

Summary Report of MEDEA Awards 2010 Entrants' Feedback

The MEDEA Awards website that currently allows people to submit their MEDEA entry and follow its progress as well as being the main online dissemination vehicle for the awards and the gateway to the MEDEA Showcases is similar to the website ATiT created in 2009, except for a usability improvement which is that participants' now have a sole entry point and personal "Dashboard".

The website has been translated since Spring 2009 into French and German, including the online submission form and submission overview which is available in French, German and English. The site is also continuously updated with news items about the MEDEA Awards promotion, the finalists' announcement, the Media in Education Newsletter publications, ... as can be seen in the overview of the news archive.



Screenshots from the site at various times of the years 2009 and 2010 are available on the MEDEA:EU project website as Outcomes <http://www.project-medeau.eu/outcomes.html> and entire copies of the MEDEA Awards website were set up at intervals to provide "working snapshots" of the dynamic website. The latest working snapshot, taken at the end of January 2011, is accessible here: <http://medea10.atit.ie>.

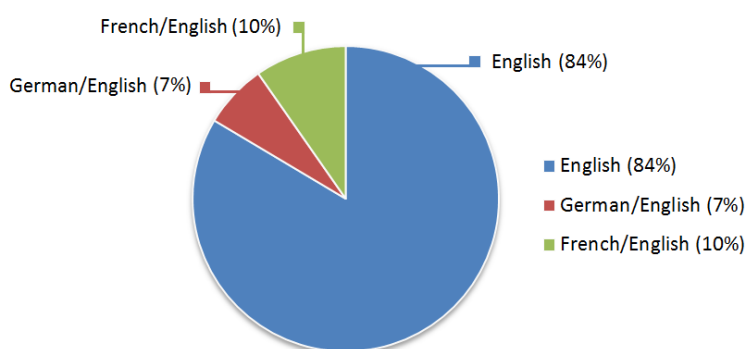
Our aim for the MEDEA Awards website is to maintain a website that is easy for entrants to use and which allows for the easy entry of submissions and the retrieval of information. The submission form has also to be readable for the judges to review the entries. ATiT chose to build this site using Drupal, an Open Source Content-Management System because of its flexibility and reliability and the benefits of which we are convinced due to our experience in creating and managing other web-based services based on Drupal.

Questionnaire of entrants in 2010

To obtain a view on how the MEDEA Awards Participants experienced the website, the submission process and the available information, we invited all those who registered to the website in 2010, including all those who didn't submit an entry in the end or whose submitted entries did not meet the submission criteria, to complete a simple online questionnaire in early January 2011. As we promised in our 2009 Report on Participant Questionnaire, in 2010 we translated the English invitation and online questionnaire into French and German so all registrants could provide their feedback through a form in their preferred language.

We sent an invitation to 237 registrants of whom 16 received in German and English and 23 received it in French and English.

Questionnaire receivers' languages



Of the 237 registrants, 119 actually submitted one or more entries to the MEDEA Awards 2010. In total there were 140 entries from 31 countries.

English e-mail sent to 237 people who registered in 2010

Subject line: MEDEA Awards 2010 – Please send us your feedback

Dear participant,

We hope you have had a wonderful year and enjoyed your participation in the MEDEA Awards 2010. Please help us make it even easier to participate in the MEDEA Awards in the future by answering 6 short questions online. We would be most grateful if you could fill in the [questionnaire](#) before Friday 10 January 2011.*

Your feedback is important to us.

On behalf of the MEDEA Awards Organising Committee we wish you great creativity in all your future work and happy holidays. We sincerely look forward to your participation in 2011!

*Kind regards,
Nikki Cortoos
on behalf of the MEDEA Awards Organising Committee*

* English questionnaire form is available at <http://medea10.atit.ie/medea-awards-2010-questionnaire>, the French one at <http://medea10.atit.ie/fr/medea-awards-2010-questionnaire> (of which you can see a screenshot below)

The survey took the form of an online questionnaire which asked the person completing the questionnaire whether they wished to complete the questionnaire anonymously or not. If not they were invited to enter their name and the name of their 2010 entry.



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Prix MEDEA 2010 Questionnaire

En option

Si vous souhaitez remplir le questionnaire de façon anonyme, laissez les deux champs ci-dessous blanc.

Votre nom:

Titre de votre soumission pour le Prix MEDEA 2010:

Votre opinion

Était-ce votre première soumission pour le Prix MEDEA: *

Non
 Oui

Quelle langue utilisez-vous pour accéder au site Web de MEDEA?: *

FR
 EN
 DE

Évaluez le site Web de MEDEA en termes de disponibilité de l'information: *

5 4 3 2 1

Indiquez sur une échelle de 5 Excellent à 1 Mauvais.

