Transcript of Plain Language Podcast:
Transformative research as knowledge mobilization:
Transmedia, bridges and layers

[Sound up – Techno Futuristic Music]

Have you ever heard of "transformative research," and wondered… what on earth does that mean?!

The concept is actually quite simple. Transformative research helps create social change. To do so, researchers and communities MUST work together.

Believe it or not, *university* research is rarely transformative. Oftentimes, scientists and researchers DO NOT work closely with their communities. As a result, research that has the potential to drive social change can go unnoticed and unused. *How can YOU ensure your academic research is transformative?*

Here at CFICE, we'll discuss **three knowledge mobilization strategies** from Colin Anderson and Stephane McLachlan's recent report, "Transformative Research as Knowledge Mobilization: Transmedia, Bridges and Layers."

Strategy Number One [sound up – single bell]**: Transmedia.**

Describe your research across multiple platforms to engage wider audiences. Tell the same research story in different formats, using videos, podcasts and written text. Convey data through infographics, blog posts and social media. And spread the word! Share your work on Facebook and Twitter, and show off your videos and graphics at conference presentations.

Strategy Number Two [sound up – single bell]**: Building Bridges.**

Build bridges between different knowledge communities. Invite people with different politics, sensibilities and interests to check out your research. Suggest hosting an academic conference in a local pub to switch up your target audience. Someone who has never read an academic publication might offer valuable insight. Use diverse key words, examples and metaphors in your outputs to capture the attention of different community groups.

Strategy Number Three [sound up – single bell]**: Layering.**

Most academic writing is complex, long and far too technical for the average person. Layering helps us communicate knowledge at varying levels of detail. For example, use shorter texts, familiar phrases and plenty of examples in your editorials, graphs and research briefs. This allows people to overlay lengthy, jargon-filled academic writing with 'plain language' multimedia outputs. In this way, community groups will better understand your research.

And there you have it! Use these strategies to widen your audiences, engage with your community and help *transform your academic research into social change*. For more details, you can access the report online at the Action Research Journal. Visit it now at www.arj.sagepub.com

This plain language podcast is brought to you by the Community First: Impacts of Community Engagement project, a 7 year action-research project that investigates how to improve community-campus partnerships. For more information, please visit our website at carleton.ca/communityfirst/

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