

Mobilizing research

in an evolving media landscape

PART 1

MAY 12, 2022



Overview

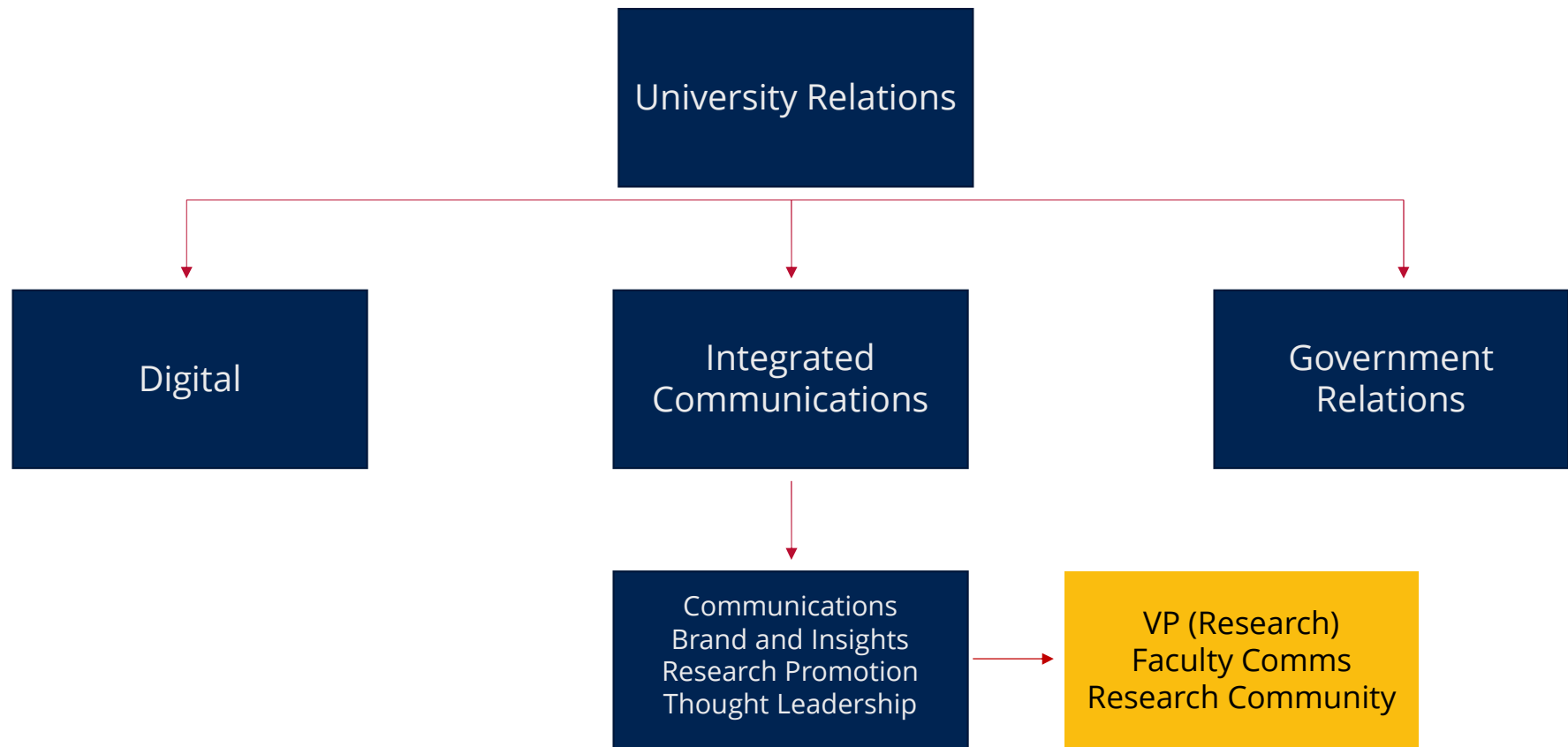
- Our team
- What is research promotion?
- The evolving media landscape
- The Conversation
- How to use social media



