

# Dissemination and Communication



Thursday 14th November 2024

**I've completed my  
project / archive etc  
.....now what?**

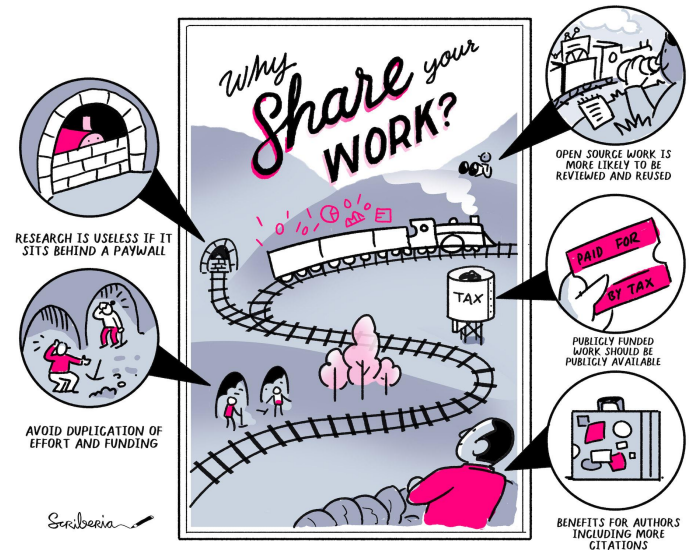


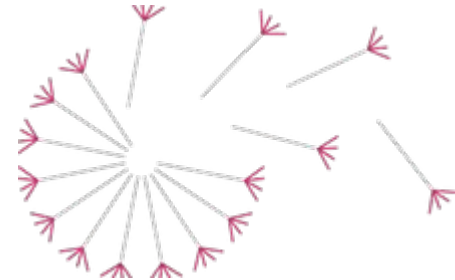
Should I  
share it?!



## Why bother disseminating my research/outputs?

- To generate impact (public benefit)
- To drive collaboration
- An ethical obligation to share publicly funded research
- To allow others to build from your research
- You professionally required to!
- Enhanced recognition of your research
- Preservation

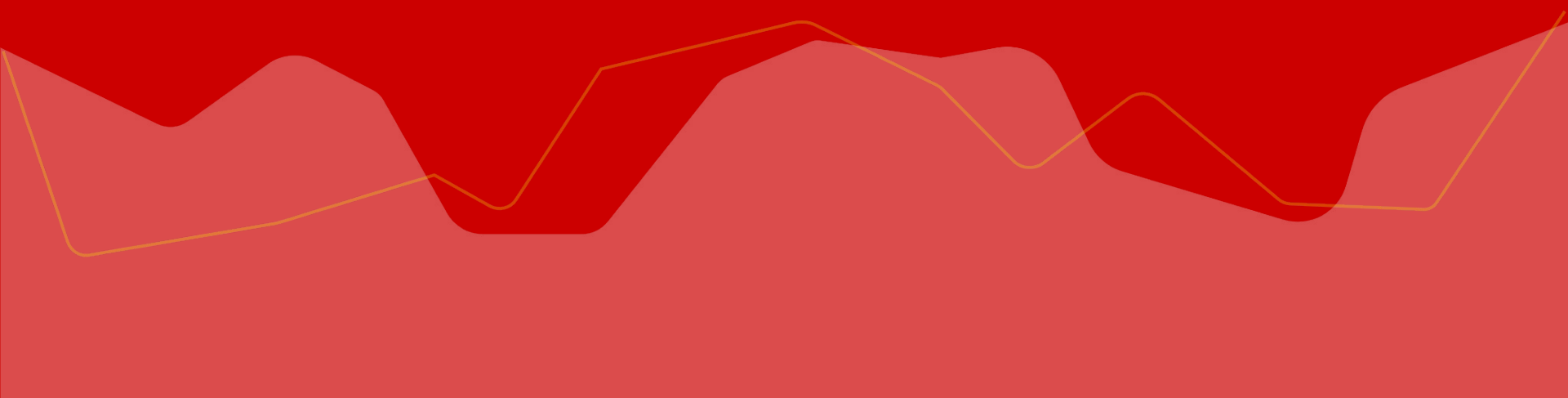




## Impact = Public Benefit

- Impact is the good researchers do in the world (Reed, 2018)
- Can be direct in indirect (focus on direct today)
- Judged against two criteria - significance (how meaningful, valuable or beneficial is your work to a particular audience?) and reach (how far reaching is your work?)
- Highly relevant for Research environment

