



# **What's Your Story? Helping Faculty Communicate the Value & Impact of Research**

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UMMS Office of Research

NORDP 2017

# 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

# COMMUNICATE RESEARCH?

## Reasons to communicate value & impact of research

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



# FACULTY NEED HELP?

Helping faculty increase competitiveness

1. Alternative metrics

2. Name recognition



Altmetric



**Impactstory**

# FACULTY NEED HELP?

## Helping faculty communicate



## Helping faculty communicate

**Office of Research**

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- [Industry-Sponsored Clinical Trial Contracting](#)
- [Reporting Requirements](#)
- [Record Retention](#)
- [Communications](#)**
  - [Common Communications Needs](#)
  - [Internal Audience Communications](#)
  - [External Audience Communications](#)
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### Communications

Whether you're looking for ways to publish the results of your latest research project, would like assistance with developing a website, or are just looking to spread the word about an upcoming event your lab is hosting, there are a wealth of resources throughout the UMHS and beyond that can help.

For quick access to some of the most frequently requested communications resources, check out the Hot Topics menu on the left.

#### Common Communications Needs

Have a specific communications need that you would like to address? Visit [Common Communications Needs](#) for step-by-step instructions and resources to help you through many of the most common communications scenarios you're likely to encounter at the U-M.

 **Research Project Route Map**



*Model adapted from the American Association for the Advancement of Science*

# FACULTY NEED HELP?



*Model adapted from the  
American Association for the  
Advancement of Science*



# FACULTY NEED HELP?

## 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...

# Communicating Science Seminar Series

1. Public Relations
2. Social Media
3. Scholarly Communication
4. Plain Language
5. Data Visualization

The poster is titled "COMMUNICATING SCIENCE" in large, bold, yellow and white letters at the top. Below the title, it says "FREE Seminar Series Sponsored by the UMMS Office of Research". The poster lists five seminars, each with a date, time, location, and speaker(s). The seminars are: 1. Public Relations & External Audience Communication (Sept 15, 11:00 AM - 12:00 PM, RM 5000, THSL, Kara Gavin, M.S., UMHS Department of Communication, U-M Institute for Healthcare Policy and Innovation). 2. The Web, Social Media, and Your Research (Oct 4, 2:00 PM - 3:30 PM, RM 2613, MED SCI 2, Joyce Lee, M.D., M.P.H., Department of Pediatrics, Kelly Davenport, M.S.I., Michigan MultiMedia, Kara Gavin, M.S. - Getting Started Workshop (Supplemental)). 3. Scholarly Communication & Dissemination (Oct 24, 11:00 AM - 12:00 PM, RM 5000, THSL, Jean Song, M.S.I., Taubman Health Sciences Library, Molly Kleinman, M.S.I., M.A., Medical School Information Services). 4. Don't Blind Them with Science! How to Write in Plain Language (Nov 15, 2:00 PM - 4:00 PM, Nov 18, 8:00 AM - 10:00 AM, RM 5320, THSL, Jill Jividen, Ph.D., UMMS Office of Research, Hands-On Workshop (RSVP required)). 5. Introduction to Data Visualization (Dec 9, 11:00 AM - 12:00 PM, RM 5000, THSL, Marci Brandenburg, M.S., M.S.I., Taubman Health Sciences Library, Justin Joque, Ph.D., M.S.I., Stephen S. Clark Library, Eric Maslowski, Digital Media Commons). At the bottom, it says "Refreshments Provided" and "More Information and Registration: research.med.umich.edu/events". The Medical School Office of Research logo is in the bottom right corner.

**COMMUNICATING SCIENCE**

FREE Seminar Series Sponsored by the UMMS Office of Research

**September 15**  
11:00 AM - 12:00 PM  
RM 5000, THSL  
**Public Relations & External Audience Communication**  
Kara Gavin, M.S., UMHS Department of Communication, U-M Institute for Healthcare Policy and Innovation

**October 4**  
2:00 PM - 3:30 PM  
RM 2613, MED SCI 2  
**The Web, Social Media, and Your Research**  
Joyce Lee, M.D., M.P.H., Department of Pediatrics  
Kelly Davenport, M.S.I., Michigan MultiMedia  
Kara Gavin, M.S. - *Getting Started Workshop (Supplemental)*

**October 24**  
11:00 AM - 12:00 PM  
RM 5000, THSL  
**Scholarly Communication & Dissemination**  
Jean Song, M.S.I., Taubman Health Sciences Library  
Molly Kleinman, M.S.I., M.A., Medical School Information Services

**November 15**  
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Jill Jividen, Ph.D., UMMS Office of Research  
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Marci Brandenburg, M.S., M.S.I., Taubman Health Sciences Library  
Justin Joque, Ph.D., M.S.I., Stephen S. Clark Library  
Eric Maslowski, Digital Media Commons

Refreshments Provided  
More Information and Registration:  
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UNIVERSITY OF MICHIGAN

## 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
  - Take aim at “wasteful spending”
  - Seize on controversies & safety lapses
  - 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.**”