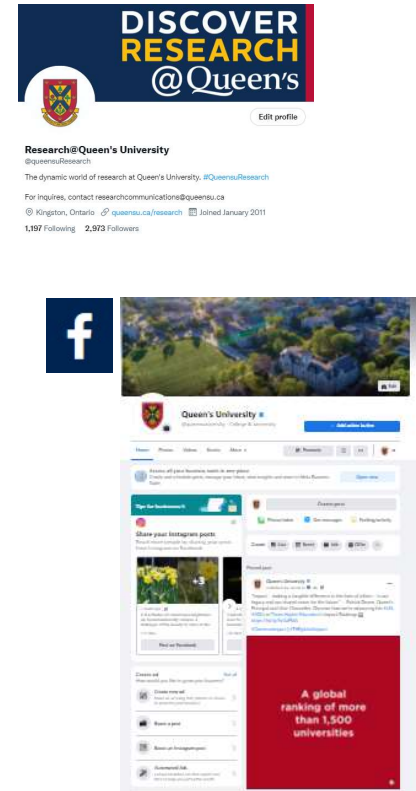
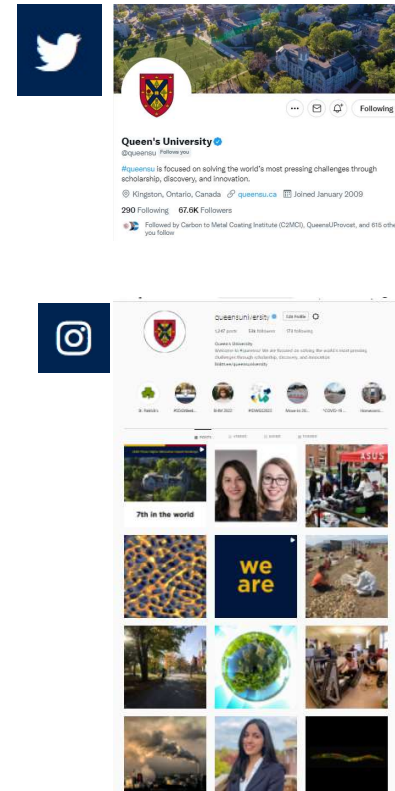
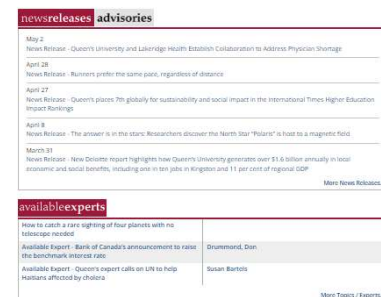
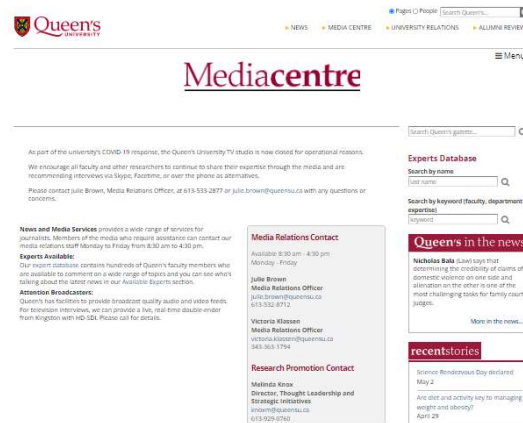
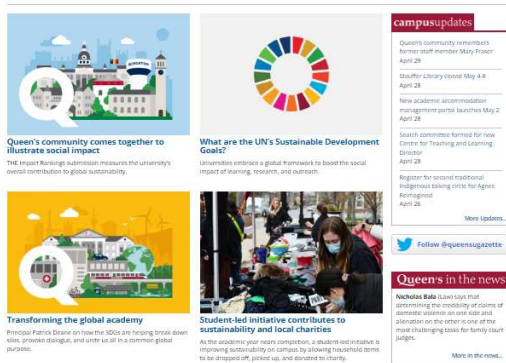
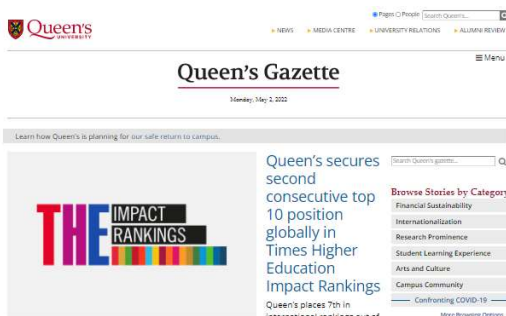
Our team

