Do More With Digital Scholarship

Knowledge Mobilization (KMb)

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Outline

- Definitions
- Building a KMb Plan
- KMb Resources at McMaster
- Open Access
- Library Services
- Discussion
Definitions
Knowledge Mobilization

- Knowledge exchange
- Knowledge translation
- Knowledge transfer

“making evidence accessible, understandable and useful for knowledge users”

https://youtu.be/o9hbLEVkiaQ
https://www.youtube.com/watch?v=ImFmsjVlzQc

http://www.kmbtoolkit.ca/what-is-kmb
Social Sciences and Humanities Research Council (SSHRC)

Knowledge Mobilization

Synthesis | Dissemination | Transfer | Exchange | Co-creation by researchers and knowledge users

SSHRC

“The reciprocal and complementary flow and uptake of research knowledge between researchers, knowledge brokers and knowledge users—both within and beyond academia—in such a way that may benefit users and create positive impacts within Canada and/or internationally, and, ultimately, has the potential to enhance the profile, reach and impact of social sciences and humanities research.”

http://www.sshrc-crsh.gc.ca/funding-financement/programs-programmes/definitions-eng.aspx#km-mc
Knowledge Mobilization

In Academia

- Informs, advances and/or improves
  - Research agendas
  - Theory
  - Methods

Beyond Academia

- Informs
  - Public debate
  - Policies
  - Practice

- Enhances/improves services

- Informs the decisions and/or processes of
  - People in business
  - Government
  - Media
  - Practitioner communities
  - Civil society

SSHRC definition continued

http://www.sshrc-crsh.gc.ca/funding-financement/programs-programmes/definitions-eng.aspx#km-mc
Knowledge translation

“A dynamic and iterative process that includes synthesis, dissemination, exchange and ethically-sound application of knowledge to improve the health of Canadians, provide more effective health services and products and strengthen the health care system.”
Knowledge/technology transfer

“The technology transfer plan must describe the commitment of the institution to the project and its capacity to transfer the technology to the marketplace. [...] the anticipated economic benefits to Canada must be included.”
Building a KMb Plan
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?

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

**Activities/Products**
- Publication: peer-reviewed journals and scholarly presses
- Events: Speakers, workshops, conferences, book launches
- Research presentations
- Listservs
- Newsletters
- Course/curriculum development
- Social media

**Processes/practices**
- Dissemination
- Networking
- Collaboration
- Synthesis
- Open access publication

**Outcomes**
- Enriched disciplinary knowledge
- Expanded research areas or theories
- Pedagogical innovation
- New collaborations
- Professional advancement

**Community stakeholders:**
- Decision makers & citizens
- Events: forum, meetings
- Training workshops
- Literature reviews or reports
- Advisory groups
- Community researchers
- Email networks
- Blogs
- Social media

**Outcomes:**
- Enriched public discourse
- Civic culture
- Cultural production
- Social change
- Enhanced reputation

**Outcomes (Community stakeholders):**
- Community input/support
- Improved services or policies
- Increased community capacity
- Cross-sectoral partnerships
Digital and Social Media

Blogs, 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
• Generating short, readable summaries of what researchers do, what we discover, and why it matters
• Example: https://theconversation.com/ca
KMb Resources at McMaster
University Services

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

• Research Facilitators (based in Faculties or Departments)
• McMaster Industry Liaison Office (MILO)
• Office of Community Engagement
• Library Services and Sherman Centre for Digital Scholarship
• Office of Communications and Public Affairs
• Equity & Inclusion Office

Together we...

• Help researchers connect to potential collaborators in academic, industry, public, non-profit, and community sectors;
• Develop and support creative, effective KM plans as part of grant application development;
• Promote communication: work with researchers to ensure their research knowledge is openly and broadly accessible
Graduate Students

General Supports
• Professional associations
• Volunteerism and experiential education (eg, Research Shop)
• Research assistantships/internships: eg, MITACS (mitacs.ca)
• LinkedIn, ResearchGate, Academia.edu, Versatile PhD, etc

At McMaster
• 3 Minute Thesis
• SSHRC Storytellers
• School of Graduate Studies: SPICES grants, Skills training

https://graduate.mcmaster.ca/skills-opportunities/skills-training
Other McMaster Tools & Resources

• Daily News
  http://dailynews.mcmaster.ca/
• McMaster Accessibility Hub
  https://accessibility.mcmaster.ca/topic/tools/
• Research Snaps
  https://snaps.mcmaster.ca/
• Research Shop
  https://researchshop.mcmaster.ca/
• Paths to Collaboration: A community guide for working with McMaster researchers
  https://reo.mcmaster.ca/download/paths-to-collaboration/at_download/file
• Impacts Unpacked: case studies of KM strategies used in various McMaster research projects
  https://impactsunpacked.mcmaster.ca/
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

• Greater dissemination of knowledge

Green Gold Platinum
Open Access Journals

• Peer-review

BioMed Central

• publishes ca. 300 peer-reviewed open access journals
  http://www.biomedcentral.com/

DOAJ

• 120 journals from Canada
• ca. 9000 open access journals covering all areas of science, technology, medicine, social science and humanities
• http://www.doaj.org
Open Access Journals

- Impact
  - BioMed Central
  - Genome Biology
  - BMC Medicine
  - BMC Biology
  - Public Library of Science
  - Particle and Fibre Toxicology

- Citation rates
  [http://sparceurope.org/oaca/]
Predatory open access journals

- Free for users/not free to produce
- Business models
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
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Canadian Association of Research Libraries

THE SPARC CANADIAN AUTHOR ADDENDUM

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You would never knowingly keep your research from a readership that could benefit from it, but signing a restrictive publication agreement limits your scholarly universe and lessens your impact as an author.

Why? According to the traditional publication agreement, all rights — including copyright — go to the journal. You probably want to include sections of your article in later works. You might want to give copies to your class or distribute it among colleagues. And you likely want to place it on your Web page or in an online repository if you had the choice. These are all ways to give your research wide exposure and fulfill your goals as a scholar, but they are inhibited by the traditional agreement. If you sign on the publisher’s dotted line, is there any way to retain these critical rights?

Yes. The SPARC Canadian Author Addendum is a legal instrument that modifies the publisher’s agreement and allows you to keep key rights to your articles. The Author Addendum is a free resource developed by SPARC and in partnership with Creative Commons <http://creativecommons.org/> and Science Commons <http://sciencecommons.org/>, established non-profit organizations that offer a range of copyright options for many different creative endeavors. See also Creative Commons Canada <http://creativecommons.org/International/ca/>.

It has been adapted for the Canadian context by the Canadian Association of Research Libraries (CARL) <http://www.carl-abrc.ca/).

The SPARC Canadian Author Addendum is online at www.carl-abrc.ca/projects/author/author-e.html

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**AUTHOR(S):**

**PUBLISHER:**
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Open Access at McMaster

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

openaccess.mcmaster.ca
Compliance with the Tri-Agency Policy?

dopenaccess.mcmaster.ca
Open Access Interactive Tool

Tri-Agency Funding

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

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

Next

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.
Try the tool again.

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 within 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. Login 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 scoey@mcmaster.ca
- See the Guide to Open Access
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Discussion
References


