

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

What is effective
dissemination and
why does it matter?

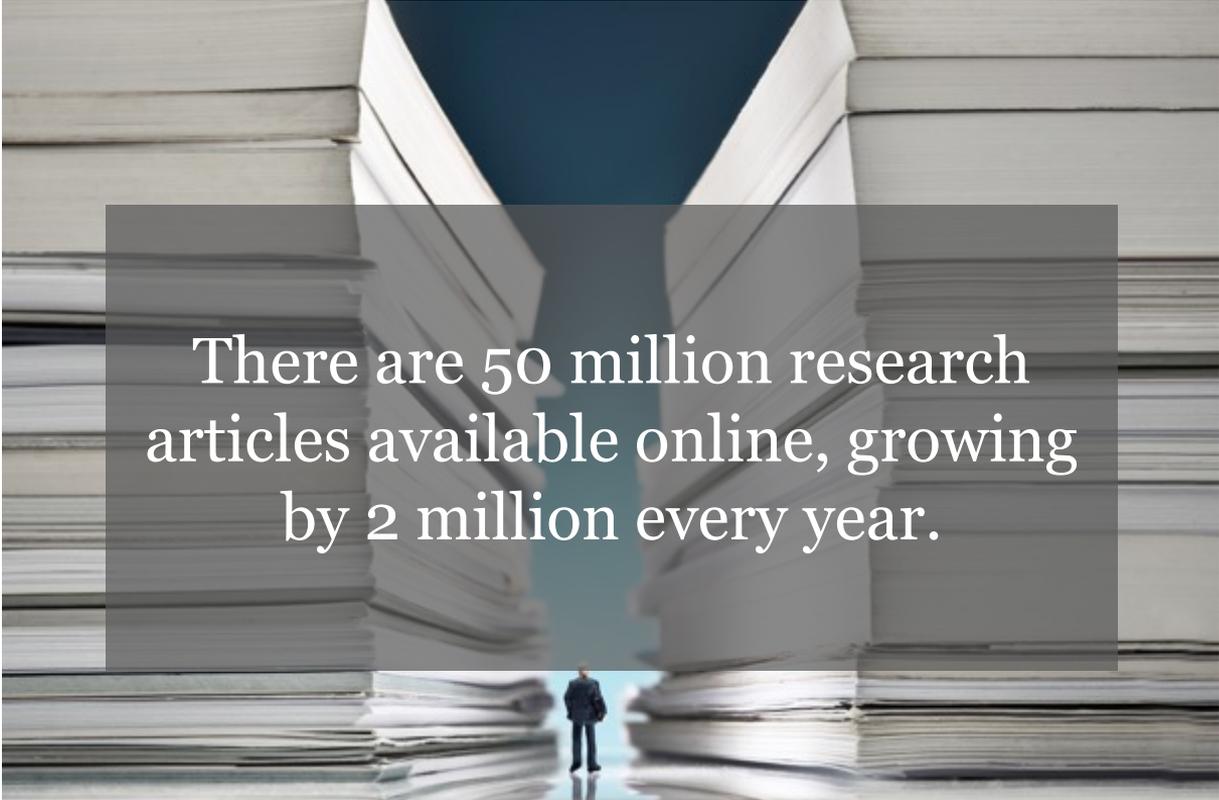
“We define dissemination as a planned process that involves consideration of target audiences and the settings in which research findings are to be received and, where appropriate, communicating and interacting with wider policy and health service audiences in ways that will facilitate research uptake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

Disseminating research findings: what should researchers do? A systematic scoping review of conceptual frameworks.

Paul Wilson, Mark Pettigrew, Mike Calnan, Irwin Nazareth.
Implementation Science, 2010.

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2994786/>

What is effective
dissemination and
why does it matter?



There are 50 million research
articles available online, growing
by 2 million every year.

What is effective
dissemination and
why does it matter?