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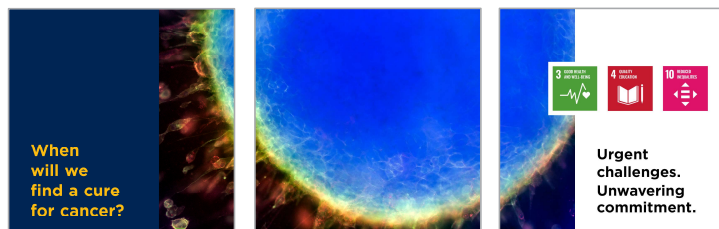
University Relations



Queen's platforms and channels




Initiatives and campaigns



What is research promotion?

And why you should engage in it



Research promotion is the transmission of research from researchers to audiences — both within and beyond academia — such that it benefits users and creates positive impact within Canada and/or internationally, and, ultimately, has the potential to enhance the profile, reach, and impact of the research, researcher, and their institutions.



Reasons to promote your research

- ✓ Raise profile and build reputation
- ✓ Support funding opportunities
- ✓ Facilitate knowledge mobilization
- ✓ Practice communication skills
- ✓ Build collaborations and partnerships
- ✓ Support recruitment (students and faculty)
- ✓ Inspire philanthropic activity
- ✓ Benefit humanity
- ✓ Fulfill our responsibility to taxpayers
- ✓ Bridge gaps between academia and society

How to promote your research

Peer-reviewed
journals or books

Patents and
commercialization

Blogs, podcasts,
and online videos

Non-traditional
news outlets
(The Conversation)

Conference
presentations

Public lectures,
government
engagement

Outreach events

Social media

Partnership and
collaborations

Profile-building
events

Exhibits, museums,
interventions in
public spaces

Media relations
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The evolving media landscape

How does research promotion fit in?



What is media?

Any content that is broadcast or published publicly

Who are the media?

No longer a monolithic entity.

How has the media landscape shifted?

