

Communication Tools for Moving Research to Practice

Social Media—Power and Potential: Lessons Learned

Hosted by AIR's Center on Knowledge Translation for Disability and Rehabilitation Research (KTDRR)



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Social Media—Power and Potential: Lessons Learned

The Knowledge Network for
Applied Education Research

Sofya Malik, Linda Nicolson, & Davoud Sarfaraz

Ontario Ministry of Education

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Agenda



Twitter: @KNAER_RECRAE

Introductions

Evolution of the KNAER

KNAER Phase II Context

KNAER Social Media Strategy

Understanding Impact

Evolution of the KNAER



is a tri-partate agreement between:

Education Research & Evaluation Strategy Branch:

Doris McWhorter (Director)

Sofya Malik

Linda Nicolson

Davoud Sarfaraz



Carol Campbell (Co-Director)

Shasta-Carr-Harris (Program Manager)



UNIVERSITY OF TORONTO
OISE | ONTARIO INSTITUTE
FOR STUDIES IN EDUCATION

Katina Pollock (Co-Director)

Kelly Bairos (Program Manager)



Western
Education

Knowledge Mobilization (KMb)

- Developing and expanding networks to share and apply knowledge
- Building capacity for mobilizing knowledge and use of evidence
- Engaging in and sustaining interactive activities for knowledge co-creation and sharing
- Producing, drawing on, and utilizing actionable resources to share and apply knowledge

Related Terms & Concepts - KMb

- knowledge transfer
- knowledge management
- knowledge translation
- knowledge exchange

Key Questions

- To whom should research results be communicated?
- How is the process of communicating research results best mapped?
- How will the proposed knowledge mobilization activities advance the stated research goals?
- Will interactions with knowledge users be fed into research design?
- How will interactions be sustained beyond the life of the project?

Social Sciences & Humanities Research Council

(SSHRC, 2015)

KNAER—Phase 1 (2010–2014)

Projects: 44 research-practice projects

Partnership: Required for each project (150)

Time Frame: 1–2 years

Focus areas: 4 broad priority areas

Funding: 25–100K per project

For more info visit the KNAER website



Network Models (1)

Linear models - in which research is produced and then made available for users in a mainly one-way relationship

Best & Holmes (2010)

Network Models (2)

Relationship models — Build on linear models but focus on enhancing relationships between and among researchers and practitioners to facilitate the KMb process

