“Increasing Visibility and Impact through Innovative Dissemination”

Workshop in association with
University of Graz and Graz University of Technology

Tony Ross-Hellauer
Know-Center
Graz, 20th June 2018
OpenUP Objectives

- 30 month EC-funded project to:
  - Support RRI and advance a more open and gender-sensitive science system
  - Increase knowledge and use of innovative methods for

  - Review
  - Dissemination
  - Assessment
Expected Results

• **Cohesive framework** for Review – Disseminate – Assess phases of the research lifecycle

• **7 pilots** involving researchers from 4 scientific communities to validate the proposed mechanisms

• **Open dialogue** with and **training** for the community (workshops, coaching videos, training)

• Practical policy **recommendations & guidelines**
OpenUP Hub (openuphub.eu)
Attend our final conference

- Sep 5-6, Brussels
- Keynotes Jessica Polka and Stephanie Scott
- One-stop shop for innovations in review, dissemination and assessment!
OpenUP Conference:  
Win a travel scholarship to attend!

How to win: Enter our blog competition:
• “What is the most urgent thing that needs to change in how research is reviewed, disseminated or assessed.”

Open to students/early career researchers

Deadline 29th June 2018

https://www.openuphub.eu/community/blog/item/openup-blog-competition-for-early-career-researchers-and-students
Aims of this workshop

• Increase the impact of your publications
• Discover novel channels for dissemination of your research

Programme outline

• 10.00 - 12.00 - talks & presentations
• 12.00 - 13.00 - lunch break
• 13.00 - 15.30 - active break-out groups
• 15.30 - 16.00 – wrap-up
Speakers

Bianca Kramer

Jon Tennant

Michela Vignoli

Peter Kraker

Tony Ross-Hellauer
Special thanks to our co-organisers from

Eva Babonich
Gerlinde Maxl
Ulrike Krießmann

Christian Kaier
Clara Ginther
Karin Lackner
First breakout session
(13.00-14.00)

• “Shaping your online presence: pros, cons, and strategy” (Jon Tennant)
  • Room: Foyer space (ground floor)

• “What’s in it for me?” (Bianca Kramer)
  • Lecture room BMT01046 (first floor)

• “How do I get my research to show up in search engines and discovery tools?” (Peter Kraker)
  • Lecture room BMTEG038 (ground floor)
Second breakout session
(14.30-15.30)

• d) “Advantages and disadvantages of preprints and early dissemination” (Tony Ross-Hellauer)
  • Room: Foyer space (ground floor)

• e) “Shouting louder or shouting smarter? How to get you and your research noticed” (Bianca Kramer/Jon Tennant)
  • Lecture room BMT01046 (first floor)

• f) “Reaching industry, the general public and policy-makers with your research - a role play” (Michela Vignoli)
  • Lecture room BMTEG038 (ground floor)
Where are you now?

Bianca Kramer
Innovative Dissemination Training Workshop, Graz 20th June 2018

https://tinyurl.com/OpenUP-Graz-BK1
Innovations in Scholarly Communication

Fields:
- Scholarly communication
- Tools for research
- Research practices
- Open Science
- Workflows

Activities:
- Exploration
- Research
- Supporting information
- Advocacy
- Workshops

CC-BY
Bianca Kramer & Jeroen Bosman
101innovations.wordpress.com
How to Learn From a FAILED EXPERIMENT!
About your research ...

Who is involved?

What are the outcomes?

Who do you want to reach?

Think about this for a minute....

and discuss with your neighbour
About your research ...

Who is involved?

What are the outcomes?

Who do you want to reach?
Open to participation
- No barriers based on race, gender, income, status, language
- Involvement of societal partners in research priority setting
- Evaluations that include societal relevance
- Citizen science

Open to (re)use
- Open Access, for people and machines, to:
  - Proposals and applications
  - Data
  - Code
  - Preprints, working papers
  - Papers and books
  - Reviews and comments
  - Posters and presentations

Open to the world
- Translations
- Plain language explanations
- Outreach beyond academia
- Open to questions from outside academia
- Curation and annotation of non-scholarly information
- Participation in public debate

From: Bosman & Kramer (2017) Defining open science definitions
A model of the research cycle

- **Preparation**
  - Finding collaborators & funding
  - Searching information & getting access

- **Discovery**
  - Data collection, experimenting & analyzing

- **Analysis**
  - Incl. coding, visualizing & translating

- **Outreach**
  - Including communication outside academia
  - Also including sharing papers and data sets

- **Assessment**
  - Including being assessed/evaluated

- **Publication**
  - Incl. communication outside academia

**Also includes**
- Sharing papers and data sets
What do you do?

- Involve public/patients in drafting research proposals
- Share preprints and ask for feedback
- Translate research objects in world languages
- Make re-use and licensing guidelines clear
- Refuse to be part of all male or all white panels
- Use metrics of commercial/social applications to assess research
What do you currently do?

