

Better Information Workshop: Sharing research findings effectively

Presented by:
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Victoria**Law**
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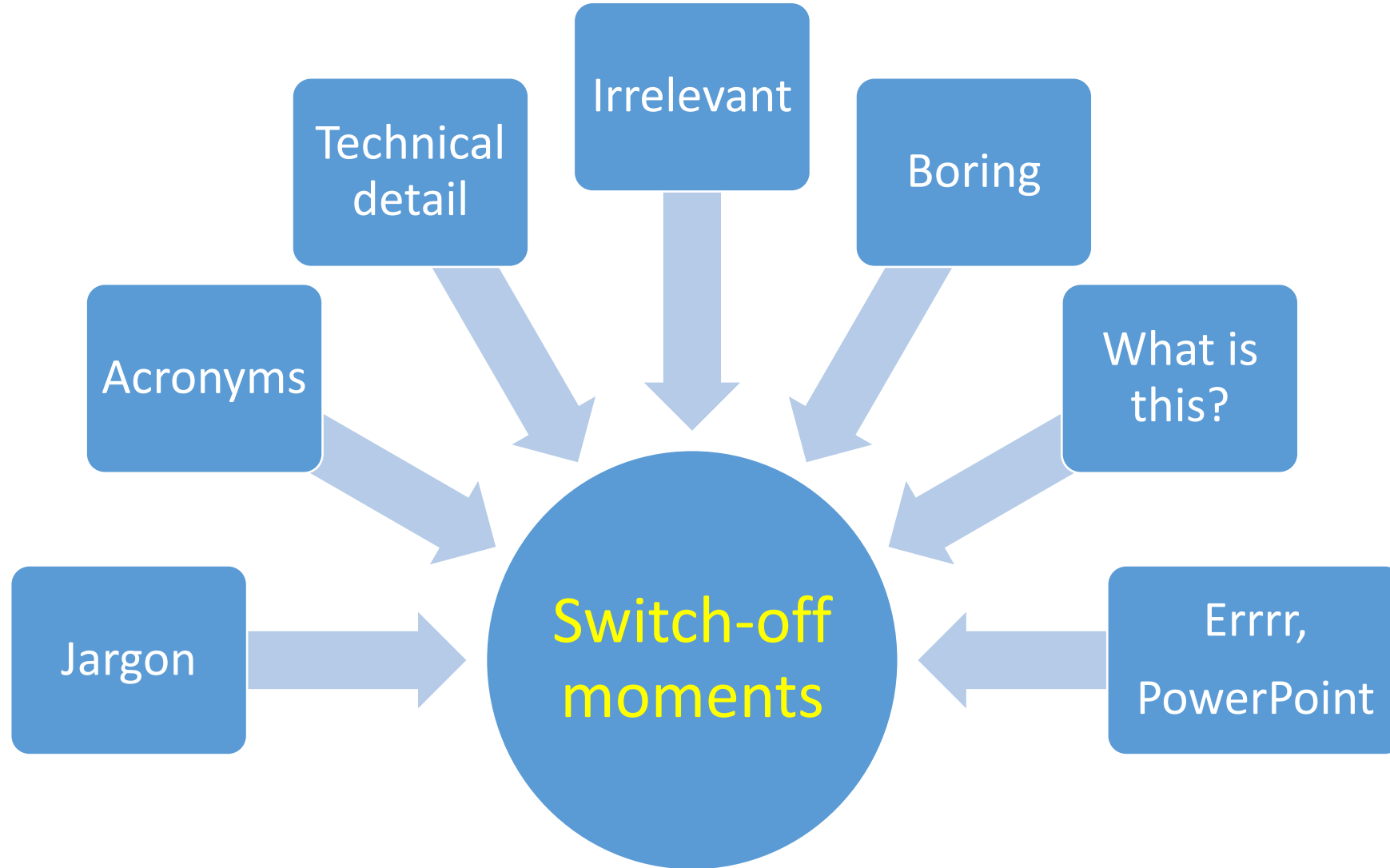
- New research function established 2018
- Research, grants and education activities
- History of supporting better information and communication
- Today – better communication of research and evaluation