**Dissemination or  
communication?**



# Dissemination:

*'making results available to the people that can best make use of them'*

# Communication:

*'the process of interpreting or translating complex research findings into a language, format and context that non-experts can understand.'*





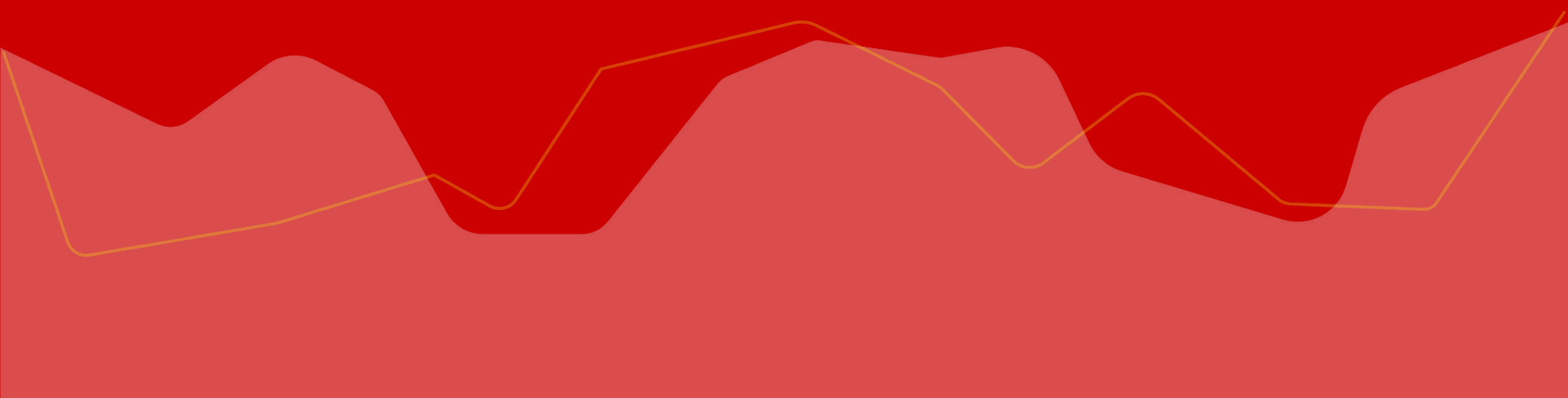
## Dissemination

- Distributing accessible research information to target audiences.
- A more unidirectional process compared to communication.
- Focus on making research outputs (data, papers, resources) available to others.
- To ensure that research has the greatest possible reach and impact.

## Communication

- The process of exchanging information, ideas, and knowledge between researchers, stakeholders, and the broader public.
- Involves two-way interactions and dialogue.
- Aims to share research findings, gather feedback, and foster collaborative relationships.

