



Website redesign

The Max Planck Institute for Psycholinguistics (MPI) website needs an update. The current design dates back to 2008 and does not offer enough structure, function and profiling for the Institute.

Demand

Redesign and realization of MPI website which concerns:

- ✓ The functionality of the online environment (both navigation and interactivity);
- ✓ Design of the online environment on the basis of the guidelines named below;
- ✓ Rebuild the site and technical realization in accordance with specifications.

Central design principles

- ✓ Inform: provide information about the research and researchers in different departments at the institute;
- ✓ Exposure: show ambition and quality with news, events, vacancies, etc.

Guidelines for design, in order of importance:

- A. Structure of the institute: Multidisciplinary research institute for language and communication
 - I. Example: www.aesthetics.mpg.de/en.html
 - Clear visualization of the institute's structure;
 - Fashion stable design with a 'clean' look.
 - B. Making MPI research visual: Large background picture, embedded videos, blogs, twitter etc.
 - I. Example: www.dri.eu

This website shows their research with both a large background photo and prominently embedded video about their institute.
 - II. Example: <http://www.ubc.ca/>

The MPI studies language and communication on a continuum of research levels, which is her 'selling point'. This website serves as an example of visualizing the spectrum on which MPI conducts research.
- C. Easy to find search engine for employees and key words
- D. News

Target audience, in order of importance

1. Professionals interested in language
2. Scientists and students
3. Funders (NWO, ZonMw, etc.)
4. Lay people (educated adults)
5. Participants for research

Goals of the website

- ✓ Target audience can quickly find information about structure of the institute, the researchers and their projects;
- ✓ Target audience can find information on news, events and available jobs and such;
- ✓ Target audience can be redirected to external websites for participating in research or for science communication like blogs and such.

Other conditions

- ✓ The new website is in English by default, but also easily changed into Dutch. The content of the pages should change to Dutch, not only direct to a single Dutch website.

Aims of the website

- ✓ Audience knows MPI is part of the Max Planck Gesellschaft and what the goals of this institute are;
- ✓ Audience sees what type of research is done at the MPI;
- ✓ Audience sees MPI conducts ambitious research in the research society;

Technical specifications

The website should have a corporate lay out in which only content can be edited by specific users to propagate the MPI brand. CMS should have a system for distributing editing rights per page to user roles. User roles can be defined and allocated by administrators, starting with a very basic set.

Embedded systems in current website which should not lose functionality:

- Pubman plug in
- Employee database
- Events registration form
- Participants application form/website
- LDAP connection (check login on website against valid MPI-account)

Responsiveness

- ✓ The website design should be responsive to fit different desktop size, tablets and smart phones.

Benefits

A new website will improve the presentation of MPI research to the aforementioned target groups and therefore her visibility. It will raise opportunities for research funding, attracting (young) talent and collaboration with research partners and other institutions.

Current situation

The current website offers insufficient opportunities for profiling:

- ✓ Few possibilities to make use of images and animations;
- ✓ Unappealing lay out for marketing the institute and researchers;
- ✓ Integration of social media applications is limited.

Attachments

Attached you find background information on the MPI, images and a link to a promotional movie clip of the institute to use for mock ups.

Max Planck Institute for Psycholinguistics

Who we are?

The Max Planck Institute for Psycholinguistics (MPI) is an institute of the German Max Planck Society. Our mission is to undertake basic research into the psychological, social and biological foundations of language. The goal is to understand how our minds and brains process language, how language interacts with other aspects of mind, and how we can learn languages of quite different types.

The MPI in Nijmegen is one of the few outside Germany and it is the only institution **in the world** entirely devoted to psycholinguistics.

The institute is situated on the campus of the Radboud University in Nijmegen. We participate in the Donders Institute for Brain, Cognition and Behaviour, and have particularly close ties to that institute's Centre for Cognitive Neuroimaging. We also participate in the Centre for Language Studies. A joint graduate school, the IMPRS in Language Sciences, links the Donders Institute, the CLS and the MPI.

What do we do?

