Communicating Research Results

APC 2012 Research Capacity Workshop
Graciela Selaimen
"...meaning to impart, share, or make common. (...) Related to such words as "munificent," "community," "meaning," and Gemeinschaft. [1]

**commū´ni/ō -ō´nis** f. sharing in common, communion.

**commū´n/is** a. common, general, universal; (person) affable, democratic.

**commū´nt/ās -ā-tis** f. fellowship; sense of fellowship; affability.

**in -e** for a common end; equally

Purpose

Communicating research

Communicating for advocacy

Communicating for change

Communicating for development

Saturday, January 28, 2012
“Every decision occurs as an act derived from an emotion”

Humberto Maturana
conquer hearts and minds

Vene arteriales

KISHU'S CEREBRUM (DORSAL ASPECT)
Data + stories

ONE PERSON'S STORY

MAHER ARAR

A Canadian citizen and father of two

NUMBER OF PEOPLE IT TAKES TO HELP END TORTURE:

ONE, YOU.

URGE PRESIDENT OBAMA AND CONGRESS TO APOLOGIZE TO MAHER ARAR

amnestyusa.org/apologize

50 YEARS AMNESTY INTERNATIONAL

Amnesty International is a Nobel Peace Prize-winning grassroots activist organization with more than 3 million supporters, activists and volunteers in more than 150 countries campaigning for human rights worldwide. Commemorating its 50th anniversary in 2011, the organization investigates and exposes abuses, educates and mobilizes the public, and works to protect people wherever justice, freedom, truth and dignity are denied.

3 feet wide
6 feet deep
7 feet high

Size of the cell Maher was kept in by Syrian authorities

12 days held without charge by US authorities in New York City, after being detained at JFK airport on his way home to Canada

0 Number of crimes Maher was charged with by the US or Syria

0 Compensation Maher Arar received from the US government

11 million Canadian dollars

Compensation Maher Arar received from the Canadian government

UNKNOW

Number of people like Maher Arar subjected to the US government’s "extraordinary rendition" program, whereby people are kidnapped, and flown to countries known to use torture for purposes of interrogation.

Saturday, January 28, 2012
“Humans are much better able to gather insights when information is communicated to us in a way that allows us to make connections between the data and how it may affect us or others (...), and stories are perfect for that task. Linking a story to the data is just the thing to make the message stick”.

Edward Tufte
Open the doors and **listen**
Spend some time in **taking stock**
Define your objectives - make it clear **what** and **why**
you are communicating
Define your audiences and understand their needs: know (or remember) **who** you’re communicating with.
Then...
Craft the message(s)
Choose the products, tools and channels
Assess the results
Taking stock

How have we been communicating in the past?
How effective has that been?
How do our audiences perceive us?
On what resources do we count (i.e. time, people, money)?
What worked well in the past?
What were the mistakes?

Brainstorm
Involve the team
Be realistic
What and why?

FOCUS, PLEASE.
Defining objectives

What do we want our communications efforts to achieve? Make your objectives SMART:

- Specific
- Measurable
- Attainable
- Results-orientated
- Time-limited.
Examples

“We want people to understand the significance of our research”

“In communicating our research results, we are seeking to influence or change XYZ”
Some examples of SMART communications objectives:

To build awareness on privacy issues related to the use of the XYZ social network among Brazilian telecenters users between 12 and 21 years old within the next two years.

To influence telecommunication regulators around the need to develop regulation for minimum levels of quality of service in rural broadband connections until 2014.

Encourage participation among academic researchers on ICTs and Climate Change issues in the Rio + 20 preparatory process.
Who?
Defining the audiences
(and getting to know them better)
Research target audiences

The person (or group of people) who can help bring about the change that you hope to achieve. Includes not only the persons who make decisions, but also the persons and groups that influence the decision makers.

Remember: you can have more than one target audience.
Who needs to hear your message?
Who has influence over your target?
Who must be moved to action so your goals will be met?

See
Appreciate
Listen

Reach
Who needs to know about your research and what actions do you want them to take?

What information do they need to act upon our message?
How they prefer to receive information about your issue?
Practices that can help us know our audiences better:

- to research any data from ally organizations on the same target audiences;
- to conduct surveys
- to conduct your own focus group of a sample target audience;
- to consult with surveys and polling results compiled by large polling and research firms;
- to segment by geography, demography, behavior, etc.
- to use tools and methodologies such as context mapping or stakeholder analysis;
- etc.
Please remember: In this work, there should be no such thing like:

“The Media*”
“The Ministry”
“The Government”
“The Community”

Broad target groups must be broken down as much as possible.

*a special note here: “The media/press has potentially enormous power—to help, to harm, or to ignore”. In: The Knowledge Translation Toolkit.
How?

Crafting the message and defining the media (now it’s also time to think about the budget and timeline)
Key messages

Important pieces of information associated with our research results, tailored to each specific audience.

key messages should:

Attract the attention of the target audience
Raise interest in the message or evidence
Encourage a desire to act or to know more
Prompt action and present a solution

When communicating research for any specific purpose, it is crucial to make clear: (1) what the problem is; (2) what the possible solutions are; and (3) which one you would recommend.
One message for all?  

A tailored message for each?  

Ask yourself:

What is it that you want to change?

What do you want the target audience to know?

What do you want them to feel - what perception do you want to create?

