software Engineering (<https://www.linkedin.com/groups/13529962>) – Recommendation technologies play an increasingly important role in different application domains. Especially in the context of a variety of Software Engineering scenarios, these technologies can help to increase the quality of underlying processes and products.
- Requirements Engineering Specialist Group (<https://www.linkedin.com/groups/2662234>) – The RESG offers the opportunity for requirements engineering practitioners, researchers, educators and students to exchange experiences and new technologies through workshops, seminars, and tutorials on all aspects of requirements engineering.



3.4 Promotional materials

As originally envisioned, the OpenReq has decided to order promotional materials to be used during the rest of the project. The materials are selected to be items that people will feel good to use in public. This creates visibility and a positive image for the project.

The promotional materials are to be used in both raising common spirit inside the project, and to share the idea of OpenReq to others.

The following items are the possibilities that have been considered. Decisions will be made at the second half of the project:

- T-shirt
- USB memory pen
- Laptop softcase
- Stickers
- Water bottle
- Pen and notepad