



Dissemination – Spreading Knowledge

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Structure of the presentation

- What do we **mean** *dissemination*?
- Why *dissemination* is **important**?
- What are **barriers** to effective *dissemination*?
- How to **plan** *dissemination* – *steps and types*?
- What we can learn from **homeworks**?
- General **advices** for *dissemination*.
- Important **links** for *dissemination*.



Definition

disseminate

- **Inflected Form(s):** *disseminated; disseminating*
- **Etymology:** Latin *disseminatus*, past participle of *disseminare*, from *dis-* + *seminare* to sow, from *semin-*, *semen* seed
- **Date:** 1566
- **Meanings:** (1) to spread abroad as though sowing seed (*disseminate* ideas) (2) to disperse throughout
- **Source: Merriam-Webster online**
 - <http://www.merriam-webster.com/dictionary/disseminate>



Definition

disseminate

- **Meanings:** *cause to become widely known; "spread information"; "circulate a rumor"; "broadcast the news"*
- **Synonyms:** *circulate, pass around, broadcast, diffuse, circularize, spread, propagate, disperse, distribute*
- **Related words:**
 - *bare, publicize, air*
 - *podcast*
 - *sow*
 - *circulate, go around, spread*
 - *popularize, vulgarize, generalize*
 - *carry, run*
- **Source: The Free Dictionary by Farlex**
 - <http://www.thefreedictionary.com/disseminate>



Research Dissemination

- **Dissemination** is the process of sharing information and knowledge.
- The challenge of dissemination is to improve the accessibility of research findings to those we are trying to reach
 - Ensure physical availability of research materials to as large a proportion of the target audience as possible
 - Make research findings comprehensible to those who receive them



Importance

- Widely **acknowledged** and **prioritized** by research community
- Essential means of **maximizing impact**
- **Crucial element** of all good research practice
- **Prevents** knowledge becoming effectively **lost**
- **Added value** to the projects – impact can be wider than the original focus
- Dissemination **promotes the profile** of the researcher/organization and **strengthens research capacity**



Barriers

- **Institutional priorities**
 - Results for internal use
 - No priority given by management
 - No capacity for
- **Practical difficulties**
 - Transforming output to alternative formats
 - Time constraints
 - Priority for alternative activity - research
- **Technical and infrastructural barriers**
 - Access and quality of internet
 - Language, style, appropriate format
- **Fears about critical peer review**

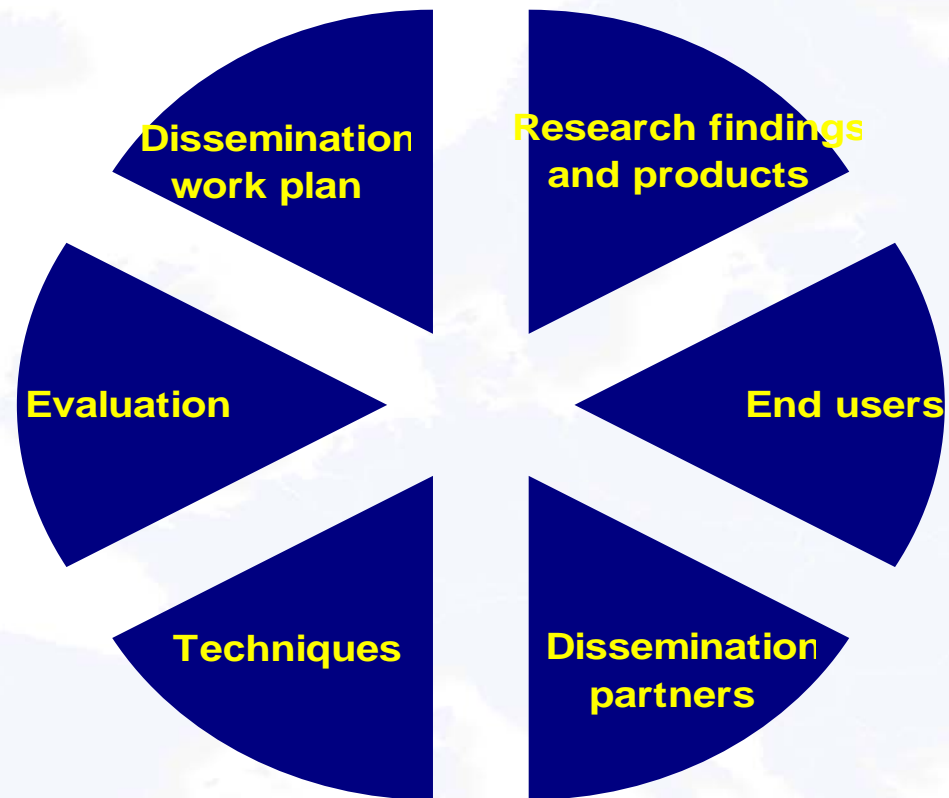


Planning strategy

- **Content**
 - Is the content comprehensible and written in an understandable language?
 - Is the content novel, transferable to product?
- **Users**
 - What do they need?
 - Do they have resources to receive and use?
 - What is the format and method?
- **Medium**
 - Is the medium one that can easily accessed by targeted users?
 - Are there more effective and alternative media?
- **Sources**
 - Do users perceive the source competent, experienced and trustworthy?
 - Is the source oriented to disseminate and use knowledge?