Évaluez le site Web de MEDEA en termes de la facilité pour soumettre votre projet ou production pour le Prix MEDEA: *

5 4 3 2 1

Indiquez sur une échelle de 5 Excellent à 1 Mauvais.

Évaluez les services MEDEA en général, par exemple la façon dont votre soumission a été géré, qualité et délais des réponses à la demande pour support, etc. : *

5 4 3 2 1

Indiquez sur une échelle de 5 Excellent à 1 Mauvais.

Avez-vous encore des suggestions pour améliorer le processus de soumission et/ou pour le Prix MEDEA en générale:

Envoyez

The screenshot above shows the online questionnaire (in French), the questions asked are also included in the following table:

Question	Response options
Is this your first entry to the MEDEA Awards?	yes/no
Indicate the language you are using to access the site	FR/EN/DE
Rate the MEDEA website in terms of the availability of information <i>Rate on a scale of 5 to 1, where 5 is excellent and 1 is poor.</i>	Scale 5-1
Rate the MEDEA website in terms of how easy it was to submit your entry to the MEDEA Awards <i>Rate on a scale of 5 to 1, where 5 is excellent and 1 is poor.</i>	Scale 5-1
Rate your level of satisfaction with the way in which your entry was managed, e.g. speed of response, feedback if requested, etc <i>Rate on a scale of 5 to 1, where 5 is excellent and 1 is poor.</i>	Scale 5-1
Suggestions for improving the entry process and/or MEDEA overall	open text

Response

Of the 237 registrants who we contacted, 35 participants sent back their feedback between 22 December 2010 and 10 January 2011 which represents a response rate of 6%. We had aimed for a response rate of 15%, but since we also invited those people that registered to the website without submitting an entry, this number was going to be automatically lower and if they had more time, more invited people might have responded (the Christmas Holiday was in between). We had hoped to have some responses from these registered users so we could find out why they hadn't submitted an entry, but only 1 participant who didn't finalise his entry stated that he didn't have enough time himself to complete the process.

4 participants submitted their feedback anonymously and 7 of those who responded were participants whose entries are currently published on our website as showcases. The French and German questionnaires were each filled in twice.

Responses to the question with our comments:

1	Is this your first entry to the MEDEA Awards?	Yes	No
	Responses	27	8
	Percentage	74%	23%

2	Indicate the language you are using to access the site	EN	FR	DE
	Responses	32	1	2
	Percentage	91%	3%	6%
We sent an e-mail invitation and offered an online form in English as well as in French and German.				

3	Rate the MEDEA website in terms of the availability of information	1	2	3	4	5	
		Responses	0	1	4	15	15
		Percentage	0%	3%	11%	43%	43%

Overall a good result, with some suggestions that are included below (point 6).

4	Rate the MEDEA website in terms of how easy it was to submit your entry to the MEDEA Awards	1	2	3	4	5	
		Responses	1	0	6	14	14
		Percentage	3%	0%	17%	40%	40%

Overall positive responses although some suggestions were made, that we include below in point 6.

5	Rate your level of satisfaction with the way in which your entry was managed, e.g. speed of response, feedback if requested, etc.	1	2	3	4	5	
		Responses	0	0	7	11	17
		Percentage	0%	0%	20%	31%	49%

Overall a very positive review and one participant in particular complimented the MEDEA Secretariat, which also helps with particular questions from participants as well as following up on all submissions (sending reminders, confirming acceptance of entries, ...)

6	Suggestions for improving the entry process and/or MEDEA overall	Open text answer:
<p>Information difficult to find and criteria unclear</p> <p>One of the participants taking part in this online survey reported that the necessary information was sometimes difficult to find. We assume that this is related to the criteria and deadlines, which were restructured in 2010. The judging criteria, terms & conditions and IPR explanation were bundled and referenced on the submission form itself, opening as a pop-up (available to logged in participants). Furthermore, this information is also linked beneath "About the MEDEA Awards" (2010 Section). In 2011 we could consider to refer to the bundle of guidelines in the Dashboard of the logged-in participants (the first screen a registered user will see after logging in each time).</p> <p>One German-speaking participant who also filled in the feedback form said that the criteria were not so clear, and as the MEDEA Awards website is currently being updating, the criteria will be checked again and this issue will be addressed.</p> <p>Another person also reported that the information on how to submit the entry after filling in the online form could be more visible. Once a participant finalises the online submission form, he or she should print it out and send it to the Secretariat signed. The separate steps of the submission are also visible on the Dashboard, and we will continually strive to improve this process and make it easier for entrants.</p> <p>During the competition year, 2 participants stated that they hadn't noticed that they also had to print and sign the form and another participant commented on the need for a printed signature on the application, which slows down the process</p>		

("Otherwise it was very easy") → To avoid IPR issues we ask that participants print and sign their entry to ensure that they have the right to submit the entry and are not violating any author rights.

