What’s Your Story? Helping Faculty Communicate the Value & Impact of Research

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COMMUNICATE RESEARCH?

Reasons to communicate value & impact of research
Scientists Brace for a Lost Generation in American Research

Private funding isn't enough to offset the president's proposed budget cuts, they say.

ADRIENNE LAFRANCE | MAR 16, 2017 | SCIENCE
Reasons to communicate value & impact of research

- Research is largely taxpayer-funded
- Universities’ public mission
- Helping faculty increase competitiveness
Helping faculty increase competitiveness

1. Alternative metrics

2. Name recognition
Helping faculty communicate
Helping faculty communicate
FACULTY NEED HELP?

Remember the 3Ms to Construct Your Message

Your message should be:
- Miniature
- Meaningful
- Memorable

Model adapted from the American Association for the Advancement of Science
Helping faculty communicate

Internal or External Audience?
General announcements
Websites
Presentations, templates, logos
Images
Social Media
Public & External Communications
Scholarly Publication & Dissemination
Clinical subjects recruitment...
Helping faculty communicate

Common Communications Needs

- How do we get faculty & students to attend our workshop?
- My lab wants to...create a website/produce a video/increase citations for a recent paper.
- A photographer or video crew wants access to our lab. What do we do?
- Our grant proposal requires a lay summary or public outreach plan...
1. Public Relations
2. Social Media
3. Scholarly Communication
4. Plain Language
5. Data Visualization
Public Relations and External Audiences

“Only Connect: Reaching New Audiences via Public Relations & External Communication”

Presenter: Kara Gavin, MS
Lead Public Relations Representative
Michigan Medicine Dept. of Communication
Public Relations and External Audiences

Purpose of PR:
• Your work should reach people who care
• Your expertise can have impact
• Taxpayers & policymakers need to know what they pay for
• Most Americans need science/medicine translated
• It’s easier than ever
Public Relations and External Audiences

Audience & Science Literacy:
• About 20% of Americans can explain what it means to study something scientifically
• 53% extremely/very confident: childhood vaccines are safe & effective (30% somewhat confident)
• 31% extremely/very confident: life evolved through natural selection (24% somewhat confident)
• 80% very or moderately interested in scientific discoveries
• 50% read below an eighth-grade level
Public Relations and External Audiences

Challenges:

• Number who “closely” follow S&T news has declined since 2004
• 50% say that benefits of S&T research outweigh harm
• Policymakers
  o Take aim at “wasteful spending”
  o Seize on controversies & safety lapses
  o Staffers may have little scientific background
Public Relations and External Audiences

“Science literacy for individuals, communities, and societies emerges at the interface of the knowledge, attitudes, and motivation of laypeople and the communicative efforts and trustworthiness of scientists.

“The scientific community needs to take at least partial responsibility for creating an environment in which science literacy can thrive.

“We envision a society that is infused by science literacy...in the sense that there is a shared belief that scientific expertise can be trusted, that scientific misconduct and fraud are rare, and that social organizations can and should be structured to enable science literacy rather than prevent it.”

Public Relations and External Audiences

How to:

• Connect with the PR dept. & plan best course
  o Writing, visuals, dissemination, coaching on media interactions, handling controversial issues
• Connect via the media (e.g., expert opinion, press releases)
• Talk to reporters
• Leverage embargo system (for publications)
• Get started online (website, social media, etc.)
Public Relations and External Audiences

New Era of Communication:
• Traditional news media’s gatekeeper role eroding
• Big institutions = trustworthy news sources, share directly
• Everyone’s a publisher
• Visuals are vital
• Advice: publish institutional content in way it can be used freely (& cited)
The Web, Social Media, and Your Research
“*The Networked Public Physician: Will You Take the Plunge?*”
**Presenter:** Joyce Lee, MD, MPH
Robert P. Kelch Research Professor of Pediatrics & Communicable Diseases

“*Writing for the Web*”
**Presenter:** Kelly Davenport, MFA, MSI
Web Project Manager
Michigan Multimedia
The Web, Social Media, and Your Research