Traditional

Social media

Bloggers

Non-traditional

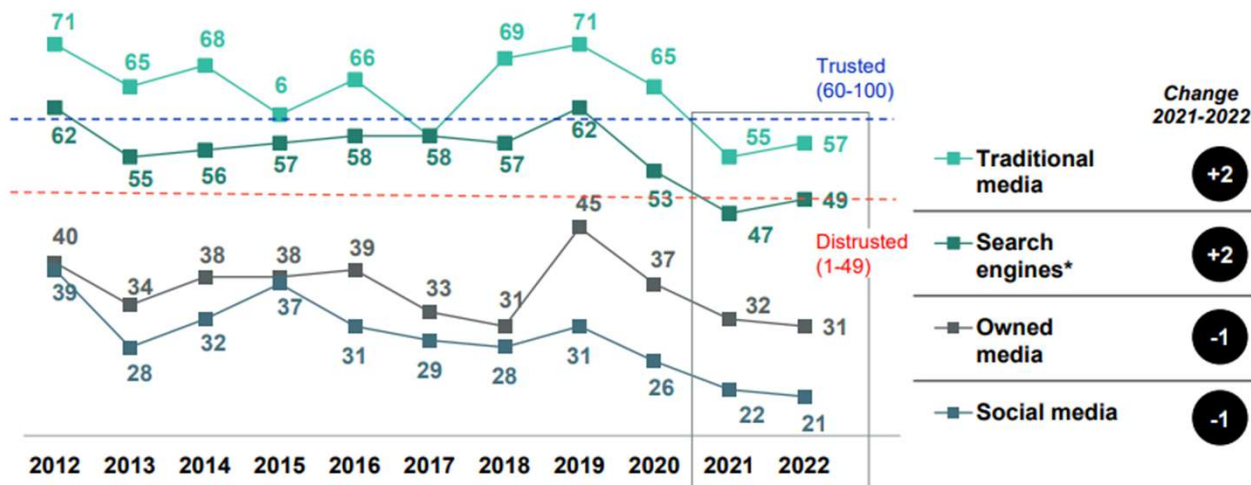
Influencers

Podcasters

Media in crisis

TRUST IN SOCIAL HITS NEW LOW

Per cent trust in each source for general news and information, in Canada



Per cent who agree, in Canada

I worry about **false information or fake news** being used as a weapon

71%

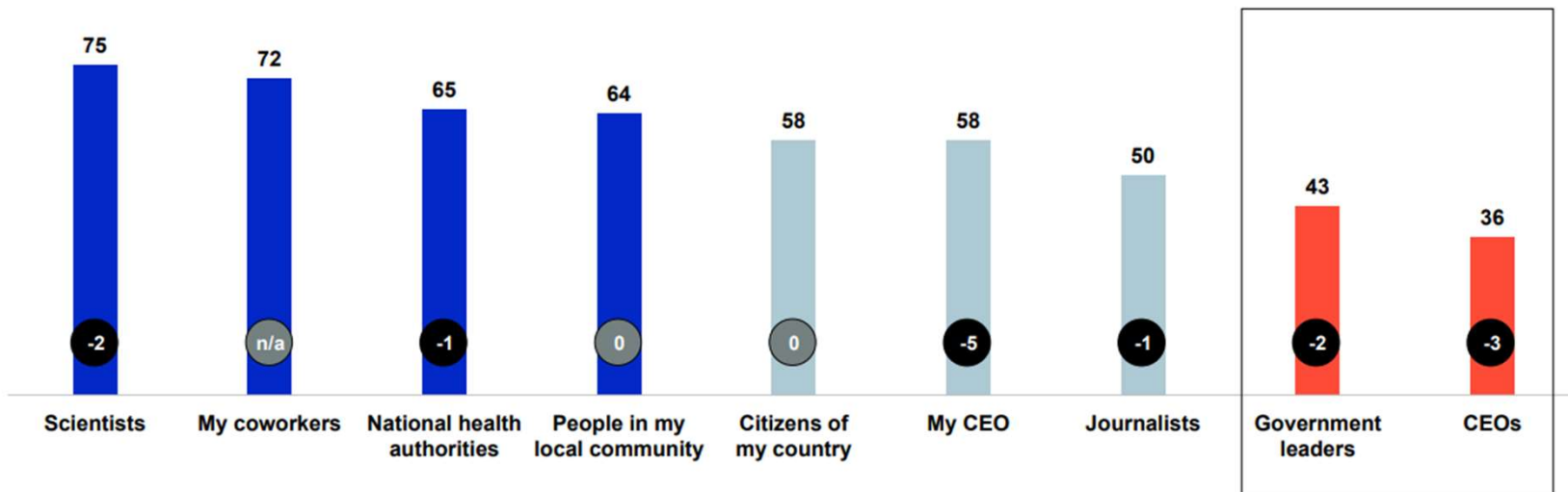
2022 Edelman Trust Barometer. COM_MCL. When looking for general news and information, how much would you trust each type of source for general news and information? 9-point scale; top 4 box, trust. Question asked of half of the sample. ATT_MED_AGR. Below is a list of statements. For each one, please rate how much you agree or disagree with that statement using a nine-point scale where one means "strongly disagree" and nine means "strongly agree". 9-point scale; top 4 box, agree. Question asked of half the sample. General population,

Researchers are credible experts

Per cent trust, in Canada



Scientists and employers most trusted



2022 Edelman Trust Barometer. TRU_PEP. Below is a list of groups of people. For each one, please indicate how much you trust that group of people to do what is right using a 9-point scale where one means that you "do not trust them at all" and nine means that you "trust them a great deal". 9-point scale; top 4 box, trust. Some attributes asked of half the sample. General population, Canada. "My coworkers" and "my CEO" only shown to those who are an employee of an organization (Q43/1).