[Image: Innovative Dissemination - OpenUP workshop
Graz, June 20, 2018]

https://tinyurl.com/OpenUP-Graz

Results here: https://innoscholcomm.typeform.com/report/li2ozH/VJNhMd72oDjuoyXX
### Small survey - audience results

#### What is your research role?
- **PhD student**: 12 Responses (42.9%)
- **Postdoc**: 6 Responses (21.4%)
- **Other**: 5 Responses (17.9%)
- **Librarian**: 2 Responses (7.1%)
- **Professor / Associate professor / Assistant**: 2 Responses (7.1%)
- **Publisher**: 1 Response (3.6%)
- **Bachelor/Master student**: 0 Responses (0%)
- **Industry / Government**: 0 Responses (0%)

#### What discipline(s) are you working in?
- **Engineering & Technology**: 12 Responses (42.9%)
- **Social Sciences & Economics**: 9 Responses (32.1%)
- **Life Sciences**: 7 Responses (25%)
- **Physical Sciences**: 5 Responses (17.9%)
- **Arts & Humanities**: 3 Responses (10.7%)
- **Law**: 2 Responses (7.1%)
- **Medicine**: 1 Response (3.6%)

Small survey - audience results

What tools/sites do you use to archive/share publications?

24 out of 28 people answered this question

<table>
<thead>
<tr>
<th>Tool/Repository</th>
<th>Percentage</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>ResearchGate</td>
<td>75%</td>
<td>18</td>
</tr>
<tr>
<td>(and also) others</td>
<td>37.5%</td>
<td>9</td>
</tr>
<tr>
<td>arXiv</td>
<td>29.2%</td>
<td>7</td>
</tr>
<tr>
<td>Institutional repository</td>
<td>29.2%</td>
<td>7</td>
</tr>
<tr>
<td>I share working papers</td>
<td>12.5%</td>
<td>3</td>
</tr>
<tr>
<td>bioRxiv</td>
<td>8.3%</td>
<td>2</td>
</tr>
<tr>
<td>PubMed Central</td>
<td>4.2%</td>
<td>1</td>
</tr>
<tr>
<td>SSRN</td>
<td>4.2%</td>
<td>1</td>
</tr>
</tbody>
</table>

# Small survey - audience results

What tools/sites do you use to tell about your research outside academia?

15 out of 28 people answered this question

<table>
<thead>
<tr>
<th>Tool/Site</th>
<th>Percentage</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wordpress</td>
<td>53.3%</td>
<td>8</td>
</tr>
<tr>
<td>(and also) others</td>
<td>46.7%</td>
<td>7</td>
</tr>
<tr>
<td>Twitter</td>
<td>46.7%</td>
<td>7</td>
</tr>
<tr>
<td>Wikipedia</td>
<td>26.7%</td>
<td>4</td>
</tr>
<tr>
<td>Kudos</td>
<td>6.7%</td>
<td>1</td>
</tr>
<tr>
<td>Pint of Sicence</td>
<td>6.7%</td>
<td>1</td>
</tr>
<tr>
<td>FameLab</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>Medium</td>
<td>0%</td>
<td>0</td>
</tr>
</tbody>
</table>

Small survey - audience results

What tools/sites do you use to archive/share posters & presentations?

13 out of 28 people answered this question

- (and also) others: 46.2% (6 Responses)
- YouTube: 30.8% (4 Responses)
- Zenodo: 30.8% (4 Responses)
- F1000Research: 15.4% (2 Responses)
- Figshare: 15.4% (2 Responses)
- Slideshare: 15.4% (2 Responses)
- Speakerdeck: 0% (0 Response)
- Vimeo: 0% (0 Response)

Small survey - audience results

What researcher profiles do you use?

