

# Summary Report of MEDEA Awards 2009 Entrants' Feedback

The MEDEA Awards website that ATiT created in 2009 was a dynamic website that has been translated since Spring 2009 into French and German, including an online submission form and submission overview that was made available in French, German and English.

[Screenshots](#) from the site at various times of the year are available on this site.

Our aim was to create a website that was easy for both entrants and judges to use and which allowed for the easy entry of submissions and the retrieval of information. 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.

## Survey of entrants in 2009

To obtain feedback from a participant's point of view, we invited all those who entered the MEDEA Awards in 2009, including all those who submitted entries which did not meet the submission criteria, to complete a simple online questionnaire in early February 2010. We also used this opportunity to alert these participants to the 2010 website and to the earlier closing date for the MEDEA Awards in 2010 which had been moved from 30 September in 2009 to 31 July in 2010

E-mail sent to 180 people who participated in 2009\*

*Dear participant,*

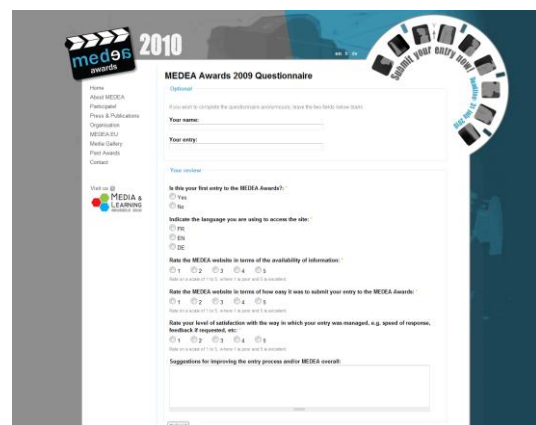
*We are delighted to launch the MEDEA Awards 2010 and to invite you to visit our new web site at <http://www.medeas-awards.com> (French and German pages will be updated shortly).*

*We would also like to invite you to help us to evaluate last year's awards and the participation process. To do this, please complete a short online questionnaire (5 short questions) where you can also send us your suggestions about how to improve the MEDEA Awards. Please go to <http://www.medeas-awards.com/medeas-awards-2009-questionnaire>. We look forward to receiving your feedback!*

*Kind regards,  
Nikki Cortoos  
MEDEA Secretariat*

\*Including 126 participants who met the submission criteria and 54 participants who failed to meet these criteria

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 2009 entry.



The screenshot shows the 'MEDEA Awards 2009 Questionnaire' form. It includes a header with the 'medes:EU awards 2010' logo and a navigation menu on the left. The form contains several questions with radio button and scale options:

- 1. I would like to complete the questionnaire anonymously. (Yes/No)
- 2. In this year first entry to the MEDEA Awards? (Yes/No)
- 3. Indicate the language you are using to access the site? (fr, en, de, es)
- 4. Rate the MEDEA website in terms of the availability of information? (1-5 scale)
- 5. Rate the MEDEA website in terms of how easy it was to submit your entry to the MEDEA Awards? (1-5 scale)
- 6. Rate your level of satisfaction with the way in which your entry was managed, e.g. speed of response, feedback if requested, etc. (1-5 scale)

There is a text box for 'Suggestions for improving the entry process and/or MEDEA overall' and a 'Submit' button at the bottom.

The screenshot above shows the online questionnaire, 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 on a scale of 1 to 5... Rate on a scale of 1 to 5, where 1 is poor and 5 is excellent.	Scale 1-5
Rate the MEDEA website in terms of how easy it was to submit your entry to the MEDEA Awards on a scale of 1 to 5 Rate on a scale of 1 to 5, where 1 is poor and 5 is excellent.	Scale 1-5
Rate your level of satisfaction with the way in which your entry was managed, e.g. speed of response, feedback if requested, etc on a scale of 1 to 5 Rate on a scale of 1 to 5, where 1 is poor and 5 is excellent.	Scale 1-5
Suggestions for improving the entry process and/or MEDEA overall Rate on a scale of 1 to 5, where 1 is poor and 5 is excellent.	open text

## Response

Of the 180 participants who we contacted, 20 participants sent back their feedback between 5 to 17 February 2010, this represents a response rate of 11%. For our 2010 competition, we aim to increase this response rate to 15%.

Interestingly enough, only 2 participants submitted their feedback anonymously and 9 of those who responded were participants whose entries are currently published on our website as showcases.

Responses to the question with our comments:

1	Is this your first entry to the MEDEA Awards?	Yes	No
		Responses	18
		Percentage	90%
			2
			10%

2	Indicate the language you are using to access the site	EN	FR	DE
		Responses	19	1
		Percentage	95%	5%
			0	0%
We only sent an English e-mail and offered an English online form, in 2010 we will carry out this survey in French and German as well as in English.				

3	Rate the MEDEA website in terms of the availability of information	1	2	3	4	5
		Responses	1	0	2	11
		Percentage	5%	0%	10%	55%
			6			30%
Responses show that most people evaluated the website positively.						