The Conversation

Joint effort to leverage expert-based content

The platform

- Largest network of global expertise in research and scholarly activity
- 90 commissioning editors and 83,000+ academics registered as contributing authors
- 4.5 million visits to the website per month, 38.5 million monthly reads through republication via creative commons globally, and 22,000 republishers, including respected international media

THE CONVERSATION



Queen's and *The Conversation*

- In 2016, UBC School of Journalism Professors Mary-Lynn Young and Alfred Hermida received \$200,000 from SSHRC to support the launch of a national version of the globally successful non-profit academic journalism site.
- *The Conversation Canada* partnered with Canadian Press/La Presse Canadienne to disseminate website content and Scott White was hired as editor-in-chief.
- Soft-launch in Spring 2017 with official launch in Fall 2017. Queen's is a founding member.

THE CONVERSION

Academic rigour, journalistic flair

Politics | Business | Economy | Culture | Society | Education | Environment | Energy | Health | Politics | Science | Tech

Queen's University, Ontario

Established in 1827 and one of Canada's oldest degree-granting institutions, Queen's today is a mid-sized university that provides a transformative student learning experience within a research-intensive environment. A member of the prestigious U15 group of research-intensive Canadian universities, Queen's continues to develop research leadership in a number of areas, including its membership in the Atlantic Network, an international group of research-intensive universities with a strong shared commitment to the undergraduate and graduate student learning experience.

Displaying 1 - 20 of 336 articles

Diamond mines in the Northwest Territories are not a girl's best friend

Queen's University | Ontario

While mining has made diamond rings a symbol of heterosexual marriage, women from the Northwest Territories tell a different story about their experiences with the diamond mines.

April 10, 2022

#ToxicWorkplaces: The future of youth employment in Canada

Queen's University | Ontario

Millennial youth have increasingly been resisting and expressing their dissatisfaction with toxic workplaces.

April 6, 2022

It's time for the Canada Infrastructure Bank to reclaim its public purpose

Thomas Moore, 2024 University of London | Queen's University, Ontario

Rather than underwriting private interests and the privatization of public services, the Canada Infrastructure Bank can build a better democratic institutional legacy.

April 4, 2022

What the Invasion of Ukraine means for the IPCC's latest climate change report

Walter Adams, University of Oxford and Highmarch, Queen's University | Ontario

A period of high fossil fuel prices has mixed implications.

April 4, 2022

Cancer treatment and diagnosis backlogs during COVID-19 may affect cancer survival

Heidi F. Poon, Queen's University | Ontario

In future health emergencies and possibly further waves of the COVID-19 pandemic, cancer needs to be taken into account when extending cancer waiting times for patients enrolled at specialized health-care needs.

March 11, 2022

The cultural sector needs support in order to benefit from a digital remake

Robert La, Queen's University | Ontario

We can emerge from the pandemic a culturally stronger and more forward-looking and resilient society than before if we support the future sector and digitalization.

Authors

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View Authors

University Relations reports quarterly on *The Conversation Canada* metrics to the Board of Trustees .

Who can write

- *The Conversation* model is based on authors who have an expertise in the subject they are writing about
- Authors must be a current researcher or academic with a Canadian university: professors, associate, adjunct, post doctoral and honorary roles (emeritus positions)
- PhD and Master's students can also submit, but MA students must have a professor as a co-author

Academics get access to a robust analytics dashboard, which provides data to show where and how often their article was read.

Authors can use this data to demonstrate knowledge mobilization, an increasingly important element in grant applications.



Evaluate your pitch idea

- Does it have a link to a current news event?
- Does it draw on new research that is about to be published?
- Does it offer a unique or unexpected perspective?
- Does it offer a practical solution to everyday life challenges?



Write your pitch

Things to ask yourself:

- What is the main point you want to make?
- Why does the story matter?
- What evidence backs up your argument?
- Is there a solution or a call-to-action?

The pitch: What's your story?

Story ...

In one sentence, what's your story? (50 word limit)

Significance ...

