

Effective Communication\Commercializati on of Research Results for Uptake

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Key words...

- Effective
- Communication
- Commercialisation
- Research results
- Uptake

Effective Communication

- **Definition:** An **Effective Communication** is a communication between **two or more persons** wherein the **intended message** is...
 - successfully delivered
 - received and
 - understood.

Commercialization... of research results

- A process through which the **knowledge** produced from research is **changed into**
 - **industrial processes** or
 - products offerable to the market

OR

- allows technology created or ideas developed during **research** activities to be further developed into **marketable products** for the **benefit of the public.**

Uptake

Research uptake is a method of conducting research that involves thinking about

- Who
 - what and
 - why people or organisations, including policy makers, might want to use the research being undertaken – or even contribute to research design.
- Research uptake involves
 - the design of institutional and departmental research strategies,
 - developing mechanisms to “translate” and communicate research for non-academics and
 - training staff in communicating research evidence, and engaging with external stakeholders early and often.

Research Communication...

why it matters

- “For researchers to be “good” researchers, they need to be “good” communicators.”
- Why carry out research in the first place?
 - Bottom line...to improve livelihood
- It is just part of the job
 - Writing scientific papers
 - To get funding
 - To teach the next generation
- It’s becoming more and more important that research is accessible to the public and that an effort is being made to communicate findings and knowledge in an understandable way.

Why it matters...

- Several funding agencies such as..
 - Horizon 2020 European Union (EU)
 - National Science Foundation (US) etc require
 - outreach programs that bridge the gap between research and the public.
- Most grant applications these days ask for a broader impact statement as a way for the researchers to demonstrate the wider scientific and societal implications and engagement of their projects.
- Researchers have to show that what they do could have an impact on people's lives or has the potential to help solve societal problems.

Why it matters

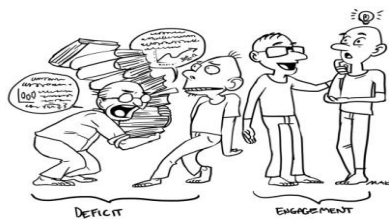
- Having the skills to communicate research in an effective way has a positive impact on researchers themselves. By making the public understand what they are doing, they can..
 - prevent misinformation
 - help sustain support for their research
 - It's also an excellent way to connect more with the public
 - It is an opportunity to see one's own research in a new light, u get new perspectives
 - Some researchers may even find it motivational to share their findings and thoughts with the public.

What Makes Research Communication Seem So Difficult to the Researcher?

- **Research Communication** is not only about explaining findings in an understandable and concise manner, but about engaging people in your research.
- Why do researchers have such a hard time communicating their research **EFFECTIVELY** to the public?
 - because it is completely different from reporting research in scientific journals or writing grant proposals.
 - Researchers are used to describing their findings and theories in a lot of detail, strongly backed up by graphs, figures, tables and references.
 - They can build up a very strong case in this way and be extremely convincing. However, when the “why does it matter?” is lacking, only a small group of people will be interested in what they have to say.
 - They must be able to answer the “so what?” question which is usually the question of the majority

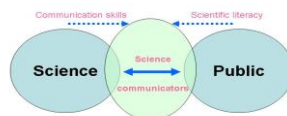
What Makes Research Communication Seem So Difficult to the Researcher?

- A researcher’s life mostly happens inside of an academic “bubble”.



- This is where the communicators come in, we bridge the gap.

The “gradient” model



Together We Can

- The impact of **Research Communication** goes further than just explaining it,
 - it's about building bridges between research and the public.
 - It's about creating a mutual engagement.
 - It's about having a conversation.
- Effective **Research Communication**
 - raises more public awareness and engagement
 - conscious decisions can be made from a governmental to an individual level.
 - **Research Communication** is of great value for society and future generations as the impact of it affects us all.

Together We Can

- Only when everyone is pulling on the same side of the rope can true impact be accomplished with research!





Thank you for your kind attention!