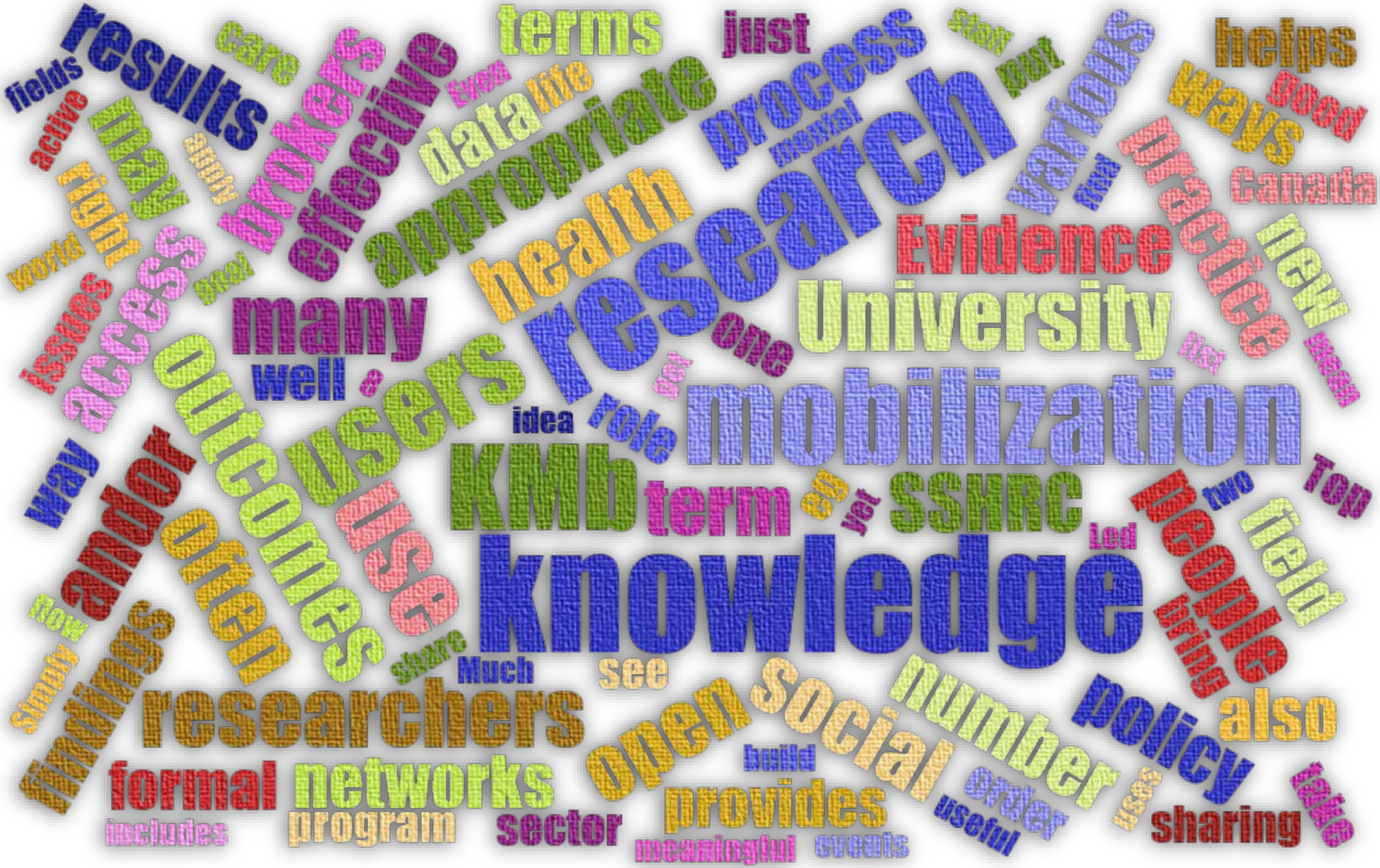



https://www.jasondavies.com/wordcloud/

Lewis & Ruth Sherman Centre for Digital Scholarship

# Do More With Digital Scholarship

# Knowledge Mobilization (KMb)

Gabriela Mircea
Digital Repository Librarian
scom@mcmaster.ca

