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## BRIDGING RESEARCH AND PRACTICE IN FSL

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# Website

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## What is a research and/or field-inspired **website**?

A website compiles a collection of related web pages, created by an individual or organisation, accessible under a common domain name.

*In the field of FSL, websites can open a dialogue and help bridge the gap between teachers and researchers on best practices. This medium allows researchers and academic institutions to summarize their initiatives and link to more detailed information for curious users, as well as practitioners to share their experiences and reflections from the field with researchers. Developing your own website has become more accessible than ever, with a variety of options available for people without a background in coding.*



## CREATORS AND CONSUMERS

### Who is making **websites** in FSL?



- Researchers who want to communicate their findings, recruit participants, or assemble focus groups
- Academic institutions wanting to advertise their initiatives
- Teachers interested in communicating reflections on their practice

### Who is likely to **browse** them?



- Teachers who want to their improve language instruction and learn more about ongoing research
- Administrators and department heads who want to keep a pulse on current issues in education
- Researchers who want to browse past/current projects and findings or gain insight into the everyday realities teachers face



FSL research into practice





## 1. CONCEPTUALIZATION

### What **features** are **essential** to my website?

- Header (with menu and logo)
- Footer (with additional menu options, socials, etc.)
- Landing page with call-to-action (e.g.: for subscribing to a newsletter/ mailing list, creating, purchasing, etc.)
- Shaded boxes behind text to highlight and differentiate content
- Headings and subheadings to divide content
- Clear and concise sentences (define complicated terms)
- Colour and font theme (dark text on a light background is best for accessibility)

### What **else** could I **add** to my website?

- Permanent navigation ribbon at top of page (static while scrolling)
  - “Back-to-top” button on ribbon
  - Include socials as icons (Facebook, X/Twitter, email, etc.)
- “Bottom line up-front” at top of page
  - Why does your initiative exist?
  - Who are the stakeholders?
  - What is the timeline for the project?
- Sidebar
  - In case a footer is not included to provide additional links, socials, etc.
- Contact form
  - For potential participation in surveys, subscription to email newsletter, etc.
- Blogs or other types of content marketing to boost your search rankings (with plenty of hyperlinks and references to other sections of your website or related external web pages)
- Publications and speaking engagements pages
- Two columns maximum when comparing or detailing content streams





## What **questions might arise** while developing my website?

- Will your initiative have a separate website (e.g.: institution's website) or will it be featured on your own? Make sure you link between related sites.
- Will you be able to maintain the website and continuously update it?
- Is your site readable on different screen types (e.g.: computer, tablet, mobile) and different browsers (e.g.: Chrome, Safari, Firefox, Microsoft Edge) ?

## 2. CREATION

### What **technology** might I need developing and hosting my website?

- What hosting site will be used?
  - Will it be developed "no code" for those with no coding training (designed with visual tools but resulting in relatively limited website features and performance, using platforms such as Squarespace <https://fr.squarespace.com/>, Google Sites <https://sites.google.com/> or Wix <https://fr.wix.com/>)?
  - Or will it be developed "low code" (designed by adding code over existing framework and sports more website features, using platforms such as Wordpress <https://wordpress.com/fr/> or WEBCON <https://webcon.com/webcon-bps-low-code-platform/>)
- Will you buy your own domain name? If so, what will it be (using your full name will help your page rank in search engines)? Where will you buy it (e.g.: GoDaddy, Google Domains, Shopify)?
- Consider testing your Search Engine Optimisation (SEO). To boost your PageRank on Google Search, include keywords for your field in your blog posts, titles/headings, and website name.
- Consider implementing Google Analytics on your site to get more detailed information about who is visiting the site, how long they are staying, which pages they are reading, and how they are interacting with the site.





## How might **generative AI** help give me inspiration for my website?

Prompts, such as the ones suggested below, are used to instruct Generative Artificial Intelligence (AI) systems (such as Claude, Gemini, or ChatGPT) to generate ideas, content or perform tasks such as simplification.