24 out of 28 people answered this question

- ResearchGate: 79.2% (19 Responses)
- ORCID: 58.3% (14 Responses)
- Google Scholar Citations: 41.7% (10 Responses)
- Institutional profile page: 41.7% (10 Responses)
- (and also) others: 25% (6 Responses)
- Academia: 16.7% (4 Responses)
- ResearcherID: 4.2% (1 Response)
- HumanitiesCommons: 0% (0 Response)

### Small survey - audience results

#### What tools/sites do you use to measure impact?

20 out of 28 people answered this question.

<table>
<thead>
<tr>
<th>Tool/Site</th>
<th>Percentage</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scopus</td>
<td>60%</td>
<td>12</td>
</tr>
<tr>
<td>Web of Science</td>
<td>45%</td>
<td>9</td>
</tr>
<tr>
<td>(and also) others</td>
<td>25%</td>
<td>5</td>
</tr>
<tr>
<td>Altmetric</td>
<td>25%</td>
<td>5</td>
</tr>
<tr>
<td>Impactstory</td>
<td>20%</td>
<td>4</td>
</tr>
<tr>
<td>JCR (impact factors)</td>
<td>20%</td>
<td>4</td>
</tr>
<tr>
<td>Plum Analytics</td>
<td>5%</td>
<td>1</td>
</tr>
<tr>
<td>Harzing Publish or Perish</td>
<td>0%</td>
<td>0</td>
</tr>
</tbody>
</table>

Many practices, tools and platforms:

- adding alternative evaluation, e.g. with altmetrics
- communicating through social media, e.g. Twitter
- sharing posters & presentations, e.g. at FigShare
- using open licenses, e.g. CCO or CC-BY
- publishing open access, ‘green’ or ‘gold’
- using open peer review e.g. at Peerage of Science
- sharing preprints, e.g. at arXiv, bioRxiv or OSF
- using actionable formats, e.g. with Jupyter
- open XML-drafting e.g. at Overleaf or Authorea
- sharing protocols & workfl. e.g. at MyExperiment
- sharing notebooks e.g. at OpenNotebookScience
- sharing code e.g. at GitHub with GNU license
- sharing data, e.g. at Zenodo, Dryad, Dataverse
- pre-registering, e.g. at OSF or AsPredicted
- commenting openly, e.g. with Hypothes.is
- using shared reference libraries, e.g. with Zotero
- sharing (grant) proposals, e.g. at RIO

http://doi.org/10.5281/zenodo.1147025
Disseminating your research ...

Who is involved?

What are the outcomes?

Who do you want to reach?

No barriers based on race, gender, income, status, language

Involvement of societal partners in research priority setting

Evaluations that include societal relevance

Citizen science

Translations

Plain language explanations

Outreach beyond academia

Open to questions from outside academia

Curation and annotation of non-scholarly information

Participation in public debate

Open Access, for people and machines, to:

- Proposals and applications
- Data
- Code
- Preprints, working papers
- Papers and books
- Reviews and comments
- Posters and presentations

Who is involved?

What are the outcomes?

Who do you want to reach?
Who is your audience beyond academia?

policy makers?

children?

journalists?

teachers?
Why Is There No Water?

A lot of people in the United States don't understand how complicated water is. I created this post as a sort of quick guide to water, and the complexity of getting water to places that don't have it.

I was inspired to write this post by a similar question I received while in Ethiopia this summer. I feel like it pretty much embodies all the questions I've ever been asked about the water project that I've been working on (you can read more about that here if you want).

Why is there no water in NYC? This "there is that" possibility but what has prevented? Must from getting water? Causes other effects to fail too (P)?

For context, this is the village in Kafa, Ethiopia where I've been doing the water project.

Let's break down this question into a few topics. First, what does "no water" mean? Second, what about natural water sources such as rain, streams, and lakes? Third, how do people get water? And lastly, this question wasn't asked, why is it important to have water?
Disseminating your research ...

- No barriers based on race, gender, income, status, language
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  - Posters and presentations

Who is involved?  What are the outcomes?  Who do you want to reach?