Why is it interesting or significant for non-academic readers? (100 word limit)

Other key points

Any other key points to mention? (150 word limit)

Multimedia

Do you have any photos, video, audio, graphs or other material to help illustrate your story? If so, please describe them. (200 word limit)

Timeliness ... ☐ Relevant now ☐ Relevant in the future ☐ Timeless ("Explainer")

Is this issue particularly relevant now, or looking ahead? Or are you suggesting this as a timeless 'explainer' of a commonly misunderstood issue?



We are here to support you

Contact our team for help with your pitch or if you have an accepted pitch. We can work together to promote your article across Queen's channels.

How to use social media

To leverage your research and build your profile

Using social media can impact your academic life

News

Sharing research on Twitter may lead to higher citations

Science communication is becoming more and more important to emerging researchers.

BY TARA SIEBARTH | MAY 01 2018

Social media usage by higher education academics: A scoping review of the literature

[Ritesh Chugh](#), [Robert Grose](#) & [Stephanie A. Macht](#) 

[Education and Information Technologies](#) **26**, 983–999(2021) | [Cite this article](#)

Does tweeting about research attract more citations?

BY DALMEET SINGH CHAWLA | 26 JUNE 2020

CAREER COLUMN • 08 FEBRUARY 2019

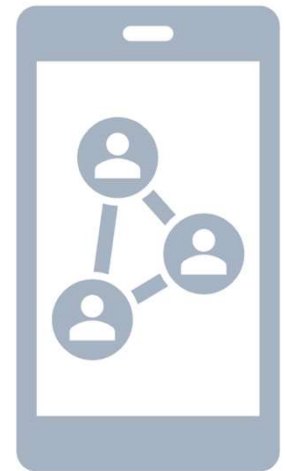
How to use Twitter to further your research career

The social-media platform is often a tool for procrastination, says Jet-Sing M. Lee. But what else can it be?

Professional Social Media

Things to ask yourself:

- Will your account be solely professional or also personal?
- How does Twitter, Instagram or LinkedIn fit in with your outreach strategy?
- What kind of content do you want to share?
- How much time do you want to dedicate?
- How do you want to define success?



Pick the channel that best suits your goals



Building your profile

Twitter 

Unique:

- Length: 280 characters
- To the point
- Stand alone
- Of the moment

Common:

- Hashtags
- What's trending?

LinkedIn 

Unique:

- Length: 1 – 4 paragraphs
- Deeper dive
- Industry or field specific
- Evergreen

Common:

- Hashtags
- What's trending?



Queen's University  @queensu · Feb 11

On [#WomenInScience](#) day help us celebrate & inspire present & future [#WomenInSTEM](#) by sharing your [#QueensuResearch](#).

Follow us today as we retweet & highlight some of our [#queensu](#) researchers & their contributions to groundbreaking [#STEM](#) research & outreach.

🔔 Tag us [@queensu](#)



Queen's University VP Research Portfolio and 9 others



Cathleen Crudden 
@cathleencrudden

...

Here's the news all! We've been awarded an NFRF-T grant of \$24M from the [#NFRF @ISED_CA](#) in support of our work on organic-on-metal coatings. The core Team includes Paul Ragogna, [@MauzerollGroup](#), Christian Moreau, [@HedbergLab](#), [@CCapicciotti](#), and [@ganglabstyle](#)! 1/

 Queen's University  @queensu · Jan 12

Congratulations 🎉 to #queensu researcher @cathleencrudden & her team of international collaborators on receiving \$24M from #NFRF @ISED_CA for high-risk, high-reward chemistry that could transform metal preservation & save billions worldwide!

Learn more [→ direc.to/hSw2](#)



10:48 AM · Jan 12, 2022 · Twitter Web App

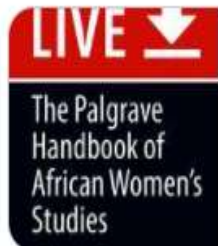
28 Retweets 10 Quote Tweets 438 Likes

📌 Pinned Tweet



Dr. Yolande Bouka @yolandebouka · Feb 13, 2020

Excited to share my new publication: "Women, Colonial Resistance, and Decolonization: Challenging African Histories" in The Palgrave Handbook of African Women's Studies



Women, Colonial Resistance, and Decolonization
This chapter critiques the androcentrism of African anticolonial narratives and explores how it distorts ...
link.springer.com

💬 31

↻ 269

❤️ 869



[Show this thread](#)



Bishal Gyawali
@oncology_bg

...

