

1 AUDIENCE

ADVICE

When defining your audience, there's a difference between small and targeted. It may seem counter-intuitive, but defining your audiences too broadly WILL NOT increase the reach or impact of your Kmb efforts.

SUMMARY

Types of Audiences/Knowledge Users		Audience Hierarchy	Role in Kmb & Research		
Experts/Academics	Colleagues, researchers in similar fields	Primary	The majority of your Kmb project will be geared towards developing materials for this group	Kmb Collaborators	Kmb users help develop Kmb outputs
Communities of Practice	Professionals/practitioners	Secondary	You'll develop some materials for this group, but they won't be your main priority	Kmb Contributors	Kmb users provide feedback on Kmb outputs
Community Members	Groups impacted	Tertiary	Interests overlap with primary/secondary audience — you likely won't plan specific materials for them	End-users	Kmb users not involved in research or Kmb project — they receive materials at the end
Policy Makers/Government	Representatives who influence policy				

BRAINSTORMING QUESTIONS

- What groups could directly benefit from your research?
- Who the users of your research are going to be (non-experts, practitioners, policy makers)?
- How will you connect & engage with these audiences?
- Are there any partner groups or organizations that can help you establish relationships with your audience?

PURPOSE

ADVICE

The purpose of your Kmb activities should be directly tied to your target audience/knowledge users. Use active language to clearly define what you want them start, stop, or continue.

SUMMARY

Purpose Categories for Kmb Activities		
DISSEMINATE	PROMOTE ACTION	TEST/LEARN
Contribute to a body of knowledge and make research results available to academic community & public.	Move beyond dissemination and put research into action.	Use Kmb activities to learn more about knowledge users and test strategies and approaches

BRAINSTORMING QUESTIONS

- How will your audience benefit from your research?
- What are you hoping to achieve by disseminating your research?
- What do you want your audience to "do" with the research results?

2 TIMING

ADVICE

Embedding Kmb efforts throughout the research process leads to stronger relationships with knowledge users and greater research impact.

SUMMARY

Embedded = Kmb activities/outputs throughout entire research process
End-of-stage = Kmb activities/outputs completed at the end of the research project

Plan Kmb Activities Throughout ALL Stages of Research		
DATA COLLECTION	ANALYSIS	DISSEMINATION

BRAINSTORMING QUESTIONS

- What are the steps involved in connecting and establishing relationships with your audience?
- At what phases should you start engaging with your audience?
- What challenges do you anticipate with embedding Kmb activities throughout the research process?

3 OUTPUTS

ADVICE

Defining your quality criteria — how you'll evaluate the strength of your Kmb outputs — is just as important as determining the medium you'll work in.

SUMMARY

Types of Kmb Outputs	Examples of Quality Criteria	6 Principles of "Sticky" Ideas <i>From Made to Stick by Chip & Dan Heath</i>																		
<ul style="list-style-type: none"> • books • refereed journal articles • data sharing through online repositories • social media • dance • performances • oral histories • websites • films • plays • videos 	<ul style="list-style-type: none"> • exhibits • festivals • funding mechanisms • media coverage • op-eds • public service announcements • pamphlets • policy papers • reports • workshops, conferences & events 	<ul style="list-style-type: none"> • Is the story or message memorable & entertaining? • Are the ideas clear & easy to understand? • Is the tool/resource easy to access? • Are the Kmb outputs useful? 																		
		<table border="1"> <tr> <td>1</td> <td>Simplicity</td> <td>Proverbs, not soundbites</td> </tr> <tr> <td>2</td> <td>Unexpectedness</td> <td>Shocking and surprising people</td> </tr> <tr> <td>3</td> <td>Concreteness</td> <td>Concrete images, actions & sensory information</td> </tr> <tr> <td>4</td> <td>Credibility</td> <td>Help people test the ideas for themselves</td> </tr> <tr> <td>5</td> <td>Emotions</td> <td>Make people feel something</td> </tr> <tr> <td>6</td> <td>Story</td> <td>Tell Stories</td> </tr> </table>	1	Simplicity	Proverbs, not soundbites	2	Unexpectedness	Shocking and surprising people	3	Concreteness	Concrete images, actions & sensory information	4	Credibility	Help people test the ideas for themselves	5	Emotions	Make people feel something	6	Story	Tell Stories
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BRAINSTORMING QUESTIONS

- What format would make the information easiest to understand?
- How will knowledge users be working with the information/tool/resource? What are the technical and functional requirements?
- What accessibility considerations need to be taken into account?
- What are the most challenging ideas, concepts, information you'll likely need to communicate?

4 RESEARCH GOALS

ADVICE

Showing how your Kmb plan directly contributes to your research goals will strengthen your grant applications.

BRAINSTORMING QUESTIONS

- How might knowledge users be incorporated in data collection (i.e. co-production of knowledge)?
- How can interactions with knowledge users inform the final Kmb outputs?
- How can Kmb outputs be used in the data collection process?
- How might the Kmb outputs feed future projects?

5 KMB TEAM

ADVICE

When building your research team, consider incorporating a "Knowledge Broke" with skills in communication and design.

SUMMARY

Knowledge broker = intermediary between researchers & knowledge users	Skills to Recruit For
	<ul style="list-style-type: none"> • Marketing & Communication experience • Digital Content Strategy & Social Media • Copywriting & Journalism • Graphic Design • Web Design • Videography & Motion Graphic Design

BRAINSTORMING QUESTIONS

- What technical skills are required to produce the Kmb outputs?
- Do the researchers on your team have the skills required to plan and execute Kmb outputs/activities?
- Could your Kmb activities benefit from having a non-expert's perspective?

RESOURCES

- ["Exploring The Field and Practice Of Knowledge Mobilization: Identifying Common Approaches and Priority Competencies Using Q-Methodology"](#) | by Monica Batac
- [Made to Stick: Why Some Ideas Take Hold & Others Come Unstuck](#) | by Chip & Dan Heath
- [Guidelines for Effective Knowledge Mobilization](#) | SSHRC