Demystifying Digital Scholarship:
Knowledge Exchange (KE)

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Outline

• KE Principles and Terms
• KE at Mac

• Services and tools available to you
• Create your own KE plan using a planning tool
Knowledge exchange

Knowledge exchange is the interactive and iterative process of synthesizing, disseminating, co-creating, and applying research knowledge to improve health, society, economy, and environment, and enrich culture.

(aka Knowledge Mobilization; Knowledge Translation and Exchange; Knowledge Transfer)
Principles

At McMaster our purpose is the discovery, communication and preservation of knowledge. In our teaching, research, and scholarship, we are committed to creativity, innovation and excellence. We value integrity, quality, inclusiveness and teamwork in everything we do. We inspire critical thinking, personal growth, and a passion for lifelong learning. We serve the social, cultural, and economic needs of our community and our society.

https://president.mcmaster.ca/mission-and-vision/
“Research Users”

Who stands to benefit from this research?
Which audiences will be involved, and how?
How will the audiences benefit from being involved?
What is the best way to communicate with these audiences?

Social Sciences and Humanities Research Council (SSHRC)

Knowledge Mobilization

Synthesis, Dissemination, Transfer, Exchange

Co-creation by researchers and knowledge users

<table>
<thead>
<tr>
<th>Target Audiences</th>
<th>Within the academy</th>
<th>Beyond the academy: the general public</th>
<th>Community stakeholders: decision makers &amp; citizens</th>
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<tr>
<td><strong>Forms/Products</strong></td>
<td>Publication: peer-reviewed journals and scholarly presses</td>
<td>Publication: popular or alternative magazines and periodicals</td>
<td>Events: forum, meetings</td>
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<td></td>
<td>Research presentations</td>
<td>Events: public lectures, performances, open classes</td>
<td>Literature reviews or reports</td>
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<td></td>
<td>Listservs</td>
<td>Digital media: Websites, blogs, videos</td>
<td>Advisory groups</td>
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<td>Social media</td>
<td>Community groups</td>
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<td>Community researchers</td>
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<td>Social media</td>
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<td>Social media</td>
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<tr>
<th><strong>Processes/practices</strong></th>
<th>Dissemination</th>
<th>Outreach</th>
<th>Community-based research</th>
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<td>Networking</td>
<td>Resource sharing</td>
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<td>Collaboration</td>
<td>Storytelling</td>
<td>Professional training</td>
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<td>Synthesis</td>
<td>Advocacy/activism</td>
<td>Knowledge exchange</td>
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<td>Open access publication</td>
<td>Technology transfer</td>
<td>Collaboration and co-creation</td>
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<tr>
<th><strong>Outcomes</strong></th>
<th>Enriched disciplinary knowledge</th>
<th>Enriched public discourse</th>
<th>Community input/support</th>
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<tbody>
<tr>
<td></td>
<td>Expanded research areas or theories</td>
<td>Civic culture</td>
<td>Enhanced professional practice</td>
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<tr>
<td></td>
<td>Pedagogical innovation</td>
<td>Cultural production</td>
<td>Improved services or policies</td>
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<tr>
<td></td>
<td>New collaborations</td>
<td>Social change</td>
<td>Increased community capacity</td>
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<tr>
<td></td>
<td>Professional advancement</td>
<td>Enhanced reputation</td>
<td>Cross-sectoral partnerships</td>
</tr>
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</table>
Digital and Social Media

Twitter, Facebook, YouTube, Instagram, etc

Useful for:

• Creating and connecting to groups with shared interests, other researchers and/or community groups
• Making information public in creative, flexible, interactive formats
For Graduate Students

• Professional associations
• Volunteerism and experiential education
• Research Assistantships/Internships: MITACS (mitacs.ca)
• McMaster: 3 Minute Thesis, SSHRC Storytellers
• School of Graduate Studies: SPICES, Skills training

https://graduate.mcmaster.ca/skills-opportunities/skills-training
KE services at Mac

Knowledge exchange services and supports at McMaster are provided to researchers by:

- McMaster Industry Liaison Office (MILO)
- Office of Community Engagement
- Research Facilitators in each Faculty
- Library Services and The Sherman Centre for Digital Humanities
Together we...

- Broker relationships: We help researchers and graduate students connect to potential collaborators in academic, industry, public, non-profit, and community sectors
- Develop KE Plans: We help researchers to develop creative, effective knowledge mobilization plans and connect with the partners that can help make these plans work
- Improve Access: We work with researchers to ensure their research knowledge is openly and broadly accessible
- Build skills: We offer tailored educational seminars for faculty, staff and students on knowledge exchange strategies.
McMaster University's purpose is the discovery, communication, and preservation of knowledge. Committed to creativity, innovation, and excellence, the university serves the social, cultural, and economic needs of community and broader society.

