Knowledge mobilization, scholarship translation and adapting to your audience

Transforming your research to engage and persuade

By Ashley Camarneiro, MA

Presentation Overview

Hi, I'm Ashley!

MA, Communications and Technology, University of Alberta
Communications Associate, University of Alberta
Lived experience as a young adult

Knowledge mobilization

Umbrella term

How researchers produce/use results

Includes dissemination (communication) of results

Scholarship translation

Theory and research to wider audiences

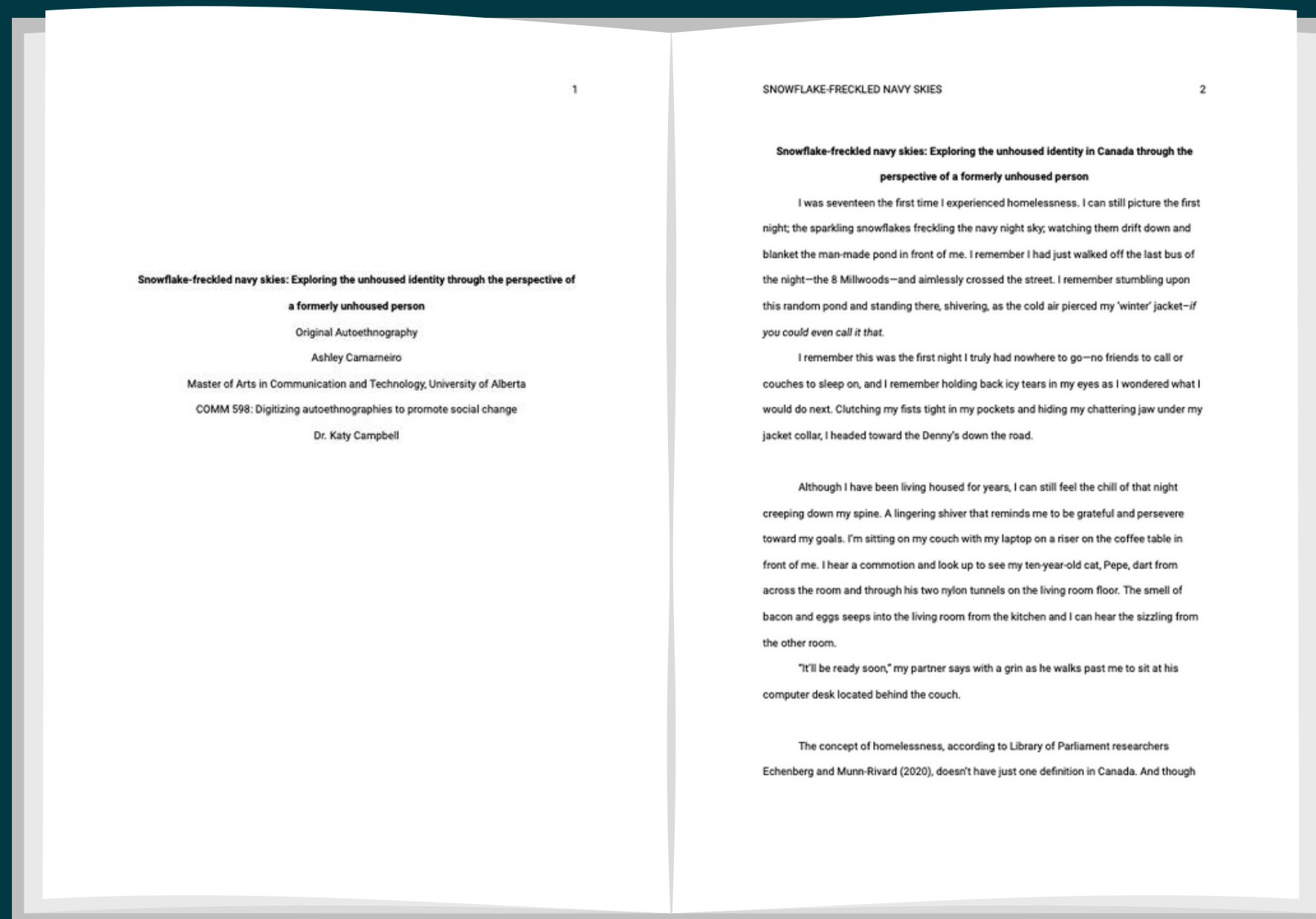Sharing information in the best way for the audience

