

Research Impact Masterclass Series: No 3

# Effective dissemination for your research

## WORKBOOK

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**Course tutor:**  
Melinda Kenneway,  
CEO, KUDOS  
[www.growkudos.com](http://www.growkudos.com)

## Topics:

1. What is 'effective' dissemination and why does it matter?
2. Copyright and sharing – what can you legally share?
3. Using academic tools and platforms
4. 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 &  
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/>

Traditionally, research dissemination has been equated to publication. Today there are some 50 million articles available online and this is growing by 2 million per annum – researchers need to be more active in their dissemination to ensure their work is found read and applied.

Dissemination is also becoming a greater priority for research funders with many of them now requiring a dissemination and impact plan as part of the grant application.

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## Dissemination and impact are priorities for research funders

*Do your current funders require any of the following?*



<https://scholarlykitchen.sspnet.org/2019/08/21/where-is-the-publication-puck-going-making-research-available-upstream-of-publication/>

**Exercise 1:** consider 2 or 3 research funders you might apply to for a grant. Research and summarise their dissemination and impact requirements here:

Copyright and  
sharing, what is  
legal?

## How Can I Share it?

<https://www.howcanishareit.com>

### Overview of Scholarly Sharing

The sharing of scholarly articles enables collaboration, professional relationships and advances in science and discovery. The ways information is shared are rapidly evolving and how best to share articles can be unclear. Differences in journal policies can add to this confusion. *How Can I Share It* aims to guide researchers to share quickly and easily while following best practices and copyright rules.

### What are Scholarly Collaboration Networks (SCNs)?

SCNs are platforms that allow researchers to develop and maintain professional relationships. SCNs also enable researchers to share information and ideas, participate in discussions and embark on collaborations. Some networks do not facilitate possibilities for social interactions, but do enable collaboration through article sharing.

### About *How Can I Share It*

*How Can I Share It* provides information on all aspects of scholarly sharing. The site includes practical information and tools to ensure articles can be shared with your colleagues quickly and easily. *How Can I share It* also includes information on how you can share, where you can share and recommendations for sharing sites where you can engage and collaborate with the research community.

*How Can I Share It* endorses the voluntary principles for article sharing on scholarly collaboration networks as drafted by the STM Association.

## Ten tips to improve your reach and engagement

1. Expand your co-authorship 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 your institutional repository or on a scholarly communication network (subject to publisher copyright)
4. Effective use of social media, such as Twitter, LinkedIn, Facebook, Academia
5. Create and share podcasts
6. Share your research outputs other than manuscripts: SlideShare, Scribd, Data Dryad, 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

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/>

## Academic tools and platforms

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

## Using general social media

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



## Exercise

### Exercise 2:

- Set up an account on ORCID and link your publications.
- Set up a profile on ResearchGate and Academia.edu. If you have accounts already set up, review and compare the data for interest in your profile and publications. Ensure your profile is up to date and add further information about your work where this is supported.
- Create a blog and add a monthly update on your research progress. Monitor for comments and questions and build on opportunities for engagement.
- Set up an account on Kudos ([www.growkudos.com](http://www.growkudos.com)), claim some recent publications and write a short summary for each on what they are about and why they are important – share links with your network and track the resulting views – which activities and platforms generate the best results?
- Consider commissioning an artist to produce an infographic that summarises a recent article or research project. Publish on your blog and set up an account on Pinterest - add other images that complement your infographic and can help create a useful resource for your area of research.
- Create some video-shorts (e.g. interviews with team members and partners) about your research and create a channel on YouTube to host – track views.
- Create a SlideShare account and post your slides and presentations there – track results.
- Compare results across your different profiles and accounts – which are generating most interest in your work?



## A case study

<https://www.timeshighereducation.com/a-z-social-media>

[https://www.researchgate.net/profile/Andy\\_Miah](https://www.researchgate.net/profile/Andy_Miah)

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

<https://scholar.google.com/citations?user=REi3EuQAAA&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/>

## 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**

## Links and further reading

### Books:

- Social Media Engagement for Dummies (2013), Wiley
- Reed, M. S. [2018] The Research Impact Handbook
- Wilkinson and Weitkamp (2016) Creative Research Communication: Theory and Practice, Manchester University Press
- Bowater and Yeoman [2012] Science Communication: A Practical Guide for Scientists, Wiley
- Harris [2017] #SciComm – Communicating Science in a Digital Age

### Links:

- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2994786/>
- <https://www.howcanishareit.com>
- <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5526489/>
- <https://www.timeshighereducation.com/a-z-social-media>
- <https://esrc.ukri.org/research/impact-toolkit/developing-a-communications-and-impact-strategy/>
- [www.rsc.org](http://www.rsc.org)
- [https://www.growkudos.com/about/research\\_groups](https://www.growkudos.com/about/research_groups)

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