

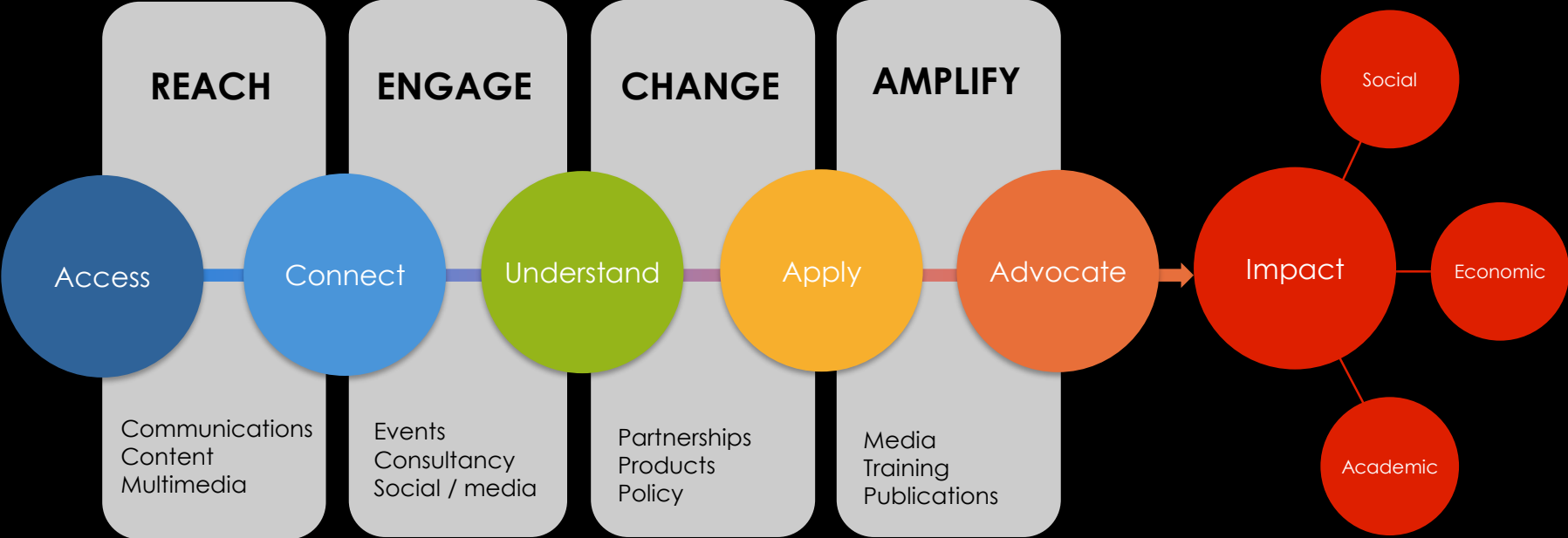
Trends in research communications

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

Charlie Rapple, Co-Founder, Kudos • #OAI11
@charlierapple @growkudos

Research Mobilization