Grace Pollock
Research Support Facilitator
humrsch@mcmaster.ca

# Outline

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

# Definitions

# Knowledge Mobilization

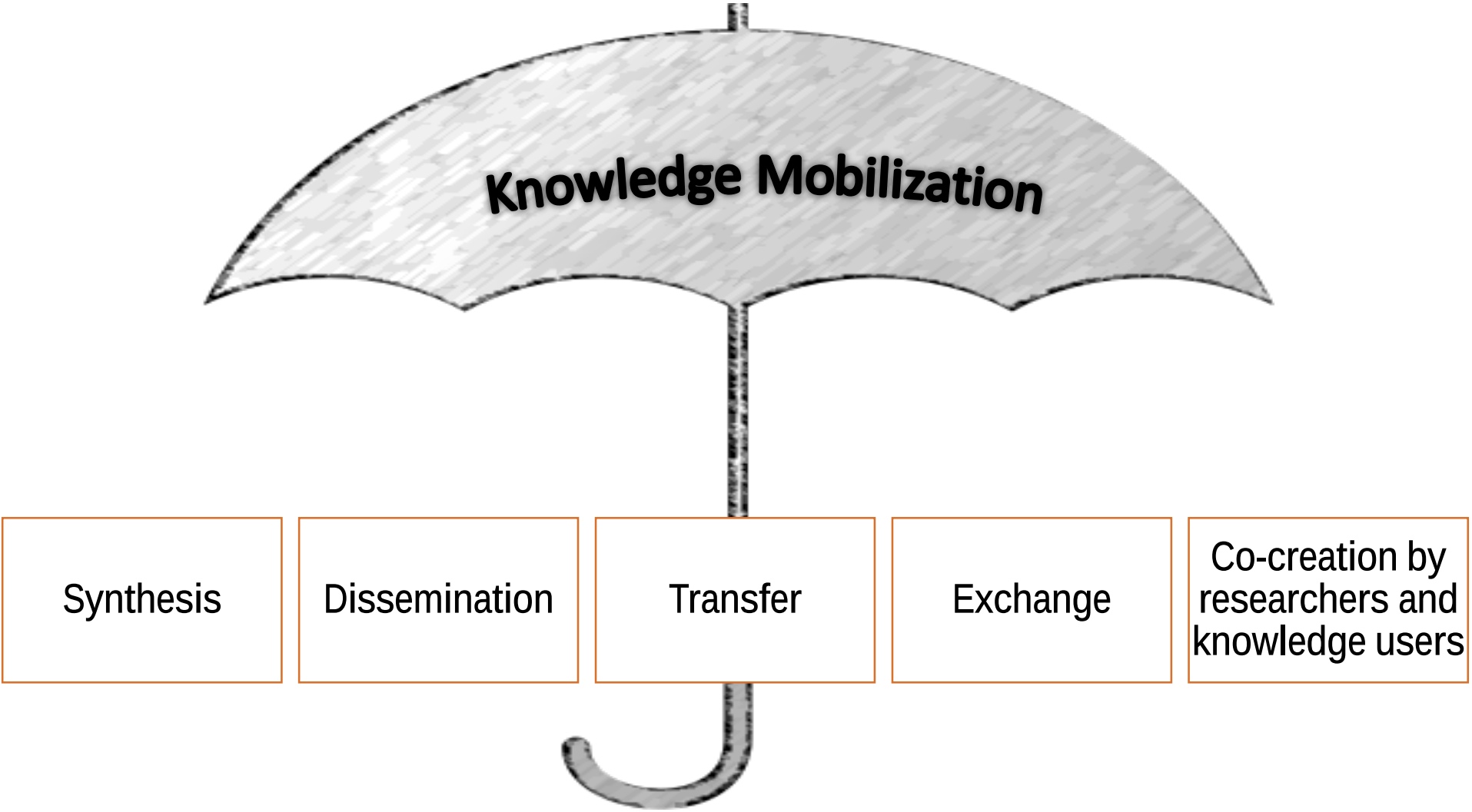
- Knowledge exchange
- Knowledge translation
- Knowledge transfer