[National Academy of Sciences, “Science Literacy: Concepts, Contexts, and Consequences,” August 2016.](#)



## Public Relations and External Audiences



### How to:

- Connect with the PR dept. & plan best course
  - 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**  
@joycee

Joyce Lee, MD, MPH, Designer, Researcher, Umich Assoc Prof, Co-conspirator of [healthdesignby.us](http://healthdesignby.us) Check out [twittersuperuser.com](http://twittersuperuser.com)

Ann Arbor, MI  
[joyceisplayingontheinter.net](http://joyceisplayingontheinter.net)

**Doctor as Designer**

Joyce Lee, MD, MPH Patient-centered Design Thinking Evangelist and Social Media/Technology Enthusiast <http://goo.gl/b9FYBP>  
<http://joyceisplayingontheinter.net/>

ELSEWHERE



**Doctor as Designer**  
@joycee

Be nice, be conversational, don't be mean, and don't talk about yourself all the time. Just like in real life. [#rwjfcsp2014](#) [#hscsm](#)



9:16 PM - 2 Nov 20



**Doctor as Designer**  
@joycee

Don't give up before you start. Be patient. Drop in, drop out, drop in. Follow interesting people and listen. [#rwjfcsp2014](#) [#hscsm](#)



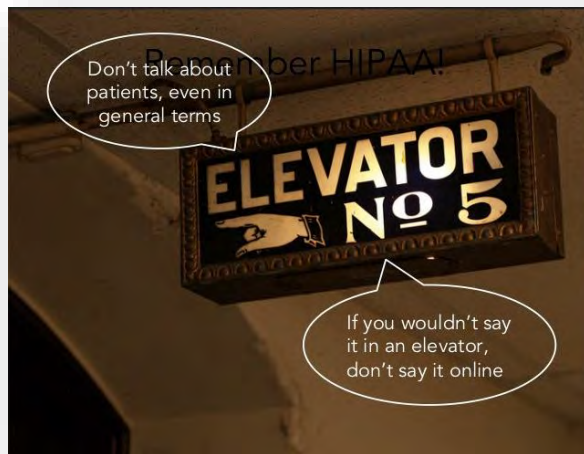
## The Web, Social Media, and Your Research

### 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



### VIEWPOINT

### Social Media and Physicians' Online Identity Crisis

Matthew DeCamp, MD, PhD  
Berman Institute of Bioethics and Division of General Internal Medicine, Johns Hopkins University, Baltimore, Maryland.

Thomas W. Koenig, MD  
Department of Psychiatry and Behavioral Sciences, Johns Hopkins University, Baltimore, Maryland.

Margaret S. Chiswick, MD  
Department of Psychiatry and Behavioral Sciences, Johns Hopkins University, Baltimore, Maryland.

Physicians are increasingly counted among Facebook's 1 billion users and Twitter's 500 million members. Beyond these social media platforms, other innovative social media tools are being used in medical practice, including for online consultation,<sup>1</sup> in the conduct of clinical research,<sup>2</sup> and in medical school curricula.<sup>3</sup> Social media content is brief, characterized as "many-to-many" communication, and able to spread rapidly across the Internet beyond a person's control. These

not settle the debate about separation of identities, but it suggests a significant barrier to physician endorsement and adoption.

#### Inconsistency With Professional Identity

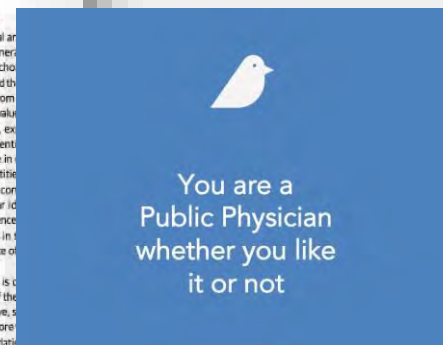
Most fundamentally, separating professional and personal identities is inconsistent with the general concept of professional identity.<sup>6</sup> In sociopsychological terms, professional identity is—empirically and the-

### What is appropriate for a physician in a public space?

is largely about organizations. Recommendations regarding recommendations for physician use of social media. A common theme among these recommendations—with a recent example from the American College of Physicians and Federation of State Medical Boards<sup>4</sup>—is that physicians should manage patient-physician boundaries online by separating their professional and personal identities. In this Viewpoint, we contend that this is operationally impossible, lacking in agreement among active physician social media users, inconsistent with the concept of professional identity, and potentially harmful to physicians and patients. A simpler approach that avoids these pitfalls asks physicians not whether potential social media content is personal or professional but whether it is appropriate for a public space.

... arising from personal values, roles, expectations, professional identity, and diverse in- ... rent identity ... ing with academic, professional, from core of services to provider of services). Similar id ... changes also occur for residents and experience ... sicians, sometimes precipitated by changes in ... ternal environment, including the emergence of ... media.

