

Status Report for Outreach WG

2016. 10

Hyo Hyun SUNG

Eunmi CHANG

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I. GEBCO Outreach Roadmap

GEBCO Outreach Roadmap

Potential activities in short-terms and long-terms

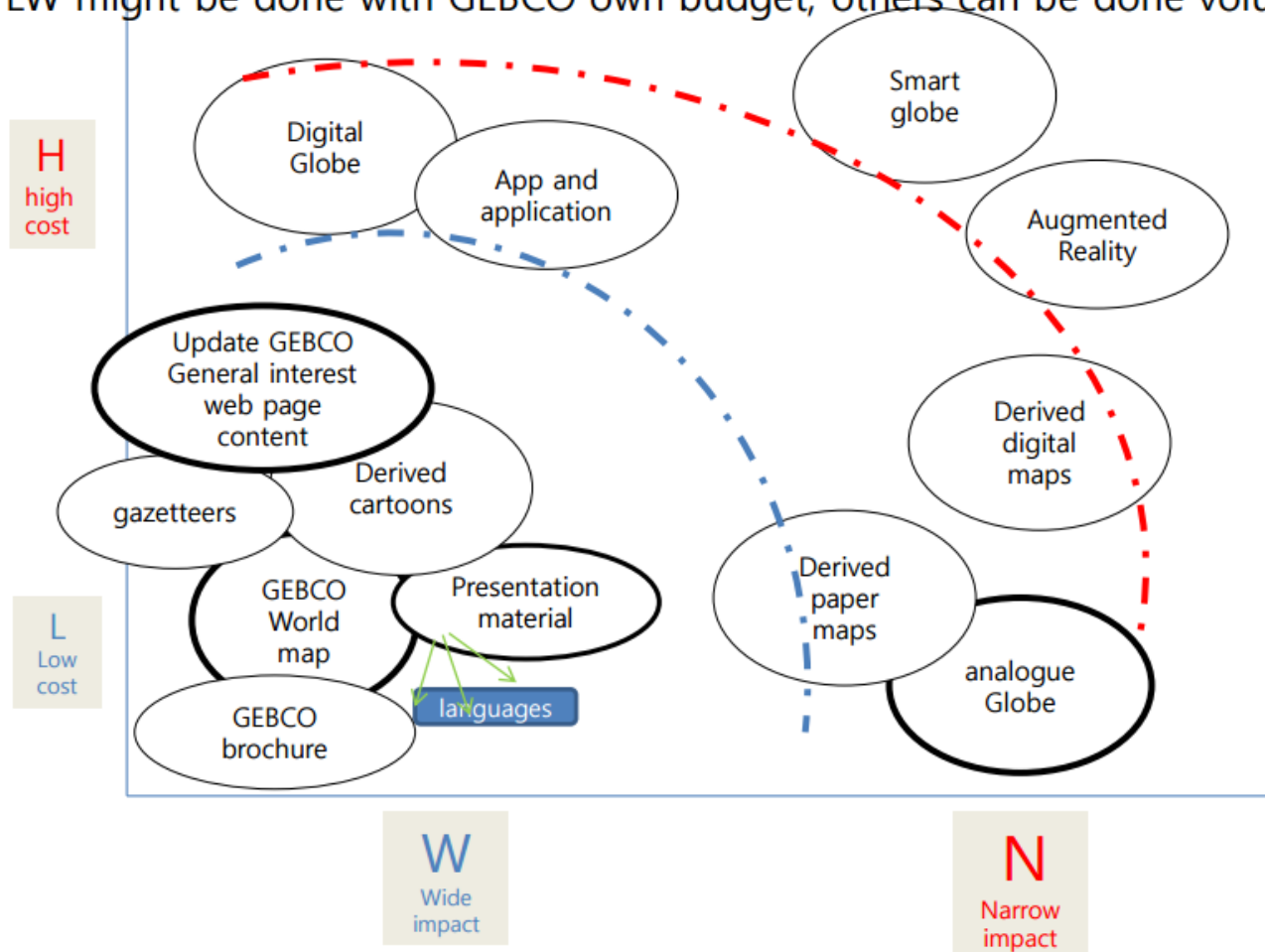
	Products	Activities
Offline	<ul style="list-style-type: none"> - Water-proof A3 GEBCO map - A0 GEBCO map - GEBCO balloon with depth information - Digital GEBCO map - Smart GEBCO Globe - Derived thematic maps - Cartoons and animations 	<ul style="list-style-type: none"> - Better Booth in Monaco - More 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 the LN and HN should be done 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

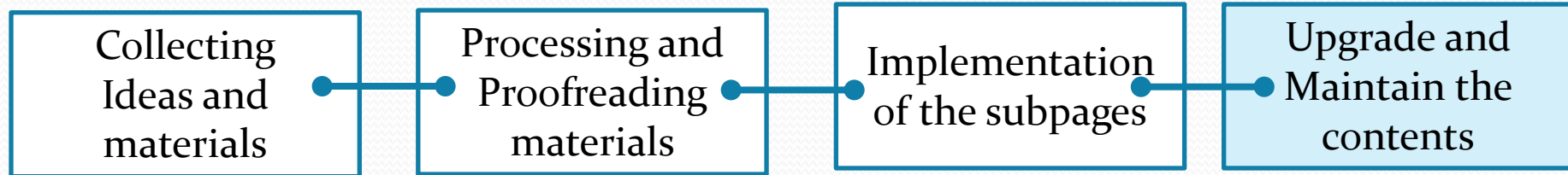
Purposes and Strategies

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

Effects of outreach programs

- Awareness of GEBCO activities
- Lead society toward sustainable development
- More investments on Hydrographic Survey and Ocean Mapping