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
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		Responses	1	0	0	9	10
		Percentage	5%	0%	0%	45%	50%
<p>This is very positive response, but we are trying to make the process even easier in 2010 and to bundle the information required into one participation form this year. The judging criteria, terms &amp; conditions and IPR explanation is therefore referenced from the submission form itself as a pop-up or help item which we hope will make the site more user-friendly.</p>							

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	1	1	0	3	15
		Percentage	5%	5%	0%	15%	75%
<p>Overall, this is a positive evaluation in terms of the speed of response and in practice, and certainly when we got closer to the deadline when entries were flowing in rapidly each day, we still managed to answer questions and send confirmation of receiving the entry within one to two working days.</p>							

6	Suggestions for improving the entry process and/or MEDEA overall	Open text answer:
<p>6 participants provided the MEDEA Awards organisation with suggestions in this section. Two were focused on the <b>judging and its outcomes</b>: “judging on the basis of functionality and purpose besides looking for the multimedia realization” or “encouraging individual works of pupils and students that may otherwise not be able to compete with professionals or large organizations”.</p> <p>→ We had received this type of feedback already in 2008 and again, this year, when the judging selection was made public. We ask of all of our judges, who are using their knowledge and experience in either the field of education or media, or a combination of both, to judge MEDEA entries according to five main <a href="#">judging criteria</a>. These are: pedagogical quality, use of media, aesthetic quality, usability and technical quality, but next to this set of questions, we also ask our judges to view each entry in relation with their originator and with keeping the pedagogical context in mind. We quote the following from our judging guidelines of 2009:</p> <p><i>“You may find it challenging to evaluate a mix of professionally produced content and media created by learners and teachers. This should not frighten you: just assess the intrinsic qualities of each media and take into account your expectations regarding the quality, especially with regard to the technical standard: you can be forgiving if a primary school does not produce TV quality media, but you should be stricter with professional producers: they cannot afford to produce low technical quality. However in all cases, the quality should be such that it does not interfere with the learning. We count on your professional skills to objectively evaluate each entry on its own merits.”</i></p> <p>One critical comment that was made in the participants’ evaluation was with regard to the <b>level of interaction and learning from one another during the presentation and Awards Ceremony</b> in 2009, at Online Educa Berlin. The participant stated that, with too much focus on the competition, and in spite of very interesting people, thoughts, opportunities, the congress was not the right place to invite the finalists and the events could have been less superficial.</p> <p>→ In order to address this issue and to ensure the MEDEA Awards are organised in such a way so as to maximize the potential for interaction and exchange of good practice, the organisers of</p>		

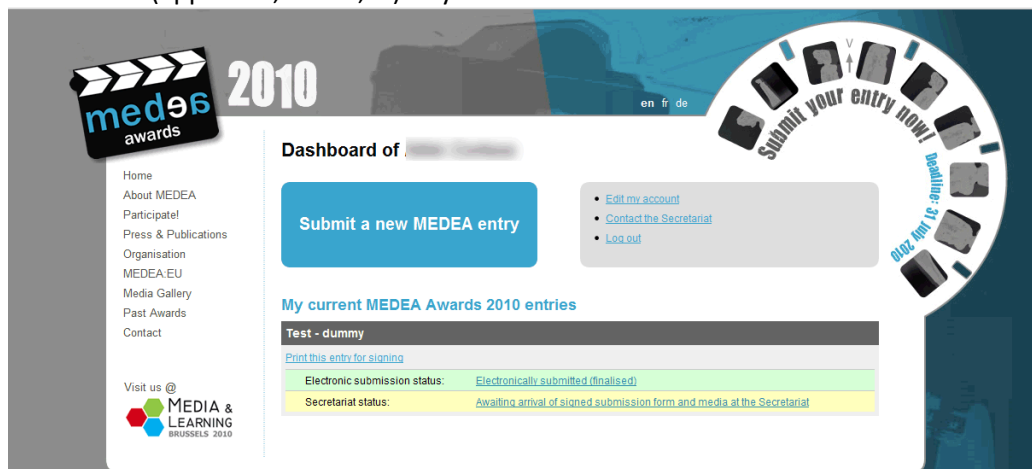
the MEDEA Awards are working with the Flemish Ministry of Education and the European Commission (DG Education and Culture) to organise a separate conference on 25 – 26 November 2010 called Media & Learning: towards the era of digital fluency. This conference will incorporate the annual MEDEA Awards Ceremony and finalists and other best practice entrants will play an active role in the conference, putting on demonstrations and taking part in discussions about the value of media in education and training. The conference website is <http://www.media-and-learning.eu>.

One of the participants that filled in the evaluation form suggested that each participant would receive his/her **entry evaluation** by the judges.

- ➔ In 2008 we organised this type of feedback, however it took a significant amount of time and resources. As the MEDEA Awards are continuously growing (in 2009 alone we received 254 submissions), a repeat of this process was considered impossible given the available time and resources and so for 2009 the organisers decided to announce the opportunity of requesting feedback in our Media in Education Newsletter, which is sent to all participants and registered users of our website. A few participants responded to this announcement and in total, we sent out feedback for 6 projects. This participant, however, must not have seen this call.

Another response was that “it can be more **user-friendly**”.

- ➔ In January 2010 we launched our redesigned website and submission form, in which the “Dashboard” of the user gives access to his/her account and contact information, the submission form itself and it lists their submissions and the status of their submissions (approved, issues, ...) as you can see in the screenshot below:



An external usability study has also been conducted on this site which has also been useful in helping us to improve the site and its functionality.

One of the other comments given in this open text field was that “it was a good experience to join this awards scheme” and this confirms the general feedback we received throughout the year, which is that participants appreciate the opportunity that the awards represent and the attention that they bring to the work involved in producing various types of educational media resources.

In 2010 we will adopt the method that we used in 2009 to gather feedback and will repeat the process with the 2010 participants.