Hot off the press! In [@JMAOnc](#) with a dream team of Drs. Brundage, Booth, [@EAEisenhauer](#), and [@scotttriberry](#), and [@QueensUHealth](#) medical student Joseph Samuel as the first author. We examine the association of QOL with survival outcomes in cancer drug trials. jamanetwork.com/journals/jamao...

Original Investigation

ONLINE FIRST

April 28, 2022

Association of Quality-of-Life Outcomes in Cancer Drug Trials With Survival Outcomes and Drug Class

Joseph N. Samuel, PharmD, MSc¹; Christopher M. Booth, MD^{2,3,4}; Elizabeth Eisenhauer, MD³; Michael Brundage, MD, MSc^{2,3}; Scott R. Berry, MD³; Bishal Gyawali, MD, PhD^{2,3,4}

[➤ Author Affiliations](#) | [Article Information](#)

JAMA Oncol. Published online April 28, 2022. doi:10.1001/jamaoncol.2022.0864

👤 [@QueensOncology](#) and 4 others

QE3 Research Retweeted



Diane Orihel @DianeOrihel · Aug 21, 2020

Are you looking for an exciting [#PhD](#) or [#PDF](#) position? My [@QE3_Research](#) Lab [@queensu](#) is looking for some great emerging scholars to join our interdisciplinary team to study [#microplastic](#) pollution at [@QUBioStation](#). [#cdnsi](#) [#ecotoxicology](#) [#ecology](#) [#gradstudent](#) [#postdoc](#)



QE3 Queen's Experimental Ecology & Ecotoxicology
We study pollution to find new ways to protect the health of our lakes and wetlands

QE3 Research Group welcomes applications for a **PhD Student** and **Postdoctoral Fellow** to study *"Interactions between Food Web Complexity and Microplastic Pollution in Freshwater Lakes"*



Project Description: Many freshwater organisms are known to assimilate microplastics – an emerging global pollutant. Few studies have investigated the movement of microplastics in aquatic food webs, but transfer of plastics between trophic levels likely occurs. Microplastics are known to elicit sublethal effects through physical and chemical mechanisms, but effects on higher levels of biological organization are poorly understood. This project examines how the fate and effects of microplastics in freshwater ecosystems are potentially modulated by food web complexity. Manipulation experiments to test this hypothesis will be conducted at a new outdoor research facility designed for experimental ecotoxicology located at the

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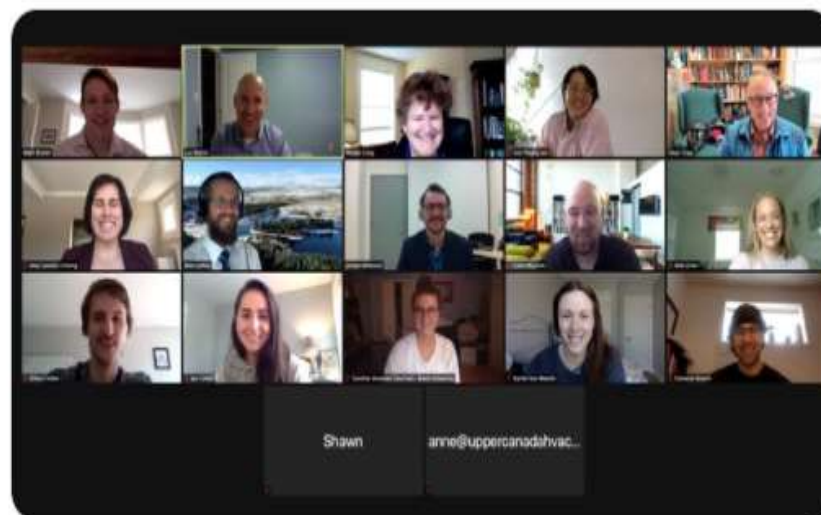
112