"*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

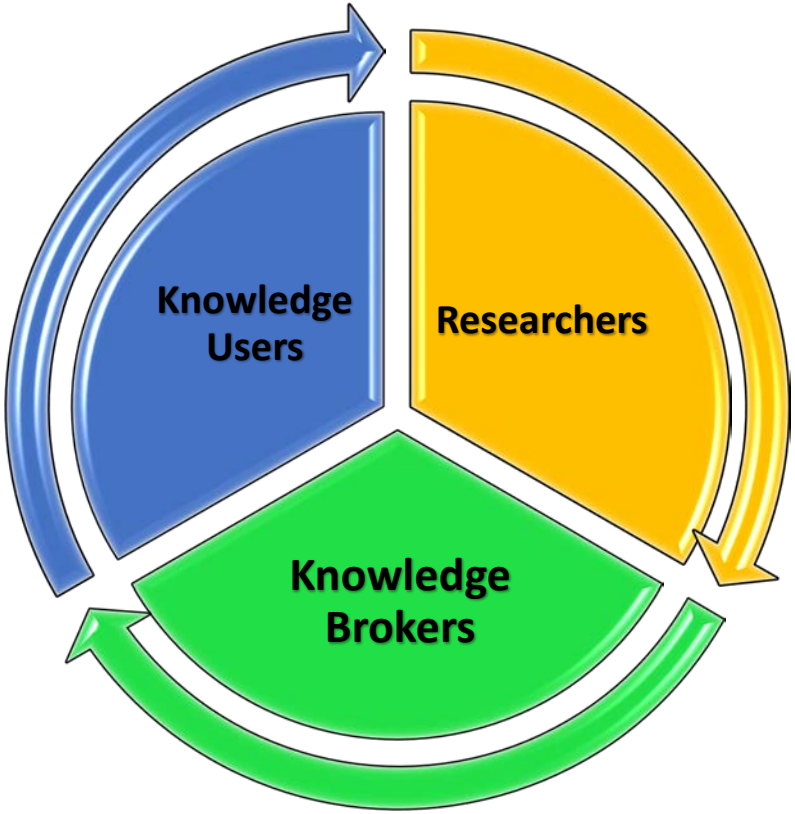
# Social Sciences and Humanities Research Council (SSHRC)




http://www.sshrc-crsh.gc.ca/funding-financement/policies-politiques/knowledge_mobilisation-mobilisation_des_connaissances-eng.aspx