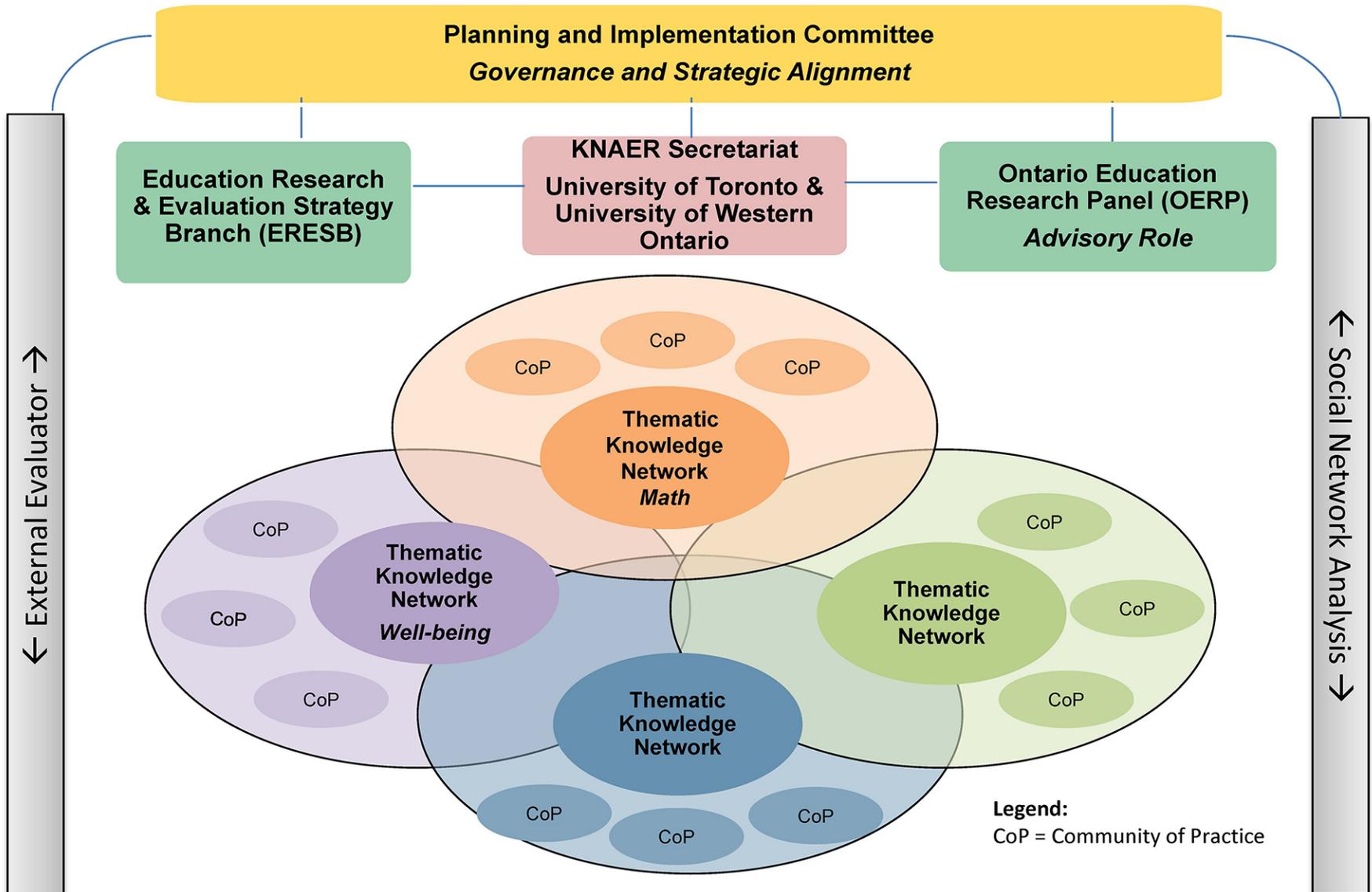
Best & Holmes (2010)

Network Models (3)

Systems models — Interaction, co-creation, and implementation of evidence throughout all levels of a system

Best & Holmes (2010)

KNAER PHASE II



Governance Roles

- Ontario Ministry of Education
- KNAER Secretariat
- Planning & Implementation Committee (PIC)
- Ontario Education Research Panel (OERP)

Network Roles

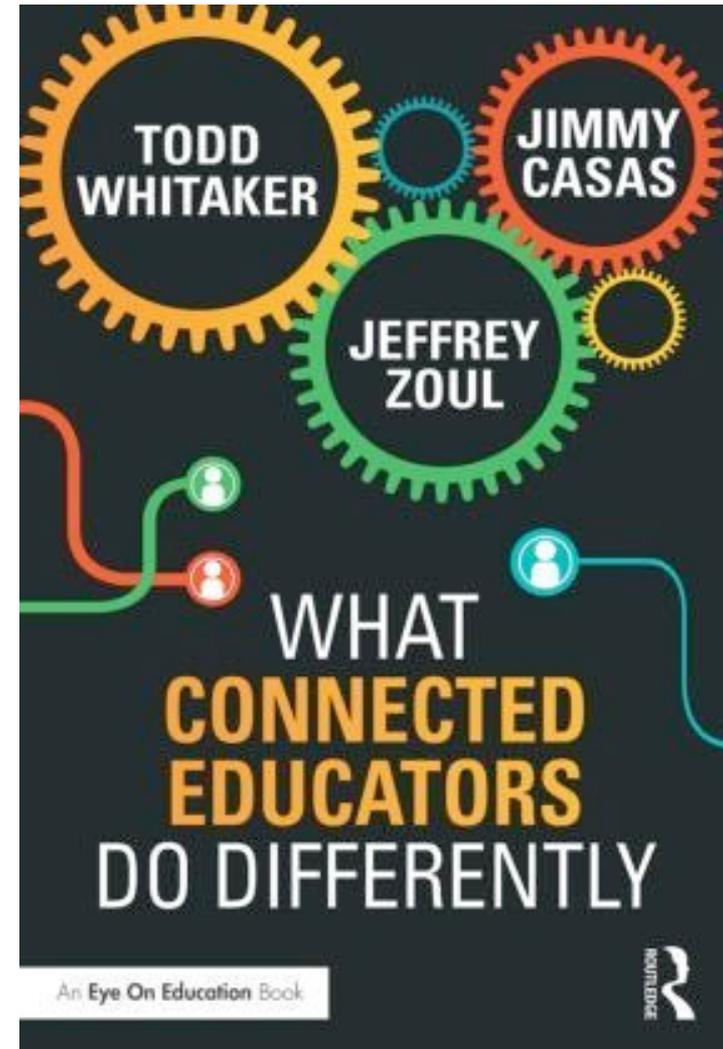
- Network Hosts
- Networks
- Communities of Practice