What do you want them to do - what action do you want as a result?
Some tips:

Simple language, no jargon (also to facilitate translation);
Use active voice;
Be concise - try to write each key message in one short paragraph (ideally less than 7 lines);
Try to have between 3 to 5 key messages for each relevant issue of the research results;
Be sure the message matches the audience interests.
Products, tools and channels

Tools and channels must fit the message (and vice versa), the audience and the budget. The choice of communication “basket” depends on the type and content of the message, available resources, and how the audience likes to receive information.
Press
press releases
opinion editorial
features
etc

Online
e-mail newsletters
websites
blogging
video
podcasts
social networks

Public Relations
events
telephone calls
face to face meetings
etc

TV
news and features
long-format programs
online television options

Radio
interviews
radio spots
etc.

Print
peer-reviewed articles
policy briefs
newsletters
brochures
cartoons
leaflets
research briefs
stories of change
policy reports
power point slides
etc

WHAT ELSE?
What to write for whom?

<table>
<thead>
<tr>
<th>WHO?</th>
<th>ACTIONS</th>
<th>Form of written communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health ministry</td>
<td>adopt a policy to provide the new vaccine in hospitals and health centres</td>
<td>specially written professional report(s)</td>
</tr>
<tr>
<td>Newspapers, radio, television</td>
<td>promote awareness with informative and interesting features for the public</td>
<td>feature articles or press releases</td>
</tr>
<tr>
<td>Parents</td>
<td>be aware/informed about the benefits</td>
<td>leaflets, posters, pamphlets, public meetings</td>
</tr>
<tr>
<td>Parents</td>
<td>demand health centres to provide the vaccine for their children</td>
<td>leaflets, posters, pamphlets, public meetings, newsletters</td>
</tr>
<tr>
<td>Public</td>
<td>call for the adoption of the new vaccine</td>
<td>leaflets, posters, pamphlets, public meetings</td>
</tr>
<tr>
<td>Health professionals</td>
<td>support your cause</td>
<td>pamphlets, newsletters, professional reports/publications</td>
</tr>
<tr>
<td>Health scientists</td>
<td>confirm your findings</td>
<td>publications</td>
</tr>
<tr>
<td>Teachers</td>
<td>educate students about the benefits</td>
<td>pamphlets, newsletters, posters, leaflets</td>
</tr>
<tr>
<td>Local leaders</td>
<td>promote awareness through public meetings</td>
<td>pamphlets, newsletters, posters, leaflets</td>
</tr>
</tbody>
</table>
Assess the results
Measuring outreach

- Keyword searches to measure extent of media coverage;
- subscribe to a news clipping service;
- use focus groups with media representatives;
- add an analytics tool to your website to track website visitors.
Web Analytics
How about social media?

5 categories of social media measurement:

- Visits, Views, Followers, Fans, Subscribers, Brand mentions
- Share of voice, Sentiment, Top Influencers Report (Radian 6)
- Clicks, Retweets, Shares, @replies, DMs, wall posts, comments
- Content downloads, Webinar attendees, Lead Generation Forms, Pitches/Proposals

Saturday, January 28, 2012
Measuring Social Media Exposure
How many people could you have reached with your message?

**Twitter:** Look at your number of followers and the number of followers for those who retweeted your message to determine the monthly potential reach. A great free tool to use for Twitter measurement is TweetReach [http://tweetreach.com/]

**Facebook:** Track the total number of fans for your page. In addition, review the number of friends from those who became fans during a specified period of time or during a launch or campaign and those who commented on or liked your posts to identify the potential monthly Facebook reach.

**YouTube:** Measure the number of views for videos tied to your research product during a specific period of time, such as monthly, and the total number of subscribers.

**Blog:** Measure the number of visitors who viewed the posts tied to the promotion or a specific period of time.

**Email:** Take a look at how many people are on the distribution list and how many actually received the email.
Measuring Engagement

How many people actually did something with your message?

A list of social interaction metrics

1. Alerts
2. Bookmarks
3. Comments
4. Downloads
5. Email subscriptions
6. Fans
7. Favorites
8. Feedback (via the site or blog)
9. Followers
10. Forward to a friend
11. Invite / Refer (a friend)
12. Love / Like this
13. Print page
14. Ratings
15. Registered users (new / total / active / dormant / churn)
16. Social media sharing / participation (activity on key social media sites, e.g. Facebook, Twitter, Digg, etc)
17. Testimonials
18. Time spent on key pages
19. Views (videos, ads, rich images)
Don’t forget branding
Bibliographic references:

**Successful Communication - a toolkit for researchers and civil society organizations.**
Ingie Hovland. RAPID - Research and Policy in Development.

**Effective Writing - Writing for advocacy**
http://web.idrc.ca/IMAGES/books/WFC_English/WFC_English/sitemap.html

**Target Audience**
The Spin Project - Independent Media Institute

**Communicating Research: A beginner’s guide for researchers in Vietnam**
Ajoy Datta and Arnaldo Pellini - ODI - Overseas Development Institute

**The Knowledge Translation Toolkit - Bridging the Know-Do Gap**
Gavin Bennet and Nasreen Jessani - IDRC

**Communicating Results**

**WWF International Communications Department**
Programme/Project Communications Strategy Template
Thank you!

graciela@nupef.org.br
@graci_selaimen