DISSEMINATING RESEARCH ON ONLINE EDUCATION

QM Research Online Conference – November 2019
Presenter

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OSU Ecampus Research Unit

- Online Learning Efficacy Research Database
- “High Impact Practices in Online Education” and “The Business of Innovating Online"
- “Research in Action” podcast
- National and local studies
Why share your research on online education?
What are methods of research dissemination that you are aware of?
A few examples

- **Traditional**
- **Conference session**
- **Webinar**
- **Social media engagement**
- **Podcasting**
- **Blog posts**
Overview

Creating a Dissemination Plan: Research Unit Example

Dissemination Planning: Questions to Ask

Reflection and Take-aways
Planning for Dissemination

1. What do I want to share?

2. Who is my audience?

3. What outlets will be used?
What to share?

• What are the goals of dissemination?
• What is relevant to the field?
• What are the key messages?
• What are the datatypes?
Who is the audience?

What is the broadest audience that you’re trying to reach?

What is the best way to reach your audience?

What will your audience want to know about your project?
### Audience

- Internal
- External
- Institutions
- Age groups

### Outlet

- Print publication
- Online publication
- Video / webinar
- Slide deck / presentation
- Social media
- Website
- Blog
# Example of audience & outlet

## Audience

- Students
- Institutions
- Internal & external

## Outlet

- Report
- Website
- Social media

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Considerations:

• Audience

• Data visualization decisions

• What visualizations can stand alone?
Lifecycle of a publication

- **Report**
- **Social media**
- **Poster**
  - **Webpage**
  - **Presentations**

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Create a Research Dissemination Plan

Scop/context

Goals

Audience

Key Messages

Tactics

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Scope/context
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Goals

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Audience
Create a Research Dissemination Plan

Key Messages

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Create a Research Dissemination Plan

- **Scope/context**
- **Goals**
- **Audience**

**Key Messages**

**Tactics**

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Reflection

What are barriers to disseminating your research?
Takeaways

- **Think** about your dissemination early in the project
- **Focus** on your dissemination goals
- **Consider** your audience when planning outlets
Questions?
Connect with us!

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