from access to impact

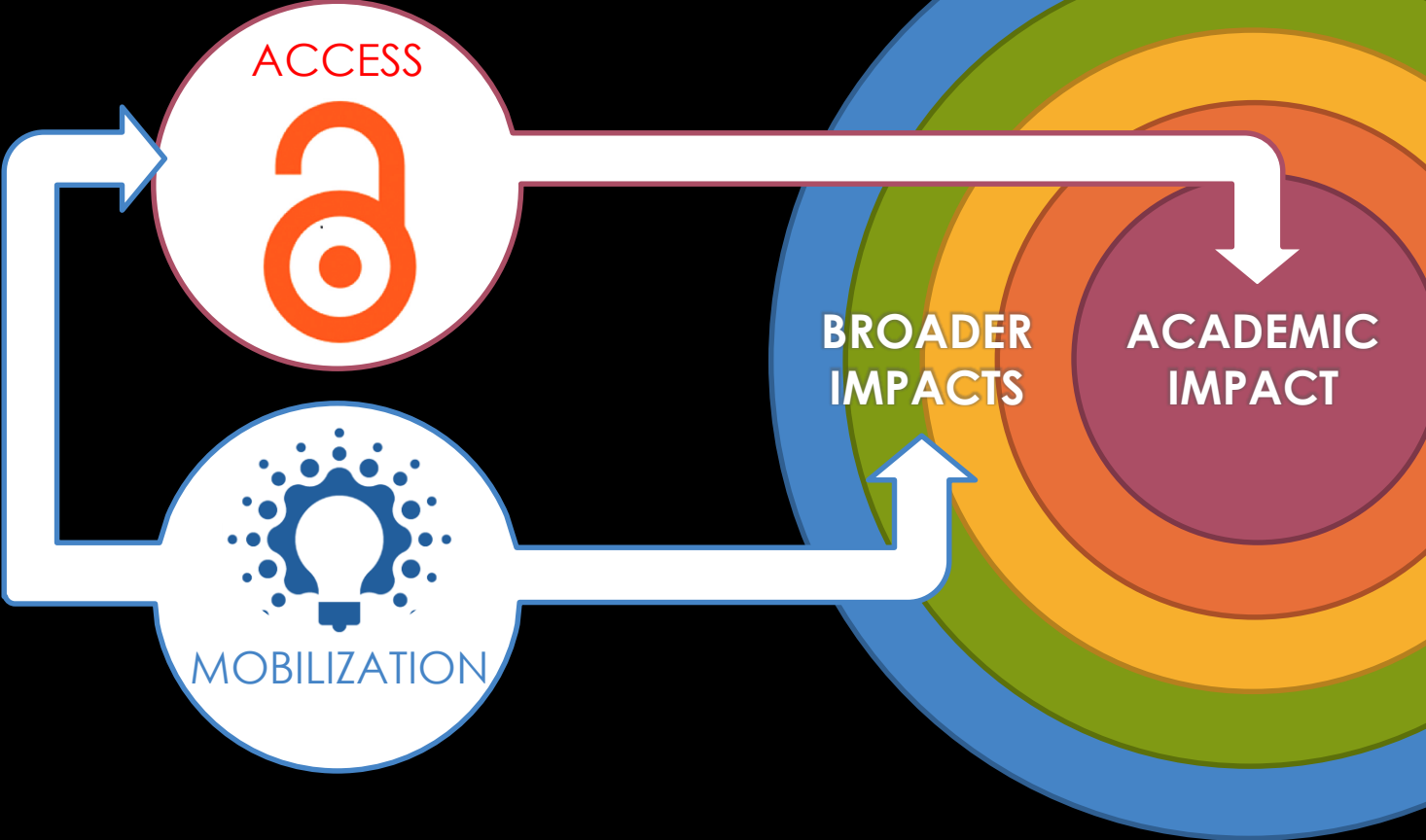


Research Mobilization and Open

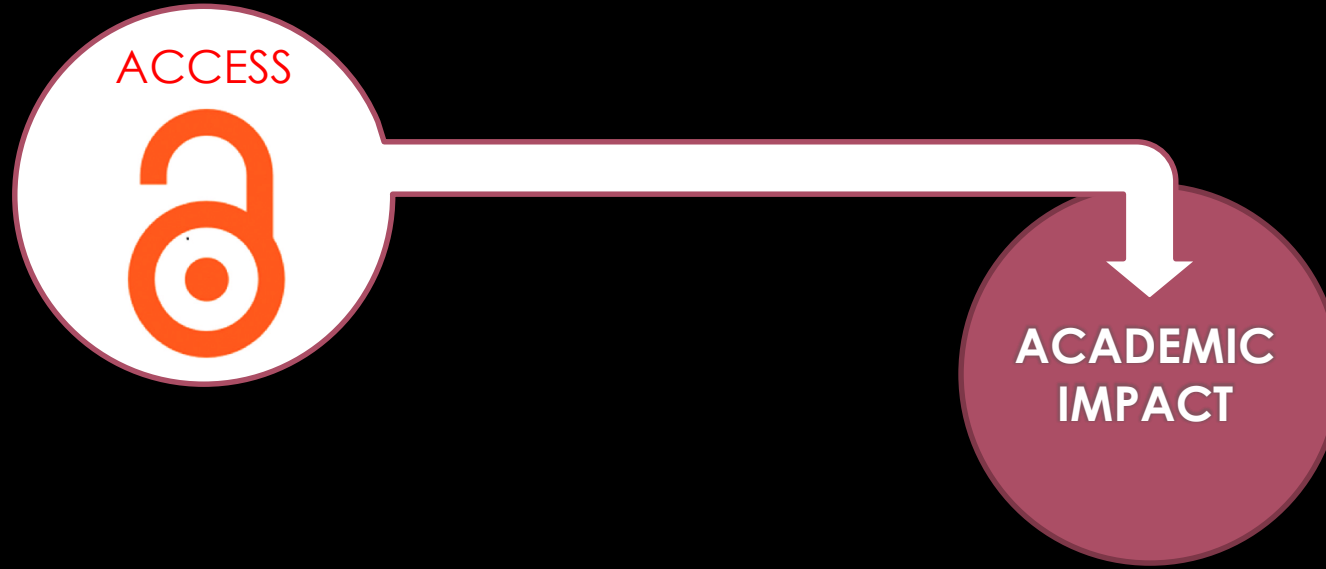
Data relating to

- Reach (influence)
- Resonance (importance)
- Results (impact)

