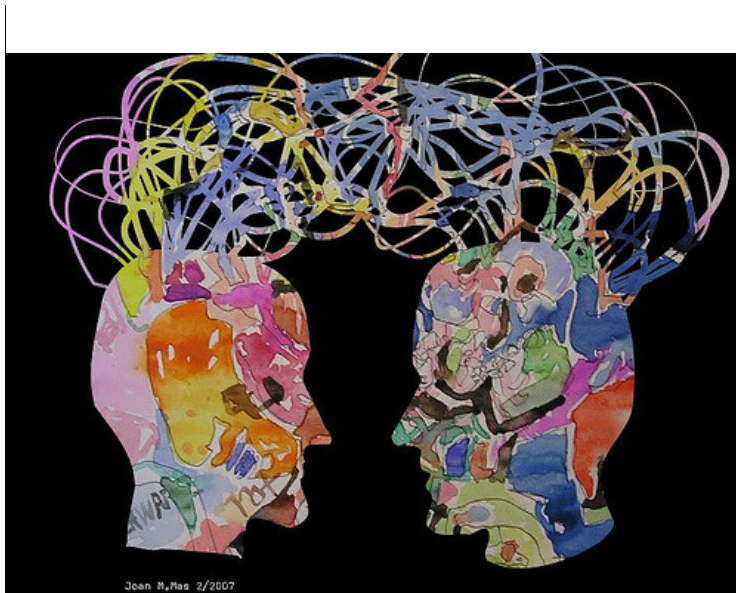




COMMUNICATING OUR RESEARCH STRATEGICALLY

Pan – Localization Local Language Computing
Research Communications for Influence & Change



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Research Communications

- How prepare and deliver highly authoritative/convincing, compelling and understandable oral, written, electronic accounts of our research for various end-users, stakeholders, esp. non-specialized audiences.



Why do we do research?

- To fulfill requirements
- To find solution to a problem
- To seek and gather evidence
- To generate new knowledge
- To advance our understanding of the world
- To inform/influence policy



Types of Research

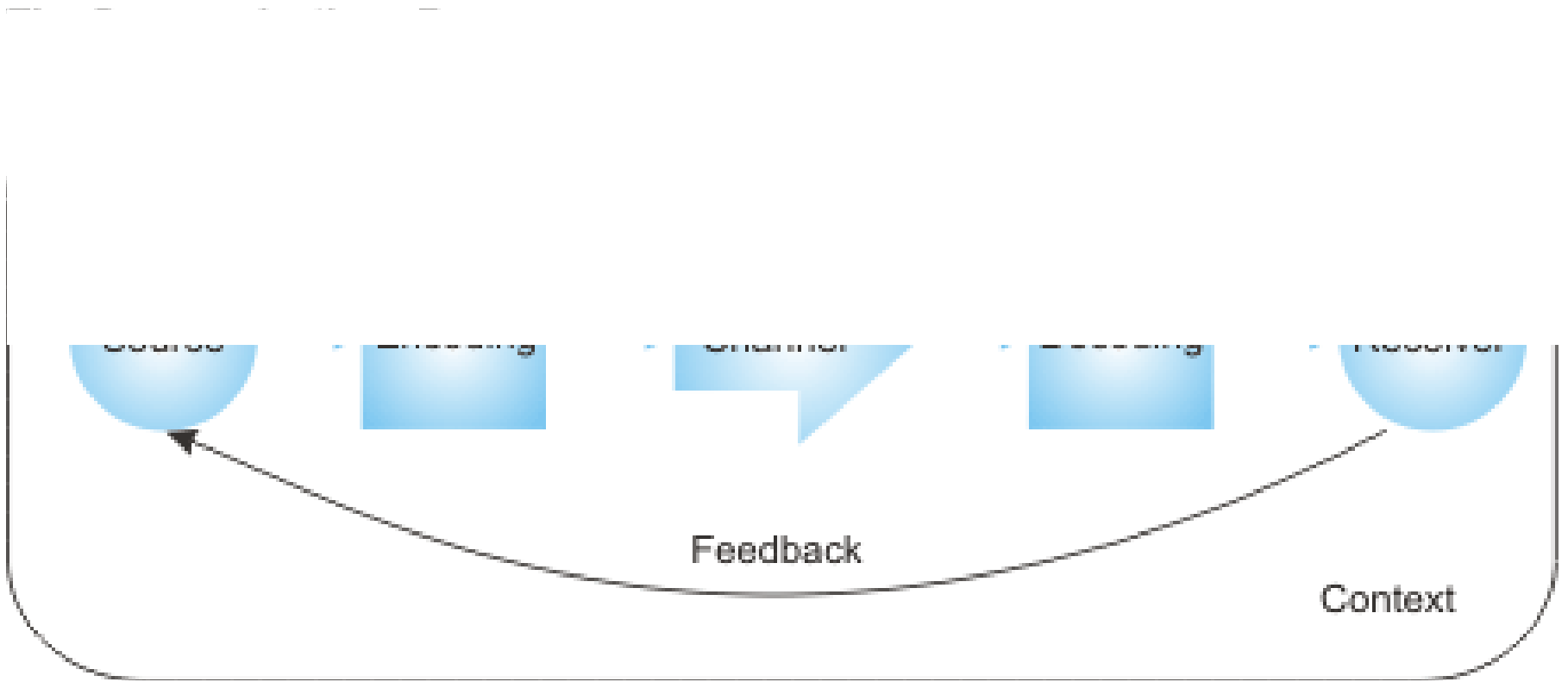


- Literature/Systematic Review
- Basic Research
- Networked Research
- Action/Applied Research
- Participatory Research
- Community-based Participatory Research

Why communicate our research?

