Discussion of Next Steps for Technical Assistance and Proposal Submissions

Dr. Kinnis Gosha
QEM Consultant
EHR Core Research Workshop - April 2017
3 Step Process for Disseminating Your Findings
1. Identify the appropriate audience for the particular research findings.

Should be decided at the beginning of the project

Who will benefit from the information?

For example, if the project is for the sake of gaining new knowledge in a scientific area, the audience will likely be ________________.

On the other hand, if the research is more community based such as sharing the results of a childhood obesity study, the audience will be ____________.
2. List the most appropriate methods of dissemination for that type of audience.

If the audience is the scientific academic community then science journals, conference presentations and book chapters may be more appropriate.

If the research is more community based social media, flyers, blogs, or YouTube videos may be more appropriate.
3. Identify the most common barriers and strategies for eliminating them.

Costs? Are funds available? What type(s) of methods are affordable?

Are the resources and communication skills available to meet the needs of the dissemination plan? For example, is someone available to design a brochure if needed?

What is the relationship between the research sponsor and/or the university and the audience? Is relationship-building necessary?

Are there time constraints that must be dealt with?
## Dissemination Venues

Chart includes some of the possible means of communicating and disseminating research findings, as well as the primary benefits associated with those methods.

<table>
<thead>
<tr>
<th></th>
<th>Establish Formal Research Record</th>
<th>Create Awareness &amp; Gain Exposure</th>
<th>Find Collaborators &amp; Build Networks</th>
<th>Increase Article Readership</th>
<th>Increase Number of Citations of the Research</th>
</tr>
</thead>
<tbody>
<tr>
<td>Books or Book Chapters</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Peer-Reviewed Journal Articles</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Policy Briefs</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Press Releases</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Institutional Newsletters</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference Presentations</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Poster Presentations</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook/Twitter/Google+</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Blogging</td>
<td>X</td>
<td></td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Podcasts</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>YouTube</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Slideshows</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
<tr>
<td>Online Reference Managers</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
</tr>
</tbody>
</table>
Social Media Deep Dive
Social Media Overview

A majority of Americans now say they get news via social media.

Half of the public has turned to these sites to learn about the 2016 presidential election.

Americans are using social media in the context of work (whether to take a mental break on the job or to seek out employment).

Facebook use appears to be on the rise due to older Americans usage.
Instagram use is especially high among younger adults compared to other platforms.

Roughly six-in-ten online adults ages 18-29 (59%) use Instagram, nearly double the share among 30- to 49-year-olds (33%) and more than seven times the share among those 65 and older (8%).

Female internet users are more likely to use Instagram than men (38% vs. 26%).
Twitter

Roughly one-quarter of online adults (24%) use Twitter, a proportion that is statistically unchanged from a survey conducted in 2015 (23%).

Some 36% of online adults ages 18-29 are on Twitter, more than triple the share among online adults ages 65 and older (just 10% of whom are Twitter users).

Somewhat more popular among the highly educated: 29% of internet users with college degrees use Twitter, compared with 20% of those with high school degrees or less.
LinkedIn user growth remains steady: 29% for 2016 and 25% for 2015.

Half (50%) of online adults with college degrees are on LinkedIn, compared with 27% of those who have attended but not graduated from college and just 12% of those with high school degrees or less.

Similarly, 45% of online adults with an annual household income of $75,000 or more use LinkedIn, compared with just 21% of those living in households with an annual income of less than $30,000.
Hootsuite

Hootsuite is a platform for managing social media that uses a dashboard interface that supports social network integrations for Twitter, Facebook, Instagram, LinkedIn, Google+, YouTube, and many more. It even comes with a browser plugin and you can schedule posts!
Workshop Activity

Hootsuite Account Development and Post Scheduling

Instructions

1. Create a website with Hootsuite and connect it to at least one social media platform.

2. Schedule a post to that account.
Scheduling a Post

COMPOSING AND SCHEDULING MESSAGES

GETTING STARTED
Suggested Readings


Suggested Readings


Sources

Credit to the Center for Innovation in Teaching and Research
https://cirt.gcu.edu/research/developmentresources/tutorials/dissemination

Pew Research Center (2016)
Thank you
Any Questions?

Dr. Kinnis Gosha
QEM Consultant
Department of Computer Science
Morehouse College
(e) kinnis.gosha@morehouse.edu
(w) www.kinnisgosha.com