The Role of Social Media

- Dissemination
- Communication
- Networks
- Strengths
- Limitations

Social Media Use Among Educators

- Social media—Twitter, in particular—has been used among educators to establish relationships and share ideas.
- Virtual communities of practice
- Social processes
- Social networking technologies



KNAER Social Media

- KNAER's social media strategies include both linear and relationship approaches.
- Building connections, facilitating relationships, and promoting the use of KMb strategies in the education sector

@KNAER-RECRAE

- A central component of KNAER social media activity is the KNAER Twitter account.
- Over the years, the KNAER Twitter account has grown from 250 followers to approximately 2,500 followers.
- #KMbChats that engage participants online in questions concerning KMb practices and future suggestions for KNAER.

An Ontario network promoting the use of research in education • Un réseau ontarien qui encourage l'application de la recherche en éducation

KNAER Blog

Check out our Blog page for upcoming events, research news, KNAER highlights and other news...



1 2 3 4 5

Tweets by @KNAER_RECRAE

KNAER-RECRAE @KNAER_RECRAE
We're hiring a knowledge mobilization manager, job details are on our website. knaer-recrae.ca/blog-news-even... #onted

KNAER-RECRAE @KNAER_RECRAE

Embed View on Twitter

KMB PRODUCTS



This toolkit is a compilation of the many resources created by the KNAER-RECRAE projects. There are resources available for a variety of audiences

MAKE CONNECTIONS



Browse for education intermediaries and make suggestions for new connections. See what other organizations are interested in the same area as