Dashboard of [blurred]



Submit a new MEDEA entry

- [Edit my account](#)
- [Contact the Secretariat](#)
- [Log out](#)

My current MEDEA Awards 2010 entries

Test - dummy

[Print this entry for signing](#)

Electronic submission status: [Electronically submitted \(finalised\)](#)

Secretariat status: [Awaiting arrival of signed submission form and media at the Secretariat](#)

1. Some judging criteria are too focused on pedagogical context

One respondent explained that his/her organisation is making video productions which target the general public instead of students: *"For this type of production the criteria including those relating to education are not necessarily suitable, perhaps it is possible to hide or adapt certain criteria based on the target or the nature of the resource?"*

A video production that this person could be referencing is a video that is part of an awareness raising campaign, which is focused more on informing the general public than for students solely and intended to be used in a learning context. In that case, it would still be an interesting MEDEA entry and could highlight the pedagogical use the entry would have for a teacher, or what classes have been known to do around the entry. And if students or learners in general were included in the recording, editing and production process, learning could also have taken place through the actual production process itself. On the other hand, if the submitter has issues with placing the entry in a pedagogical context, the entry itself might not be appropriate for the MEDEA Awards, which has a strong pedagogical aim: to encourage, recognise and promote creative and excellence in the use of media in education and training.

2. More attachment possibilities needed

Two people suggested more possibilities to attach material to their entry (more attachments, more format types, bigger file sizes).

Since 2009 the MEDEA Awards participants are allowed to upload a maximum of 2 attachments (up to 8 MB) to their entry, making it easier for them to add relevant information to their entry such as posters, manuals, publications (without having to print it in 4 copies and posting it)..With this comment in mind, we will revise the attachment

limitations in our 2011 entry form.

3. Overlapping questions in entry form

A comment was made about the entry form, in which two questions have overlapping answers in some cases. According to the participant, this applies to the questions under the headings "Pedagogical context" and "Media type". The Media Type questions allow the participant to further elaborate on the media that the judges have to evaluate in a pedagogical context :

- *Media Type : Where can we see your entry? Online or offline, DVD or CD-rom? Is it a video or a web site? →* This has the advantage of allowing the MEDEA Secretariat to check if all referenced files are included in the postal package or online entry (with attachments and links).
- *Media Choice: Why did you choose this type of media? What were the benefits or possible setbacks that came with your choice of this particular type of media? →* This enables the participant to elaborate further on the chosen media and allows the judges to check whether there was any pedagogical framework or purpose involved in choosing the media
- *Media Integration: How was the media used within a pedagogical context? How was the entry practically integrated in a lesson, learning experience or class? →* This gives more detailed insight into the actual use of the media in class, training, ... This shows us for instance that a video is either just played in class to completely explain a topic or that the students are also involved in a related pre- or post-activity : a simple example is for instance that the video is a starting point for a discussion or there is a quiz afterwards in which the students have to consider some points or evaluate certain aspects of the video.

We do try to make the entry form as short as possible, but if we do not give separate questions, some participants don't give enough information about the basics of the entry: media and pedagogy. By dividing the questions into these themes and splitting them, we enable our judges to gain enough insight into the entry to allow them to evaluate comprehensively with enough background information.

4. Teachers no longer appear to be targeted

1 participant says that 2 years ago he/she considered the MEDEA Awards to also target teachers, while this seems to have changed now.

We would like to refer to two comments that were made last year about the judging and its outcomes: "judging on the basis of functionality and purpose besides looking for the multimedia realization" and "encouraging individual works of pupils and students that may otherwise not be able to compete with professionals or large organizations". To solve the issue that professionally produced entries are outweighing entries produced by teachers, students and university staff, the organisers of the MEDEA Awards decided in 2010 to make a distinction between category of producer and to award a separate prize to the best entry submitted in each category:

- teachers, students, learners, parents, professors, individual or organisational representatives in primary education, secondary education,



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higher education, adult education, vocational education and/or training

- a professional company or semi-professional production unit such as a broadcaster, professional multimedia producer or publisher, professional web design company, audiovisual or media department in larger institutions or organisations such as universities, government departments, companies, multinational institutions and organisations, etc.

The Professional Production Award was won by the BBC News School Report (<http://www.medea-awards.com/showcase/bbc-news-school-report>), which gives 11-14 year-old students in the UK the chance to make their own news reports for a real audience, and the winner of the User-Generated Content Award was Et si c'était toi? (<http://www.medea-awards.com/showcase/et-si-c%C3%A9tait-toi>), a 4-minute short film produced by 17 to 18-year old students of the secondary school Lycée Technique du Centre in Luxembourg, dealing with bullying and domestic violence. The MEDEA Overall Award, celebrating the entry which scored best overall, was won by BBC News School Report. One of the finalists was also Bla Bla Bla e-democracy e minori, created in 2009 by the Italian primary school Direzione Didattica di Cassola, which documented how students of the 5th year learned how to create a digital cartoon.

