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

- Digital
- Integrated Communications
  - Communications
    - Brand and Insights
    - Research Promotion
    - Thought Leadership
- Government Relations
  - VP (Research)
  - Faculty Comms
  - Research Community
Queen’s platforms and channels
Initiatives and campaigns

RUSSIA'S INVASION OF UKRAINE: A PANEL DISCUSSION

Art of Research PHOTO CONTEST

Queen's University celebrates $24 MILLION in support from the Government of Canada's New Frontiers in Research Fund

Queen's University ranks 7th in the world 2022 Times Higher Education Impact Rankings

DISCOVER RESEARCH @Queen's

Road to Recovery Resilience QUEEN'S VIRTUAL EVENT

When will we find a cure for cancer?

Urgent challenges. Unwavering commitment.

Urgent challenges. Unwavering commitment.

7th in the world 2022 Times Higher Education Impact Rankings Advancing the UN Sustainable Development Goals

Learn more
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
- Conference presentations
- Public lectures, government engagement
- Partnership and collaborations
- Profile-building events
- Blogs, podcasts, and online videos
- Outreach events
- Exhibits, museums, interventions in public spaces
- Non-traditional news outlets (The Conversation)
- Social media
- Media relations and op-eds
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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

<table>
<thead>
<tr>
<th>Year</th>
<th>Trusted (60-100)</th>
<th>Distrusted (1-49)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>71</td>
<td>40</td>
</tr>
<tr>
<td>2013</td>
<td>65</td>
<td>39</td>
</tr>
<tr>
<td>2014</td>
<td>68</td>
<td>38</td>
</tr>
<tr>
<td>2015</td>
<td>66</td>
<td>39</td>
</tr>
<tr>
<td>2016</td>
<td>69</td>
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<td>2017</td>
<td>69</td>
<td>31</td>
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<tr>
<td>2018</td>
<td>67</td>
<td>33</td>
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<tr>
<td>2019</td>
<td>62</td>
<td>31</td>
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<tr>
<td>2020</td>
<td>65</td>
<td>32</td>
</tr>
<tr>
<td>2021</td>
<td>55</td>
<td>31</td>
</tr>
<tr>
<td>2022</td>
<td>57</td>
<td>31</td>
</tr>
</tbody>
</table>

Change 2021-2022:
- Traditional media: +2
- Search engines: +2
- Owned media: -1
- Social media: -1

Per cent who agree, in Canada
I worry about false information or fake news being used as a weapon
71%
Researchers are credible experts

<table>
<thead>
<tr>
<th>Per cent trust, in Canada</th>
</tr>
</thead>
</table>

**Scientists and employers most trusted**

<table>
<thead>
<tr>
<th>Group</th>
<th>2021 Trust</th>
<th>2022 Trust</th>
<th>Change, 2021 to 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scientists</td>
<td>75</td>
<td>72</td>
<td>-2</td>
</tr>
<tr>
<td>My coworkers</td>
<td>n/a</td>
<td></td>
<td></td>
</tr>
<tr>
<td>National health authorities</td>
<td>65</td>
<td>64</td>
<td>-1</td>
</tr>
<tr>
<td>People in my local community</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Citizens of my country</td>
<td>58</td>
<td>58</td>
<td>-5</td>
</tr>
<tr>
<td>My CEO</td>
<td>58</td>
<td>50</td>
<td>-8</td>
</tr>
<tr>
<td>Journalists</td>
<td>50</td>
<td>43</td>
<td>-7</td>
</tr>
</tbody>
</table>

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 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
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.
Queen’s and *The Conversation*

As of April 2022, **251** Queen’s researchers have written **396** articles, garnering **7.5M** views and dozens of republications.

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 honourary 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?
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

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 2016

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

Ritesh Chugp, 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

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?

CAREER COLUMN · 06 FEBRUARY 2019
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

Cathleen Crudden @cathleenrudden

Here's the news all! We've been awarded an NRF-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 @cathleenrudden & 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 → direct.to/HSw2

Queen's University celebrates
$24 MILLION
in support from
the Government of Canada's New Frontiers in Research Fund

Molecular Science | Momentous Effect

11:48 AM · Jan 12, 2022 · Twitter Web App
28 Retweets 10 Quote Tweets 438 Likes

Queen's University VP Research Portfolio and 9 others
Dr. Yolande Bouka @yolandeouka - Feb 13, 2020


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

link.springer.com

Bishal Gyawali @onology_bg

Hot off the press! In @JAMAOnC with a dream team of Drs. Brundage, Booth, @EAEisenhauer, and @scottrberry, and @QueensUIHealth 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
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, MD2,4; Elizabeth Eisenhauer, MD2; Michael Brundage, MD, MSc2,3; Scott R. Berry, MD1; Bishal Gyawali, MD, PhD1,2,4

Author Affiliations | Article Information
JAMA Oncol. Published online April 28, 2022. doi:10.1001/jamaoncol.2022.0864

@QueensOncology and 4 others
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. cdnsci ecotoxicology ecology gradstudent postdoc

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
Queensu expert Jessica Selinger 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! @nobletelevison 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! 😊
Just out! "Why scientists intentionally spilled oil into a Canadian lake" theconversation.com/why-scientists... via @ConversationCA BOREAL pollution oilspill oilsands cdnsci

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

Malaria and the Heart
JACC State-of-the-Art Review
Shyia Gupta,1 Naomi Gazendam,2 Juan Maria Farina, MD,1 Clara Saldarriaga, MD,1 Ivan Mendoza, MD,1 Ricardo López-Sant, MD,1 Gonzalo Emanuél Pérez, MD,1 Manuel Martinez-Selles, MD,1 Adrián Baranchuk, MD1

Naomi Gazendam

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...
For the past few months, I have been studying sinuous submarine channel 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

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://linkd.in/g7yp7Xv

What Constitutes Workplace Harassment? - MyOpenCourt
myopencourt.org • 3 min read
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