McMaster's knowledge mobilization goals are to:

- Benefit society through research impacts and economic development
- Strengthen reputation and enhance recognition
- Promote research strengths

With a firm grounding in both the theory and practice of turning knowledge into action, McMaster is committed to building capacity for knowledge mobilization.

Services to support knowledge mobilization are distributed across the University. They are housed in Faculties and in University-supported networks and centres. Services include:

- Brokering relationships: we help researchers and graduate students connect to potential collaborators in academic, industry, public, non-profit, and community sectors
- KM Planning: we help researchers to develop creative, effective knowledge mobilization plans
- Promotion: we work closely with Communications staff to tell McMaster research stories
- Training: we offer graduate-level training in knowledge mobilization for research impact

Health sector-specific resources for knowledge transfer include:

- National Collaborating Centre for Methods and Tools (NCCMT)
- HealthEvidence™, a registry of systematic reviews relevant to public health topics
Mac Tools & Resources

• Research Snaps
• Research Shop
• Paths to Collaboration: A community guide for working with McMaster researchers
• Impacts Unpacked
Research Snaps

Snaps are short, readable summaries of what we do, what we discover, and why it matters.

• They can be linked from department or profile webpage.
• You can write them yourself, and submit for posting.
• You can include them in a grant application budget, and hire an RA to produce them.
• Training will be provided again this spring. Date TBA.
The Political Lives of Migrants

Peter Nyers

Difficult Inheritances: Placing Memorials of Vancouver's Disappeared Women in Context
Amber Dean

Indigenous Place-Thought and Agency Amongst Humans and Non-Humans
Vanessa Watts

The Gospel of Mark and the Self-Sacrifice of Rulers
Matthew Thiessen

Engaging readers in a thoughtful analysis of the public representations and activist strategies that seek to remember and retell the stories of Vancouver's disappeared women, this research reflects on the enduring historical contexts of injustice.

Euro-Western thought has made many important efforts to understand and embrace all components of indigenous histories. However, these attempts are often still processed through very Western beliefs which view indigenous histories as stories rather.

Though the 'many for one' political ideology was widespread in the first century CE, the Gospel of Mark, passage 10:45, rejects this ideology. Instead, this type of rule is contrasted with Jesus's own as the servant king, sacrificing himself (the...
Research: subtitles draw attention to doing, finding, using research

Impact: any successful KE that has led to impact can be recorded here -- submitted by anyone

Citation can link to open access article.
Share button makes it shareable via social media or email.
Research Shop

Under the guidance of the Research Coordinator, volunteer Research Associates do rapid research for (and with) organizations outside the university. Products most often take the form of “knowledge synthesis”--lit reviews and environmental scans, with recommendations that can inform decision-making. Research Associates commit to 5 volunteer hrs/week for 8 weeks, and work in small teams to respond to specific research requests. To apply, go to the site and click on “Join Us”
Paths to Collaboration

If you are a faculty researcher in the process of initiating a research partnership with a community group or non-profit organization, you might consider providing your potential partners with this document.
## Choosing The Right Path

Models Of Community-Engaged Research

Below are some of the most common paths of research collaboration. If you're not sure which path to choose, contact us at community@mcmaster.ca. We can help you figure it out.

<table>
<thead>
<tr>
<th>What Do You Need?</th>
<th>Timeline</th>
<th>Description</th>
<th>Path</th>
</tr>
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<tbody>
<tr>
<td>Advice</td>
<td>Less than 1 month</td>
<td>University professors can answer specific questions that are relevant to their areas of expertise, or can help an organization figure out what questions to ask, or where to look for the answers.</td>
<td>Consultation</td>
</tr>
<tr>
<td>Best Evidence</td>
<td>1 to 4 months</td>
<td>This type of research can provide organizations or communities with the research findings they need to help them make decisions. It usually involves evaluating and summarizing research that's already been done and may include interviews with people who have experience or expertise in the topic.</td>
<td>Research Shop</td>
</tr>
<tr>
<td>Community-Driven Research</td>
<td>3 months to 1 year</td>
<td>Research which is requested and managed by the organization or community might be suitable for student research projects or internships, with some academic oversight provided by a professor. Students will require advance planning and consultation with a professor.</td>
<td>Student Project</td>
</tr>
<tr>
<td>Co-Driven Research</td>
<td>3 months to 5 years</td>
<td>These projects can emerge when a community's needs coincide with a university researcher's academic interest in the topic. Partners often contribute to and benefit from the research.</td>
<td>Partnership</td>
</tr>
</tbody>
</table>

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* If you are interested in collaborating with researchers to develop a commercial product, please contact McMaster Industry Liaison Office (905) 525-9143 or 35964: mi@lso@mcmaster.ca
In collaborative research where partners may experience power imbalance or be wary of research, it can be helpful to start levelling the playing field by developing some shared vocabulary and being clear about roles, rights, processes, and expectations.
Impacts Unpacked

• Documents how knowledge exchange helps turn research into action.
• Illuminate a rich variety of strategies and approaches to knowledge exchange (KE).
• Example:  [Telling stories differently: Using new media to reach new audiences](#)
Documents how knowledge exchanges turn research into action.