- To disseminate research results
- To provide information
- To aid the research process
- To engage with specific groups
- To facilitate (public) discussion
- To influence or aid in policy
- To lead to change

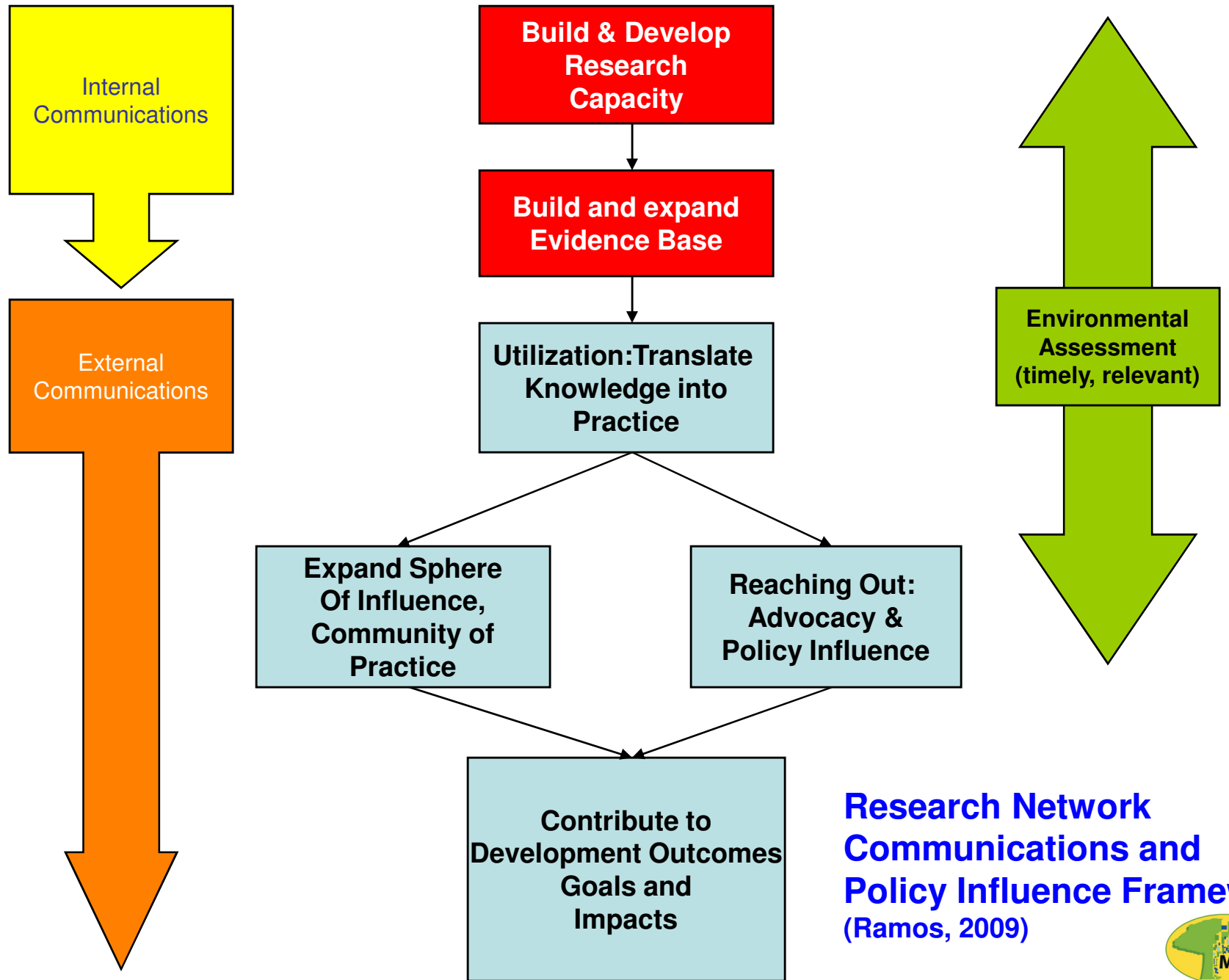




Research Communication is NOT...

- Just about writing and formatting publications
- Just about creating an output (that's just the beginning!)
- Something that only happens at the end of research
- Something that happens overnight
- Without costs: both in terms of time and money
- Linear and simple
- A substitute for project management
- Necessarily easy to trace impact





**Research Network
Communications and
Policy Influence Framework
(Ramos, 2009)**



Research Communications Structure for Networks

- **Internal Communications**

- Websites
- Social networking
- Virtual Conferencing
- E-mail, Skype, YM, etc.
- Technical & Financial Reports
- Face-to-face meetings, workshops
- Collaborative Software

- **External Communications**

- Research Communications
- Communicating For Influence
- Use of Media (traditional tri-media, New Media)
- Publications (journals, policy briefs, white papers)



External Communications Strategies

- ✓ Get published in research papers
- ✓ Submit abstracts, present in conferences
- ✓ Policy briefs, papers
- ✓ Flyers
- ✓ Bulletins
- ✓ Brochures
- ✓ Posters
- ✓ Website
- ✓ Audio-video presentations, Digital Stories
- ✓ Engaging with media (press releases, media kits, radio, TV, print, etc.)
- ✓ Networking
- ✓ Visual Information & Information Design



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