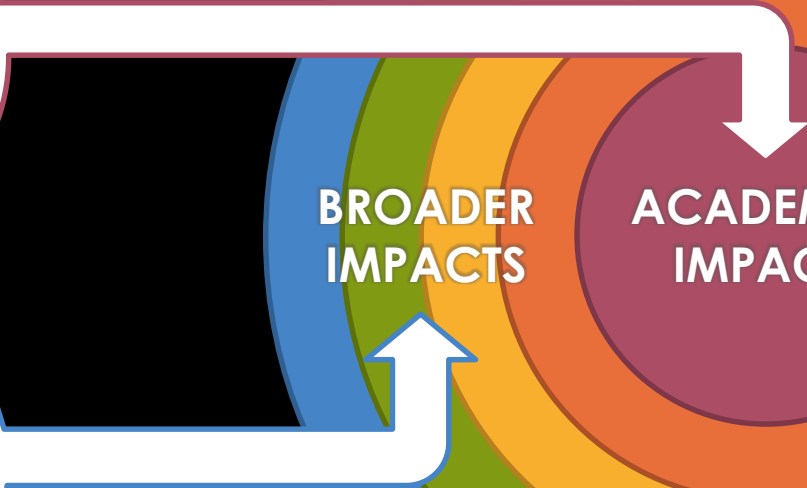
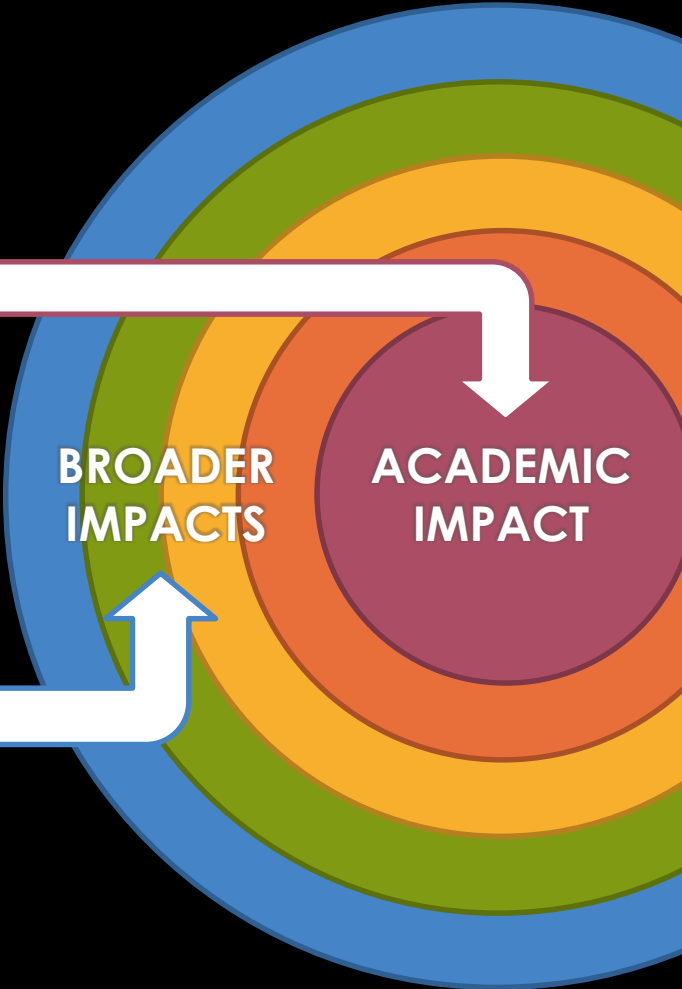
supports more nuanced approach to evaluation and therefore unlocks accelerated uptake of OA



