

Methods in Research on Research MiRoR

D2.4 - Website

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Project abstract

Our aim is to create, in Europe, an innovative and ambitious multidisciplinary intersectoral joint doctoral training programme, dedicated to Methods in Research on Research (MIROR) in the field of clinical research. "Research on Research", is an emerging new scientific discipline that aims to reduce waste in research and increase research value. Waste in research represents tens of billions of Euros spent each year on studies that are redundant, flawed in their design, never published or poorly reported. The public is the main victim of this waste and reducing waste and increasing value of research represents a major societal challenge.

Our proposal involving 15 early-stage researchers, aims to:

1. Prepare students for envisioning the future challenges in clinical research and find innovative solutions to face them,
2. Train students to go well beyond the state-of-the-art in their research,
3. Help students think differently, taking advantage of the multidisciplinary expertise and intercultural diversity of the network,
4. Teach students how to move from research to action and convert knowledge and idea into a product,
5. Help students develop skills to match the public and private sector needs and create new professional opportunities.

MIROR brings together 7 world-class research teams in various disciplines (computer sciences, applied mathematics, biostatistics, bioinformatics, clinical epidemiology, psychology, social sciences and translational medicine) from 6 different European countries; 6 non-academic partners involved in diverse sectors, and 4 major academic partners. We will tackle several steps of a clinical research project (planning, conduct, reporting and the peer-review); various study designs (observational studies, randomised trials, systematic reviews); various study questions (therapeutic, diagnostic, and prognostic evaluation) using various methods (meta-epidemiologic studies, qualitative studies, experimental studies, simulations etc).

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Introduction

The present document is a deliverable of the MiRoR project (Grant Agreement #676207), funded by the European Commission Research Executive Agency (REA), under the Innovative Training Networks Programme of the Marie Skłodowska Curie Actions (H2020-MSCA-ITN-2015).

The deliverable of the MiRoR project website is the website itself, rather than a formal document. Nevertheless, this document provides an overview of the structure and impact of the project website, created and launched in February 2016 by the University Paris Descartes (UPD).

1 – Website structure

The first version of the website was created and launched by UPD during the pre-project stage, in February 2016.

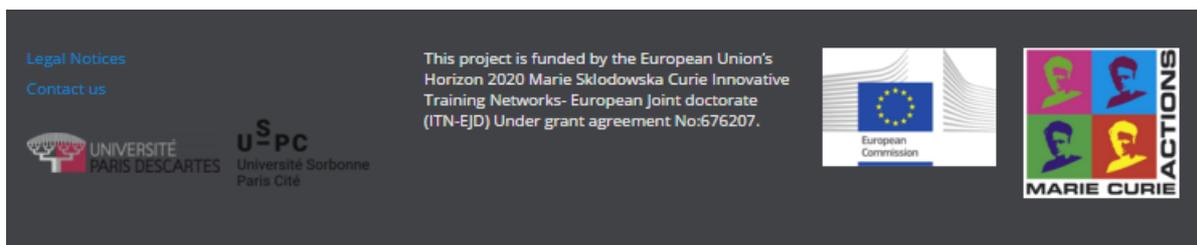
The domain name www.mirror-ejd.eu has been chosen in order to reflect the name of the project and to be easily found on the Internet by simply typing the name of the project on a search engine.

The homepage provides a summary of the project and shows the project logo along with the latest project news and information.

The screenshot shows the homepage of the MiRoR website. At the top, there is a navigation bar with the MiRoR logo (Methods in Research on Research) and menu items: HOME, ABOUT MIROR, CONSORTIUM, APPLICATION, RESOURCES, and INTRANET. A search icon and 'Site Admin / Log out' link are also present. Below the navigation bar is a large banner for 'Marie Curie PhD scholarship in Methods In Research On Research in clinical research Application are Open'. The main content area features a section titled 'Methods in Research on Research (MiRoR)' with a brief description of the program and its goals. To the right of this section is a box titled 'APPLICATIONS FOR PhD POSITIONS ARE OPEN' with details about recruiting 15 PhD students and a deadline of May 1, 2016. Below this is a 'Latest news' section with a 'View All' link. The first news item is 'Marie Curie PhD fellowships in Methods in Research on Research', which includes a photo of a group of people and text about 15 fully-funded 3-year PhD fellowships. At the bottom of the page, there are three blue buttons: 'See Individual PhD research projects', 'Join the MIROR PhD programme', and 'Submit your application now'.

At the bottom of the homepage there are:

- A 'Contact us' section, where it is possible to contact the MiRoR Project Manager by completing a form;
- UPD and USPC logos, since the project coordinator is also the web designer;
- The European Commission and Marie Curie Actions emblems;
- The text provided by the European Commission to be used for all project communication activities.



