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IDC2010 DEMOS

This year demos have been "More than Demos" because they were showcased at a very special venue: "CosmoCaixa" the Science Museum of Barcelona. This belongs to the foundation of a prominent savings bank ("la Caixa").

There were two sessions for "More than Demos":
- The first was for IDC2010 attendees on Thursday afternoon, right before the Keynote.
- The second was open to the general public that visits the museum on Saturday morning. The museum guaranteed (through their standard advertising channels) a large number of visitors (groups of children, families, etc.). Therefore, the selected demos obtained the following extra benefits:
  - The event can be considered an official dissemination event for research. The organization of IDC2010 and the museum delivered a certificate to the authors as a proof of their participation in the event.
  - During the event the authors could observe how members of the general public understood and used their demos in an informal manner.
  - Authors could also set up formal field trials with the visitors by having them sign consent forms and carrying out interviews, having them fill out questionnaires, and collecting observational data, etc. This allowed some of the authors to obtain very valuable research data in a short period of time.

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