Research Mobilization and Open



Research Mobilization and Open

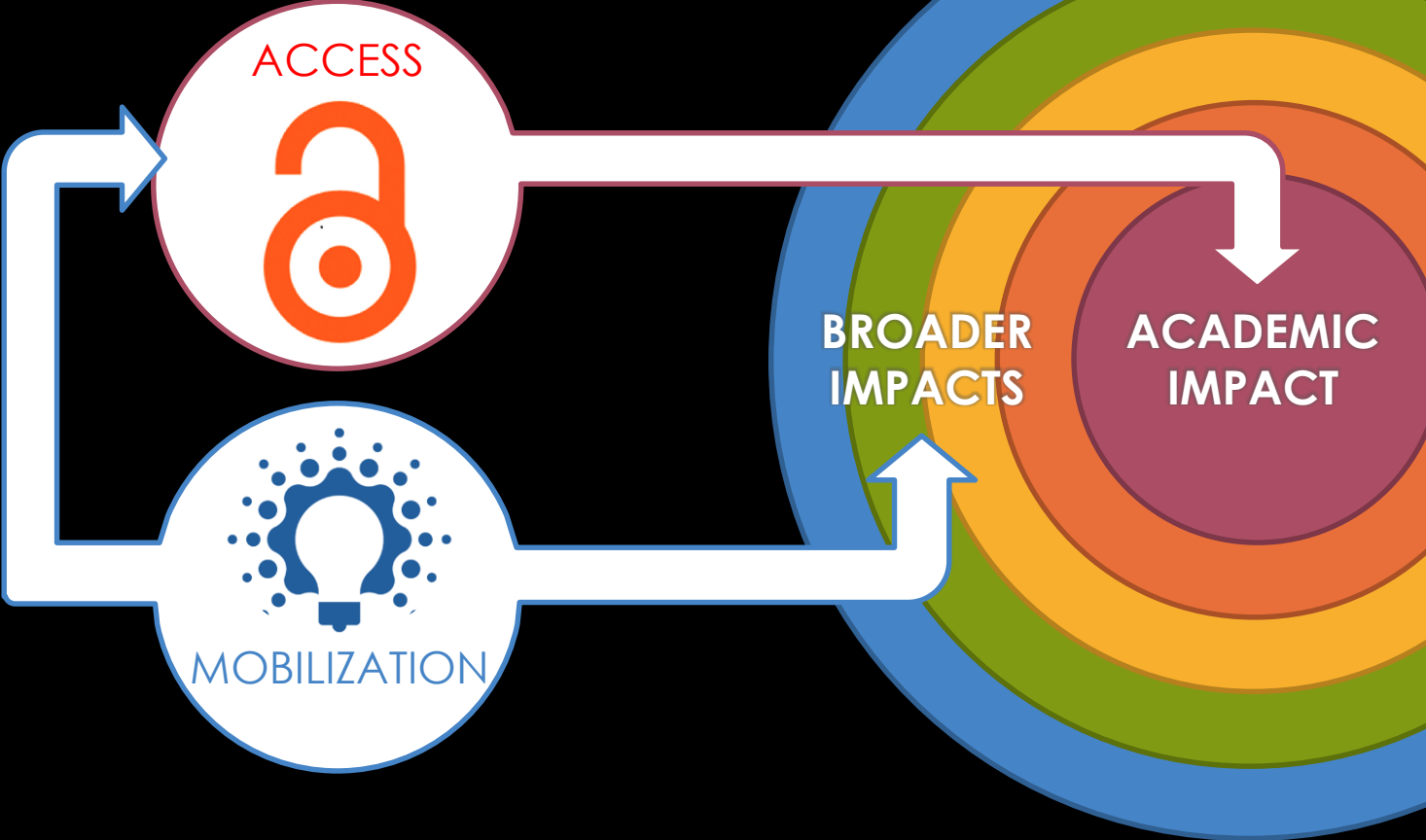


Research Mobilization and Open

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

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

Upstream project

Research phase: Jan–Mar 2019
Methodology: Online survey
Participants: 9,500+ researchers
International Research Lead: Editage

Sponsors:

- AIP Publishing
- De Gruyter
- Karger Publishers
- AIAA
- BMJ
- Cambridge University Press
- The IET
- The Royal Society of Chemistry
- SAGE

