

Status Report for Outreach WG

2016. 10

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I. GEBCO Outreach Roadmap

GEBCO Outreach Roadmap

Potential activities in short-terms and long-terms

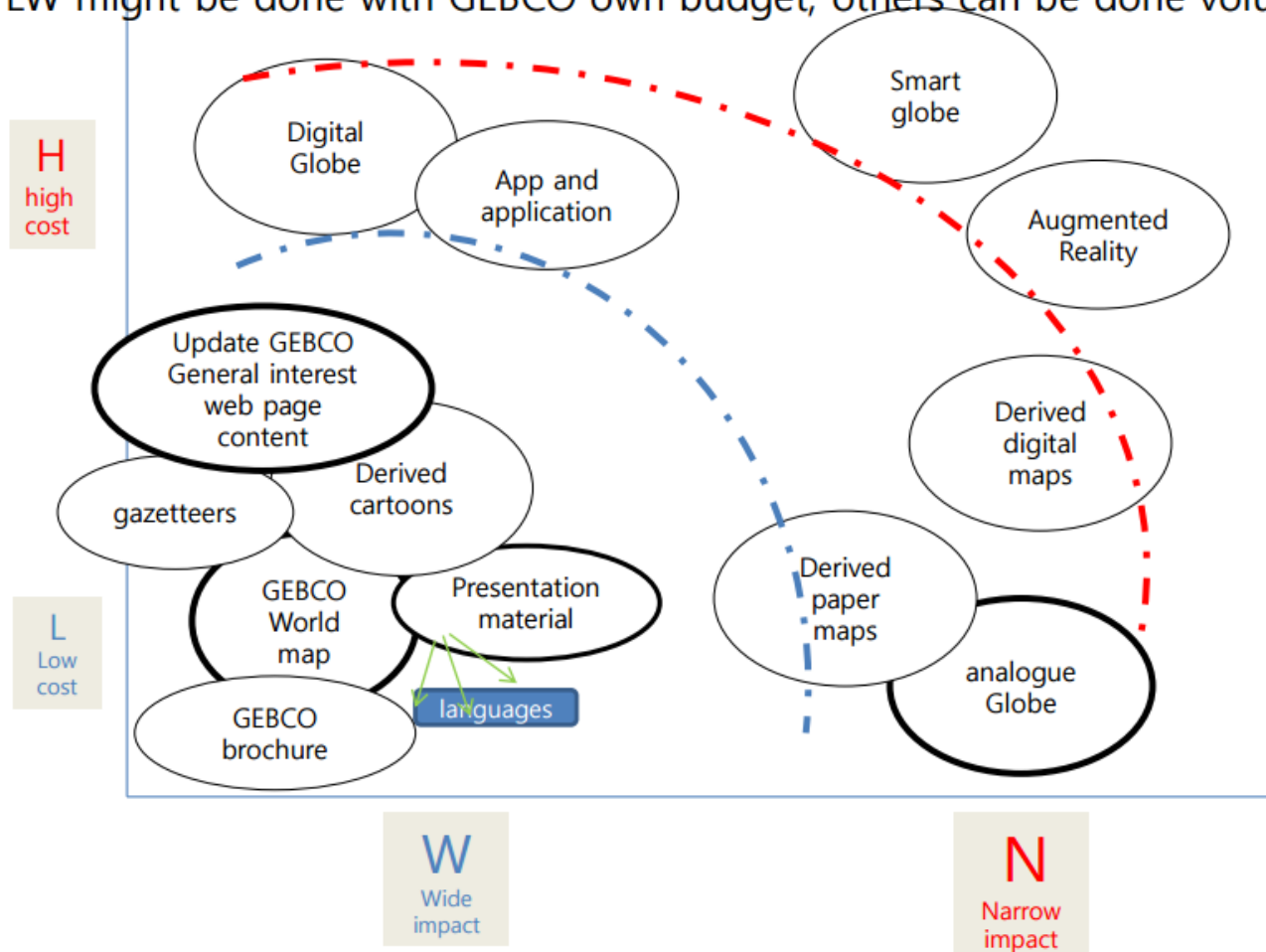
	Products	Activities
Offline	<ul style="list-style-type: none"> - Water-proof A3 GEBCO map - A0 GEBCO map - GEBCO balloon with depth information - Digital GEBCO map - Smart GEBCO Globe - Derived thematic maps - Cartoons and animations 	<ul style="list-style-type: none"> - Better Booth in Monaco - More trial to send A3 GEBCO map - Encourage GEBCO colleagues to give presentation of GEBCO's work at conferences; exhibitions and meetings and through scientific and general interest publications - Report on the economic effects of GEBCO products
Online	<ul style="list-style-type: none"> - More Uploading of GEBCO data - Animations and Videos - Information Services - Digital imagery products - Up-to-date GEBCO brochure 	<ul style="list-style-type: none"> - Education Program in Open Universities and Cyber Universities - Customized expert training on web and mobile environments - Continue to improve content of GEBCO's 'General Interest' web pages relating to the importance of seafloor mapping and its uses' and post links to posters; - Post links to articles about GEBCO, its work and about the bathymetry data on GEBCO's Facebook pages