Focus is on clarity for the audience

Petronio, 1999, in Barge and Craig, 2009

Project overview

Self-directed study

Involved writing original autoethnography and creating a strategic plan to share my research

Storytelling

Real life experiences as "data for theoretical analysis"
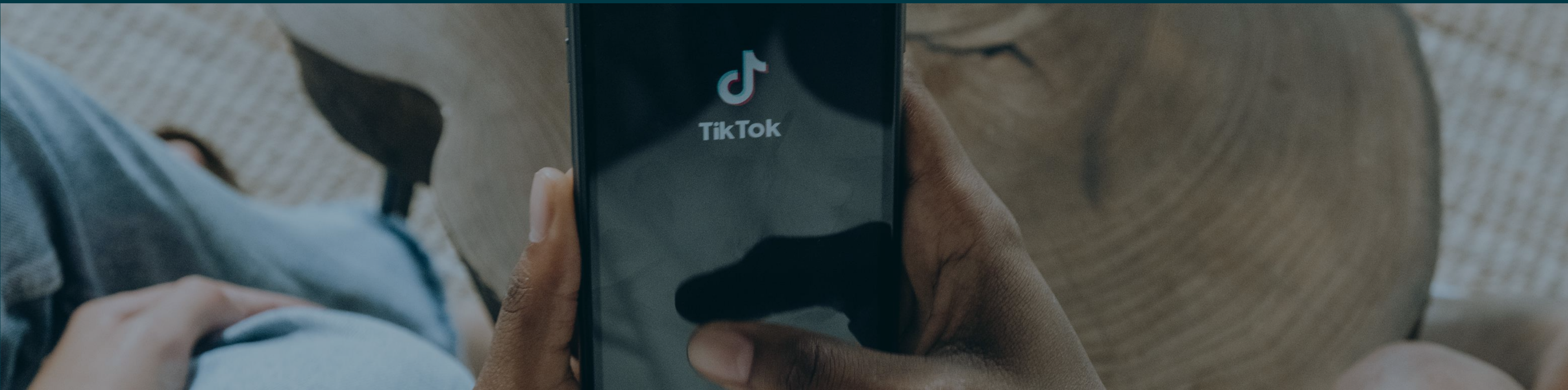
Social penetration theory

Elaboration likelihood model

Crawley, 2013; Mercadal, 2022; Punyanunt-Carter, 2022

Audience

Know your audience when creating your strategy

Create a profile if it helps

Choosing a channel

People communicate differently based on the channel

Try something new — you may be surprised!