Professional identity constitutes and is constituted by personal identity, perhaps as one of the "subidentities" or roles individuals might have, spouse, parent, and so on. Separation therefore is nonsensical. Moreover, when recommendations to acknowledge the complex, mutable nature of professional identity and its inherent connection to personal identity, the recommendations fail to offer the unambiguous, practical guidance that is needed.





## The Web, Social Media, and Your Research



## 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.

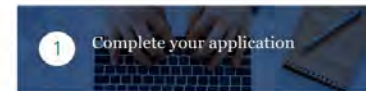
Appear for your biometrics appointment. After we accept your application, we will notify you if we need to take your biometrics: fingerprints, photo, and signature. We will send you an appointment notice if we need biometrics.

The notice will provide you the date, time, and location of the appointment. Appear at the location at the scheduled date and time on the appointment notice.

### 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](#).



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



After we accept your application, we will notify you if we need to take 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 the appointment.
- Appear at the location at the scheduled date and time on the appointment notice
- Bring the following documents to the appointment

## 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
  - Preservation & sharing
  - Retention & clinical data
- Public & Open Access
- Publishing
- Measuring Impact
  - De-identify with ORCID
  - 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”](#)

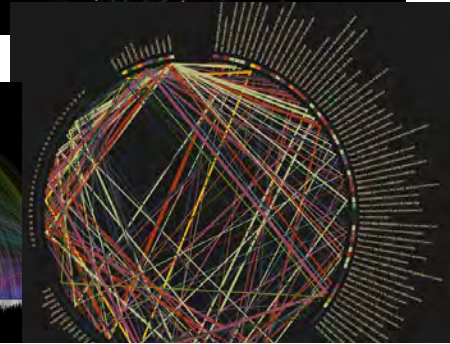
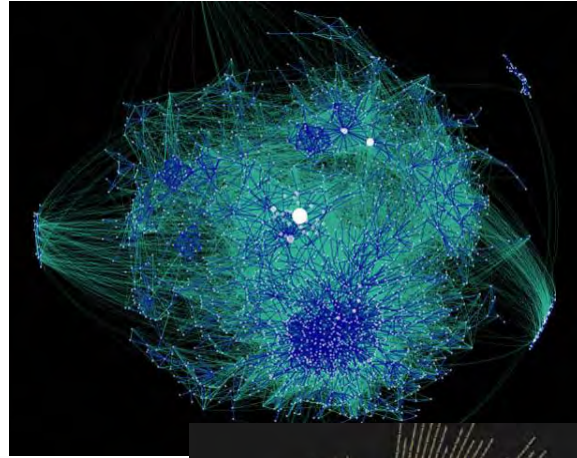
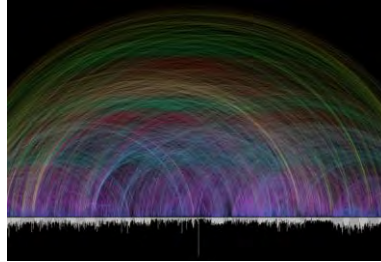


**Presenters:** Marci Brandenburg, MS, MSI  
Taubman Health Sciences Library  
Justin Joque, PhD, MSI  
Taubman Health Sciences Library  
Eric Maslowski  
Digital Media Commons

## 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

Public Relations	62.5% Very/Somewhat Helpful
Social Media	90.9% Very/Somewhat Helpful
Scholarly Dissemination	100% Very/Somewhat Helpful
Plain Language	100% Very/Somewhat Helpful
Data Visualization	83.6% Very/Somewhat Helpful

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

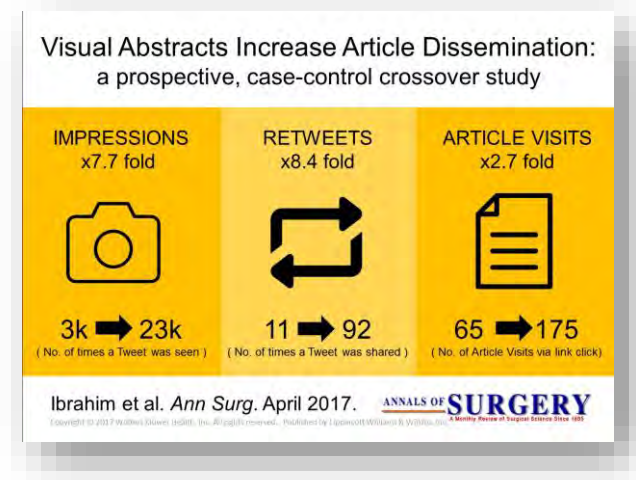
- “Push the PDFs to attendees instead of making us go get them.”
- “Opportunity for deeper dive beyond intro seminar.... Seminars were interesting but I didn’t walk away feeling like I had any additional tools in my arsenal. Although I did at least have more awareness!”
- “The talk was a good start but 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



# THE CONVERSATION

# Resources & References

Communicating Science Seminar Series: [PDFs & recorded seminars](#)

- AAAS Center for Public Engagement with Science: <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>
- 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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**Many thanks to:**

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Kelly Davenport, MSI

Justin Joque, PhD, MSI

Molly Kleinman, MSI, MA