GEBCO Outreach Roadmap

Priority in outreach masterplan

LW might be done first and then HW and LW and finally

LW might be done with GEBCO own budget; others can be done voluntarily



II. GEBCO Outreach Program Status Review

1. Strategy for Outreach Working Group

2. Development of Subpage Proto-type for Secondary School Students

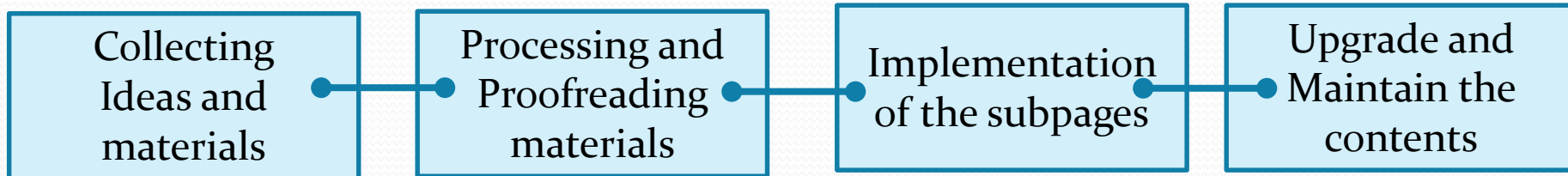
3. Informational Briefing on GEBCO for Bathymetric Data Creation

and Application users

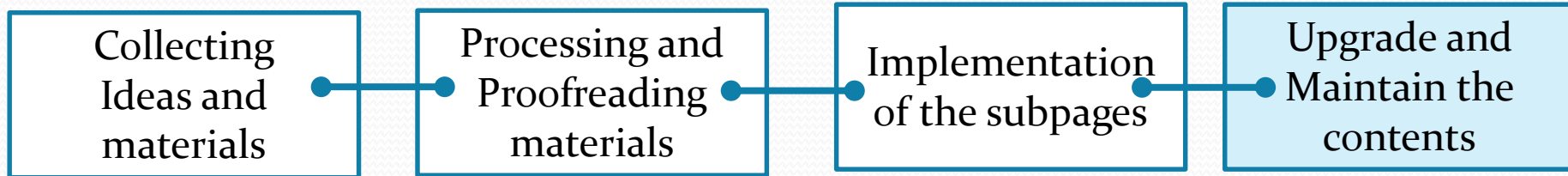
1. Strategy for Outreach Working Group

Purposes and Strategies

- * Need to define the purpose of Outreach program on GEBCO
- * Develop the different targets with different strategies