# Effective communication

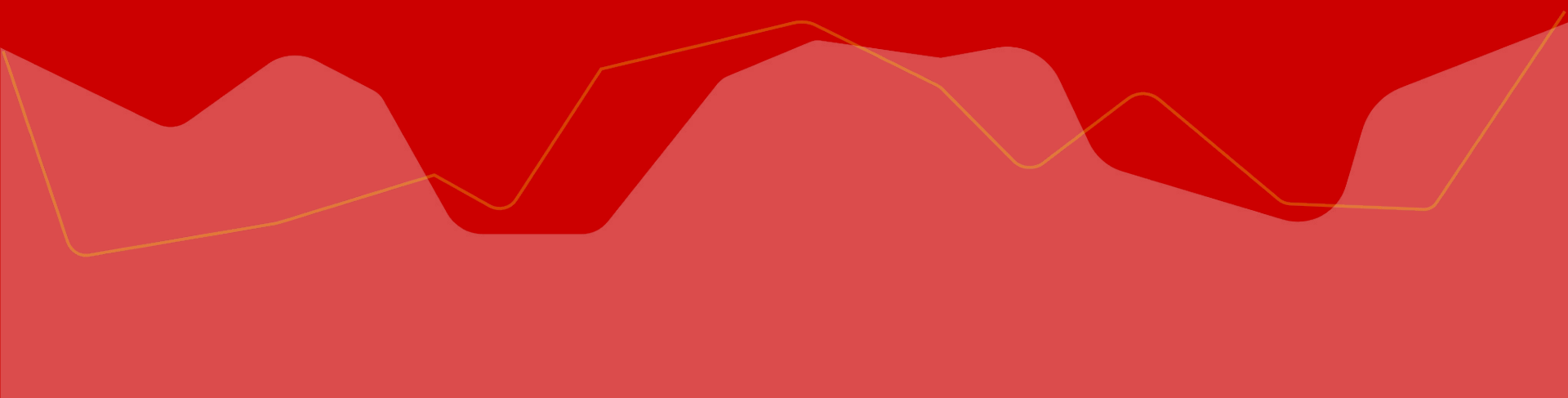




## Principles of Effective Communication

- Identify your audience - Establish the audience that you want to communicate to determine language and platform
- Change your style - Consider changing academic content to suit a non-academic audience (e.g. more engaging and accessible).
- Make it accessible - Removing as many barriers to research communication as possible will increase its effectiveness (e.g. digital accessibility, Get rid of abbreviations/explain them)

# Planning your Dissemination



## Distinguishing your objectives

- What are you trying to achieve with your dissemination plan?  
What is the overall purpose?
- Identify straightforward and achievable objectives (think SMART)
- Your objectives may change throughout your research/project  
(unforeseen changes in your plan may affect what your overall objective is and if it is achievable)





## Identifying Audiences

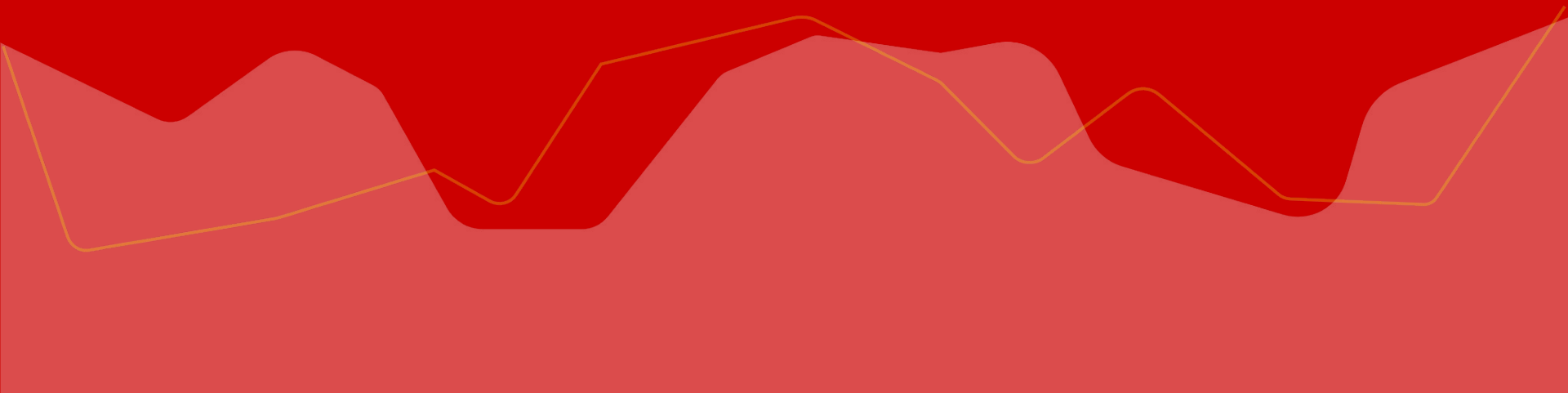
- Who do you need to engage with you achieve you objectives?
- Consider who are your Beneficiaries, Detractors, Influences and Peer Network
- Consider using a Persona Creation Tool (e.g. [The Turing Way](#)) - identify background, needs, barriers etc

## Choosing your Communication Methods

- Choose the correct methods to a) Achieve your objective and b) Reach the correct audiences
- Your resources (time, budget) are finite so choose wisely
- Audience mapping is key to identifying the correct methods (consult with others in the field)



# Methods





# Social Media



## Pros

- High levels of engagement
- Relatively easy to use
- Options for creative content
- Free or low cost

## Cons

- Content is (usually) relatively brief
- Need to use multiple to address diff audiences
- Subject to the 'algorithms'
- Ownership of content

# Blogs

## Pros

- Flexible lengths for different types of content
- Can include media elements alongside text
- Good to build consistent audience