KUDOS 

editage
by CACTUS

AIP | Publishing

DE
G DE GRUYTER

KARGER

tbi

@charlierapple

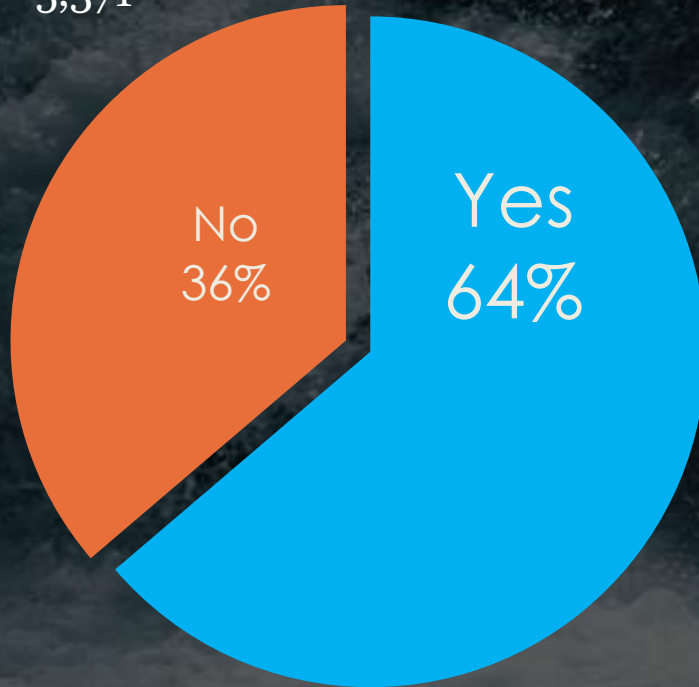
@growkudos

#OA111

Funders' expectations are changing

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

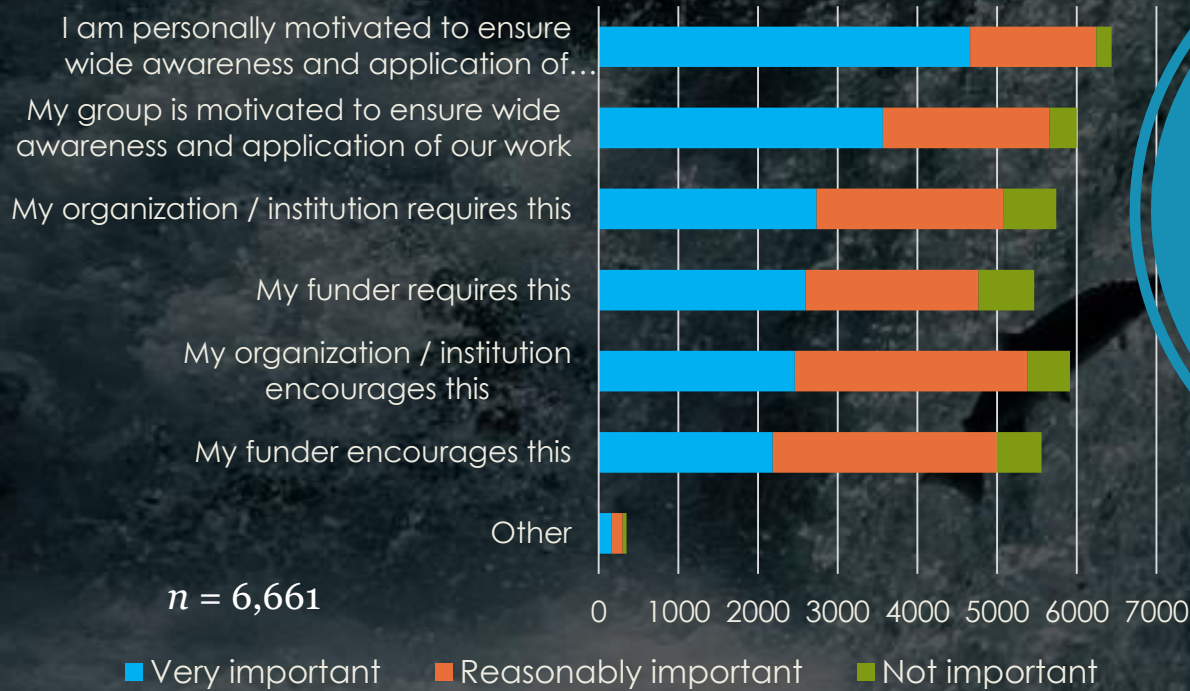
n = 5,371



64%
of respondents consider that funders' expectations around communication of their work are changing

Researchers are also personally motivated to communicate more widely

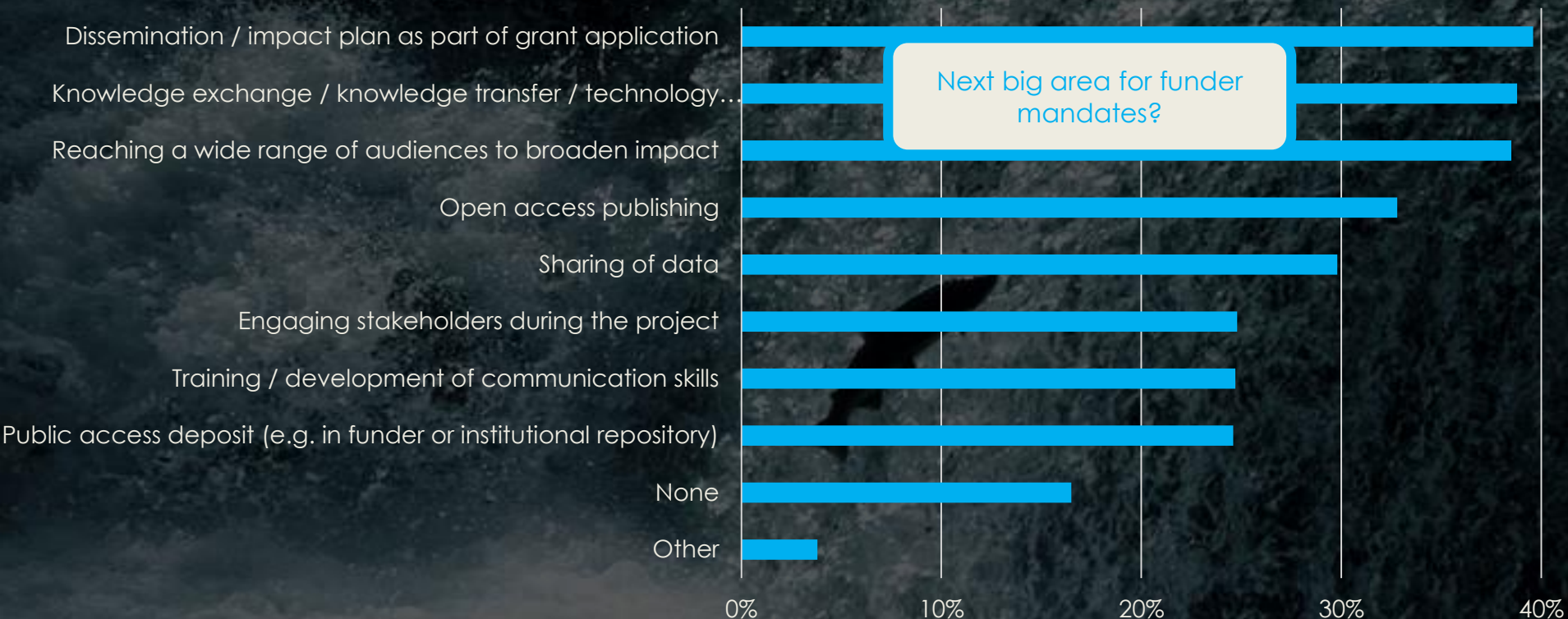
There are many reasons why you might choose to communicate your work in different ways. How important are each of the following to you?