Designed to spur conversation and creative thinking about knowledge exchange.
Great use of new media to increase public understanding of MRI technology and MRI-enabled medical research

Also a great way to make connections; you never know who’s reading.
Library Services
Open Access

- International movement
  - Budapest Open Access Initiative  2002
  - Bethesda Statement on Open Access Publishing  2003
  - Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities  2003
- Research should be freely available
- Greater dissemination of knowledge
Tri-Agency policy

• May 1st, 2015
• Open access mandated by the Tri-Agency Open Access Policy on Publications
  • Canadian Institutes of Health Research (CIHR)
  • Natural Sciences and Engineering Research Council of Canada (NSERC)
  • Social Sciences and Humanities Research Council of Canada (SSHRC)

“The objective of this policy is to improve access to the results of Agency-funded research, and to increase the dissemination and exchange of research results.”

http://www.science.gc.ca/default.asp?lang=En&n=F6765465-1
Open Access

Attention Faculty & Researchers

As of May 1st, 2015, open access is mandated by the Tri-Agency Open Access Policy on Publications.

Open access refers to scholarly research that is made freely available on the internet. In a scholarly environment, open access often focuses on journal articles.

How do I comply with the Tri-Agency Policy?

To find out, use the Open Access Interactive Tool.

Guide to Open Access

- Open Access Explained
- Online Repositories Explained
- Copyright and Open Access
- Open Access Resources - including Open Access Week schedule.
Compliance with the Tri-Agency Policy?

openaccess.mcmaster.ca
Open Access Interactive Tool

Tri-Agency Funding

- Was the research published in this manuscript funded by SSHRC or CIHR?
  - Yes
  - No

- Which agency funded your research?
  - NSERC
  - SSHRC
  - CIHR

Your Personalized Outcome

Your results:
To meet the requirements of the Tri-Agency Policy, deposit your manuscript into an online repository.

For next steps: Download this customized guide.

Thank you for using the Open Access Interactive Tool.

Your Next Steps to Open Access...

You indicated that you received funding from NSERC or SSHRC on or after May 1, 2015, so the Tri-Agency Open Access Policy applies to the situation you specified. Your research is published, but not in an open access journal or in a journal that will make your article open access 12 months of publication.

Next Steps:
1. Consult SHERPA/RoMEO, a database of publishers’ policies regarding the self-archiving of journal articles on the web or online repositories. You may have the right to include some, but not all, versions of your article (e.g. pre-print, post-print, or published version).
2. Contact your publisher to confirm your copyright permissions.
3. Deposit your manuscript into an online repository:
   a. MacSphere: McMaster’s Institutional Repository
      i. Log-in to MacSphere with your MAC ID and password and submit your article to the collection that corresponds with your department
   b. Search or browse a list of subject-based repositories using OpenDOAR: Directory of Open Access Repositories

Important Links:
- SHERPA/RoMEO: http://www.sherpa.ac.uk/romeo/
- MacSphere: https://macsphere.mcmaster.ca/
- OpenDOAR: http://opendoar.org/index.html

Questions?
- Email scoim@mcmaster.ca
- See the Guide to Open Access
OA journals

- Peer-review
- BioMed Central
  - publishes ~265 peer-reviewed open access journals
    [http://www.biomedcentral.com/](http://www.biomedcentral.com/)
- DOAJ
  - 209 journals from Canada
  - 9471 OA journals
  - [http://www.doaj.org](http://www.doaj.org)
Open Access journals

• Impact factor
  • BioMed Central

  - Genome Biology: 11.313
  - BMC Biology: 6.967
  - BMC Medicine: 8.005
  - Particle and Fibre Toxicology: 8.649

• Public Library of Science

  - PLOS Medicine: 13.585
  - PLOS Biology: 8.668

• Citation rates
  • [http://sparceurope.org/oaca/](http://sparceurope.org/oaca/)
Predatory open access journals

- Free for users/not free to produce
- Business models
Scholarly journal publisher

The Press is an imprint supported and published by the McMaster University Library in Hamilton, Ontario, Canada.