Horizon 2020 Proposal Template

Impact

2. IMPACT (min 3/5 points):

2.1 Expected impact to WorkProgram

- expected impacts set out in the work programme
- delivering innovations to the **markets**
- **socially** important impacts

2.2 Maximise Impact

- plan for results dissemination and exploitation
- research data management for verification & re-use
- knowledge strategy management & Open Access/Data

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?



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

$n = 5,513$



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?

HOW CAN I SHARE IT? 

Enhancing scholarly sharing

How Can I Share It can help you get the most out of scholarly sharing. Find relevant information and practical tools to ensure your articles can be shared with your colleagues quickly and easily.

Discover how sharing can be simple and seamless and enhance scholarly collaboration.

What is the DOI of the article you want to share? 

[Where Can I Share It?](#)

<https://www.howcanishareit.com/>

Copyright and
sharing, what is
legal?

The image shows a screenshot of the Kudos website. At the top left is the KUDOS logo with the tagline 'Accelerating Research Impact'. At the top right are links for 'Register | Sign In | Menu'. The main heading is 'Accelerating Research Impact' in large white text on a dark blue background. Below it is a sub-heading: 'Join a global community of researchers using Kudos to communicate work more effectively and accelerate its positive impact in the world.' A 'Register for free' button is visible. The background image is a person in a dark coat standing in a snowy field at night, with a large, bright, glowing arc of light streaks emanating from their hands, resembling a firework or a particle beam. On the right side, there is a preview of an article titled 'Does automated carbon and data standardisation contribute to improved Q&A?'. The article preview includes a small thumbnail image, the title, a byline 'A. Arnold et al. | 2016', and a 'Read' button. The article text is partially visible, starting with 'The growing demand for data and information has led to a...'. At the bottom of the article preview, there is a URL 'https://doi.org/10.1039/c6ra00000a' and a date '2016-01-01'.

KUDOS

Register | Sign In | Menu

Accelerating Research Impact

Join a global community of researchers using Kudos to communicate work more effectively and accelerate its positive impact in the world.

Register for free

Does automated carbon and data standardisation contribute to improved Q&A? **Read**

A. Arnold et al. | 2016

https://doi.org/10.1039/c6ra00000a

2016-01-01

www.growkudos.com

TABLE Ten tips to improve the visibility and dissemination of research findings

Number	Tip
1	Expand your co-authorship base and include key stakeholders early in the research process
2	Select your title and key words wisely
3	Make your articles open access by publishing in an open access journal or by self-archiving in ResearchGate, Academia or other online repositories
4	Effective use of social media: Twitter, Facebook, LinkedIn, Academia
5	Create and share podcasts
6	Share your research outputs other than the manuscripts: SlideShare, Scribd, Data Dryad, Zenodo, FigShare
7	Dissemination through personal blogs: Tumblr, Wordpress, Research blogging
8	Get unique author identifier, ORCID, to distinguish yourself and your work from that of other researchers
9	Draft policy briefs and evidence summaries in lay language and communicate strategically with policy makers and key stakeholders
10	Other tools for dissemination: Kudos, ImpactStory, Google Scholar

ORCID = Open researcher and contributor ID.

Ten tips to improve the visibility and dissemination of research for policy makers and practitioners. J. P. Tripathy, A. Bhatnagar, H. D. Shewade, A. M. V. Kumar, R. Zachariah, A. D. Harries. Public Health Action, Volume 7, No 1, March 2017

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5526489/>

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)



Using academic tools & platforms

Name	Type	URL
ResearchGate	Profile/CV/network	www.researchgate.net
Academia.edu	Profile/CV/network	www.academia.edu
Mendeley	Profile/CV/network	www.Mendeley.com
Google Scholar	Profile/CV	https://scholar.google.com
ResearchBlog	Research blogging tool	researchblogging.org
ORCID	Author identifier	https://orcid.org
KUDOS	Research showcase and dissemination platform	www.growkudos.com
Figshare	Online repository	https://figshare.com
Dryad	Online repository	https://datadryad.com
Morressier	Online repository – posters/ pre-publication materials	https://www.morressier.com
Code Ocean	Repository for computational code/data	https://codeocean.com
Altmetric	Online attention tracking	https://www.altmetric.com
Impact Story	Online attention tracking	https://profiles.impactstory.org