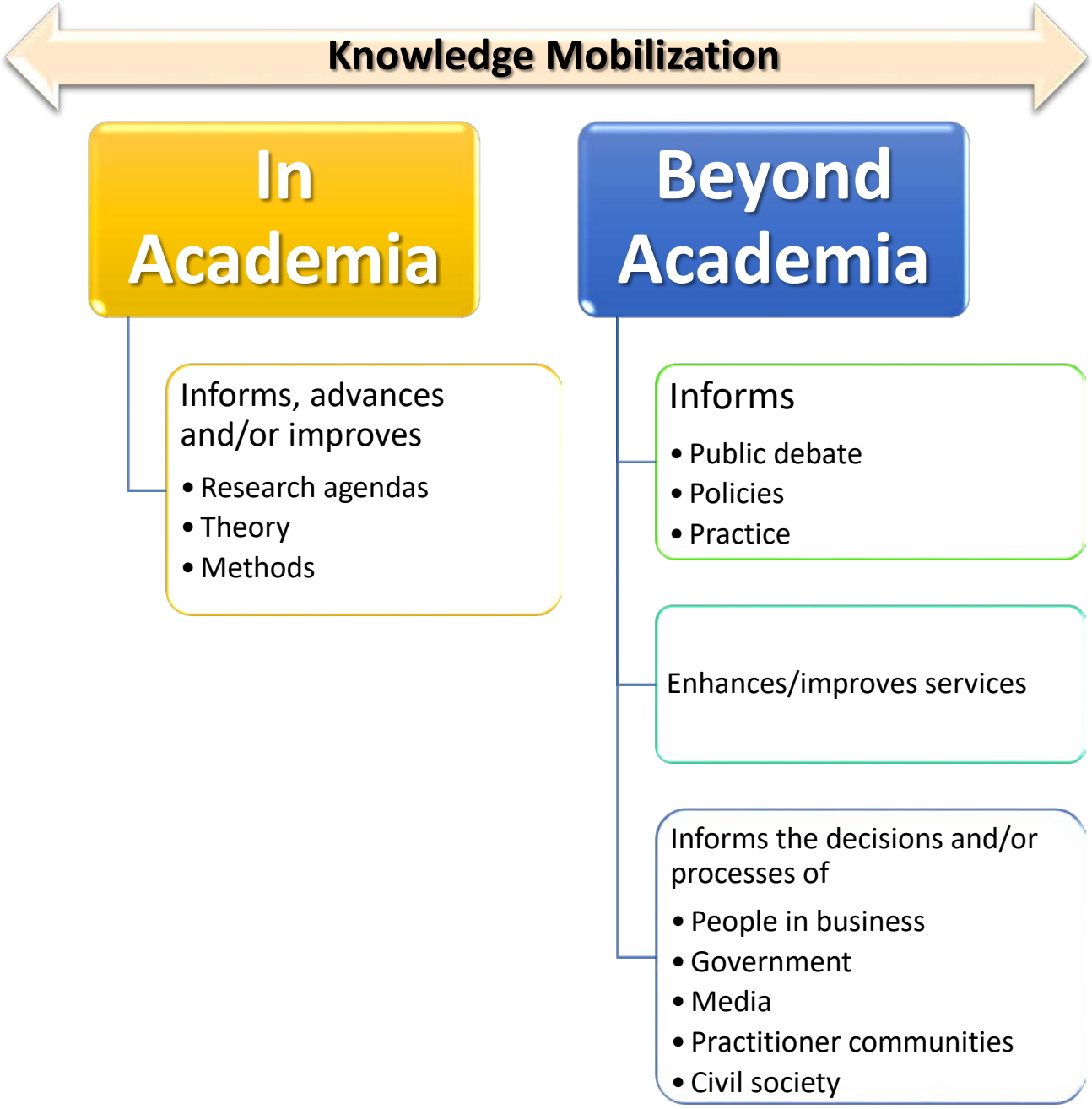
# SSHRC

*"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

# SSHRC definition continued




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

# Canadian Institutes of Health Research (CIHR)

**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."*

http://www.cihr-irsc.gc.ca/e/29529.html

# Natural Sciences and Engineering Research Council of Canada (NSERC)

**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."*

http://www.nserc-crsng.gc.ca/NSERC-CRSNG/Eligibility-Admissibilite/I2Ieligibility-INNOVadmissibilite_eng.asp

# Building a KMb Plan

# 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?

http://www.sshrc-crsh.gc.ca/funding-financement/policies-politiques/knowledge_mobilisation-mobilisation_des_connaissances-eng.aspx#a3

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

THE CONVERSATION

McMaster University

Inspiring Innovation and Discovery

# 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/

International OPEN ACCESS WEEK

# OPEN IN ORDER TO

- [x] INCREASE ACCESS TO KNOWLEDGE
- [x] FACILITATE COLLABORATION
- [x] RAISE YOUR RESEARCH VISIBILITY
- [x] OTHER:

# 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 DIRECTORY OF OPEN ACCESS JOURNALS

- 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

  - Public Library of Science

- 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."*

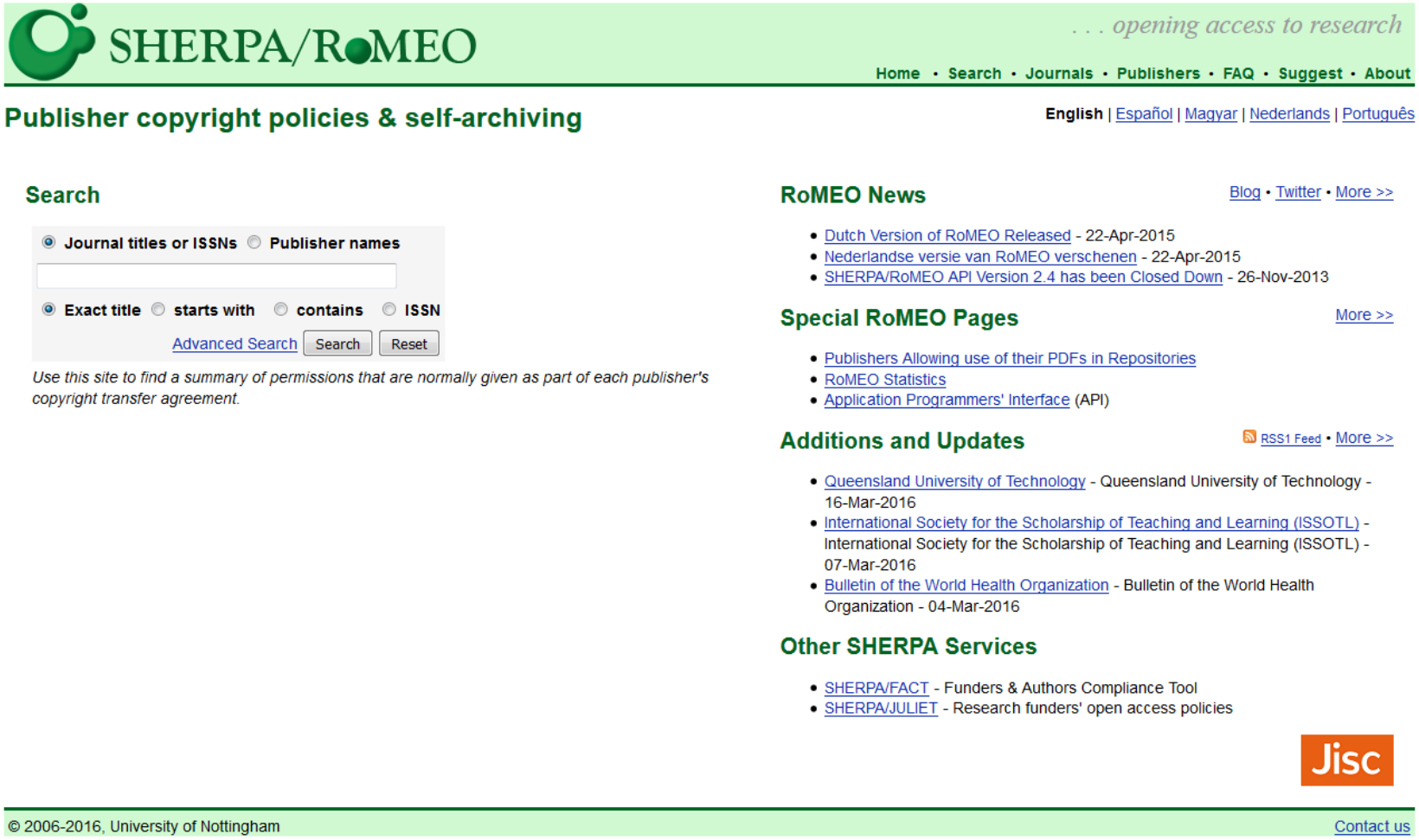
http://www.science.gc.ca/default.asp?lang=En&n=F6765465-1

# Sherpa/Juliet

http://www.sherpa.ac.uk/juliet/index.php

Cannot publish in an open access journal?

# Sherpa/Romeo




http://www.sherpa.ac.uk/romeo/index.php

# Author's rights

Canadian Association of Research Libraries

CARL ABRC

**Using the SPARC Canadian Author Addendum to secure your rights as the author of a journal article**

SPARC®

November 2008

## THE SPARC CANADIAN AUTHOR ADDENDUM

Your article has been accepted for publication in a journal and, like your colleagues, you want it to have the widest possible distribution and impact in the scholarly community. In the past, this required print publication. Today you have other options, like online archiving, but the publication agreement you'll likely encounter will actually prevent broad distribution of your work.

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

## KNOW YOUR RIGHTS AS THE AUTHOR

- **The author is the copyright holder.**
  As the author of a work you are the copyright holder unless and until you transfer the copyright to someone else in a signed agreement.
- **Assigning your rights matters.**
  Normally, the copyright holder possesses the exclusive rights of reproduction, distribution, public performance, public display, and modification of the original work. An author who has transferred copyright without retaining these rights must ask permission unless the use is one of the statutory exemptions in copyright law.
- **The copyright holder controls the work.**
  Decisions concerning use of the work, such as distribution, access, pricing, updates, and any use restrictions belong to the copyright holder. Authors who have transferred their copyright without retaining any rights may not be able to place the work on course Web sites, copy it for students or colleagues, deposit the work in a public online archive, or reuse portions in a subsequent work. That's why it is important to retain the rights you need.
- **Transferring copyright doesn't have to be all or nothing.**
  The law allows you to transfer copyright while holding back rights for yourself and others. This is the compromise that the SPARC Canadian Author Addendum helps you to achieve.

