Knowledge Mobilization @ VIU
KM 101: Principles & Best Practices
"A little knowledge that acts is worth infinitely more than much knowledge that is idle."  KAHLIL GIBRAN (1883-1931)
What are some common terms... KM ... KT ... KE.. Kmb?
What are some definitions of KM?

KM helps make academic research accessible to non-academic audiences and supports collaborations between academic and non-academic partners such as community-based organizations.” (Phippset al 2016)

The term Knowledge Mobilization (KMb) refers to moving available knowledge (often from formal research) into active use. (Knowledge Mobilization Institute).

Knowledge mobilization is an umbrella term encompassing a wide range of activities relating to the production and use of research results, including knowledge synthesis, dissemination, transfer, exchange, and co-creation or co-production by researchers and knowledge users. (SSHRC, 2017)

Knowledge Translation (KT) is defined by the Canadian Institutes for Health Research (CIHR) as a dynamic and iterative process that includes synthesis, dissemination, exchange and ethically-sound application of knowledge to improve the health of Canadians, provide more effective health services and products and strengthen the health care system.

The term KMb can also be alienating academic jargon!
Knowledge Creation

Scholarly Knowledge Mobilization

Expanded Knowledge Mobilization

Discipline specific

- Scholarly forums
- Journals
- Conferences
- Other forums

Simple consistent process with limited additional scholarly effort.

Impacts translated to create value to diverse stakeholders.

KMb Channels

- Web
- Mass media
- Social media
- Practitioner Channels
- Community Channels
Why should we care about KM?

Because knowledge without action is wasted and action without knowledge is dangerous.

Because In the past, KM often just focused on activities at the completion of a research project with the assumption that this would eventually lead to awareness, adoption, and impactful action (e.g. journaled articles).

Because when done well, KM facilitates the learning and sharing of knowledge through the conscious development of connections, relationships and the flow of information among all KM stakeholders.

Because funders require it and want to know how their research dollars will lead to change.

Simply put, KM helps prompt change.
What are some KM best practices?

According to SSHRC (2017):

- Meetings with knowledge users, especially at the outset of the project, are an effective vehicle for forging strong and lasting connections.

- When building relationships with organizations, build links across multiple levels, from front-line, program and policy staff to executives. (And include voices of those the research is meant to serve - aka client partners)

- To produce knowledge mobilization products that meet users’ needs, researchers can use or repackage existing materials, or develop new ones, in concert with the users and their identified needs.

- Larger projects typically employ a project co-ordinator. The use of knowledge brokers, who have specific skill sets, can be effective.
KM best practices cont’d…

✓ Ultimately, the more proactive and multifaceted the approach researchers take with users, the more successful and durable the relationship.

✓ Successful projects often adopt more than one outreach medium in their knowledge mobilization plan.

✓ All research teams, but especially those engaging in co-production of knowledge, should outline at the outset of projects the roles and responsibilities of all participants to ensure the voices of all team members, including partners, are represented at all stages of the project.

And according to Hall & Tandon 2020:

A community-based participatory research (CBPR) methodology treats KMb as an integral part of research cycle, not something that is designed as an after-thought or separately from the very act of undertaking research. (Hall & Tandon, 2021)
## Knowledge Creation
- New products
- New ideas
- New understanding
- New interpretation
- New process
- IP creation
- Partner engagement

## Knowledge Mobilization
- New products
- New ideas
- New understanding
- New interpretation
- New process
- IP creation
- Partner engagement

## Influence
- Stakeholder influenced:
  - Education
  - Best practices defined
  - New research questions
- Attitudinal measures

## Adoption
- Stakeholder implements:
  - Improved practices
  - New research
  - New products or services
  - New insights
- Behavioral measures

## Impact
- Scholarship positively impacts stakeholder-level outcomes.
- Stakeholder specific measures.

## Targeted Stakeholder Audiences
- Channels are stakeholder defined.
What knowledge are you looking to mobilize, goals & key messages?

Why … to educate, inspire, motivate, engage etc.?

Who is involved with sharing and who are you sharing with?

How can you best deliver your message(s) to audiences, when and how?

When are the key times? (Build into project plans)

Measures e.g. indicators, evaluation, findings etc.

I want to mobilize (what) to (who) by (how) in order to (why) by (when) and I’ll assess if it’s been successful or not by these (measures).
What are some typical Kmb tools & methods?