Doctor as Designer
Joyce Lee, MD, MPH, Designer, Researcher, U-M Ann Arbor, Prof, Co-convener of healthdesignby.us. Check out twitter.com/joyceisplayingontheinter.net

Be nice, be conversational, don’t be mean, and don’t talk about yourself all the time. Just like in real life. #rwjfcsp2014 #hcsm

Don’t give up before you start. Be patient. Drop in, drop out, drop in. Follow interesting people and listen. #rwjfcsp2014 #hcsm
The Web, Social Media, and Your Research

Twitter & other online communities:
• As microblogging platform, place for conversation
• Descriptive, specific hashtags #advice
• Value to science, new discovery
• Patient communities; getting patient perspective, empathy
• No-no’s
  • Facebook photo op with placenta
  • Nurse fired for Instagram shot
The Web, Social Media, and Your Research

Don’t talk about patients, even in general terms.

If you wouldn’t say it in an elevator, don’t say it online.

Social Media and Physicians’ Online Identity Crisis

Physicians are increasingly exposed among Facebook’s 1 billion users and Twitter’s 500 million members. Beyond these social media platforms, online impairment and suicide via social media are emerging issues. Research is needed on the dangers social media poses to medical practice, including online consultations. In the context of clinical research, such interactions are increasing. This can lead to significant errors, particularly if the clinician is not aware of the patient’s social media presence.

What is appropriate for a physician in a public space?

You are a Public Physician whether you like it or not.

Office of Research

MEDICAL SCHOOL UNIVERSITY OF MICHIGAN
The Web, Social Media, and Your Research

SOCIAL MEDIA EXPLAINED

TWITTER
I'M EATING A #DONUT

FACEBOOK
I LIKE DONUTS

FOURSQUARE
THIS IS WHERE I EAT DONUTS

INSTAGRAM
HERE'S A VINTAGE PHOTO OF MY DONUT

YOUTUBE
HERE I AM EATING A DONUT

LINKEDIN
MY SKILLS INCLUDE DONUT EATING

PINTEREST
HERE'S A DONUT RECIPE

LASTFM
NOW LISTENING TO "DONUTS"

G+
I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.
The Web, Social Media, and Your Research

Writing for the Web:
• User/reader habits for consuming info
• Reader friendly techniques
  • Direct, concise
  • Active voice
  • Structure for intent
  • Avoid acronyms/jargon
  • Any reading level
The Web, Social Media, and Your Research

Writing for the Web:

Compare & Contrast

Naturalization: What to Expect

Naturalization is a way for a person to become a U.S. citizen. Below is a general overview of what to expect during the naturalization process. To learn more, read the "Guide to Naturalization."

Complete your application. You have decided to apply for U.S. citizenship. Here is what to do next: Review the application instructions. Download the naturalization application. Get two passport-style photos taken. Collect all the documents and evidence you will need to complete your application. Fill out your application.

Review your work and correct any mistakes. Submit your application, two photos, documents and evidence, and the required fees. Find out where to file your application. Make sure to keep your address current with USCIS.

Appear for your biometrics appointment. After we accept your application, we will notify you if we need your biometrics (fingerprints, photo, and signature). We will send you an appointment notice if we need biometrics.

The notice will provide you the date, time, and location of your appointment. Appear at the location at the scheduled date and time on the appointment notice.
Scholarly Communication & Dissemination

“Scholarly Communications”

Presenters: Jean Song, MSI, Asst. Director
Taubman Health Sciences Library
Molly Kleinman, MSI, Project Manager
Health Information Technology Services
Scholarly Communication & Dissemination

What It Means Today:

• Data Management
  o Preservation & sharing
  o Retention & clinical data
• Public & Open Access
• Publishing
• Measuring Impact
  o De-identify with ORCiD
  o Metrics
Plain Language

“Don’t Blind Them with Science! How to Write in Plain Language”