## Cons

- Requires regular updates (although could 'guest' appear on another blog)
- Difficult to build initial audiences (may need promotion)
- More time consuming to create



# Conference Presentations



## Pros

- Direct contact with community
- Network opportunities
- Good opportunity for feedback for in progress work
- Can be recorded for video content (efficiency)

## Cons

- Significant preparation time
- Smaller and more select audiences
- Expense (time, cost of travel/accommodation) and inconvenience (time away etc)

# Newsletters

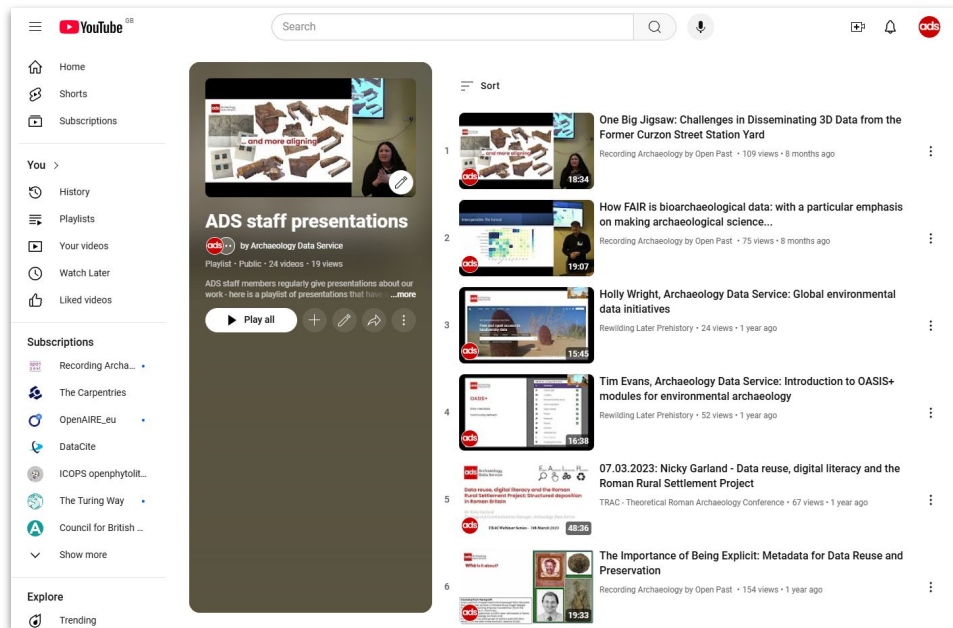


## Pros

- Direct contact with interested audience
- Archive of newsletter becomes valuable archive
- Flexible - both short and long form content
- Distribution is automated

## Cons

- Time consuming to create quality content
- Need for regular content creation
- Requires understanding of email distribution and guidelines on personal information (e.g. GDPR)



## Pros

- High rates of engagement
- Can demonstrate complex ideas visually and audibly
- Shareable across multiple platforms (social media, Youtube, Vimeo etc)

## Cons

- Time consuming to produce and edit
- Requires specialised equipment and skills to produce high quality output
- Videos tend to create large file sizes that require hosting

# Podcast



Photo by [Jukka Aalho](#) on [Unsplash](#)

## Pros

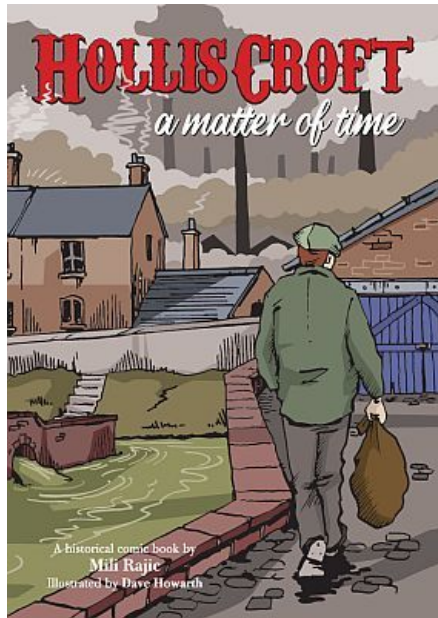
- Convenient for listeners
- Useful for interview format
- Build personal connection through voice and storytelling

