

# Research communication

## Test your knowledge – quiz

- 1) Why is it important to communicate your research?
  - A. Research dissemination is key phase in the research cycle
  - B. Engaging with other researchers contributes to the advancement of knowledge in the field
  - C. Engaging with policy and decision makers and practitioners can lead to changes in policy and practice
  - D. Presenting research findings provides an opportunity to elicit feedback and develop networks
  - E. All of the above
  
- 2) How can we describe the impact of research?
  - A. The benefits of research to society and the economy, realised through successful engagement with policy and decision makers, practitioners and other stakeholders
  - B. The number of times a research report has been viewed and read
  - C. The publication of findings in an academic journal
  - D. The development of a new toolkit designed to measure student engagement at school
  
- 3) Why is it also important to engage with non-academic audiences?
  - A. The benefits of your research can be shared more widely
  - B. Engaging policy and decision makers and practitioners can influence policy and practice
  - C. You can get feedback from stakeholders and experts and others with a professional interest in the subject
  - D. You can develop networks for future collaboration and cooperation
  - E. All of the above
  
- 4) Which of the following is a type of academic dissemination?
  - A. Policy brief
  - B. Infographic
  - C. Blog
  - D. Journal article
  - E. Press release

- 5) What are the benefits of presenting your research findings in advance of publication?
- A. You can show off how well you know your subject
  - B. People can correct your spelling and grammar
  - C. You can get feedback from other specialists in the field, shaping your own thoughts and conclusions
  - D. Others can hear your ideas and pass them off as their own
- 6) Which of the following is a potential outcome of communicating your research?
- A. A change in behaviour, policy and/or practice
  - B. Personal financial gain as a speaker
  - C. A general increase in population health and happiness
  - D. Better grades in your exams

## Answers

- 1) **E** – Communicating your research is a key part of disseminating your findings, allowing you the opportunity to engage with other researchers, policy and decision making, presenting your research, getting feedback and developing your networks
- 2) **A** – Research impact refers to the contribution that research makes to society and the economy through successful engagement with policy and decision makers, practitioners and other stakeholders
- 3) **E** – All of these responses represent good reasons for engaging with non-academic audiences. This increases the potential impact of your research, influencing policy and practice, and you can also elicit valuable feedback and develop useful networks
- 4) **D** – Whilst the other responses here are all examples of ways to disseminate your research, normally only journal articles will be specifically aimed at an academic audience
- 5) **C** – One of the key benefits of presenting your research findings is the opportunity to get feedback from other specialists in the field
- 6) **A** – Changes in behaviour, policy and/or practice represent potential positive outcomes of communicating your research successfully