Did it work?
10 Simple Rules for Innovative Dissemination

Tony Ross-Hellauer
Know-Center
Graz, 20th June 2018
1. Get the basics right

- Define your objectives
- Map your audience(s)
- Target and frame your messages
- Bring this together into a dissemination plan of what you'll release and when
2. Encourage participation

- In the age of Open Science, don’t just broadcast, go for multi-directional dissemination
- Invite & engage with others to participate & collaborate
3. Open science for impact

- Open Access publications and preprints mean more citations
- In addition, by publishing datasets, software and peer reviews, you increase your number of citable research outputs
4. Remix traditional outputs

Give traditional outputs like research articles and books an impact-boost with accompanying lay-summaries, press-releases, blogs, and visual/video abstracts
5. Go live

- In person dissemination doesn’t just have to be at stuffy conferences
- Hit the road and take part in science festivals, science slams, TEDx talks, science festivals, or roadshows
6. Get artistic

- Disseminate findings through art or multimedia interpretations
- Let your artistic side loose or use new visualisation techniques to produce intuitive, attractive data displays
7. Respect diversity

• Research should reach all who might be affected by it
• Respect inclusion in scientific dissemination by creating messages which reflect gender, demography and ability diversity
8. Find the right tools

- Choose media, format and dissemination strategy based on your communication objectives.
- Find tools via openuphub.eu/disseminate/services
9. Keep the right profile

Use personal websites, social media accounts, researcher identifiers and academic social networks to make you and your research visible
10. Evaluate, evaluate, evaluate

- Assess your dissemination activities
- Are they having the right impact?
- If not, why not?
Using social media to get a career boost

Jon Tennant
Innovative Dissemination Training Workshop,
Graz 20\textsuperscript{th} June 2018
Who am I?

• Procrastinate way too much on Twitter
• Extensive blogging and media experience
• Worked for a stint in science policy
• Freelance science journalist/consultant
So what is all the fuss about

• Science communication is at a tipping point. For decades, we’ve making the case for broader engagement. Whether it’s framed as a moral imperative, a financial obligation, or a pragmatic undertaking, the question is settled. “Should we?” Yes. The hard question remains “How?”

http://blogs.nature.com/soapboxscience/2013/05/15/science-communication-at-a-tipping-point
The key question

• What roles can social media play in the digital age of science communication, while..
  ✓ Enhancing your academic experience
  ✓ Diversifying your skill-set
  ✓ Furthering your career
What is social media?

• Whatever you want it to be
• A way to mobilise the power of networks
• Where everything happens

Not this..
# Pros versus cons

**Benefits**

- Opens up research – access and accessibility
- Communication with different audiences
- Impact case studies
- Feedback and discussion about your work
- Natural development of online profile

**Drawbacks**

- Time. Never enough time.
- Privacy issues and over-sharing
- Viewed as ‘self-promotion’ by some
- Not peer-reviewed so seen as low quality
- Can be viewed as a waste of time
How to reconcile these?

Two key points:

1. Think strategically
2. Don’t be stupid
More positive points

- Open science and collaboration
- Networking, 21st Century style
- Virtual conferences, chats, webinars
- Jobs, grants, events, opportunities
- Fast and dynamic – stay ahead
- Build your digital profile, advance career
Blogging

Does blogging enhance your profile?

• Aidan Horner: Views on blogging are polarised, a lot like marmite..

• Chris Chambers: Being anti-blogging is “narrow ivory-tower hypocritical b*ll*cks.”

"Having something like blogging on your CV may help you get grants in the future because they provide an avenue where you can "communicate your research to the public", something which many grant bodies are now requiring" - Indeterminate rock nerd, ICL
Not just for hipsters

• Guest blogging and group blogs
• Practice writing skills
• Collect and share thoughts
• Science communication outlet
• Feedback and discussion forum
• Open up research
• Become recognised more
Twitter

- Contacts!
- Opportunities
- Up to date & fast
- Customisable
- Information source

http://www.andfaraway.net/blog/2010/06/21/the-four-stages-of-getting-twitter/
Other potential outlets

- Academia.edu and ResearchGate
- Figshare, Zenodo, Open Science Framework, ScienceOpen
- LinkedIn, ORCID
- Altmetric, ImpactStory, Publons

https://twitter.com/SWoolzie/status/100899400696246272
### Research Fields

- Planetary Science (Excl. Extraterrestrial Geology)
- Scholarly Communications

### Editorial Board Memberships

Add your editorial roles here.

### Editor Records (Manuscripts handled as editor)

Get recognition for your handling editor work by adding records here.