Our research departments cover important subdomains within the study of language and communication, including:

✓ **Language and Genetics**

Human children have an unparalleled capacity to acquire sophisticated speech and language skills. Despite the huge complexity of the task, most children learn their native languages almost effortlessly, and do not need formal teaching to achieve a rich linguistic repertoire. It has long been suspected that the answers to this enigma lie buried in our genetic makeup.

At a more fundamental level, speech and language are defining features of the human condition, core aspects of our species. Yet, we still know very little about how the genome is able to build a language-ready brain, nor why even our closest primate cousins appear unable to match human capabilities in this area.

We aim to uncover the DNA variations which ultimately affect different facets of our communicative abilities, not only in children with language-related disorders but also in the general population. In addition, we hope to trace the evolutionary history and worldwide diversity of key genes, which may shed new light on language origins.

✓ **Neurobiology of Language**

The focus of the Neurobiology of Language Department is on the study of language production, language comprehension, and language acquisition from a cognitive neuroscience perspective. This includes using neuroimaging, behavioural and Virtual Reality techniques to investigate the language system and its neural underpinnings. Research facilities at the MPI include a high-density EEG lab, a Virtual Reality lab, and several behavioural labs. With part of the department stationed at the Donders Institute for Brain, Cognition and Behavior, Centre for Cognitive Neuroimaging, we also have access to a whole-head 275 channel MEG system, MRI-scanners at 1.5, 3 and 7 Tesla, a TMS-lab, and several other EEG labs.

✓ **Psychology of Language**

The work in the department is directed at developing functional models of speaking and listening. We aim to understand which cognitive processes occur when we talk and when we understand spoken utterances, how these processes are coordinated in time, and how they influence each other. One important broad concern of the department is to identify characteristics of the cognitive system that determine behavior across a wide range of linguistic tasks. Working memory capacity, processing speed or the size of the mental lexicon might be such characteristics. To carry out this work, we often ask speakers and listeners to participate in several speaking, listening, and general cognitive tasks. This allows us to study their performance profiles and to identify underlying traits and skills. This approach also allows us to investigate how performance differences

between adult speakers and listeners arise. Whereas experimental psycholinguistic work is most commonly carried out with student participants, we welcome the participation of speakers and listeners with more diverse backgrounds.

✓ **Language and Cognition**

The Language and Cognition Department investigates the relationship between language, culture and general cognition, making use of the "natural laboratory" of language variation. In this way, the Department brings the perspective of language diversity to bear on a range of central problems in the language sciences. It maintains over a dozen field sites around the world, where languages are described (often for the first time), field experiments conducted and extended corpora of natural language usage collected. In addition, the department is characterized by a diversity of methods, ranging from linguistic analysis and ethnography to developmental perspectives, from psycholinguistic experimentation to conversation analysis, from corpus statistics to brain imaging, and from phylogenetics to linguistic data mining.

Our daily work is organized in multidisciplinary research projects that cross-cut the research groups and draw on the different expertise within the institute. We also contribute to the field by providing training opportunities for PhD students, and by participating in various educational programs.

✓ **Language acquisition**

This fall, a new department in language acquisition will start directed by Prof. Caroline Rowland.

Multidisciplinary research

The study of language is thoroughly multidisciplinary. Researchers come from various disciplines, ranging from anthropology, linguistics, psychology, neuroscience, genetics, computer science, and archiving technology.

International atmosphere

The atmosphere of the institute is very international. Researchers come from all over the world - there are about 20 nationalities - and there are many active international collaborations with colleagues in the US, Europe, Australia, Korea, China, and Japan. Of course, we also collaborate with other Max Planck Institutes (e.g., Evolutionary Anthropology, Human Cognitive & Brain Science, Biological Cybernetics, Social Anthropology, and History of Science).

Wide range of research methods

No single approach provides all the answers to the questions we pursue, and we therefore conduct our research with a very wide range of methods. Some of our researchers run highly controlled experiments in a laboratory, whereas others go out into the world to collect data in more naturalistic settings, like a kindergarten, or a remote field site in the Pacific. Furthermore, we examine communicative behavior (natural or task-induced), brain functions, as well as, increasingly, the underlying genetic factors.