2 - Main pages

The structure of the website consists of the following main pages, explained in details below:

Home	Custom Link ▼
About MIROR	Custom Link ▼
Scientific programme <i>sub item</i>	Page ▼
Individual Research Projects <i>sub item</i>	Page ▼
Consortium	Custom Link ▼
Beneficiaries <i>sub item</i>	Page ▼
Partners <i>sub item</i>	Page ▼
Supervisors <i>sub item</i>	Page ▼
Application	Custom Link ▼
Application process <i>sub item</i>	Page ▼
Submission - For Applicants <i>sub item</i>	Page ▼
Submission - For Referees <i>sub item</i>	Page ▼
Resources	Custom Link ▼
Intranet	Custom Link ▼
Meetings <i>sub item</i>	Page ▼
Deliverables <i>sub item</i>	Page ▼

- **Scientific programme:** this page gives a general description of the background and objectives of the project;
- **Individual research projects:** it includes the list of research projects defined by the MiRoR consortium and their detailed description, so that applicants in the joint doctoral training programme can easily identify their favourite research project;
- **Beneficiaries:** it includes the list and a short description of the 7 research teams involved in the project;
- **Partners:** it includes the list and a short description of the 6 non-academic and 4 academic partners of the project, that will host students during secondments or for short-visits and all will participate in training;
- **Supervisors:** this page is meant to present to potential candidates the Supervisors of the research projects, including their photo and a link to their biography;
- **Application process:** it describes in detail how to apply for the joint doctoral training programme, deadline, eligibility criteria and selection process;
- **Submission - for applicants:** this page was built to allow applicants to submit their applications. Once submitted, applications are automatically received by the Project Manager who, after a first screening, send them to the consortium members involved in a the related research project;
- **Submission - for referees:** this page is used by referees to upload their letter of recommendations;
- **Resources:** it contains a list of useful documents related to Marie Curie Actions.

In addition to these public pages, an Intranet is only accessible with a password by the project partners and the EC project scientific officer. It includes two pages:

- **Meetings:** it contains presentations and other useful material related to project meetings;
- **Deliverables:** it contains the list of deliverables submitted to the EC by the Project Coordinator.

The public website will be maintained regularly with updates as the project produces results, as papers are published, deliverables released or whenever there are items or news to report and the structure of the website will be enhanced with additional menu items as more comprehensive results are delivered.

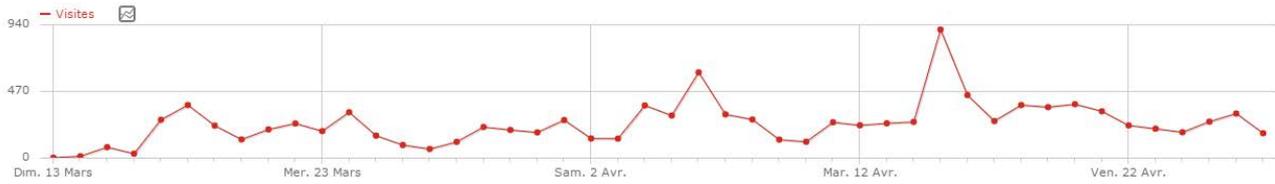
3 – Website impact

Websites constitute key dissemination tools in increasing project dissemination and impact. The website of the project is indeed the front end, i.e. the public image of the project and the prime online access point. In these first months the website was essential in order to present the project, promote the MiRoR PhD fellowships and receive applications.

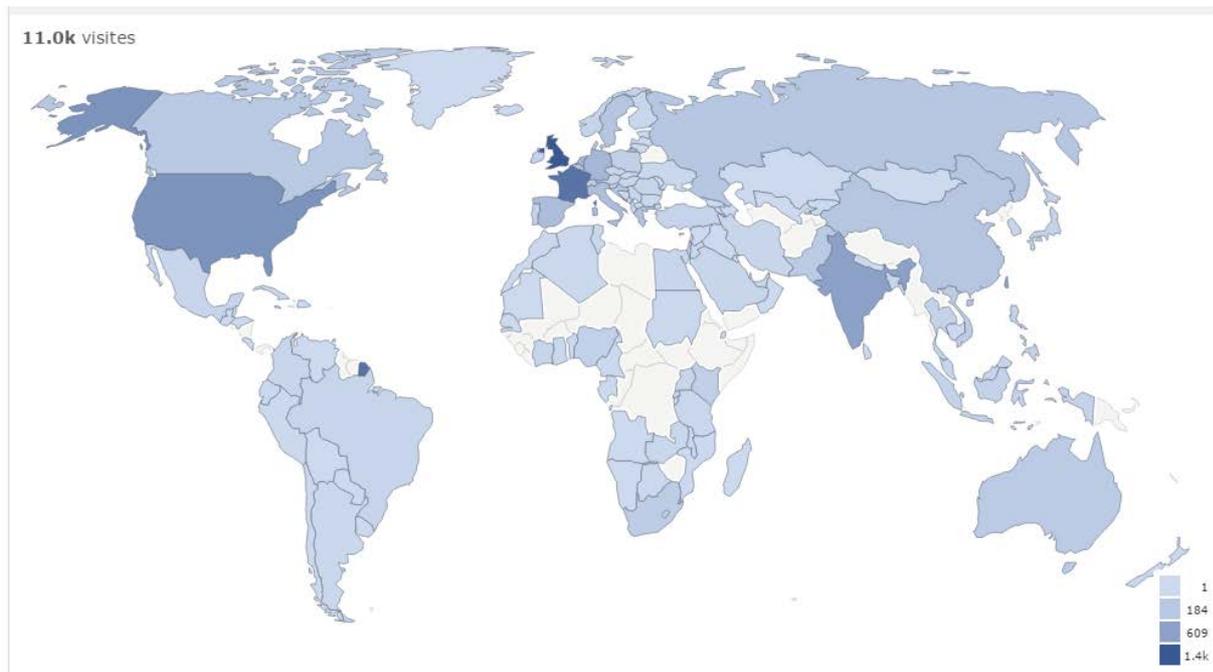
Several queries were received by the Project Manager through the 'Contact us' section of the website, especially from applicants who needed clarifications on eligibility criteria.