2. 2016 Development of Subpage Proto-type for Secondary School Students

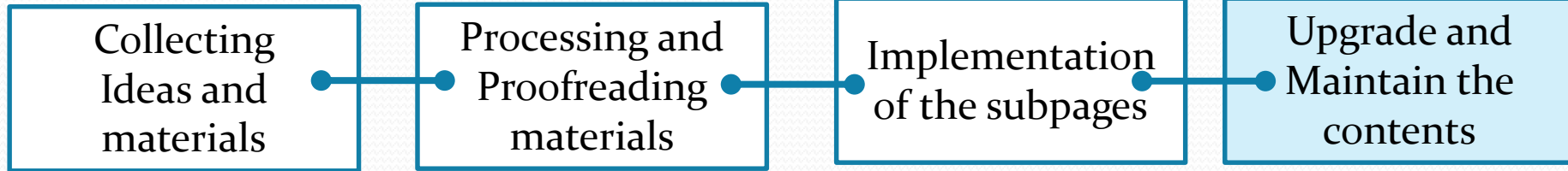


Video clipping Process

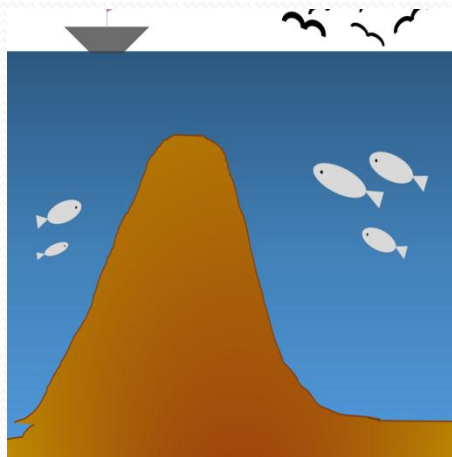
Title of video file	The deepest Ocean in the world Mariana Trench
URL	https://www.youtube.com/watch?v=xmq5Lo6KTkk
Key points of time laps	<ul style="list-style-type: none">.explain the relationship between trench and ridges on earth (about 17 min).find the number, depth of Mariana Trench (about 20 min).figure out the magnetic anomalies around the trench (about 23 min).understand the phenomena mud volcano activities near the trench (about 26 min).....
Metadata for source	A&E television network, Video ID:xmq5Lo6KTkk Dimensions:854 x 480 * 1.100000023841858 Resolution:640 x 360@30 Volume: 55%
Representative Image	Representative Image



2. 2016 Development of Subpage Proto-type for Secondary School Students



Twenty questions for generic names and undersea feature names



Sea mountain

Is it on the ground?	No
Is it floating on the water?	Yes
Is it under the water?	Yes
Is it alive?	No
Is it related to the waves?	No
Is it on the sea floor?	Yes
Can it be found on the deep-sea floor?	Yes
Is it large?	Yes
Is it flat?	No
Does it look like a stick?	No
Does it look like a bowl?	No
Is it related to the volcanoes?	Yes
Is it related to the volcanic activity?	Yes
Can it be isolated?	Yes
Is it tall?	Yes
Is it less than 1,000m in height?	No
Is it greater than 1,000m in height?	Yes
Does it reach to the water's surface(sea level)?	No
Does it have a comparatively flat top?	No
Is its summit limited in size?	Yes
Does it have a conical form?	Yes

III. Pre-action plan survey

1. Pre-action Plan Survey: AHP analyses

Purposes

- To collect the opinions to set directions of education and outreach activities for GEBCO

Questionnaire : 6 pair-wised questions

Questionnaire

This questionnaire is to collect the opinions to set directions of education and outreach activities for GEBCO. No Usage of answers is guaranteed. Please check all the answers and submit to hhsung@evha.ac.kr and emchans71@gmail.com by 30th Nov.

Name: Patricio J. Carrasco
 Affiliate: Director SHOA
 Dates:

Analytic Hierarchical Process: (for example, Real questions will start in the next page)

0. Who will be the target (client) for education and outreach program?

- Could you check which is more important? (A or B)?
- Could you check how much more important? (From 1 to 9)?

Scale: 1 - Equal importance, 3 - Moderate importance, 5 - Strong importance, 7 - Very strong importance, 9 - Extreme importance (2,4,6,8 values in-between).

A. When *Mariners and mapping agency* are more important in your opinion than *Scholars and Researchers*, check the mark the box to the next box to your choice (in the column of).

B. *Mariners and mapping agency* is moderately important than *Scholars and Researchers*? Please check the mark in the box of #3.

C. When *Businessman: oil gas engineering* is more important than *Mariners and mapping agency*, check the mark the box to the next box to your choice (in the column of).

