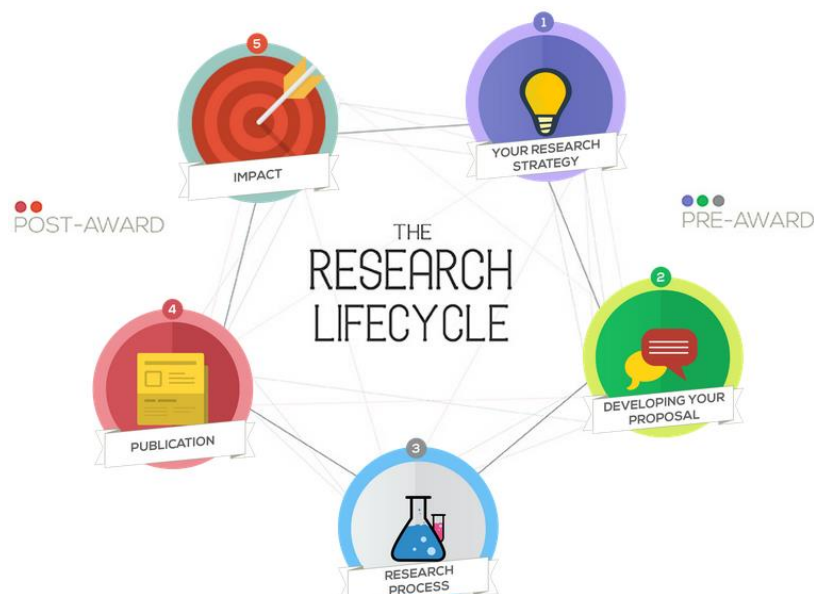


# 1 Why communicate your research?

Communicating the findings of your research is a key part of an academic endeavour. This can involve publishing your work for the benefit of the academic community, sharing findings with interested parties or policy and decision makers, or disseminating them to the general public.

As an undergraduate, your research may only be written up for submission to a supervisor or assessor, yet postgraduates and academic staff habitually engage in disseminating their research findings through conferences, journal articles and books. It is important, therefore, to develop the skills associated with **the effective communication of complex ideas** as you develop other research skills. Disseminating research is a key phase in the research cycle.



Source: Bournemouth University (2015). *Research Lifecycle*. BU Research Blog.

Research communication encompasses a wide range of skills, including written communication (journal articles, book chapters, policy briefs, reports, blog posts); oral communication (conference presentations, workshops, lectures, events) and visual communication (conference posters, presentation slides, videos).

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Understanding how your research can contribute to wider society is an important part of communicating your findings to a range of audiences. The benefits – or **impact** – of your research can be realised through engagement with other researchers and academics, policy and decision makers, stakeholders and members of the general public.

Engagement in this sense encompasses all activities that seek to share the potential benefits of research with a wider audience.

It is by definition a two-way process, involving interaction and listening, with the goal of **generating mutual benefit**. The presentation of your research findings provides the opportunity to elicit feedback from stakeholders and experts and others with a professional or academic interest in the subject. This, in turn, can feed back into your future research and help develop networks for future collaboration and cooperation.