



SEVENTH FRAMEWORK  
PROGRAMME

Research Infrastructures

## Deliverable 3.6

### Report on documents for the general public available on the WeNMR portal



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Project coordinator name, title:	Prof. Alexandre M.J.J. Bonvin
Organization:	Utrecht University, The Netherlands
Tel:	+31 30 2533859
Fax:	+31 30 2537623
E-mail:	<a href="mailto:a.m.j.j.bonvin@uu.nl">a.m.j.j.bonvin@uu.nl</a>
Project website address:	<a href="http://www.wenmr.eu">www.wenmr.eu</a>

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## Section 1: Summary of Deliverable

### Background

The WeNMR VRC offers a great opportunity for scientists linked to WeNMR to explain their science to the general public. To achieve that goal, WeNMR has (co-)produced several videos that explain the grid technology, the background of both NMR and SAXS data acquisition, as well as the potential scientific applications and the benefit such technology for society. These videos are now available on the WeNMR website as well as on YouTube (and in some cases Vimeo).

In addition, the project has established a clear presence on social media such as LinkedIn, Facebook, and Twitter to reach out to a broad audience.

### Goal

The goal of this Deliverable is to provide an overview of the information that is available for the general public on the WeNMR VRC as well as an analysis of the presence of WeNMR on social media.

## Section 2: Videos

Several videos have been produced by the project to explain the different activities of WeNMR to the general public. In addition to publishing the videos on the WeNMR website and VRC, all videos have been made publically available via YouTube (and some also via Vimeo), which in total have been viewed over 3,600 times.

### The WeNMR Virtual Research Community

A video presenting the overall WeNMR VRC, entitled “The WeNMR Virtual Research Community” was initially published on YouTube on April 13, 2011 (<http://youtu.be/JUoGdfIVyNI>). This video presents the overall goal of the project, but also shows potentially interested people how the different services and tools of the project can be accessed via the WeNMR website. An update version of the video (“WeNMR Virtual Research Community animation – Updated”, [http://youtu.be/t98\\_p\\_i-fFQ](http://youtu.be/t98_p_i-fFQ)) was published on September 19, 2012. This video was also released on Vimeo on April 11, 2013 (<http://vimeo.com/63805058>):



### Bio-NMR Structural Biology Information Campaign

Initially made for the related Bio-NMR infrastructure project, the video entitled “Bio-NMR Structural Biology Information Campaign” (<http://youtu.be/IQVvtynniMM>), also produced by SpronkNMR, and available on YouTube since May 5, 2012, shows how NMR based structural biology works and presents the implications such research can have for public health. This video was also released on Vimeo (<http://vimeo.com/63805059>) on April 11, 2013.

## WeNMR Small Angle X-ray Scattering Animation

On April 8, 2013, WeNMR published a video showing how Small Angle X-ray Scattering data acquisition on biomolecules works (“WeNMR Small Angle X-ray Scattering Animation”, <http://youtu.be/2HS4SOdxbS8>) and how people can find more information on the WeNMR website. This video was also released on Vimeo (<http://vimeo.com/63805057>) on April 11, 2013:



## Tutorials

For people that would like to know more details of the various tools that are offered in WeNMR, a series of 11 tutorials has recently (May 2013) been made available on a dedicated WeNMR YouTube channel (<http://www.youtube.com/user/WeNMRchannel>), which were recorded at the WeNMR workshop which was organized at the International Symposium on Grid and Cloud computing (ISGC2013) in March 2013 in Taipei, Taiwan.

## Interviews

Several interviews with the coordinator of WeNMR, Alexandre Bonvin, are also available on YouTube:

- [Interview with Alexandre Bonvin at the 8th e-concertation meeting, 2010](#)
- [Interview with Alexandre Bonvin at the EMI Technical Conference, Vilnius, 2011](#)
- [Interview with Alexandre Bonvin at the ISGC 2012](#)

## Stories from the Grid

'Stories from the Grid' is a series of short films which show how researchers from different scientific disciplines are using grid computing technology to advance their work. These were produced by EGI. The first episode (<http://youtu.be/1tWduGtNRYg>, published February 3, 2012) dealt with WeNMR and explained how grid computing was used to digitally modify molecules found in the venom of marine cone snails to help to create new painkillers.



## Views

The table below reports the release dates and number of views of the various YouTube and Vimeo videos since they were uploaded to the site. Some videos have also been hosted on other sites, including the WeNMR website and the reported numbers are therefore underestimations of the total number of views. Note that all three Vimeo videos were released on April 11, 2013.

Video	YouTube release date(s)	# views YouTube	# views Vimeo
<a href="#">The WeNMR Virtual Research Community</a>	Apr 13, 2011	200	
<a href="#">WeNMR Virtual Research Community animation – Updated</a>	Sep 19, 2012	111	3
<a href="#">Bio-NMR Structural Biology Information Campaign</a>	May 5, 2012	261	36
<a href="#">WeNMR Small Angle X-ray Scattering Animation</a>	Apr 8, 2013	359	100
<a href="#">WeNMR Tutorials on YouTube channel</a> (total views)	May 2013	107	
Interviews (total views)	2010-2012	504	
<a href="#">Stories from the Grid</a> , WeNMR episode	Feb 3, 2012	1,968	
	<b>Total</b>		<b>3,649</b>

## Section 3: Social Media

WeNMR is well represented on all main social media: LinkedIn, Facebook and Twitter.

### LinkedIn

Already early-on in the project, a dedicated WeNMR LinkedIn page was established (<http://www.linkedin.com/groups/WeNMR-4258700>), which now has around 250 members and which is used to promote WeNMR activities, meetings and sources of information such as the video listed above. The LinkedIn page shows a steady growth of members, as can be seen in the graph below and demographic analysis show that around 69% of all members have a function in research or education.

TOTAL MEMBERS



### Facebook

The Facebook page of WeNMR is not used as often as the LinkedIn page, as the medium is also less focused on professionals, but still provided interested people with a short explanation of the project, a link to the WeNMR website and direct links to the videos above (<https://www.facebook.com/pages/WeNMR/311649342182872>).

### Twitter

Although WeNMR does not have a separate WeNMR account on Twitter, the project is regularly mentioned by both project partners and others, as can be seen in a search for the project name on the twitter website: <http://twitter.com/search?q=wenmr>.