Bridges: Conversations in Global Politics and Public Policy

Early Theatre

Energy Studies Review

Global Health Review
Decided not to publish in OA journals?
A Geographical Study of Culross Township

The purpose of this thesis is to discuss and explain both the physical characteristics and the historical developments of Culross Township, in order to show their relationship to each other, and to the present land...

About MacSphere

MacSphere is McMaster University’s Institutional Repository (IR). The purpose of an IR is to bring together all of a University’s research under one umbrella, with an aim to preserve and provide access to that research. The research and scholarly output included in MacSphere has been selected and deposited by the individual university departments and centres on campus.

To contribute to McMaster’s Institutional Repository, please sign on to MacSphere with your MAC ID. If you have any questions, please contact the Office of Scholarly Communication.

Students wishing to deposit their PhD or Masters thesis, please follow the instructions outlined by the School of Graduate Studies.
Author’s rights

THE SPARC CANADIAN AUTHOR ADDENDUM

Your article has been accepted for publication in a journal and, like your colleagues, you wish to maintain the widest possible distribution and free access to scholarly community. In the past, typical publication agreements prevented broad distribution of your work.

You would never knowingly keep a readership that could benefit from unrestricted access to your work.

YOU May OPT for open access publishing agreements that allow broader access to your work.

WHAT? According to the existing copyright law, the author retains copyright for his or her work. In most countries, the author has the exclusive right to reproduce and distribute the work and to authorize others to do so. The author also retains the right to authorize adaptations of the work. These rights are transferable and the author may sell or otherwise assign them.

WHY? Open access publishing agreements, such as the SPARC Canadian Author Addendum, allow authors to retain copyright for their work while still allowing the work to be published in a journal.

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SPARC CANADIAN AUTHOR'S ADDENDUM
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THIS ADDENDUM hereby modifies and supplements the attached Publication Agreement concerning the following Article:

(manuscript title) (journal name)

The parties agree that wherever there is any conflict between this Addendum and the Publication Agreement, the provisions of this Addendum are paramount and the Publication Agreement shall be construed accordingly.

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**AUTHOR(S):**

Signature (corresponding author on behalf of all authors)

Date:

**PUBLISHER:**

Signature

Date:
Open data

• Data freely available
• *Tri-Agency Statement of Principles on Digital Data Management* (2016)

“*data collected with public funds belong in the public domain*”

“*data collected with the use of SSHRC funds must be preserved and made available for use by others within a reasonable period of time*” – 2 years

Open data

Plan Create Preserve Share

Research Data Management at McMaster

In the spirit of good data stewardship and funding agency requirements the adoption of Research Data Management (RDM) practices are increasingly worldwide. In Canada a handful of funding agencies require researchers to apply RDM practices to their data to ensure it is comprehensive and accessible long-term. The purpose of this website is to both provide information and link relevant resources to different phases of RDM to reduce obstacles associated with the process. The buttons beneath can be used to navigate to sections of the RDM process, in addition to the menu on the left.

Planning & Preparing
Collecting & Analyzing
Preserving & Sharing

RDM is the active organization and maintenance of data throughout its lifecycle, from its collection, interpretation, dissemination, and the archiving of valuable results. RDM enables reliable verification of research results, and permits innovative, interdisciplinary research built on existing information. The application of RDM improves cumulative research efficiency, and reduces the overall cost of research.

RDM integrates data management considerations such as data documentation and metadata, security, archiving, and sharing with the traditional data life cycle of planning, collecting, and preserving. The incorporation of RDM practices throughout a project optimizes the quality and re-use of the research data, and can become quite efficient on time. This approach enables the data's comprehensiveness and accessibility to be preserved both short and long-term.
THE PORTAGE NETWORK is dedicated to the shared stewardship of research data in Canada through:

- Developing a national research data culture
- Fostering a community of practice for research data
- Building national research data services and infrastructure

Launched in 2014 by the Canadian Association of Research Libraries, Portage works within the library community to coordinate expertise, services, and technology in research data management, seeking to collaborate with other research data management stakeholders.

Research data culture represents widely shared values and principles for digital data management.

A community of practice for research data consists of stakeholders working
Dataverse

- Open-source, general data repository
- Initially developed at Harvard
- ‘Forked’ by Scholars Portal (OCUL) for use by Ontario universities
- Supports data DOI registration through Datacite Canada

Scholars Portal Dataverse
http://dataverse.scholarsportal.info

Slide by Jason Brodeur
Some KE planning tools

- Ontario Centre of Excellence for Child and Youth Mental Health knowledge mobilization planning toolkit
- Sick Kids Knowledge Translation Planning template, developed by Melanie Barwick
discussion
References