About me

Principal Researcher at VLF

- Studied law & sociology, taught at ANU over 11 years
- Worked in govt.
- 20 years A2JLN research
 - Socio-legal investigation
 - Empirical methods: quant, qualitative & mixed
 - A2J barriers
 - Legal and need and what works to meet that needs
 - Evaluate LAS models used by LACs, CLCs, ATSILS
 - Advise the IGC on NLAP

Engage



Engage



Working in development

Deborah Doane

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Mon 18 Jul 2016 19:12 AEST



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A call to arms: end this report writing madness now

There are better, more succinct, ways of sharing information. And please say something brave, new or useful



▲ 'Unless you're publishing your own version of the Panama papers, real change is unlikely to ever come from a report.' Photograph: Jakub Krechowicz/Alamy

Everybody knows it. Nobody says it. Every project allegedly needs one. But it remains largely ignored. It's one of the easiest things to get funding for, yet one of the least useful in practice: yes, reports. Policy reports, project reports, evaluation reports, campaign reports. Oxfam UK alone has published 129 reports and papers since January of this year.

Engage

Complicated Reports Ignored by Investors

Fifty-five percent of investors polled in a Center for Audit Quality survey said they rarely or never read the financial reports of U.S. companies. The top reasons given were:

- Too difficult to understand (27%)
- Doesn't have an impact on my investment behavior (18%)
- Contain unreliable information (11%)
- Not easily available/Don't know where to find (6%)
- No specific reason (32%)

Source: *Report on the Center for Audit Quality's Second Annual Survey of Investors*,
www.thecaq.org/newsroom/pdfs/july2008investorsurvey.pdf.



Engage



Timely

Targeted

Tailored

Translated

User-focused & matched
to their wants and needs

Wrapped-up in a story

Engage

To counter 'switch-off moments', **engagement** techniques can help 'switch-on', 'hook' and 'hold' an audience.

Hence the importance of 'the lead', a great 'opening line', a shameless 'click-bait' title ... or jokes.

Insert lawyer joke
here ...

What we will cover

- Research context
- Policy and political context
- Timing
- 7 top secrete strategies, tips and traps (only one click away ...)

Context



Research context

- Professional and disciplinary expectations and requirements
- Transparency matters
- Strengths and weaknesses
- Don't make claims beyond the evidence
- Research often takes time

Research communication landscape

Written

'Classic' research report, paper, executive summary, short form (brochure, flyer, handout, two-pager), infographic, website page, newsletter, direct mail or email, submission etc.

Live

Launch event, talk, webinar, panel, conference, debate, meeting, inquiry testimony, interactive etc.