## Cons

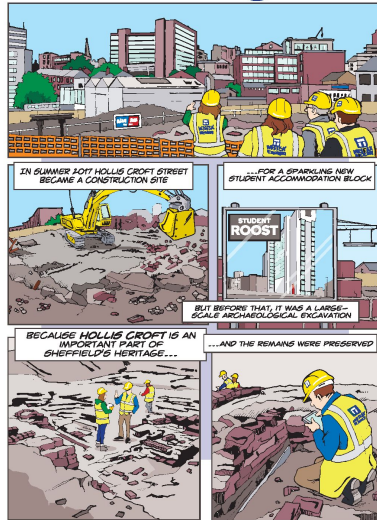
- Difficult to produce (again perhaps 'guest' star on another podcast)
- Different medium requires a different approach
- More time consuming to create
- Auditory rather than visual medium

# Comic Books

Think Creatively!



## The Dig



## The Boat



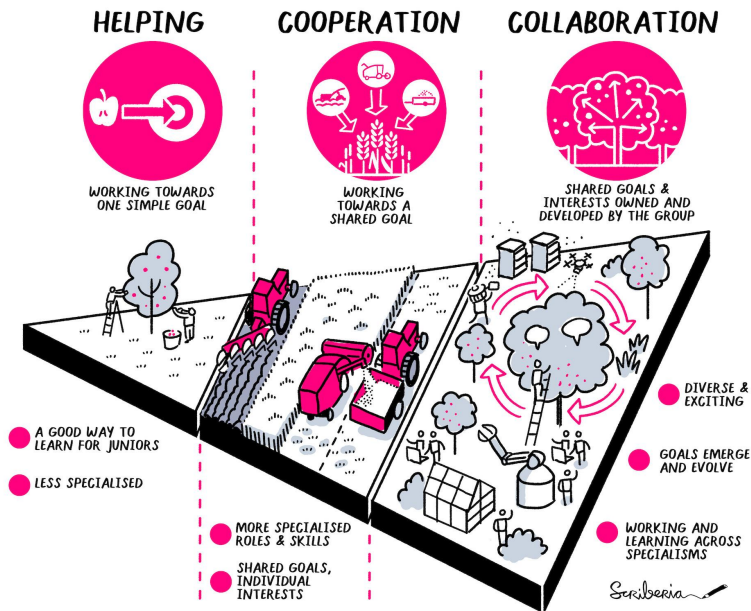
# Infographics

Think Creatively!



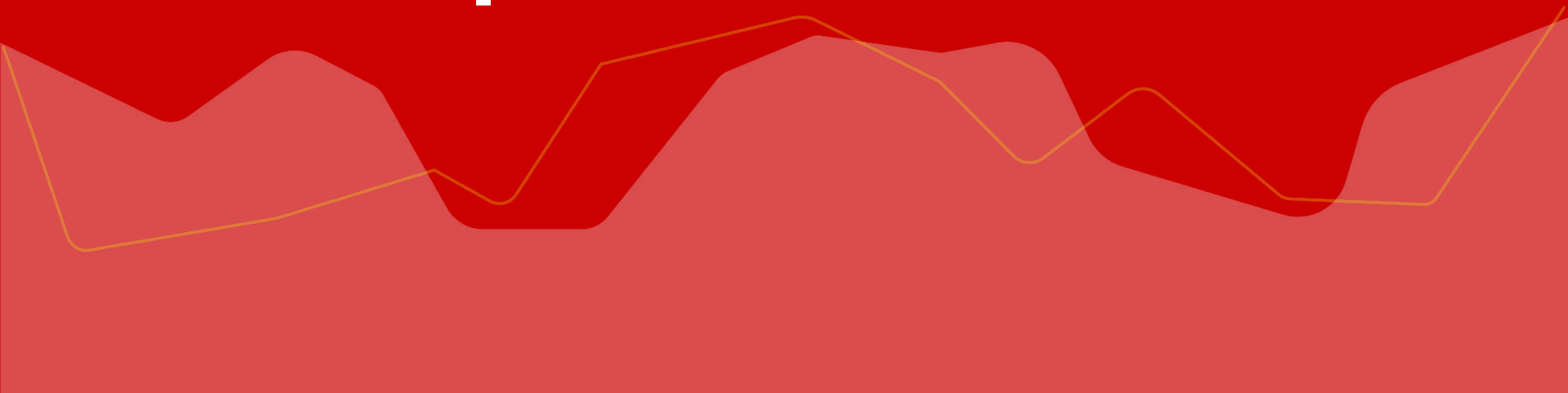
Reproducibility

## Collaboration





# Dissemination Examples



# Crystal palace Dinosaurs



- Created between 1852–55
- Cared for by the Friends of the Crystal Palace Dinosaurs (FCPD)
- FCPD part of the *Popularizing Palaeontology Current & Historical Perspectives network*
- *Beyond Dinosaurs Project*
- Historic England Funding