The importance and impact of the website can be easily analysed using Piwik, a web analytics tool which shows how people found out the website and how they navigated through it. Other interesting information is made available through this tool, for example the country of origin of users, the most visited pages, the time spent on the website, etc.

In the period March - April 2016 the website was visited 11 020 times, with 27 861 page views and average visit duration of 4:16 minutes.



The figure below illustrates how visitors are widespread all over the 5 continents:



Most visited pages:

TITRE DE LA PAGE	VUES	▼ VUES UNIQUES	Taux DE REBOND	TEMPS MOYEN SUR LA PAGE	Taux DE SORTIE	TEMPS MOYEN DE GÉNÉRATION
Application process Projet MiRoR	6 930	5 630	59 %	00:01:41	59 %	2,87s
Projet MiRoR An innovative and ambitious joint doctoral training programme	6 622	4 752	38 %	00:01:09	46 %	2,62s
Individual Research Projects Projet MiRoR	5 462	4 192	56 %	00:02:02	63 %	2,49s
Submission - For Applicants Projet MiRoR	3 503	2 576	49 %	00:02:03	55 %	6,1s
Scientific programme Projet MiRoR	1 138	949	40 %	00:01:23	23 %	2,3s
Submission - For Referees Projet MiRoR	1 073	754	42 %	00:02:33	60 %	5,93s
Beneficiaries Projet MiRoR	842	687	39 %	00:01:23	28 %	1,64s
Partners Projet MiRoR	569	509	25 %	00:01:20	23 %	1,44s
Supervisors Projet MiRoR	343	257	36 %	00:02:46	40 %	1,79s
Resources Projet MiRoR	256	225	33 %	00:02:17	31 %	3,78s
Marie Curie PhD fellowships in Methods in Research on Research Projet MiRoR	250	221	39 %	00:01:08	29 %	2,4s
Meetings Projet MiRoR	179	111	10 %	00:01:34	28 %	1,22s
Contact Projet MiRoR	147	107	50 %	00:02:04	37 %	3,26s

Most of the users arrived on the website by directly entering the MiRoR url (entrées directes), others by following a link in another website (sites web) and some of them from a search engine (moteurs de recherché):

TYPES D'ACQUISITIONS	▼ VISITES	ACTIONS	ACTIONS PAR VISITE	TEMPS MOYEN SUR LE SITE	TAUX DE REBOND	TAUX DE CONVERSION
Entrées directes	7 169	21 911	3,1	4 min 25s	46 %	0 %
⊕ Sites web	3 436	8 950	2,6	3 min 40s	55 %	0 %
⊕ Moteurs de recherche	369	1 643	4,5	7 min 19s	21 %	0 %

In particular, users come from the following websites:

SITE	▼ VISITES
⊕ www.facebook.com	617
⊕ scholarship-positions.com	578
⊕ m.facebook.com	471
⊕ www.cochrane.org	325
⊕ academicpositions.eu	282
⊕ t.co	145
⊕ lm.facebook.com	81
⊕ ec.europa.eu	78
⊕ l.facebook.com	69
⊕ es.cochrane.org	61
⊕ www.linkedin.com	41
⊕ cliniquepidemio.fr	38
⊕ www.equator-network.org	38
⊕ www.scto.ch	35
⊕ edokoita.blogspot.gr	33
⊕ www.ecrin.org	33
⊕ www.ffst.unist.hr	32
⊕ www.wemakescholars.com	30
⊕ grstats.forumotion.net	22
⊕ web.facebook.com	19
⊕ blog.rri-tools.eu	18

More details are available upon request.

4 - Website future developments

The project website will be a dynamic, vibrant tool: its structure will continuously evolve as the project itself develops and its content will be constantly updated by UPD with the contribution of the consortium.

The website will be maintained regularly with updates as the project produces results, as papers are published, deliverables released or whenever there are items or news to report. The structure of the website will be enhanced with additional menu items as more comprehensive results are delivered.

All changes to the website will be driven by the needs of the project and in consultation with the appropriate project partners. Descriptions of these changes will be included in future deliverables, such as the Project Progress Report (deliverable D2.10), due at Month 13 (March 2017).