Broadcast

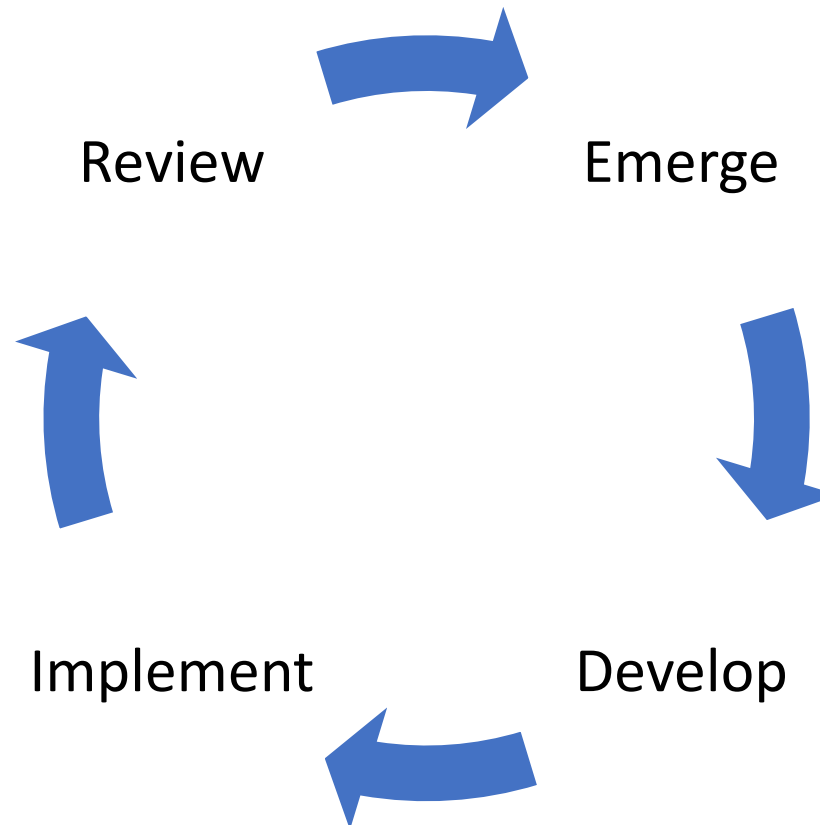
TV, radio, online video, podcast, email etc.

Socials

Twitter, Facebook etc.

Policy and political context

The policy-cycle sits in a wider political context



Timing

- Research and policy timeframes can clash

Science communication (Sci-com)

- Specialist field
- Translation role
- Draw insight and learning from that field
- Effectively share and communicate findings

Strategies, tips and traps

1. Why are you sharing, what do you want to happen?

- To make a difference, influence, persuade
- If its specific, be specific
- Where does your research sit on the policy-cycle?

Strategies, tips and traps

2. Who do you want to engage and why?

- Trying to engage everyone may reach no-one
- Know your audiences
- What do they want, need and care about?
- Target and tailor form and content
- User-centred, digestible

Strategies, tips and traps

3. What approach is best suited to your purpose and audience?

- Written, live, broadcast, social?
- A combination may be more effective
- Plan, be realistic, seek advice
- Observe and ask!
- **Hot tip:** Effectively reaching and engaging diverse audiences does not need to dumb anything down and need not lose anything in translation

Strategies, tips and traps

4. Get your target audiences to care

- What's the issue and why should they care
- How large, severe or important – what is the scope?
- Hook and hold attention
- Meet the audience where they are
- Paint a picture – visuals, shared points of reference
- Tell an interesting story

Strategies, tips and traps

5. Tell an interesting story

- What's it about? Who and what is involved? How did it happen?
- Beginning, middle, end
- Signpost and interpret
- Anything interesting, unexpected or exciting? Is there a twist?
- How does it end – findings, implications, recommendations etc.
- What's next

Strategies, tips and traps

6. Beware switch-off traps

- Beware jargon, acronyms, technical details – define, explain, simplify
- Beware terms that have multiple meaning – clarify
- Don't try to cover too much – distill & reiterate key points

Strategies, tips and traps

7. Review and test accessibility and clarity

- It is hard to remember what it feels like not to understand
- Review and redraft. Purge or define jargon etc. Signpost.
- Test it with reviewers, colleagues and trusted friends. What needs further explanation, clarity and translation?
- Effective research communication can take trial, error and reflection. It can get better with experience.

Recap

- 1. Why are you sharing, what do you want to happen?**
- 2. Who do you want to engage and why?**
- 3. What approach is best suited to your purpose and audience?**
- 4. Get your target audiences to care**
- 5. Tell an interesting story**
- 6. Beware 'switch-off' traps**
- 7. Review and test accessibility and clarity**



GREG FOOT
SCIENCE PRESENTER

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The course teaches scientists and other science communicators how to talk with the public about anything from the world of science, technology, engineering & maths (STEM).



Any questions?

Please pop them in the chat



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research, education and grants