Use planning tool





Research findings and products

- **Steps**

- Define what you have
- Define what the output address
- Define what makes your research novel
- Define the stage of research
- Is your output transformable to different formats?

- **Types**

- **Academic output** – new theory, new methodology, generality
- **Non-academic output** – solution for practical problem, applied research results, professional opinion, conference outputs etc.



End users

- **Steps**

- List the end users for your research output
- Define how it is useful for these users
- Where and how these users can be reached
- Are these users involved in the research process

- **Types**

- ***Academic output*** – academic community, universities, other researchers, specialists
- ***Non-academic output*** – policy makers, private sector, public bodies, agencies



Dissemination partners

- **Steps**

- List formal and informal channels that help evaluate and disseminate
- How does your output fit these groups, parties?
- Why is it good to back your project, output?
- Look for organizational and professional partners

- **Types**

- **Academic output** – senior researchers, university lecturers, specialists in your topic and methodology
- **Non-academic output** – other research organizations, specialized organizations



Techniques

- **Steps**
 - Use combination of channels
 - How you can link your output with end users
 - Consider all possible channels and evaluate your aims and possibilities
 - What difficulties can arise concerning techniques
- **Types and techniques**
 - ***Academic output*** – academic journal, conference participation, working paper, books
 - ***Non-academic output*** – policy paper, research reports, workshops, seminars, mass media
 - *Involve if possible the WEB*



Types and merits

TYPE	ADVANTAGE	DISADVANTAGE
Academic journal	Wide impact on intellectuals Good targeting Critical peer review	Limited audience
Discussion and Working Papers	Gives floor for checking the results Several opportunities Softer conditions	Limited audience
Academic Conference	Learning and networking of professionals Critical peer review before and in the event	Expenses Limited audience
Workshop	Collection of users and professionals Active discussion	Expenses
Internet	Immediate, convinient Wide availability	Technical limits Underdeveloped potential Expense
Popularisation, mass media	Wide audience Bottom up influence	Diluted core message Special language



Evaluate and iterate

- **Steps**

- Have you met your dissemination goals? Use indicators – responses, participants, audience in conference, citations etc.
- Try to obtain feedback
- If you have partners, evaluate together
- Don't hesitate to go back to the first steps if needed

- **Types**

- **Academic output** – prestige of academic journal (citations), of conference (audience), working paper (hits, if e-paper), coauthors of book
- **Non-academic output** – further assignments, use of findings in practice, participants on your events, cumulating interest from mass media (interviews, articles etc.)



Dissemination work plan

- Involve **project management techniques**
 - Summaries
 - Work packages
 - Timesheets
 - Responsibilities
- Particularly in case of non-academic outputs, but very useful in other cases....



Homeworks...

- **Preconditions** – you have not too much time!!!
- There are good and there are less good, but something is always missing
- The proposal is **some kind of dissemination**:
 - So, take care of outlook
 - Use spectacular elements – charts, diagrams, tables
 - Separate activities in chapters – also dissemination
- Concerning **your dissemination**:
 - Use the planning tool: product – user – partners – techniques – (evaluation, feedback seeking can be also included)
 - Explain more properly the chosen technique, as unnecessary efforts are very expensive – time, money. (book, workshop)
 - Look for more ambitious ways – if you want good final results, you need to have peer review, so do not fear, check
 - Web resources are not really taken into consideration



Advices

- **No bad and good** ways – everything depends on the output, aims and possibilities
- **Combinations** are the best, be creative
- There are **Costs** (time, money) – thinking over is cheaper
- Imagine dissemination is a **part of the project**, so use appropriate techniques
- Behave according to **reality** to avoid serious defeats



Important links

- **Academic journals**, all have their strict or less strict requirements – call for papers
<http://www.oswego.edu/~economic/journals.htm>
http://econlit.org/journal_list.html
- **Working Papers** <http://econpapers.repec.org/> (1,943 series), but almost all research institutes have their own series
- Find **conference** (and call for papers) on Inomics
<http://www.inomics.com/cgi/show>
- Use **NetEc** is an international academic effort to improve the communication of Economics via electronic media
<http://netec.mcc.ac.uk/> - *everything: journals, working papers, institutes, public bodies etc.*



Thank you for your attention!

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