<table>
<thead>
<tr>
<th>PRODUCTS</th>
<th>EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>blog</td>
<td>annual meeting</td>
</tr>
<tr>
<td>case study</td>
<td>awards ceremony</td>
</tr>
<tr>
<td>e-newsletter</td>
<td>conference</td>
</tr>
<tr>
<td>educational material</td>
<td>debate</td>
</tr>
<tr>
<td>fact sheet</td>
<td>forum</td>
</tr>
<tr>
<td>FAQ</td>
<td>interactive workshop</td>
</tr>
<tr>
<td>handbook</td>
<td>lunch and learn</td>
</tr>
<tr>
<td>journal article</td>
<td>media event (e.g. TV or radio segment)</td>
</tr>
<tr>
<td>magazine article</td>
<td>panel</td>
</tr>
<tr>
<td>newspaper article</td>
<td>presentation</td>
</tr>
<tr>
<td>podcast</td>
<td>symposium</td>
</tr>
<tr>
<td>PowerPoint presentation</td>
<td>training session</td>
</tr>
<tr>
<td>press release</td>
<td>other:</td>
</tr>
<tr>
<td>promotional material</td>
<td>other:</td>
</tr>
<tr>
<td>reference list</td>
<td></td>
</tr>
<tr>
<td>report</td>
<td></td>
</tr>
<tr>
<td>research summary</td>
<td></td>
</tr>
<tr>
<td>success story</td>
<td></td>
</tr>
<tr>
<td>toolkit</td>
<td></td>
</tr>
<tr>
<td>video</td>
<td></td>
</tr>
<tr>
<td>webinar</td>
<td></td>
</tr>
<tr>
<td>website content</td>
<td></td>
</tr>
<tr>
<td>wiki</td>
<td></td>
</tr>
<tr>
<td>other:</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NETWORKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>chat room</td>
</tr>
<tr>
<td>community of practice</td>
</tr>
<tr>
<td>discussion board</td>
</tr>
<tr>
<td>listserv</td>
</tr>
<tr>
<td>online forum</td>
</tr>
<tr>
<td>social media</td>
</tr>
<tr>
<td>other:</td>
</tr>
</tbody>
</table>

2 min video from a Researcher at Carlton: Josh Greenburg
What’s Up about Open Access (OA)?

Knowledge mobilization is optimised when one can freely circulate content.

SSHRC is committed to the principle that the various forms of research data collected with public funds belong in the public domain.

Open Access resources should be free of most kinds of permission barriers, such as copyright and licensing restrictions around (re)distribution of the materials.

OA permissions should grant the user the right to copy, use, change, distribute or display the information, as long as the original author is given credit.

Public Domain or on open licensing of resources is supported by Creative Commons Licenses.

OA resources can include content or textbooks, simulations, games, videos, podcasts, applications, AI, or any other format as long as the resource is openly licensed or in the public domain.

OA resources allow for the 5Rs: Retain, Reuse, Revise, Remix, and Redistribute.
Imagining the future of Knowledge Mobilization

Perspectives from UNESCO Chairs
Five principles proposed for research with Indigenous and rural peoples are:

* Honour self-determination and nationhood by holding Indigenous and traditional peoples, as well as many other local and rural peoples, as rights holders;
* Commit to reciprocal relationships and ensure that such relationships remain grounded in collaboration and power sharing as partners;
* Co-create the research agenda and prioritize the voices, ideas, and realities of Indigenous and other local communities;
* Approach research in a good way with self-awareness, critical reflection and self-evaluation; and
* Generate benefits for communities and give back to those who have supported the academic research endeavours and aspirations.
UNESCO 2021: Future knowledge mobilization will require significant change within the academic research community itself, including:

1. Broaden the concept of what a scientist is from an authoritative single-issue voice to an authentic partner in knowledge production;
2. Re-structure the academic career rewards system to promote the desire for researchers to become authentic partners in knowledge production with the larger community;
3. Provide opportunities and forums for the engagement of non-academic partners in the study of complex issues and in the development of solution options that touch and affect daily life; and
4. Promote small and medium-sized thematic research networks anchored in regional action centers to accommodate regional diversity in the development of solutions.
✓ Evidence of good KM from the Community Based Research Excellence Tool (CBRC Canada 2019):

✓ Stakeholders co-determine ways of mobilizing knowledge and contribute to KM products (shared ownership)
✓ Includes community information sessions / outreach
✓ Community wisdom & experiential knowledge is valued equally to scientific or technical expertise of university partners
✓ Resources are shared via open access
✓ Honours community traditions and ways of knowing (e.g. Indigenous)
✓ Appropriate and relevant language is used
✓ Community members are champions of the project and stay with the project to completion and beyond, new stakeholders who interest in the project
✓ Stakeholders implement recommended actions
✓ KM influences policy
✓ Research products support new funding applications
✓ Decreased time lag between research dissemination and policy / quality improvement
✓ Other?
Final Thoughts:

KM deserves way more attention!

Media and public communications have power to reach influential players in government, private, non-profit, and community sectors.

Researchers cited the cost of KM in terms of time taken away from research and the lack of formal recognition, training, and support for outreach activities.

Combined with the constraints of time and resources, this suggests the inevitable need for “lots of hard work”.

The benefits of KM are not always immediate or easily recognizable.

Positive developments include the use of podcasts, interactive media, and the rise of journalistic-style content based on academic rigour as exemplified by The Conversation.

Thoughts / Questions? Tanis.Dagert@viu.ca