- TikTok
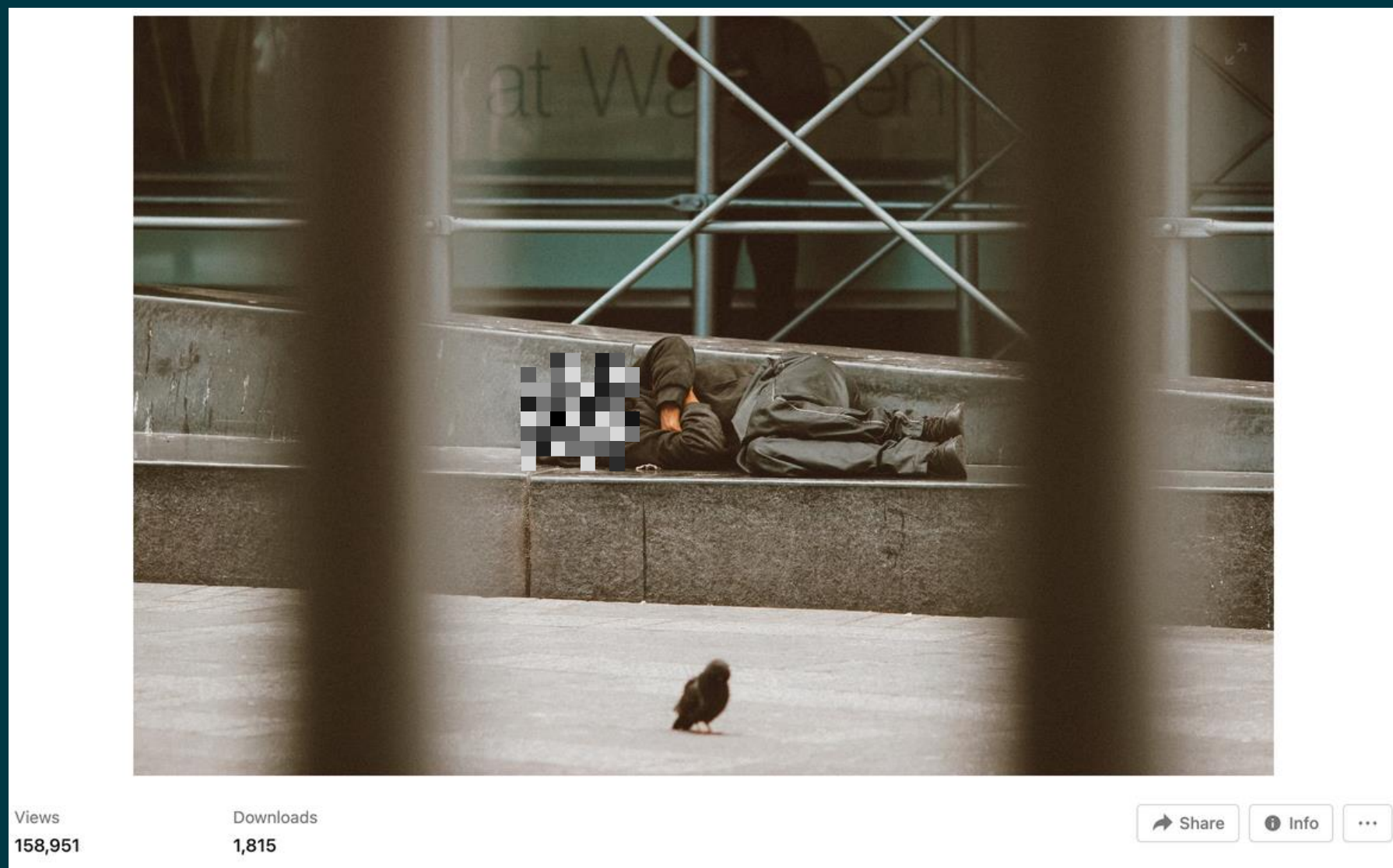- Reddit
- Facebook
- Instagram
- Discord
- LinkedIn

Bhandari and Sun, 2021; Williams, 2020

Choosing the best channel

Monthly active users

1,218M
TikTok, Oct. 2023

100M
Medium, Oct. 2023

Dixon, 2023; Keiffenheim, 2021; Laborde, 2023; McIntyre, 2022; Vázquez-Herrero et al., 2022