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

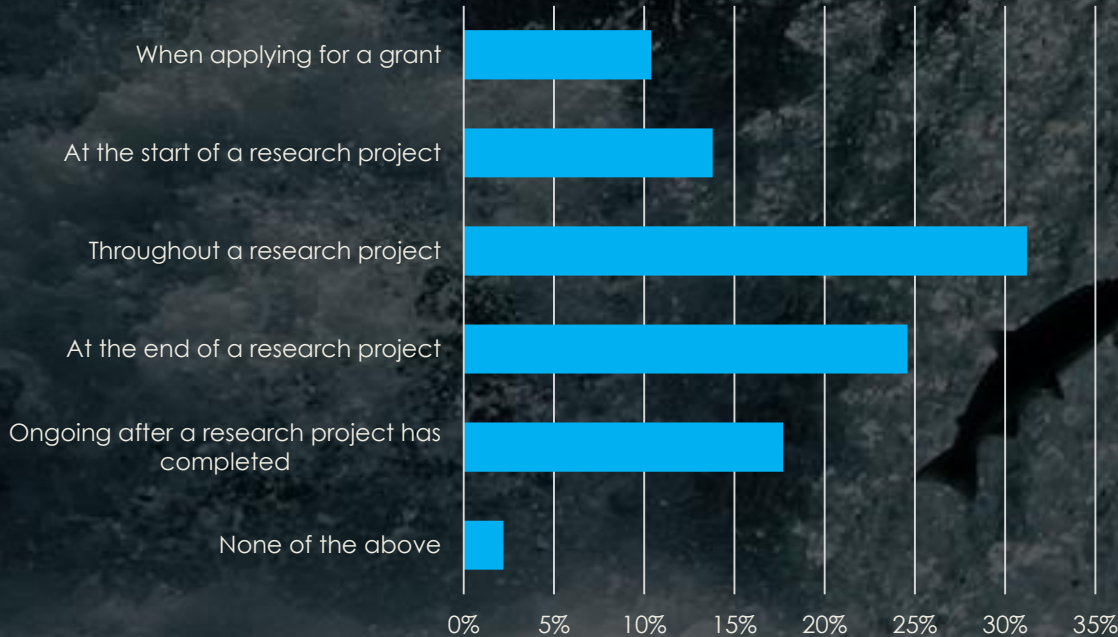
Do your current funders require any of the following?



When do communications happen?

When do you generally undertake your communications activities?

n = 9,134



Communications begin early in the project lifecycle

Why don't researchers communicate work that is still in progress?

$n = 1,132$

Service need:
micropublications?
protocols?
methods?