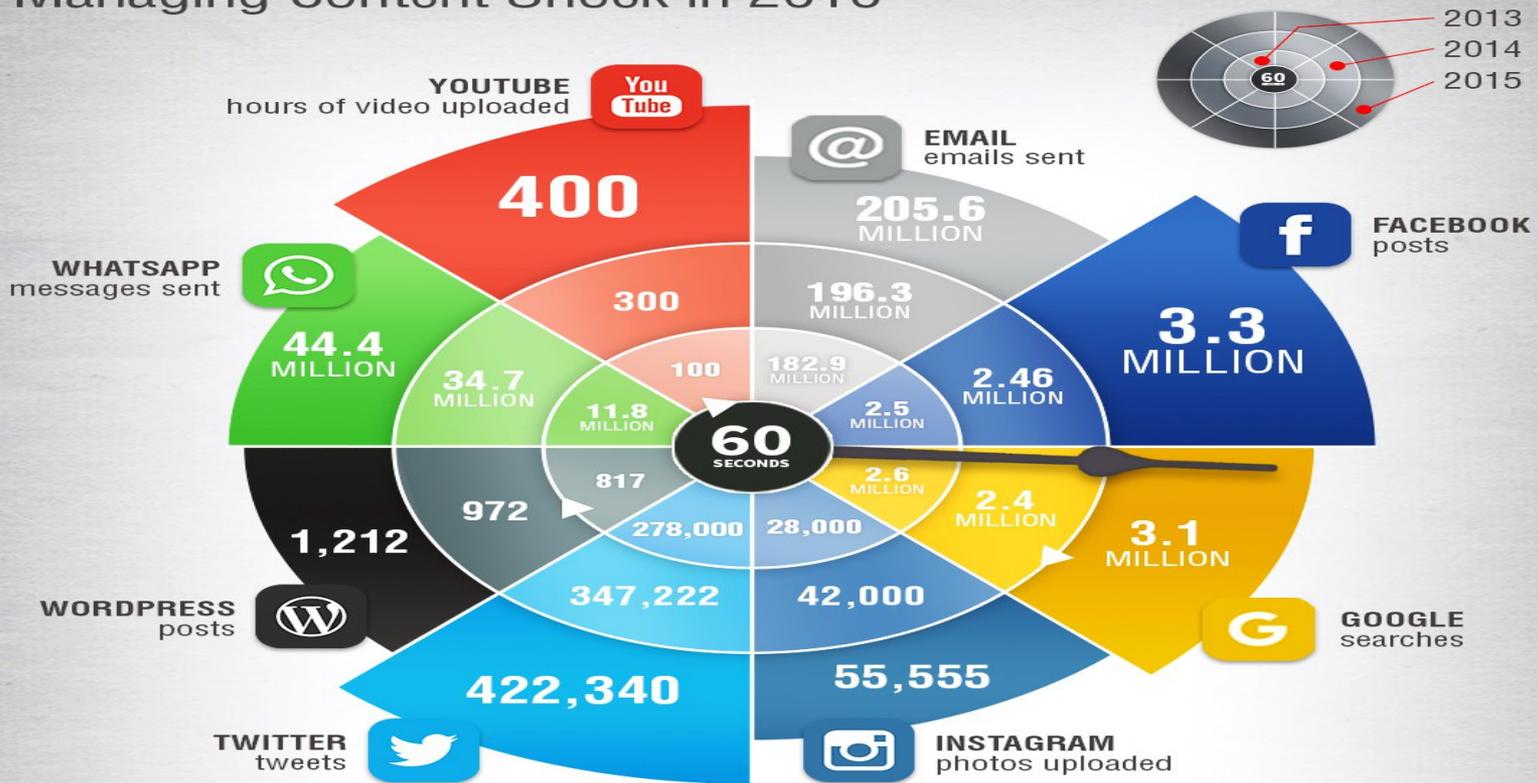


Challenges of Social Media

- High expectations
- Reaching audiences
- Staying relevant
- Exhaustion
- Measuring impact

What Happens Online in 60 Seconds?

Managing Content Shock in 2016



The world has fallen in love with social media and now automatically turns to online platforms to research and buy products and services. This gives fantastic opportunities for marketers to engage audiences and encourage content sharing, but also gives huge challenges of getting cut-through and keeping up-to-date ourselves!

At Smart Insights, we look to help by focusing on the 'Must-know' platform developments and developing mind tools to help businesses review how they can best Plan, Manage and Optimize their digital marketing – see our <http://bit.ly/smartlibrary>

Brought to you by:



www.smartinsights.com

Sources: Email: 2013-2015: Radicati; Facebook: 2014 Qmee; 2015 Wishpond; Google: 2013 Statista; 2014 AdWeek; 2015 Internet Live Stats; Instagram: 2013 Tech Crunch; 2014 Nuke Suite; 2015 Instagram; Twitter: 2013 Internet Live Stats; 2014 Internet Live Stats; 2015 Tech Insider; WordPress: 2013 WordPress; 2014 WordPress; 2015 Internet Live Stats; WhatsApp: 2013 Fierce Mobile IT; 2014 Slash Gear; 2015 Expanded Ramblings; YouTube: 2013 Youtube Global Blog; 2014 Reel SEO.

Lessons From the KNAER

- Utilizing and mobilizing existing research can support improvements in professional learning.
- Learning communities and/or networks support opportunities for collaboration, sharing of knowledge, and professional learning.
- KMb benefits from the development of usable and useful outputs and the cultivation of longer term partnerships and networks.

Understanding Impact

Types of Research Use

Instrumental use → specific pieces of research use and the “direct impact of research on policy and practice decisions”

Conceptual use → the complex, indirect ways that research changes ways of thinking, alerting policymakers to an issue, or general “consciousness-raising”

Symbolic use → validating pre-existing notions or suppositions

Weiss (1979); Nutley et al. (2007)

The Power and Potential of Social Media

- Generating awareness
- Sharing resources
- Reaching diverse audiences
- Engaging users
- Understanding impact



Thank you!

Questions or comments?

Contact us at: cro.office@ontario.ca

Want to learn more about the KNAER?

Visit: <http://www.knaer-recrae.ca/>

Disclaimer:

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