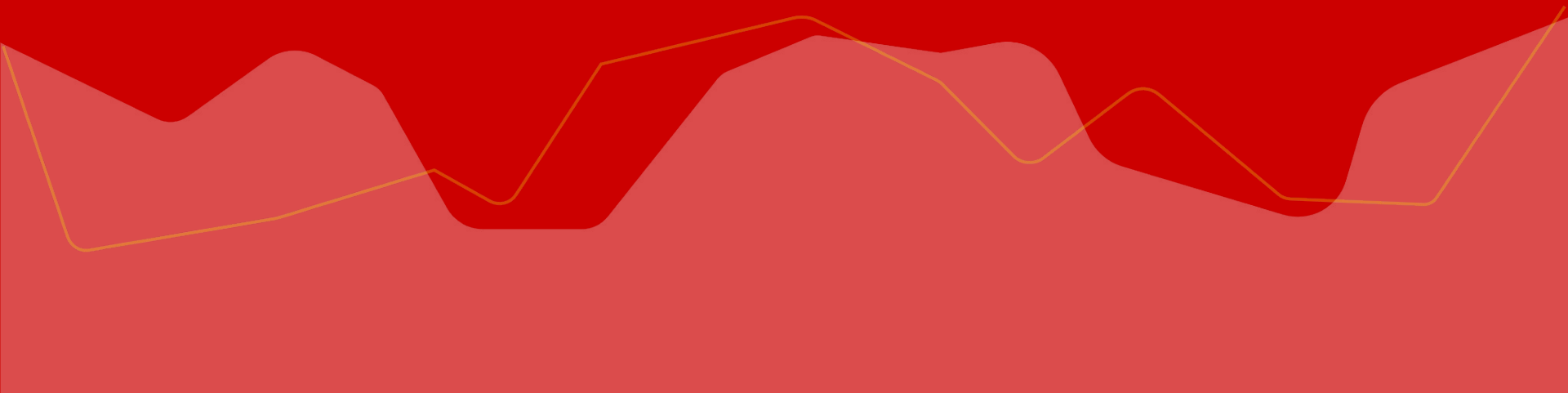
## Feedsax



*Digital Archive for Feeding Anglo-Saxon England (Feedsax): The Bioarchaeology of an Agricultural Revolution, 2017-2022* [data-set].  
York: Archaeology Data Service [distributor]  
<https://doi.org/10.5284/1057492>

- Feeding Anglo-Saxon England
- 12 Journal Articles
- 3 news articles within newsletters
- 30 events
- Social media collaboration

# Useful approaches



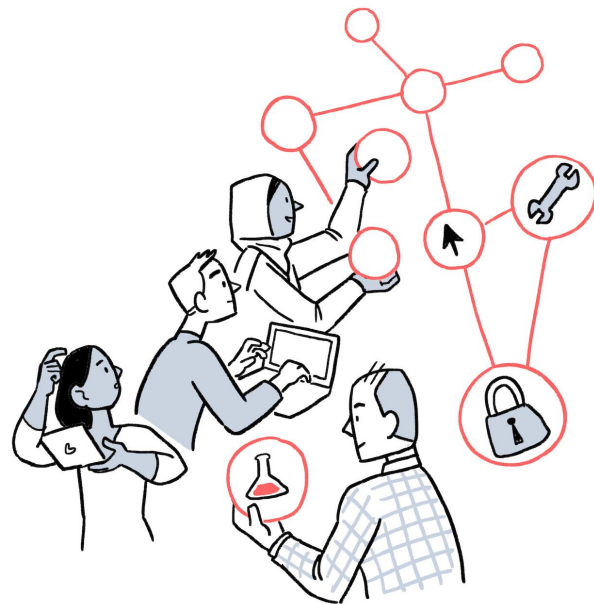
## Tips and Tricks!