Service need:
registration

Scoop risk
/ novelty

Service need:
workflow
templates & tools

Time
constraints

Confidentiality

Unclear
message /
findings

Not
funded
to do so

No strong
reasons
why

No
incentive
to do so

Risk of
mislead
ing

Not peer
reviewed

No interest
in doing so

Not my
decision
(subcontra
ctor)

Patent / IP
protection

Fear of
criticism

Building
expect
ations

Publicati
on
uncertain

Lack of
experie
nce

Private
sharing

Not
expected
to do so

Not
appropriate
for field

Publication
concerns

No easy
way to do
so

Conflict
of
interest

Possibi
lity of
invalid
ation

Volume
of informa
tion

Pos
sibi
lity of
invalid
ation

Po
ssi
bly
in
ter
est

Pos
sibi
lity of
invalid
ation

Completeness /
accuracy

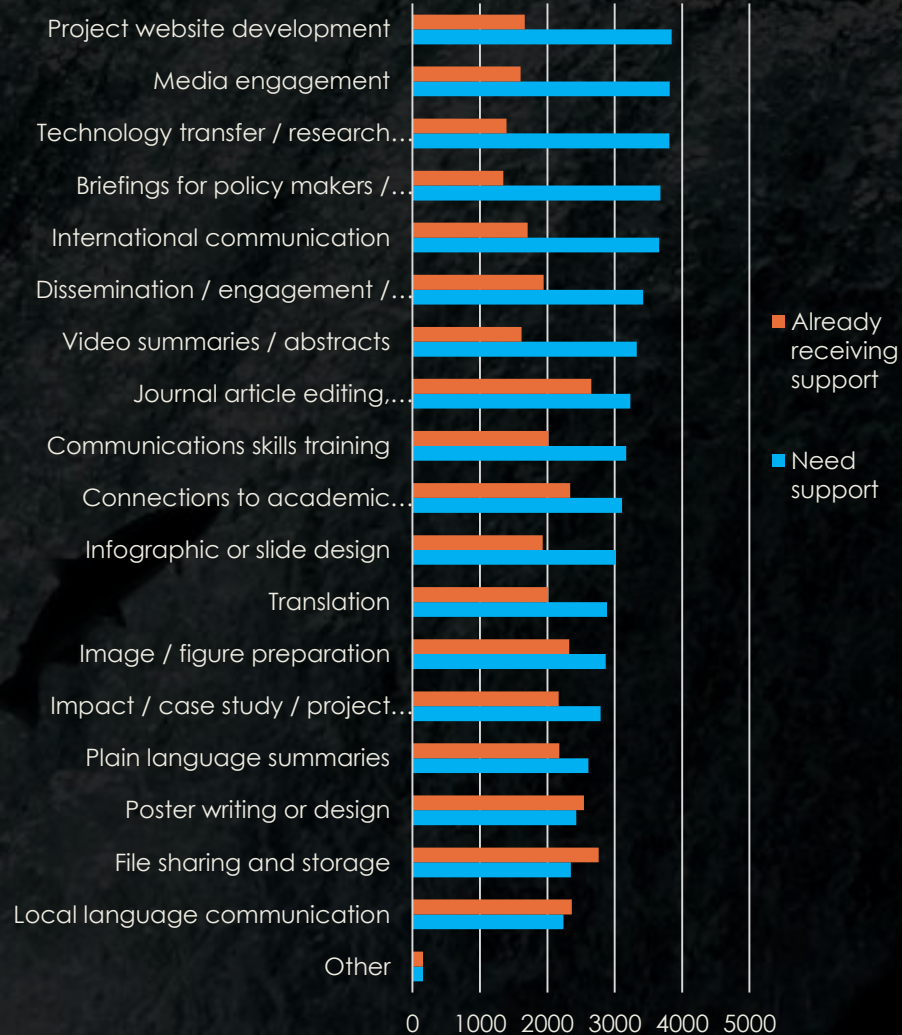
Areas in which researchers would value more support

Most common areas where support is needed:

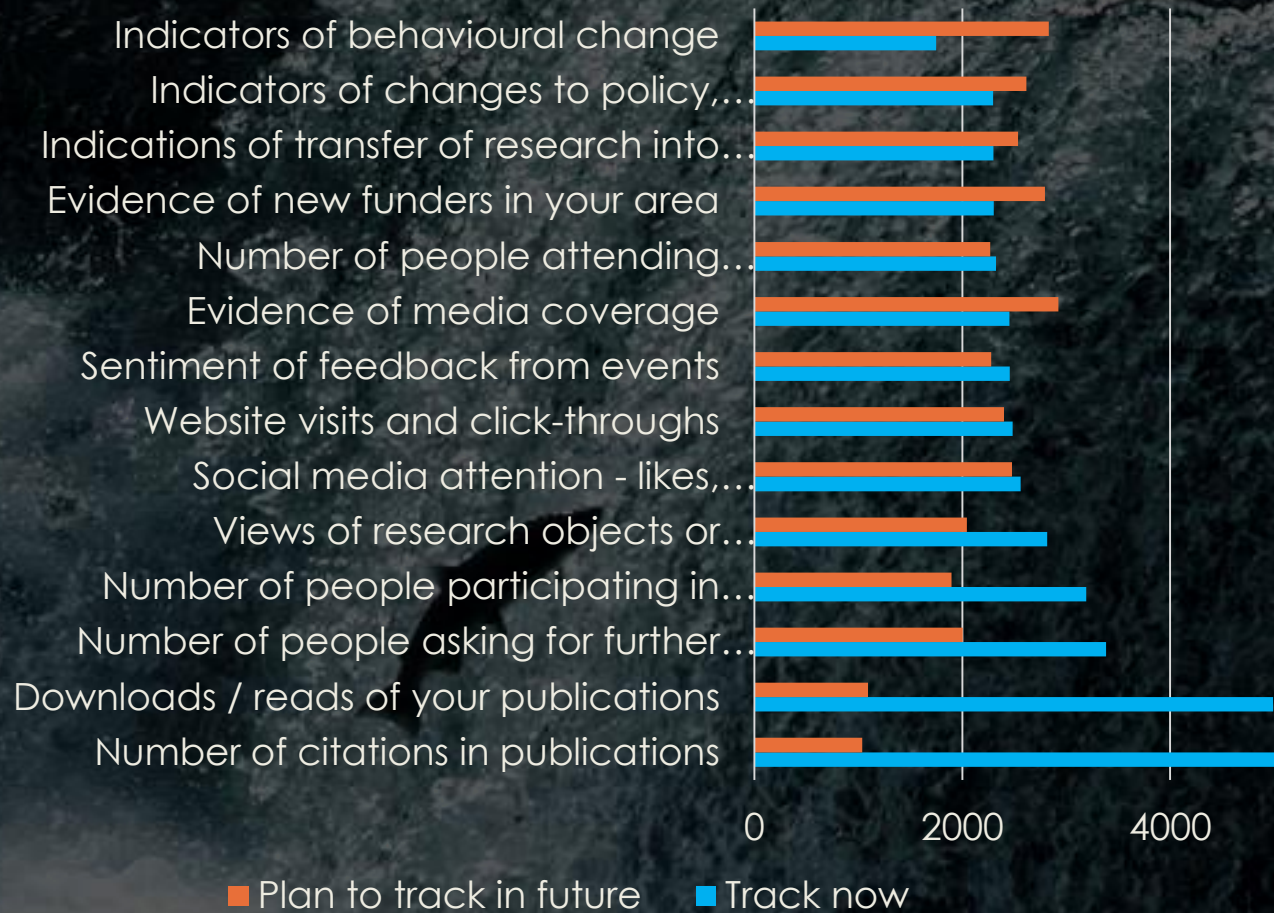
- Website development
- Media engagement
- Tech transfer / commercialization
- Government briefing
- International communication

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?



How is this research being applied?

What are your project's target audiences?

Having specific audiences to target will help you and your collaborators select the most appropriate and impactful activities towards your goal.
Select one or more audiences below or add your own.

Peers in your field
 Researchers in other fields
 Public
 Practitioners
 Policy makers
 Educators
 Journalists
 Funders
 Industry

Add 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

Briefings

+ Press

+ Policy

✓ Industry

+ Educator

+ Healthcare Practitioner

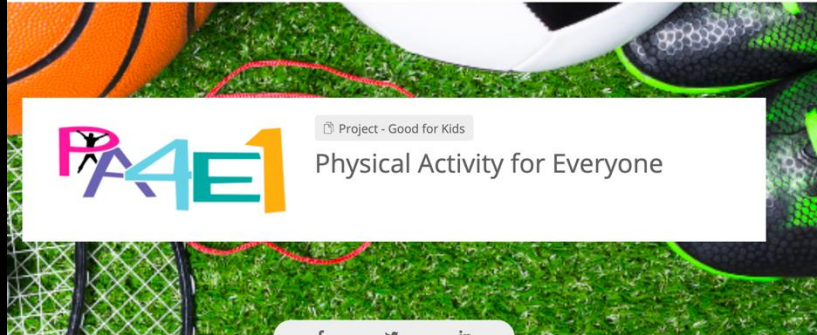
+ Funder

Industry Briefing
Does automated curation and data
We used a manual approach to curate structure based data for a publicly available...

<http://bit.ly/Kudos-Pro>

@charlierapple

@growkudos



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



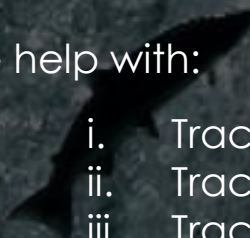
" Governments need to know where to invest precious dollars in the health system. Governments are quickly realising that the era of physical inactivity is crippling quality of life and the economy, and urgent preventative measures are needed to curb the tide of obesity and inactivity that contributes 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

#OAITT

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
- 
- A dark silhouette of a fish swimming towards the right, positioned in the middle ground of the slide.
- i. Tracking behavioural change
 - ii. Tracking policy change
 - iii. Tracking knowledge exchange / tech transfer
 - iv. Tracking event engagement and feedback sentiment

@charlierapple

@growkudos

#OAI11