D. Keep the selections.

A		B		How much more important?								
	<input type="radio"/>		<input type="radio"/>									
				1	2	3	4	5	6	7	8	9
1	<i>Mariners and mapping agency</i>	<input type="radio"/>	<i>Scholars and Researchers</i>			<input type="radio"/>						
2	<i>Mariners and mapping agency</i>	<input type="radio"/>	<i>Businessman: oil gas engineering</i>					<input type="radio"/>				
3	<i>Mariners and mapping agency</i>	<input type="radio"/>	<i>General Public and Students</i>									

1. Who will be the target (client) for education and outreach program?

A		B		How much more important?								
	<input type="radio"/>		<input type="radio"/>									
				1	2	3	4	5	6	7	8	9
1	<i>Mariners and mapping agency</i>	<input type="radio"/>	<i>Scholars and Researchers</i>			<input type="radio"/>						
2	<i>Mariners and mapping agency</i>	<input type="radio"/>	<i>Businessman: oil gas engineering</i>					<input type="radio"/>				
3	<i>Mariners and mapping agency</i>	<input type="radio"/>	<i>General Public and Students</i>									
4	<i>Scholars and Researchers</i>	<input type="radio"/>	<i>Businessman: oil gas engineering</i>					<input type="radio"/>				
5	<i>Scholars and Researchers</i>	<input type="radio"/>	<i>General Public and Students</i>			<input type="radio"/>						
6	<i>Businessman: oil gas engineering</i>	<input type="radio"/>	<i>General Public and Students</i>					<input type="radio"/>				

2. Which activity has priority in all the targets?

A		B		How much more important?								
	<input type="radio"/>		<input type="radio"/>									
				1	2	3	4	5	6	7	8	9
1	<i>Making a new brochure and poster</i>	<input type="radio"/>	<i>Making GEBCO subpages for each target</i>			<input type="radio"/>						
2	<i>Making a new brochure and poster</i>	<input type="radio"/>	<i>Attending various conferences</i>					<input type="radio"/>				
3	<i>Making a new brochure and poster</i>	<input type="radio"/>	<i>Making diverse GEBCO products</i>			<input type="radio"/>						
4	<i>Making GEBCO subpages for each target</i>	<input type="radio"/>	<i>Attending various conferences</i>					<input type="radio"/>				
5	<i>Making GEBCO subpages for each target</i>	<input type="radio"/>	<i>Making diverse GEBCO products</i>					<input type="radio"/>				
6	<i>Attending various conferences</i>	<input type="radio"/>	<i>Making diverse GEBCO products</i>					<input type="radio"/>				

2. Pre-action Plan Survey: AHP results 5 answers out of 10

Priority Activities for mariners and mapping agency

General Public and students(29.92) > Mariners and mapping agencies(28.4)
Scholar and researchers(27.6) > Business man related to ocean(14.14)

Priority for outreach activities

Making GEBCO subpage(43.92)> Attending conference (28.24)
Making diverse GEBCO products(15.16)> Making new Brochures

Priority for Public Users and Students

Attending conference or regional mapping meeting(61.41) > Make a special brochure or mariners (19.94) <make a video for mariners (18.58)

2. Pre-action Plan Survey: AHP results 4 answers out of 10

Priority Activities for Potential Users

General Talks on GEBCO (35.95) > Special Session for GEBCO today and Tomorrow (25.3) > Exhibition in Booth (13.325)

Priority for experts on Sea and Ocean

Writing a paper on socio-economic benefit analysis(43.97)
> Attending the most dominant conference (35.2)
> Writing a paper on the usage of GEBCO product (20.83)

Priority for Public Users and Students

Making an interactive and interesting outreach page(35.375)
> Story development for ocean mapping (21.45)
> Preparing teachers' material (17.4)
> Networking Associations of Museums and distribution material (14.75) > Mobile App development for GEBCO outreach(11.65)

IV. Outreach Working Group 2016 Agenda

Outreach Working Group 2016 Agenda

- Agenda 1. To discuss organization issues in Outreach Working Group
- Agenda 2. To draft Terms of Reference for GEBCO Outreach Working Group
- Agenda 3. To review outreach activities and discuss near-future plans for outreach
- Agenda 4. To review improvements in outreach website for secondary school students
- Agenda 5. To discuss budget allocation plan for 2017-2018

Thank you