124



Luc Martin @LucMartin11 · Apr 1

Congratulations to [@jordanherbison](#) on his successful PhD Defence [@queensu](#) A very impressive job with quite the examination committee [@profwendycraig](#) [@pete_coffee](#) [@DrEunYoungLee](#) [@DeanTripp](#) Amy Latimer-Cheung. [#proudsupervisors](#) [@Mark_Bruner](#)



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Queen's News & Media @QueensuMedia · Apr 29

#queensu expert Jessica Selinger @Quartsci talks to @WSJ about how the human body naturally chooses a running pace that minimizes their body's energy use over a given distance.



wsj.com

Running Faster Means Overriding Your Body's Natural Tendency to Co...
New research shows that runners default to a pace that saves the most energy.



Lee Airton, Ph.D. @LeeAirton · Mar 17

#BigSexTalkCBC is up on @CBCGem tomorrow! @nobletelevision have even outdone themselves with the previews. Can't wait to see the final and hear from all the incredible people who shared their stories and expertise. Honoured to be with you in the credits! 😊





Jeffrey Cederwall
@JeffCederwall

Just out! "Why scientists intentionally spilled oil into a Canadian lake" [theconversation.com/why-scientists...](https://theconversation.com/why-scientists-intentionally-spilled-oil-into-a-canadian-lake) via @ConversationCA #BOREAL #pollution #oilspill #oilsands #cdnsoci



theconversation.com

Why scientists intentionally spilled oil into a Canadian lake

No one wants an oil spill in their backyard. Yet to understand the real-world fate and effects of diluted bitumen — a Canadian oil sands product — that's exactl...



adrian baranchuk @adribaran · Apr 25

World Malaria Day. There is nothing to celebrate. We all need to understand this persistent pandemic. The world should not forget about Malaria. We don't. Our young researchers are working to advance knowledge about Malaria & the Heart. @janephilpott @shyla_gupta @NaomiGazendam

THE PRESENT AND FUTURE

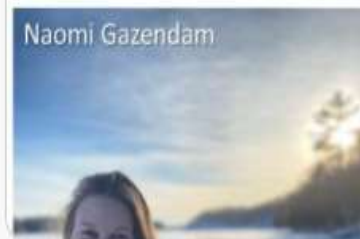
JACC STATE-OF-THE-ART REVIEW

JACC VOL. 77, NO. 6, 2021
MARCH 2, 2021:1118-27

Malaria and the Heart

JACC State-of-the-Art Review

Shyla Gupta,^a Naomi Gazendam,^a Juan María Farina, MD,^b Clara Saldarriaga, MD,^c Ivan Mendoza, MD,^d Ricardo López-Santi, MD,^e Gonzalo Emanuel Pérez, MD,^b Manuel Martínez-Sellés, MD,^f Adrian Baranchuk, MD^g



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Fredrick Nwasike
@FNwasike

...

For the past few months, I have been studying sinuous submarine channels at Queens Coastal Lab under supervision of @Dr_ESteel it has been an amazing ride so far. I love how current flow through these channels 😊 @queensuResearch @GeoEngCentre #flumefriday



Samuel Dahan • 1st
Analytics for Conflict Resolution | Lawyer-Mediator | Law Prof. Queen's & Cor...
3d • 🌐

...

Harassment continues to plague many workplaces, negatively impacting the productivity and livelihood of workers. In order to curb this problem, it is important to first understand what constitutes "workplace harassment" so that it can be addressed, and prevented from escalating when it does happen.

In order to encourage #harassmentPrevention, the Conflict Analytics Lab is putting together a Harassment Assessment Tool on www.MyOpenCourt.org.

No tool can determine whether harassment took place, of course (considering that we would rely on an assessment of the worker's perception). But the CAL's Harassment Assessment Tool will indicate whether an investigation should be conducted.

Thanks to [John Curtis](#), [Hasti Namvar](#), @Tim Schjerning

<https://lnkd.in/g7yp7Xv>



What Constitutes Workplace Harassment? - MyOpenCourt

myopencourt.org • 5 min read

🔄 7

Questions?



Take some time to think of a social media post
or a The Conversation pitch.

Share your ideas!

Thank you.
See you next time!

PART 2

MAY 26, 2022