#### Has Reviewed For

<table>
<thead>
<tr>
<th>Journal/Conference</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health Research Policy and Systems</td>
<td>1</td>
</tr>
<tr>
<td>Journal of Morphology</td>
<td>1</td>
</tr>
<tr>
<td>Palaeogeography, Palaeoclimatology...</td>
<td>1</td>
</tr>
<tr>
<td>PeerJ</td>
<td>1</td>
</tr>
<tr>
<td>Earth-Science Reviews</td>
<td>1</td>
</tr>
<tr>
<td>Information</td>
<td>1</td>
</tr>
<tr>
<td>Open Library of Humanities</td>
<td>1</td>
</tr>
<tr>
<td>Palaeontologia Electronica</td>
<td>1</td>
</tr>
<tr>
<td>Plos One</td>
<td>1</td>
</tr>
</tbody>
</table>

Identifiers

- publons.com/a/193456/
- orcid.org/0000-0001-7794-6218

Navigate

- Has reviewed for 10 journals
- 11 Pre-publication Reviews

Twitter

Share on Twitter
What does it all mean?

- As the open science movement is demonstrating, the solitary genius of individuals is rarely superior to the speed and power of expert networks. We are stronger, wiser, and more creative as a community. And we are going to need all of that. – Liz Neeley.
How to know if it’s worth it

• Impact assessment
• Blog statistics (hits, comments, shares)
• Altmetrics (social media shares)
• The stories and anecdotes
• Being part of a community
• Define your own path in life
Bilbo said it best

It’s a dangerous business, going out your door. You step onto the road, and if you don’t keep your feet, there’s no telling where you might get swept off to.
Pro-tips

• Be patient. Don’t expect to become an expert or viral overnight.
• This is a skill and takes training.
• Don’t self-promote, let your work do the talking.
• Be strategic.
Homework

An Introduction to Social Media for Scientists
Holly M. Bik, Miriam C. Goldstein
Published: April 23, 2013 • https://doi.org/10.1371/journal.pbio.1001535

http://journals.plos.org/plosbiology/article?id=10.1371/journal.pbio.1001535
How can you reach businesses and the public?

Michela Vignoli
AIT Austrian Institute of Technology
Innovative Dissemination Training Workshop, Graz 20th June 2018
Introduction

Draft guidelines by OpenUP

• Purpose
• Methodology
Introduction

Dissemination

• facilitates research uptake and understanding

• planned process that involves
  • consideration of target audiences;
  • consideration of the settings in which research findings are to be received;
  • communicating and interacting with wider audiences
Introduction

• **Show added value** that projects provide

• **Show relevance** of the project's results for our everyday lives

• **Make better use of the project's results** through better take-up
  • by decision makers, policy makers, industry, scientific community
Target audiences

Project results

- Research communities
- Research roadmaps
- MS, EU policymakers
- Data
- Policy recommendations
- Reports
- (collaboration) platforms
- Skills, knowledge
- Publications
- Pre-standards
- Educational materials
- Software
- Prototypes
- Codes of conduct

- Industry, innovators
- Civic society, citizens
5 steps

1. Define dissemination & communication objectives
2. Define target audience(s)
3. Define key message(s)
4. Plan your dissemination & communication strategy
Define Objectives

- **Think about your goals.** What do you want to achieve?
Define Objectives

• Purpose: What should your audience be able to do with your information?
Define target audience(s)

- Pinpoint your target audience: *Think about who exactly you are trying to reach.*
Define target audience(s)

- Get to know your target audience.
Define key message(s)

- Align your key message with what the targeted audiences expect.
Define key message(s)

- Tell a story and involve their world in it. Explicitly include and address the targeted audience
Plan your strategy

- Choosing media, format and dissemination strategy strongly depends on your communication objectives.
Plan your strategy

- Share your key message to reach your target audience as passive listeners.
Plan your strategy

• Enable your target audiences to become active or do something with the content that you provide.
Summing up

• Targeted dissemination supports inclusion and participation of stakeholders

• It is important to disseminate target group specifically

• Get in touch with your target audience to learn what they want to know from you, and in which format

• Adapt your key messages to your objectives and target audience(s)

• Ask for support if you need it!
Final remarks & tips

• Doing dissemination well pays off

• Plan wisely: it can be a lot of effort!

• Work in a team

• Appoint responsibilities & define activities during the project runtime

• If you have the means, partner up with experts who can support you