Choosing imagery

Avoid dehumanizing photos

Avoid using stereotypical references

Ask permission

Bowen and Capozziello, 2022; Clifford and Piston, 2017; McCarthy, 2013

Choosing imagery

Can cause greater harm beyond stigma

Be intentional and respectful

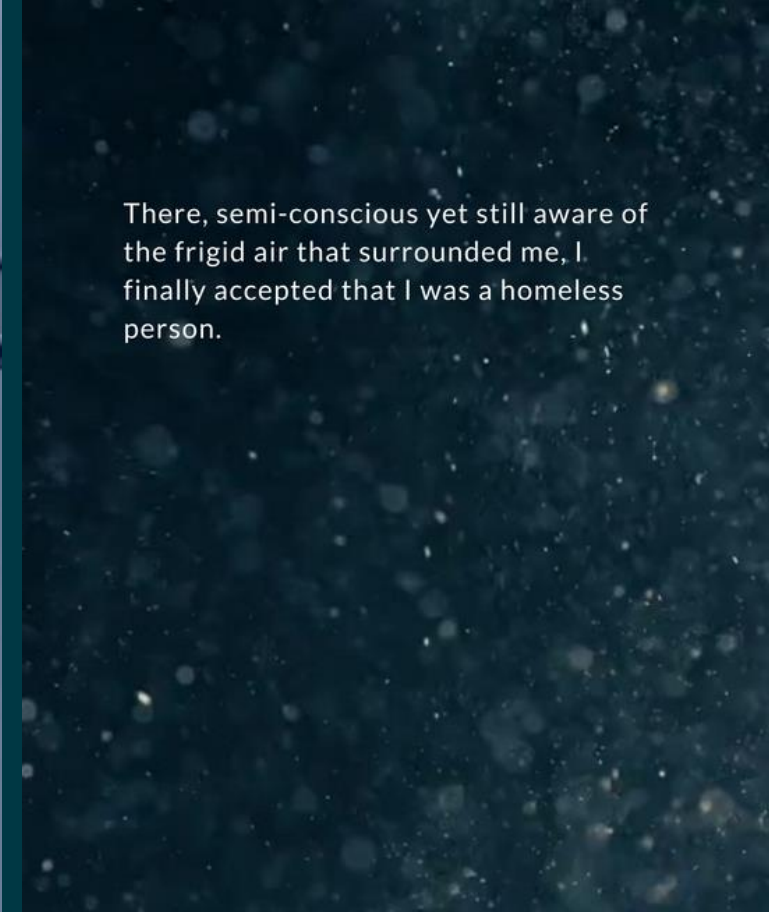Bowen and Capozziello, 2022; Clifford and Piston, 2017; McCarthy, 2013
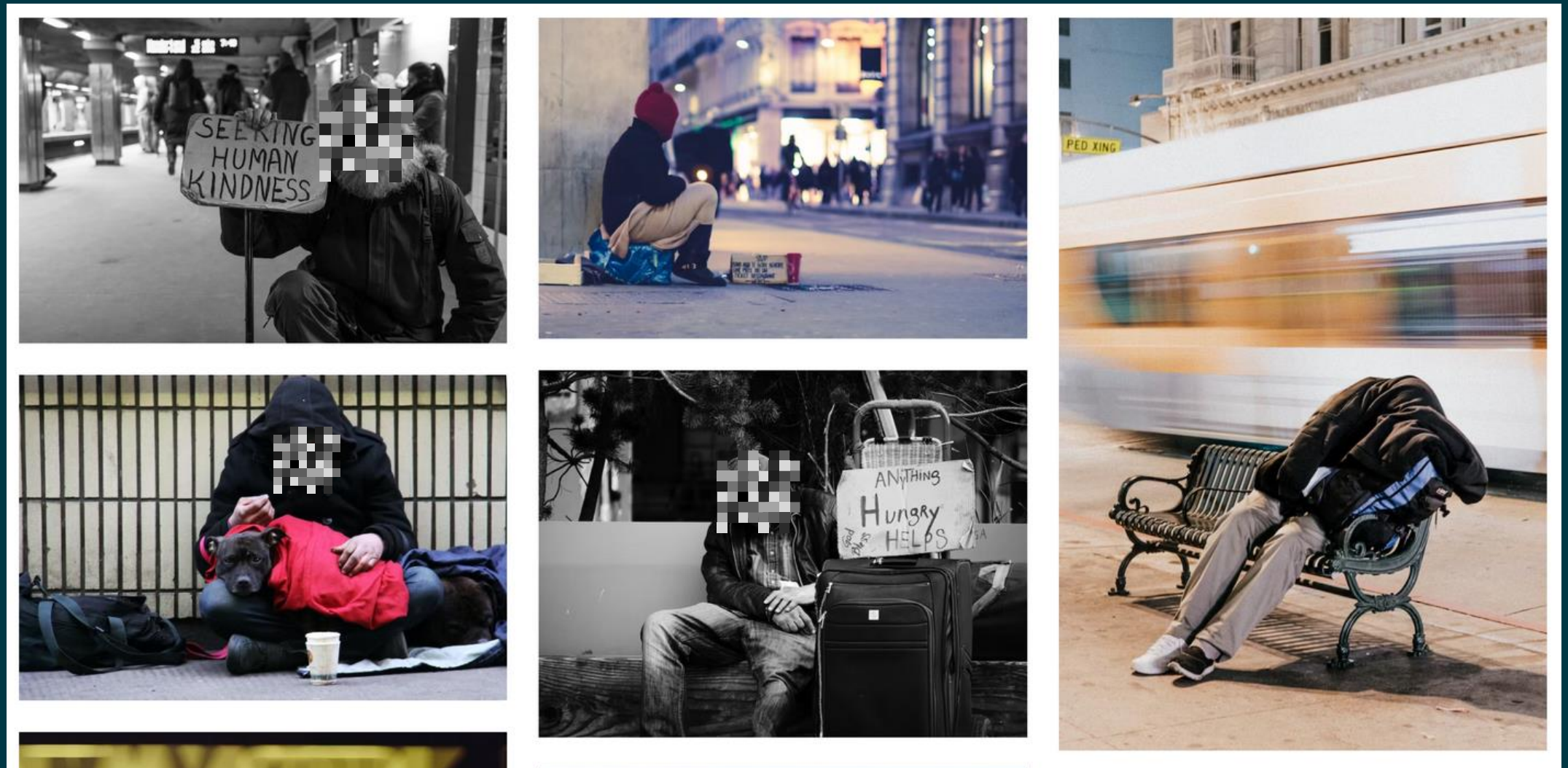
Final result