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

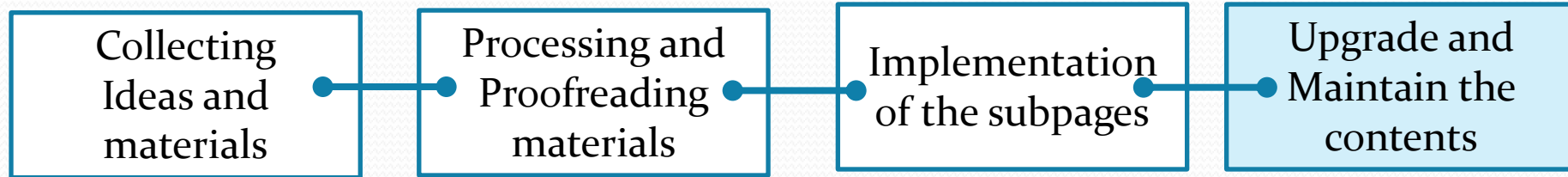


Video clipping Process

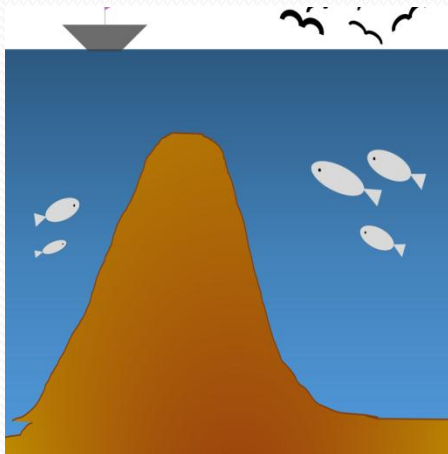
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URL	https://www.youtube.com/watch?v=xmq5Lo6KTkk
Key points of time laps	<ul style="list-style-type: none">.explain the relationship between trench and ridges on earth (about 17 min).find the number, depth of Mariana Trench (about 20 min).figure out 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

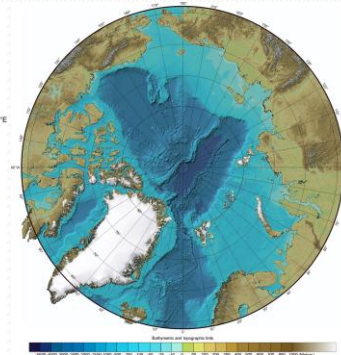
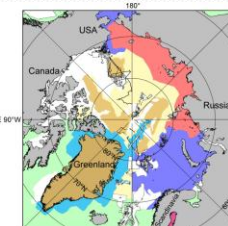
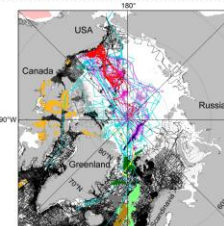
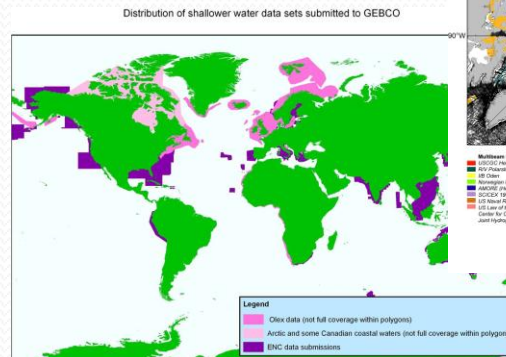
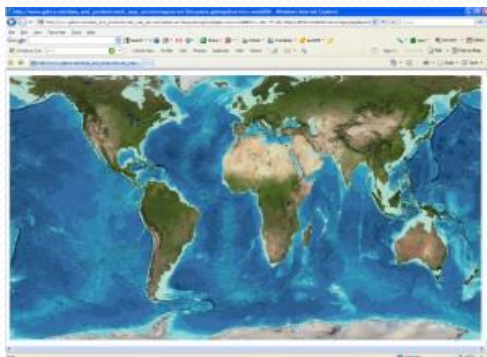
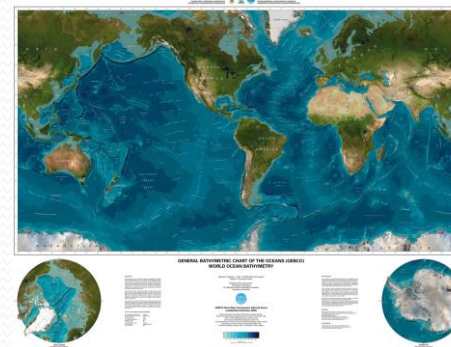


Sea mountain

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

3. Briefing on GEBCO for Bathymetric Data Creation and Application users

- Gridded Bathymetry Data
- GEBCO Digital Atlas
- GEBCO Web Map Service
- Shallow Water Bathymetry
- Regional Mapping
- International Bathymetric Chart of the Arctic Ocean (IBCAO)
- Crow-sourced Bathymetry
- Seabed 2030



III. Pre-action plan survey

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