Using general social media

Name	Type	URL
Medium	Blogging	https://medium.com
Twitter	Microblogging	https://twitter.com
Facebook	Personal news and networking	https://www.facebook.com
LinkedIn	Profile/CV/network/jobs	https://www.linkedin.com
WordPress	Website creation	https://wordpress.com
About.me	Profile sites aggregation	https://about.me
YouTube	Videos	https://www.youtube.com
Vimeo	Videos	https://vimeo.com
SlideShare	Presentations and slide decks	https://www.slideshare.net
Flickr	Images	https://www.flickr.com
Pintrest	Images	https://www.pinterest.co.uk
Instagram	Images	https://www.instagram.com

A case study



SCHOOL OF ENVIRONMENT AND LIFE SCIENCES

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PROFESSOR ANDY MIAH

Chair in Science Communication and Future Media

BIOGRAPHY

I Chair in Science Communication & Future Media and lead the #SciComm Space at the University of Salford. I am also a Fellow of the Institute for Ethics and Emerging Technologies, USA and an Advisory Board Member for the Museum of Science and Industry, Manchester, and Executive Committee member of the British Interactive Group (BIG).

My research discusses the intersections of art, ethics, technology and culture and I have published broadly in areas of emerging technologies, particularly related to human enhancement. I have published over 150 academic articles in refereed journals and books, along with writing op eds for magazines and newspapers, such as the Washington Post and the Independent.

I have also given over 300 major conference presentations over the last decade at which I am often invited to speak about philosophical and ethical issues concerning technology in society. I regularly interview for a range of major media companies, which have included BBC's Newsnight and Start the Week with Andrew Marr, ABC's The 7:30 Review and CBC's The Hour.

I have authored 9 books and in 2017 I published the long-awaited book 'Sport 2.0' with The MIT Press, the first book to approach the growing mixed-reality future of sports, considering how digital technology is changing the athlete, spectator, and officials experience of sport.

TEACHING

My teaching expertise focuses on a range of issues related to the ethical, legal, and social issues surrounding emerging science and technology. I also teach on issues of science communication and digital media. I lead modules on the MSc in Science Communication and Future Media and lecture also on our MSc in Wildlife Conservation, MSc in Biotechnology, and a number of



**PROFESSOR
ANDY MIAH**
Chair in Science
Communication
and Future Media

**LOCATION AND
CONTACT**

Peel Building Room G50

T: +44 (0)161 295 6138

M: 07455001638

https://www.researchgate.net/profile/Andy_Miah

<https://salford.academia.edu/AndyMiah>

<https://scholar.google.com/citations?user=REi3EuQAAAAJ&hl=en>

<https://www.linkedin.com/in/andymiah/?originalSubdomain=uk>

<https://about.me/andymiah>

<https://issuu.com/andymiah>

<https://www.scribd.com/user/306516/Professor-Andy-Miah>

<https://twitter.com/andymiah>

<https://www.youtube.com/andymiah>

<https://www.flickr.com/photos/andymiah/>

<https://www.pinterest.co.uk/andymiah/>



THE WORLD UNIVERSITY RANKINGS PROFESSIONAL JOBS EVENTS RANKINGS STUDENT ABOUT US

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: @andymiah

Why should academics be using 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 [@andymiah](#).

FEATURED JOBS

- Professor / Reader in Crops for the Future
SCOTLAND'S RURAL COLLEGE (SRUC)
- Lecturer in Sustainability/Business Ethics
ROYAL HOLLOWAY, UNIVERSITY OF LONDON
- Events Projects Officer
YORK ST JOHN UNIVERSITY
- Student Welfare Advisor
LEEDS ARTS UNIVERSITY
- Customer Service Advisor
BPP UNIVERSITY

[See all jobs](#)

<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

Impact Masterclass Series

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 <http://bit.ly/rscmaster4>)

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

