

## 3 Academic dissemination

### 3.1 Academic publishing

As a researcher, you will first and foremost, be expected to publish your findings in a reputable scholarly publication, such as a book or academic journal.

Publishing your findings is an often lengthy process but one which is vital for the advancement of knowledge in the field. Whilst the dissemination of research is becoming more innovative and flexible in some domains, in most, academic publication follows a set process and scholarly writing is expected to follow a specific outline.

This allows authors to produce papers that can be easily read by an audience with specialist knowledge of the field, its terminology and the more technical aspects of the research. Moreover, the publication process involves ‘peer-review’, which plays an important role in quality control to ensure that published research has been appraised by an independent academic familiar with the subject of the research.

The main benefits and challenges associated with academic publication are:

<b>Benefits</b>	<b>Challenges</b>
Clear process through recognised publishing organisations	Lengthy process
Specialist audience with knowledge of the field, terminology and technical aspects	Competitive process – there is no guarantee that your paper will be accepted and, even if it is, this may involve multiple rounds of amendments
Straightforward formula for writing up your research	Rigid and formulaic
Peer-reviewed for quality control	Limited reach/inaccessible to general public

## 3.2 Oral and visual communication of research findings

In addition to written academic publication, it can be useful to disseminate your findings in person, usually at academic conferences seminars and workshops of varying sizes and scale. Presenting research in this way can elicit vital feedback from specialists in the field, which can shape your own thoughts and conclusions on the subject – often in advance of submitting work to a journal. It is also an opportunity to raise awareness within the academic community of the research you are doing and of placing it in the broader context of other researchers' work.

Communicating your research at these types of events often comprises an oral presentation with accompanying slides or other materials (e.g. handouts). Many conferences also provide the opportunity to present your research as a poster. These are all valuable chances to improve your skills in oral and visual communication. Presenting research in this way provides a less rigid framework than formal academic writing, yet still assumes an audience who are knowledgeable of the subject matter, and aware of the technical aspects of the research.