http://www.carl-abrc.ca/uploads/pdfs/EngBrochure.pdf

# SPARC CANADIAN AUTHOR'S ADDENDUM TO PUBLICATION AGREEMENT

http://www.carl-abrc.ca/uploads/pdfs/EngPubAgree.pdf

THIS ADDENDUM hereby modifies and supplements the attached Publication Agreement concerning the following Article:

| | |
|---|---|
| | |
| (manuscript title) | (journal name) |

Notwithstanding any terms in the Publication Agreement to the contrary, **AUTHOR** and **PUBLISHER** agree as follows:

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| | |

# Library Services

# Open Access at McMaster

openaccess.mcmaster.ca

## 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?

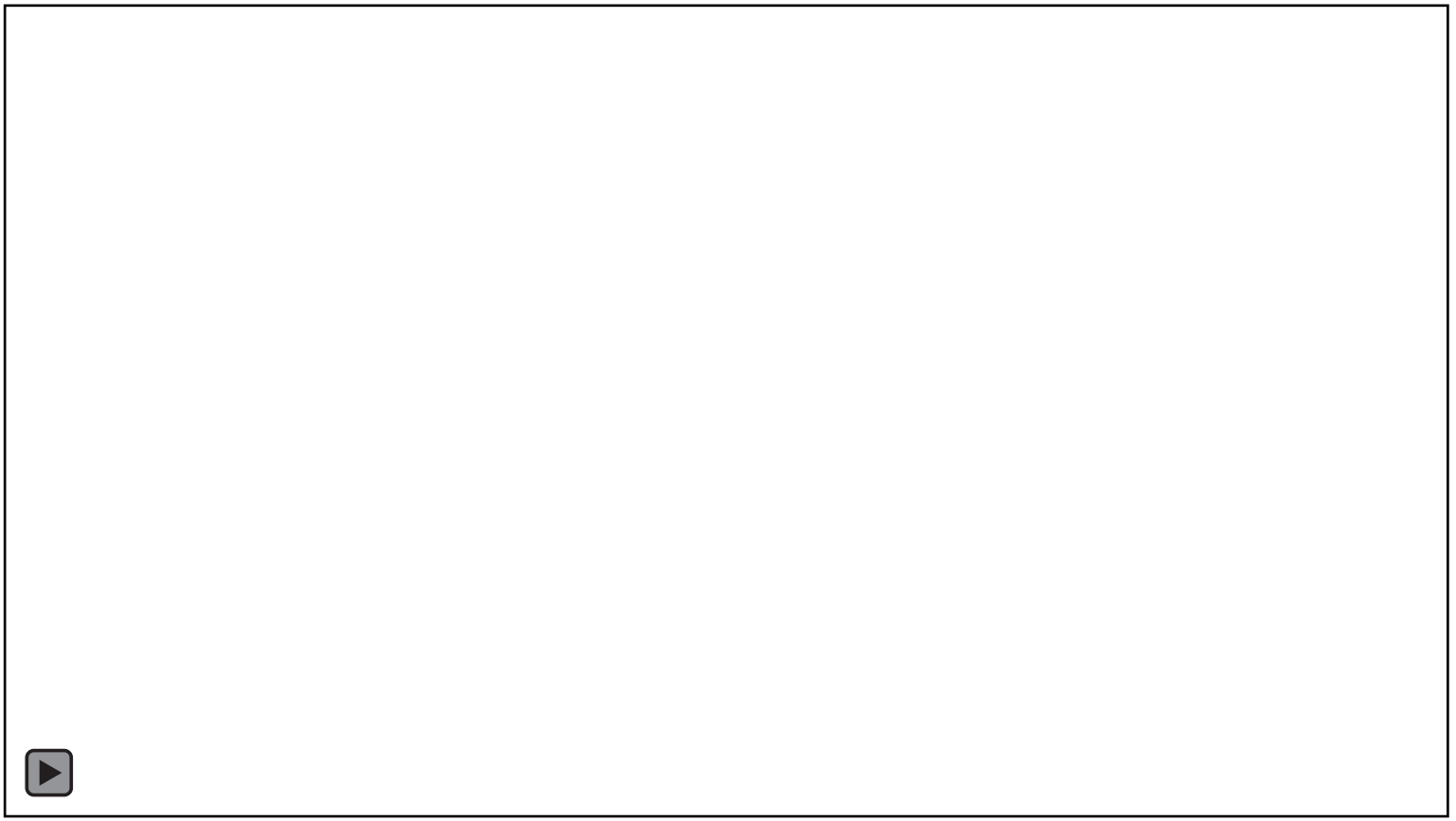
To find out, use the Open Access Interactive Tool