*\*\*Disclaimer: Ideas or text generated by an AI language model are intended to serve as a starting point or inspiration. Professional judgement must be exercised before adapting and incorporating this content for any given context.\*\**

- **Layout:** "Create headers for the main sections of my research-based website, covering [topic 1], [topic 2], etc."
- **Visual Content Ideas:** "Generate [suggestions for] visuals or graphics that complement [area of research]" "Provide ideas for interactive elements that complement [my area of research] to engage [target audience], such as quizzes, surveys, or interactive data visualizations."
- **Engagement:** "Generate prompts for encouraging visitor engagement, such as subscribing to newsletters or participating in discussions."
- **Language Refinement:** "Simplify the explanation of [complex technical concept] without losing its accuracy."





### 3. CONSOLIDATION

What should I consider before **publishing**?

Which license type should I use to publish my work:	Which media format to use (e.g. HTML, Wordpress):	Is the website accessible?
<ul style="list-style-type: none"> <li>• <b>Creative Commons licence (to allow users to download, use or modify)</b> <ul style="list-style-type: none"> <li>◦ CC-BY</li> <li>◦ CC-BY-NC-SA</li> <li>◦ CC-BY-SA</li> <li>◦ CC-BY-NC-ND</li> <li>◦ CC-BY-ND</li> <li>◦ CC-BY-NC</li> </ul> </li> <li>• <b>OR</b></li> <li>• <b>Copyright Licence (to restrict use) : “all rights reserved” + name of author</b></li> </ul>	<ul style="list-style-type: none"> <li>• Consider the format that will be most user-friendly based on your licensing intent</li> </ul>	<ul style="list-style-type: none"> <li>• Do the fonts and colour contrast make it easy to read?</li> <li>• Is it accessible across different devices?</li> <li>• Is there Alt Text for images?</li> </ul>





## How else could my website be promoted or disseminated?

- Will you be sharing it on social media (e.g.: Twitter/X, LinkedIn, Facebook (Groups), Pinterest)?
- Will it be posted on an educational repository such as Camerise?
  - Go to <https://camerisefsl.ca/>
  - Click on “Add a new resource” on landing page
  - **Basic information** - Provide your lesson plan title, description, resource type (i.e.: lesson plan, recording, video), learning material type, upload file / add link
  - **Categories** - Add publisher information and any details if it is to be used in a classroom setting (i.e.: prep time, teaching duration, educational level, subject)
  - **Accessibility Statement** - Note if it has been assessed for accessibility purposes, has sensitive content or contains content related to equity, diversity, and/or social justice

## GO DEEPER

### What other sources are saying?

- *Simon Fraser University - Building a website for your program of research, project or lab*
  - <https://www.lib.sfu.ca/help/publish/scholarly-publishing/radical-access/research-website-tips>
- *Peer Recognized - How to simply create a personal academic website and why you need one*
  - <https://peerrecognized.com/website/>
- *The Academic Designer - How to make a personal academic website*
  - <https://theacademicdesigner.com/2023/how-to-make-an-academic-website/>
- *Build-your-own website for researchers*
  - <https://www.nature.com/nature-index/news/build-your-own-academic-website-for-scientists-researchers-phd>





## BE INSPIRED

What are some great **examples** of websites in **FSL research**?

- École ouverte
  - <https://ecoleouverte.ca/accueil>
- People for Education
  - <https://peopleforeducation.ca/>
- FSL Teacher Learning
  - <https://www.fslteacherlearning.com>
- Enseigner le français (TV5Monde)
  - <https://enseigner.tv5monde.com/>
- Google Groups (for creating your own forum amongst teachers/researchers)
  - <https://groups.google.com/my-groups?pli=>
  -
- Le Français Facile avec RFI
  - <https://francaisfacile.rfi.fr/fr/>

What are some **researcher-made** and **teacher-made** websites?

- *Dr. Samantha Fecich - Professor*
  - <https://www.sfecich.com/>
- *Meredith Schmehl - Neuroscientist and Science Communicator*
  - <https://meredithschmehl.com/>
- *Nathan Constantine-Cooke - PhD candidate*
  - <https://www.constantine-cooke.com/>
- *Nikoloz Sirmpliatze - PhD student*
  - <https://www.nikosirmpliatze.com/>
- *FSL 4-6 Sharing Site*
  - <https://sites.google.com/erlc.ca/fsl-4-6/home>





# CREDITS

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