- There is a lot that you can do, but it doesn't mean you should do it all
- Link into existing methods, communities and platforms
- Link content together for maximum impact and efficiency (a recorded talk can become a video or part of it)
- Try and measure impact to inform future strategies and decisions (relative to your goal)



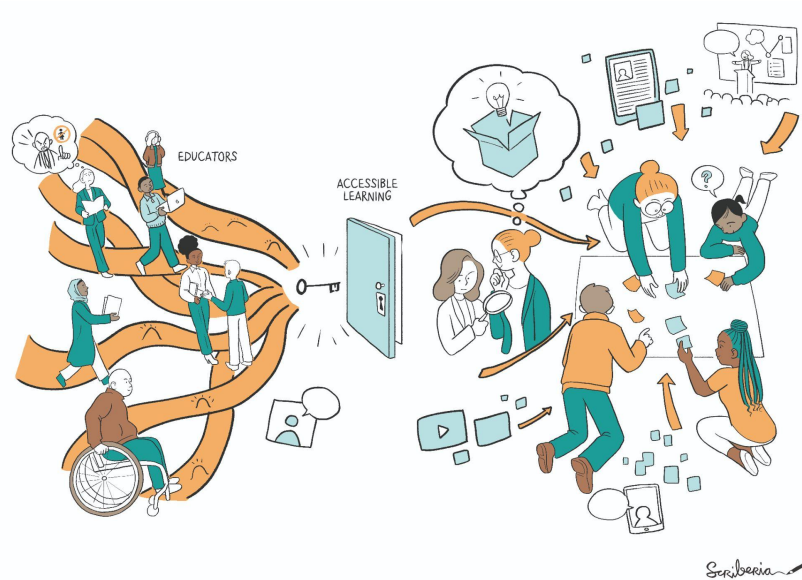
## Measuring Impact

- Social media analytics (followers, likes, reposts)
- Website traffic (page views, time on page, bounce rate)
- Video/podcasts downloads and listens
- Citation counts (if linked to research output)
- Newsletter subscriptions, open rates, click through rate



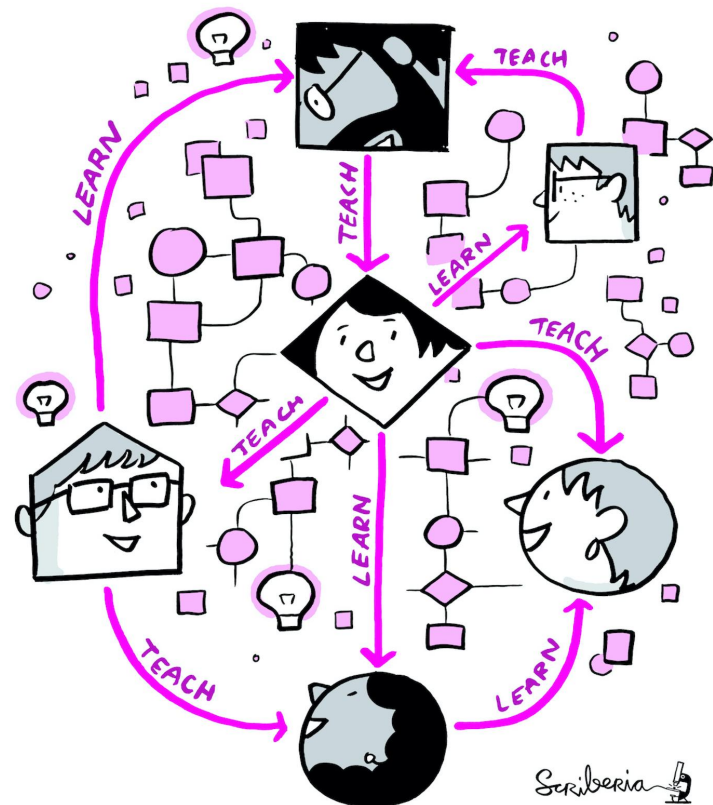
## Ensuring Accessibility

- Consider where you disseminate (e.g. conferences can be expensive, think online)
- Consider disabilities (colour of images for the colour blind, screen reading capabilities for blind)
- Translate your content in different languages
- Make your materials open and accessible (and possibly archive them with your research outputs)



## Communication Networks

- Share content!
- Share methodologies and knowledge (what is working and what is not, changes in platforms, types of content for different circumstances)
- Share case studies (real world practical applications of dissemination plans and outcomes)
- Share other contacts (including interdisciplinary)





# Q & A Session

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# Break