Among the entries that were also recognised as “MEDEA Highly Commended 2010”, there were three schools directly involved as participants or producers:

- Animate, Play and Learn English with Bubble and Pebble, an English as Foreign Language flashgame created in 2010 by Kindergarten pupils and teachers of the Terakki Foundation Schools in Turkey
- Green Schools 'War on Waste', a light-hearted short video about environment and recycling created in 2010 by young pupils from primary school St Francis School, Priorswood in collaboration with NearTV (Ireland)
- The Classroom, a short animation produced in 2010 by GCSE Mandarin students (Year 11) at St Chad's Catholic & Church of England High School, Runcorn, as part of the formal education programme “Projector Community Languages” of Cornerhouse, centre for contemporary visual art and film and educational charity in the UK

The total number of schools (with class projects or collaborations with other entities) in the 2010 showcases is 5 out of 14 and in 2010 the top 3 participating organisations were of the following type: schools (24,37%), companies (16,81%) and lifelong learning organisations (9,25%).

5. Requests of judges' feedback

Two respondents request judges' feedback (presumably they didn't see a call for requests in the Media in Education Newsletter)

Since 2009 the organisers have announced in the Media in Education Newsletter that there was a possibility to request judges feedback after the announcement of the finalists. The newsletter is sent to all participants and registered users of our website, but two participants must have missed this and contacted the Secretariat

directly The MEDEA Secretariat will follow up with these two participants to send them the requested feedback..

6. More publicity is needed

One of the participants who filled in the questionnaire, suggested simply more publicity, without specifying if this applied to the whole competition, the showcases, ... Assuming it applied to the whole competition, during the year we also received a teacher's suggestion to send out the newsletter to all teachers in his/her country. For 2011 we certainly want to broaden our promotion and invite as many new teachers and other participants as possible, but it is sometimes difficult to locate them and find a way to personally invite them. If we send out an invitation to a general e-mail address (sometimes we only find an admin@ or info@ e-mail address), we cannot expect the receiver to always send on the information to the correct person in the school. By the end of 2010 the number of receivers of the Media in Education Newsletter has increased to 3,500 people, which we do consider to be a great result.

7. Entry form cut fields

One of our respondents mentioned that "When filling in the entry form, all paragraph breaks, bullet points and line breaks were lost which detracted from the appearance of the final submission.", which was also reported during the year by another participant. This is an incorrect setting that configured all text fields in the MEDEA submission form to be plain text instead of formatted text. This caused texts with manual line breaks, paragraphs, bullet points to be shown as running text without any special formatting. This issue has now been solved and will not occur again in 2011. The judges however could see the correct formatting, as the judging platform processes each entry without the print script.

Participants' feedback during the year 2010 was picked up through personal contact between the MEDEA Secretariat and the participants or those that had enquiries.

- Three participants had issues with faxing (connection errors) but we did receive some submissions via fax, so we will continue to allow fax submissions.
- "I found the entry system to be very straightforward and simple to use. I think it is a great way to get people from around Europe to enter their applications."
- "Just to let you know that I found the submission procedure very straightforward to use. This is my first time to enter, so I cannot compare it to what went before. It's fantastic to have such an opportunity."
- "About your new submission procedure? Actually I found everything easier than last year (Apart spending a little time to understand that I had to create a new account!!!). I didn't remember well the old version, but I didn't have any difficult in filling the form. It looks more clear and useful."
- "A very good thing is that you could start your entry but adjourn and save your draft for later"



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- “We really liked the option to resize the input fields. Great idea of yours which makes it easier to reread the written text.”
- “The registration and submission process was excellent”
- “Thanks for the confirmation! As regards the submission process, I felt it was quite easy, no major difficulties.”
- “I think the registration procedure went pretty well, took some time but very relevant questions. With more time I would have written more of course, but I’m sure the judges get a good insight in what it’s about by visiting the web site and trying it out. This is exciting for us, and we’re really happy to have been accepted as participants.”
- “In terms of the application process, I can only feedback that it was a very simple and straightforward way of doing things. Although this is the first awards entry we have made, my partner works in marketing and was telling me how difficult and involved the processes can be. I was pleased to tell her that the MEDEA process was very simple and well structured.”



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Conclusions

In the beginning of 2010, an external usability study by IADT has also been conducted on this site which has also been useful in helping us to improve the site and its functionality. Furthermore, the feedback and information contained in this report will be used to enhance the website and the submission process generally for 2011. The audit process of the MEDEA Awards will continue in 2011 with a dedicated evaluation process which will be conducted in a similar way to the audit process of 2009 and 2010. This process will include criteria specifically related to the usability of the website and the results of this process will be used to further enhance the service offered.



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