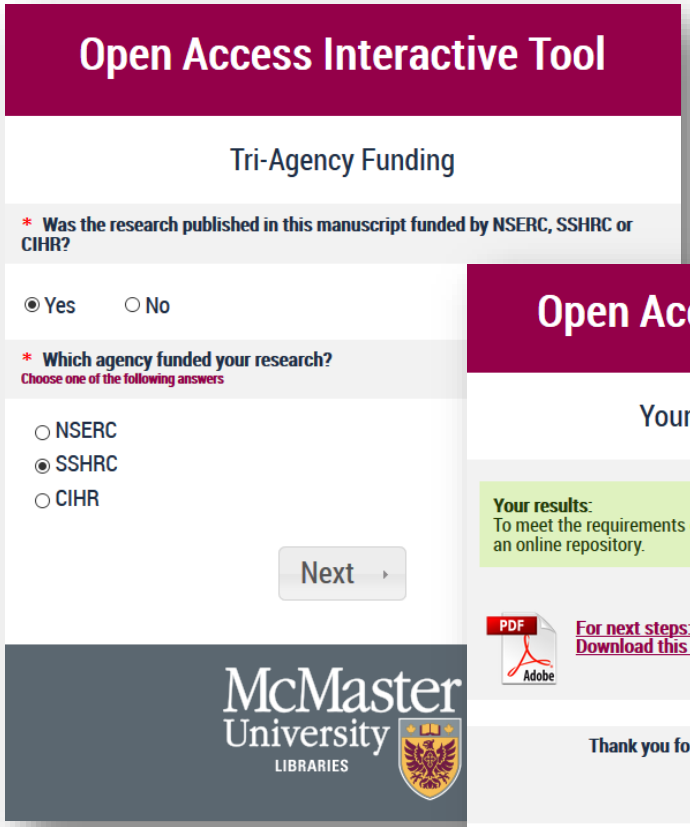
### Guide to Open Access

- Open Access Explained
- Online Repositories Explained
- Copyright and Open Access
- Open Access Resources

