when, how and why do researchers communicate their work, and where do they need more help?

Charlie Rapple, Co-Founder, Kudos • #OAI11
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Research Mobilization
from access to impact

REACH
- Access
  - Communications
  - Content
  - Multimedia

ENGAGE
- Connect
  - Events
  - Consultancy
  - Social / media

CHANGE
- Understand
  - Partnerships
  - Products
  - Policy

AMPLIFY
- Apply
  - Media
  - Training
  - Publications
- Advocate

Impact
  - Social
  - Economic
  - Academic

by KUDOS
Researchers Mobilization and Open

Data relating to:
- Reach (influence)
- Resonance (importance)
- Results (impact)

Supports a more nuanced approach to evaluation and therefore unlocks accelerated uptake of Open Access (OA).
Research Mobilization and Open Access

Access

Academic Impact
Research Mobilization and Open
Research Mobilization and Open

Data relating to
• Reach (influence)
• Resonance (importance)
• Results (impact)
supports more nuanced approach to evaluation and therefore unlocks accelerated uptake of OA
In a world where...

23% of researchers spend a day a week or more on communication and impact activities, a further 43% spend 1-4 hours.

61% of researchers do most of their own communications and impact work.

81% of researchers would find it useful to have a service that helps them plan, action and report on communication activities.

Kudos survey 2018, 6,700 respondents in senior research positions.
Upstream project

When, where, how, and why do researchers communicate about their work ‘upstream’ of traditional publication points and where do they need more help?

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# Upstream project

<table>
<thead>
<tr>
<th>Research phase:</th>
<th>Jan–Mar 2019</th>
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<tr>
<td>Methodology:</td>
<td>Online survey</td>
</tr>
<tr>
<td>Participants:</td>
<td>9,500+ researchers</td>
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<td>International Research Lead:</td>
<td>Editage</td>
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Funders’ expectations are changing

Would you say that funders’ expectations around communication of your work are changing?

n = 5,371

- Yes: 64%
- No: 36%

64% of respondents consider that funders’ expectations around communication of their work are changing
Researchers are also **personally** motivated to communicate more widely.

There are many reasons why you might choose to communicate your work in different ways. How important are each of the following to you?

- I am personally motivated to ensure wide awareness and application of...
- My group is motivated to ensure wide awareness and application of our work
- My organization / institution requires this
- My funder requires this
- My organization / institution encourages this
- My funder encourages this
- Other

$n = 6,661$

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[Bar chart showing the importance levels of personal and group motivations, funder mandates, and organizational encouragement.]

Personal and group motivations actually outweigh funder mandates in terms of why respondents choose to communicate their work.
Communications top the list of funder requirements

Do your current funders require any of the following?

- Dissemination / impact plan as part of grant application
- Knowledge exchange / knowledge transfer / technology...
- Reaching a wide range of audiences to broaden impact
- Open access publishing
- Sharing of data
- Engaging stakeholders during the project
- Training / development of communication skills
- Public access deposit (e.g. in funder or institutional repository)
- None
- Other

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When do communications happen?

When do you generally undertake your communications activities?  
\( n = 9,134 \)

- When applying for a grant
- At the start of a research project
- Throughout a research project
- At the end of a research project
- Ongoing after a research project has completed
- None of the above

Communications begin early in the project lifecycle
Why don’t researchers communicate work that is still in progress? 

\[ n = 1,132 \]
Areas in which researchers would value more support

Most common areas where support is needed:

Website development  
Media engagement  
Tech transfer / commercialization  
Government briefing  
International communication  

In which communications areas do you feel you need more support?  

n = 6,819
There are many ways of evaluating your communication effectiveness. Which of the following do you currently track, and which do you plan to track in future?

- Indicators of behavioural change
- Indicators of changes to policy
- Indications of transfer of research into...
- Evidence of new funders in your area
- Number of people attending...
- Evidence of media coverage
- Sentiment of feedback from events
- Website visits and click-throughs
- Social media attention - likes...
- Views of research objects or...
- Number of people participating in...
- Number of people asking for further...
- Downloads / reads of your publications
- Number of citations in publications

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How is this research being applied?

What are your project’s target audiences?

- Researchers in other fields
- Public
- Practitioners
- Policy makers
- Educators
- Journalists
- Funders
- Industry
- All another audience type

Select one or more audiences below or add your own.

- Producers in your field
- Researchers in other fields
- Public
- Practitioners
- Policy makers
- Educators
- Journalists
- Funders
- Industry
- All another audience type

What are your communication goals?

Thinking about the goals for your communication plan will help you select the best activities to undertake. Please select one or more goals from the options below or add your own.

- Raise awareness
- Change practice
- Influence policy
- Improve understanding
- Create commercial opportunities
- Engage stakeholders
- Influence practice guidelines
- Create collaboration opportunities
- Improve reputation and profile
- Add another goal

Save draft and continue later

Project - Good for Kids

Physical Activity for Everyone

What is it about?

Children and adolescents are not active enough. Many are also not a healthy weight! The original research study was conducted in 2014, and after 24 months, the study found very good results (see below ‘outputs’). The current trial is testing the program across a large geographic area to test the ‘real-world’ effectiveness of the program. This includes 24 schools from 2017-2020.

Why is it important?

This program is one of the only secondary school based programs to show beneficial effects on physical activity across the whole day. It also attenuated weight increase and was cost-effective. The current real-world trial is a scaled-up version (see ‘outputs’ below), and is now being tested for implementation and effectiveness.

Perspectives

Governments need to know where to invest precious dollars in the health system. Governments are quickly realising that the era of physical inactivity is crippling quality of life and the economy, and urgent preventative measures are needed to curb the tide of obesity and inactivity that contributes so much ill health to the world. The education system is a recommended route to increase physical activity, which in turn can reduce obesity, but what program works? Not many other school-based programs have been found effective, but we do need an evidence-based program to increase student physical activity. This is what Physical Activity for Everyone is all about.

Matthew McLaughlin
University of Newcastle, Graduate Student, Health Sciences, Australia.
Upstream – key takeaways for #OAI11

1. Researchers are spending more time on communications than you might expect. They are doing most of this work themselves and would welcome more support!

2. Funders’ expectations are changing, with communication-related requirements now more common than other requirements—perhaps this will be the next area in which we see widespread mandates; as with open access, it’s also an area where researchers feel strong personal motivation

3. Researchers would particularly value more help with:
   a) Website development
   b) Media engagement
   c) Tech transfer / commercialization
   d) Government briefing
   e) International communication

   i. Tracking behavioural change
   ii. Tracking policy change
   iii. Tracking knowledge exchange / tech transfer
   iv. Tracking event engagement and feedback sentiment

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