Presenter: Jill Jividen, PhD
w/ special guest Beth LaPensee, PhD
Plain Language

- What? Why? When?
- Principles of Plain Language
- Logical organization, active voice, common words, format
- U-M Library [Plain Language Medical Dictionary](#)
- Strategies:
  - Simplifying language, using analogies, avoiding clichés
  - Testing it out
  - 3 small-group workshops, discussing examples, writing exercises
Data Visualization

“Introduction to Data Visualization”

Presenters:  Marci Brandenburg, MS, MSI
             Taubman Health Sciences Library
Justin Joque, PhD, MSI
             Taubman Health Sciences Library
Eric Maslowski
             Digital Media Commons
Data Visualization

Overview:
• Visualization Landscape
• Design Principles
• Interpretation
• Campus Resources
**Results**

- 90 unique attendees included faculty, staff (RAs, RD, lab staff), post-docs, students
- 38 completed post-series evaluation
- 80.5% Very or Somewhat Helpful
# Results

<table>
<thead>
<tr>
<th>Method</th>
<th>Feedback</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public Relations</td>
<td>62.5% Very/Somewhat Helpful</td>
</tr>
<tr>
<td>Social Media</td>
<td>90.9% Very/Somewhat Helpful</td>
</tr>
<tr>
<td>Scholarly Dissemination</td>
<td>100% Very/Somewhat Helpful</td>
</tr>
<tr>
<td>Plain Language</td>
<td>100% Very/Somewhat Helpful</td>
</tr>
<tr>
<td>Data Visualization</td>
<td>83.6% Very/Somewhat Helpful</td>
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</tbody>
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Speakers: 100% Very/Somewhat Engaging  
Most recommended to colleagues: Data Visualization—71%
Comments/Suggestions

- “I am new to academia so it was extremely informative” (on Scholarly Dis)
- “More frequent!”
- “I would add a session on science activism, and related ethics, outcomes, and appropriate activities....”
- “I would appreciate more data visualization and communicating scientific information seminars. Maybe something on how to have conversations with people with opposing views in a post-truth world.”
- “Nice overview of the topic and helpful to hear about resources at Umich. More focused seminars on specific areas of data.” (on Data Vis)
- “Speaker were great.” (on Social Media)
Critiques

- “Push the PDFs to attendees instead of making us go get them.”
- “Opportunity for deeper dive beyond intro seminar…. Seminars were interesting but I didn’t walk away feeling like I had any additional tools in my arsenal. Although I did at least have more awareness!”
- “The talk was a good start but not as comprehensive as I expected it to be. The presenters did provide suggestions for additional resources at the end of the talk, which was helpful.” (on Data Vis)
- “The speakers were good, there was far too much information in an hour...having separate sessions that went more in depth or having a longer session would have been helpful.” (on Data Vis)
Critiques for critiques’ sake

• “Personal bias—prefer healthy snacks that keep us awake versus sugary snacks that make us crash quickly. But very nice to have refreshments at all!”

• “Not everyone can eat only cookies.”

• Obligatory date/time/location/parking complaints
For next time:

- Data Visualization could be its own series
- Adding “Visual Abstract” workshop
- Add info re “The Conversation”
- Promote [Michigan Video Abstracts](#)
- Push the PDFs & recordings to attendees
- Maybe more consistent times/locations
- Healthier snacks
Communicating Science Seminar Series: **PDFs & recorded seminars**

- AAAS Center for Public Engagement with Science: [http://www.aaas.org/pes](http://www.aaas.org/pes)
- “For Doctors, Social Media a Tricky Case,” Chelsea Conaboy
- Health News Review **Toolkit for Journalists & Consumers**
- Joyce Lee’s SlideShare presentations: [https://www.slideshare.net/joyclee/presentations](https://www.slideshare.net/joyclee/presentations)
- Michigan Health Lab blog: [michiganhealthlab.org](http://michiganhealthlab.org) (for research)
- Michigan Health blog: [michiganhealthblog.org](http://michiganhealthblog.org) (for health: lifestyle, wellness & prevention, health management)
- National Science Foundation Science & Engineering Indicators, 2014
- NIH **Checklist for Communicating Science & Health Research to the Public**
THANK YOU!

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