Five TikTok videos using existing sounds

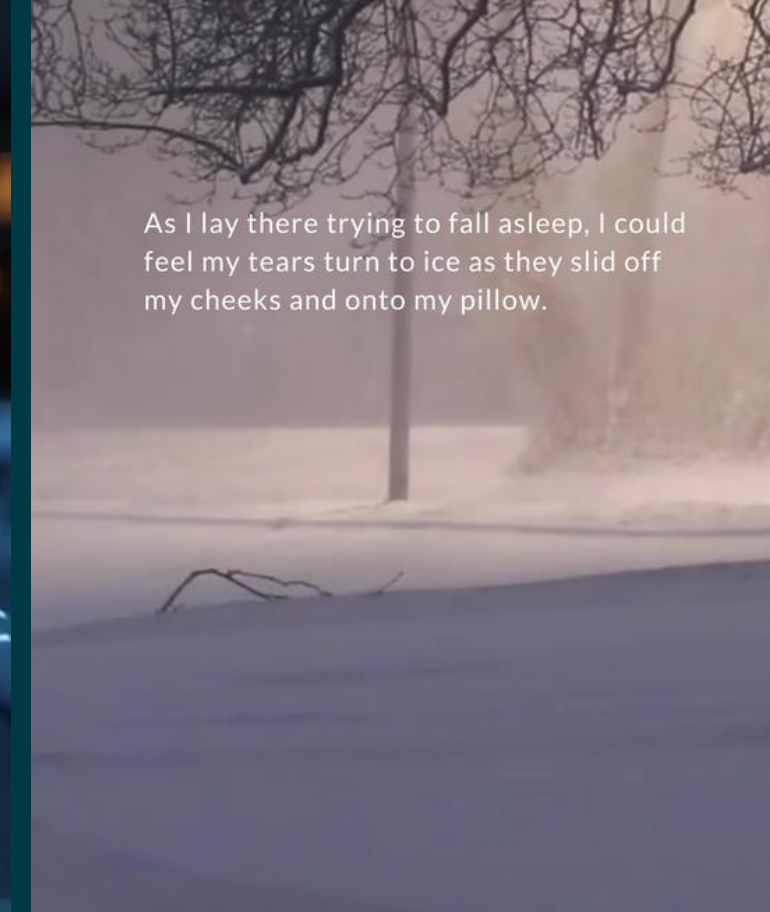Shared a section of the story with way to view more

"You can't sleep in here," a loud voice pierced through my foggy thoughts.

There, semi-conscious yet still aware of the frigid air that surrounded me, I finally accepted that I was a homeless person.

I rode the bus aimlessly before deciding to go back to the tent alone.

As I lay there trying to fall asleep, I could feel my tears turn to ice as they slid off my cheeks and onto my pillow.

"Let me show you to your room."

"As the communications menu grows, we need not view the options as dichotomous choices but instead pick and choose among them to meet the needs of different people at different times for different topics"

Rimer, 2000, cited by Kreps and Bonaguro, 2009, p. 386

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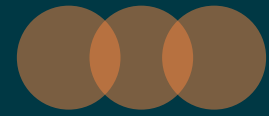
Thank you!

Please reach out if you have questions or want to learn more!

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