# Compliance with the Tri-Agency Policy?

openaccess.mcmaster.ca

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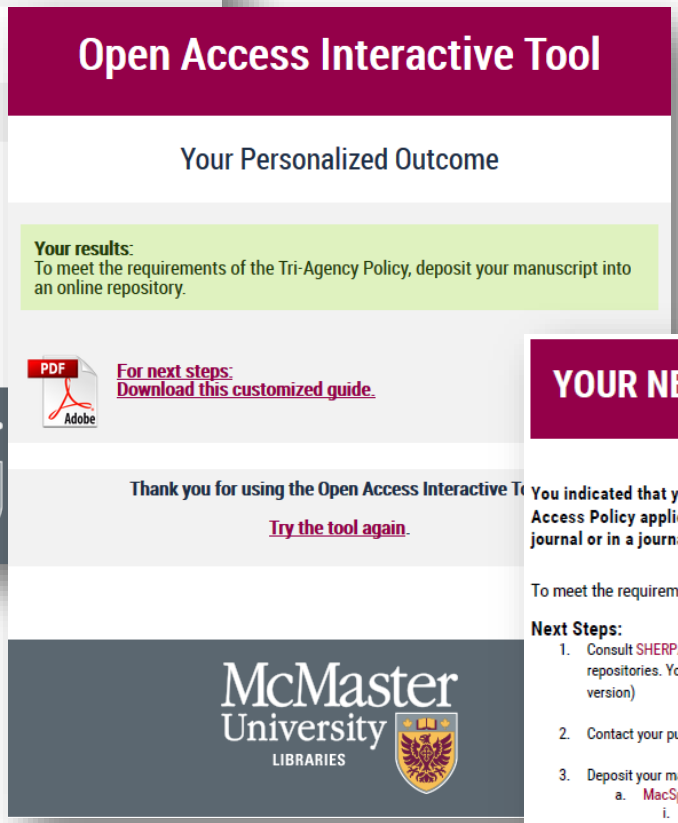
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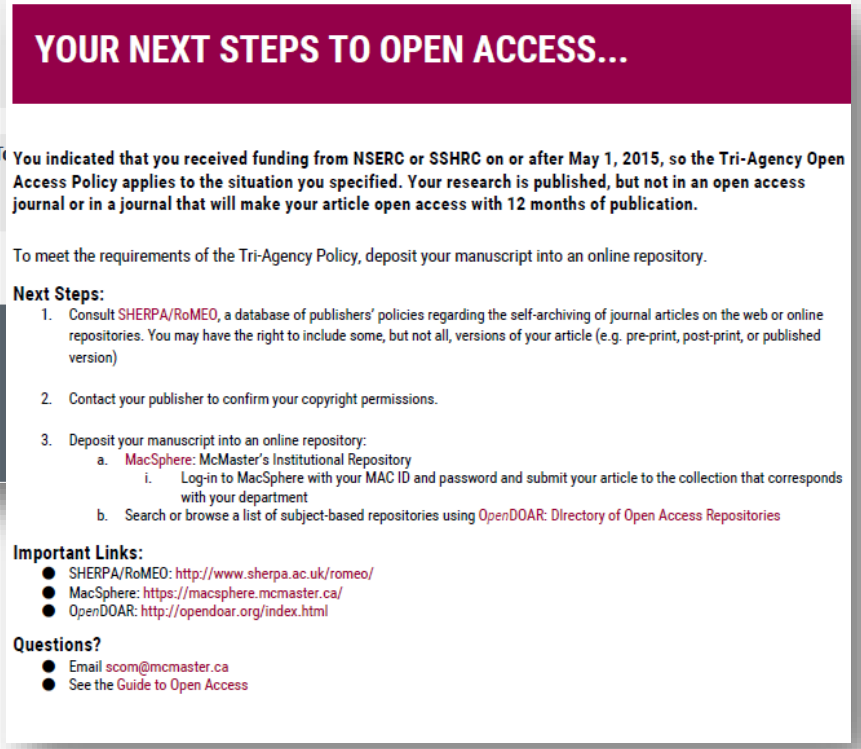
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You indicated that you received funding from NSERC or SSHRC on or after May 1, 2015, so the Tri-Agency Open Access Policy applies to the situation you specified. Your research is published, but not in an open access journal or in a journal that will make your article open access with 12 months of publication.
To meet the requirements of the Tri-Agency Policy, deposit your manuscript into an online repository.
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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)
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The Metabolic and Structural Response of Human Skeletal Muscle to Acute Exercise and Nutritional Manipulation See

The work in this thesis describes the metabolic and structural response of human skeletal muscle to acute exercise and nutritional manipulation. Over a series of three studies, healthy young men performed acute bouts of either endurance or resistance exercise, and a range of invasive and non-invasive techniques were applied to examine the muscle adaptive response during exercise and recover...

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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.

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# McMaster University Library Press

## 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

VIEW JOURNAL | CURRENT ISSUE | REGISTER

### Early Theatre

VIEW JOURNAL | CURRENT ISSUE | REGISTER

### Energy Studies Review

VIEW JOURNAL | CURRENT ISSUE | REGISTER

### Global Labour Journal

VIEW JOURNAL | CURRENT ISSUE | REGISTER

### Health Reform Observer – Observatoire des Réformes de Santé

VIEW JOURNAL | CURRENT ISSUE | REGISTER

### International Journal for Students as Partners

VIEW JOURNAL | CURRENT ISSUE | REGISTER

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Search Scope
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Search

McMaster University | Publishing System for Student Journals

# Student Journals @ McMaster University

## Catalyst: Facets of Biochemistry and Biomedical Sciences

VIEW JOURNAL | CURRENT ISSUE | REGISTER

## Esurio: Journal of Hunger and Poverty

VIEW JOURNAL | CURRENT ISSUE | REGISTER

## Global Health: Annual Review

VIEW JOURNAL | CURRENT ISSUE | REGISTER

## The iScientist

VIEW JOURNAL | CURRENT ISSUE | REGISTER

## Perceptia

VIEW JOURNAL | CURRENT ISSUE | REGISTER

## The McMaster Journal of Communication

VIEW JOURNAL | CURRENT ISSUE | REGISTER

## The Meducator

VIEW JOURNAL | CURRENT ISSUE | REGISTER

## McMaster Undergraduate Journal of Law and Politics

VIEW JOURNAL | CURRENT ISSUE | REGISTER

## NEXUS: The Canadian Student Journal of Anthropology

VIEW JOURNAL | CURRENT ISSUE | REGISTER

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# Discussion

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