Research Impact Masterclass Series: No 3

Effective dissemination for your research
Introduction and course overview

Course tutor: Melinda Kenneway, CEO, KUDOS
www.growkudos.com

Topics:

What is ‘effective’ dissemination and why does it matter?
Copyright and sharing – what can you legally share?
Using academic tools and platforms
Broadening your reach with social media

By the end of this short course you will be able to:

✔ Understand the difference between active and passive dissemination
✔ Be compliant with copyright when sharing your research publications online
✔ Make effective use of the best platforms for reaching academic audiences
✔ Understand how to use social media to broaden your reach
What is effective dissemination and why does it matter?

Why are academic papers written so inaccessibly?

“Academic papers aren't written for readers, they are written for reviewers.”

Jeremy Miles, Ex-Professor of quantitative methods in social sciences
“We define dissemination as a planned process that involves consideration of target audiences and the settings in which research findings are to be received and, where appropriate, communicating and interacting with wider policy and health service audiences in ways that will facilitate research uptake in decision-making processes and practice.”


https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2994786/
There are 50 million research articles available online, growing by 2 million every year.

What is effective dissemination and why does it matter?
What is effective dissemination and why does it matter?
Dissemination and impact are priorities for research funders

Do your current funders require any of the following?

What is effective dissemination and why does it matter?

n=9,445
Copyright and sharing, what is legal?
Copyright and sharing, what is legal?

83% agreed or strongly agreed that copyright should be respected

Figure taken from survey by Kudos and 10 publisher partners; April 2017; n = 5,513
Copyright and sharing, what is legal?

21% didn’t realise publisher policies apply to sharing

37% don’t have time or thought it too complicated to check copyright

n = 5,513
Copyright and sharing, what is legal?

Copyright should be respected: 83%
I should be entitled to upload my work: 60%
Copyright and sharing, what is legal?

https://www.howcanishareit.com/
Copyright and sharing, what is legal?

www.growkudos.com
<table>
<thead>
<tr>
<th>Number</th>
<th>Tip</th>
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<tbody>
<tr>
<td>1</td>
<td>Expand your co-authorship base and include key stakeholders early in the research process</td>
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<td>2</td>
<td>Select your title and keywords wisely</td>
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<td>3</td>
<td>Make your articles open access by publishing in an open access journal or by self-archiving in ResearchGate, Academia or other online repositories</td>
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<tr>
<td>4</td>
<td>Effective use of social media: Twitter, Facebook, LinkedIn, Academia</td>
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<td>5</td>
<td>Create and share podcasts</td>
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<td>6</td>
<td>Share your research outputs other than the manuscripts: SlideShare, Scribd, Data Dryad, Zenodo, FigShare</td>
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<td>7</td>
<td>Dissemination through personal blogs: Tumblr, Wordpress, Research blogging</td>
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<td>8</td>
<td>Get unique author identifier, ORCID, to distinguish yourself and your work from that of other researchers</td>
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<tr>
<td>9</td>
<td>Draft policy briefs and evidence summaries in lay language and communicate strategically with policy makers and key stakeholders</td>
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<td>10</td>
<td>Other tools for dissemination: Kudos, ImpactStory, Google Scholar</td>
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ORCID = Open researcher and contributor ID.
Using academic tools & platforms
In which of the following ways do you currently create awareness of or share materials relating to your work?

(n = 2,826)

- Conferences / meetings: 20%
- Academic networking / profile sites (e.g. ORCID): 40%
- Conversations with colleagues: 60%
- Institutional websites / repositories: 80%
- Email: 100%
- Social networking sites (e.g. LinkedIn, Twitter): 20%
- Your own blog / website: 40%
- Subject-based websites / repositories (e.g. arXiv): 60%
- Posts on other blogs / websites: 80%
- Discussion lists: 100%
- Multimedia sharing sites (e.g. Slideshare, YouTube): 100%
## Using academic tools & platforms

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<tr>
<th>Name</th>
<th>Type</th>
<th>URL</th>
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<td>Profile/CV/network</td>
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<tr>
<td>Academia.edu</td>
<td>Profile/CV/network</td>
<td><a href="http://www.academia.edu">www.academia.edu</a></td>
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<td>Mendeley</td>
<td>Profile/CV/network</td>
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<td>Google Scholar</td>
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<td>KUDOS</td>
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<td>Impact Story</td>
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### Using general social media

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<td>Microblogging</td>
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<td>Personal news and networking</td>
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<td>LinkedIn</td>
<td>Profile/CV/network/jobs</td>
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<td>Profile sites aggregation</td>
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<td>Instagram</td>
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A case study
The A to Z of social media for academia

Your definitive guide to using social media as an academic

March 9, 2017
By Andy Miah
Twitter: @andy_miah

Why should academics use social media? And which social media should they be using? There are so many tools and networks that could be of potential use to scholars that it can be difficult to keep track.

Times Higher Education has teamed up with Andy Miah, chair in science communication and future media at the University of Salford, to offer you the definitive guide to the social media tools available to academics, and how you can use them as you go about your scholarly work. There are many, many tools, but we have tried to give an idea of how higher education professionals might use them.

We will strive to keep this page as up to date as possible. If you think that we are missing anything, please let us know by tweeting @andy_miah.

https://www.timeshighereducation.com/a-z-social-media
In summary

- Effective dissemination is a **planned process**
- **Engage target audiences** early in your research process
- **Adapt your communications** to the needs and technical capabilities of different audiences
- Consider how **other outputs** aside from publications can help you broaden your reach
- Consider **additional materials** you might produce to help explain your work and capture your audiences’ attention
  - Infographics, videos, policy briefings, blogs, project summaries etc.
- **Maintain an active profile on scholarly networks**
- **Build your profile and network across key social media** channels – in particular, look for and develop opportunities for engagement
- Use tools like **Kudos, Altmetric, Google Scholar** and others to help you plan, log and track your results
- Focus on **activities that get you the best results**
Kudos for Research Groups

Help with planning, logging and tracking your communications and impact:

**Kudos Pro for Research Groups**

- Engage broad audiences and increase the impact potential of your research through better communications
- Showcase your work, create and action a communication plan, and track reach and engagement – all in one place.
- Report quickly and easily to funders and institutions, providing evidence of your activities and impact.

[https://www.growkudos.com/about/research_groups](https://www.growkudos.com/about/research_groups)
This masterclass is one of four, the following masterclasses are also available – sponsored by the Royal Society of Chemistry:

1) Why research impact matters
2) Writing a communications plan for funding success
3) Effective dissemination to optimize reach and visibility of your research
4) Engaging broad audiences outside of academia for real-world impact (running December 2019)
Questions?

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This masterclass series is sponsored by the Royal Society of Chemistry

Chemical Science

High quality
Essential reading for chemists in all areas

Accessible
Free to read and free to publish with no APCs

Global
Authors from 42 countries in 2018