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INSTITUT FÜR WELTRAUMFORSCHUNG



Dissemination of research and knowledge & outreach

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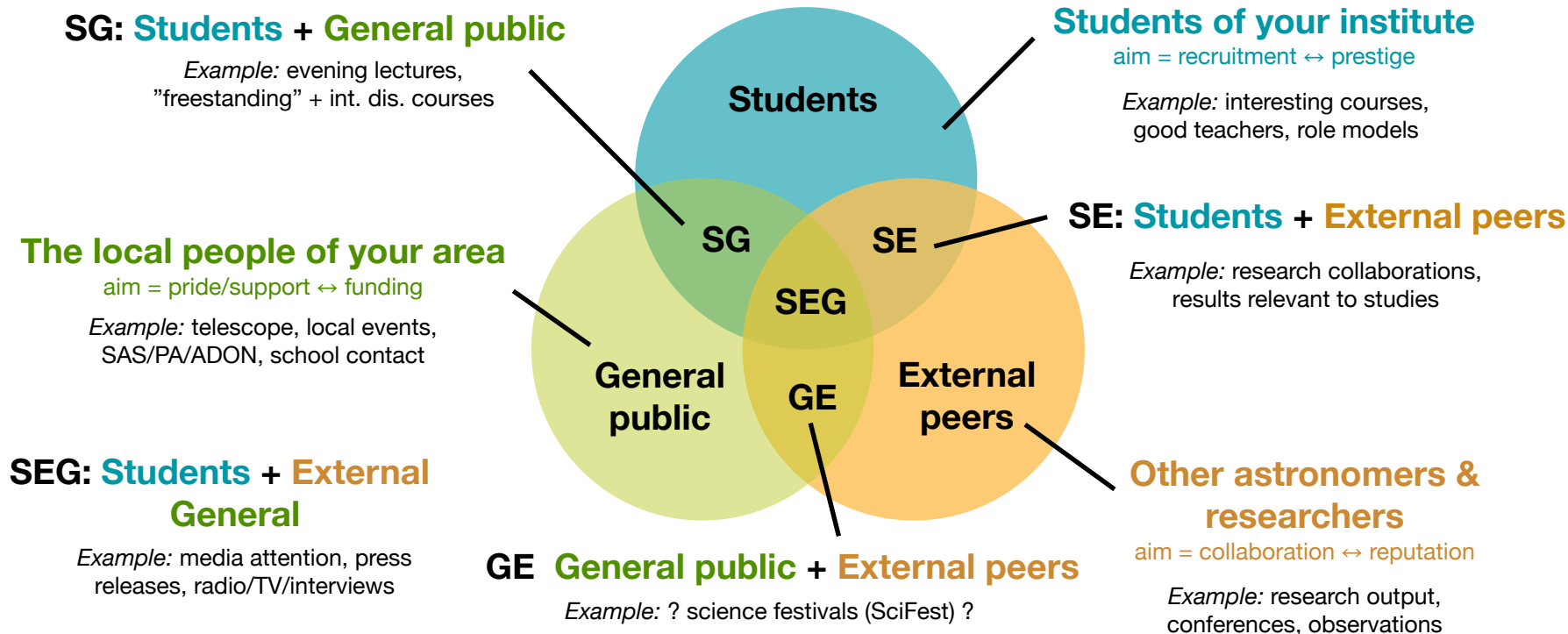
Impressing others with our work

- "You shouldn't care about what others think!" – only true to an extent...
- Reputation leads to prestige → prestige leads to associations → associations leads to networks → networks lead to collaboration → (good) collaboration leads to (good) output → (good) output leads to (good) reputation → repeat
- Increasing reputation = a form of increasing social capital

(Definition: "potential of individuals to secure benefits and invent solutions to problems through membership in social networks"... i.e. academia!)

- Social capital requires being social 😊 so, we must communicate w/ others!
- Easiest way to be impressive: do impressive things (see: the last 2 days!)
- Impressive research needs to be disseminated both internally & externally...

Who do we want to impress?



How do we impress these groups?

- "Establish good practices (why we are here!), but *specifically* a strategy
- Good overall mantra for any project management policy suggestion/recommendation:
 - 1. Specific**
 - 2. Realistic**
 - 3. Implementable**
- Consider:

What are my assets? Ex: a publication

Why is this impressive? Ex: a novel result, prestigious collaboration, etc

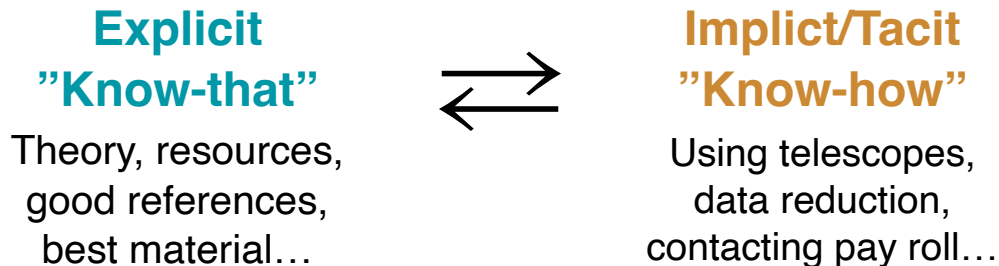
Which group would be impressed by this? Ex: students? Ext peers? Public?

What format would they need this in to appreciate it? Ex: Paper vs local news

Once in this format, how do we reach our target? Ex: Conference, social media

Impressing internally

- Internal dissemination also important! Solidarity, "team"-feel", communication...
- Important by-product of good environment: communicate your research well internally → colleagues help "market" each other → shared labour!
- **Knowledge management:** methods related to creating, sharing, using and managing the knowledge and information of an organisation – future proofing!



- So how do we increase internal dissemination? Is it at a sufficient level today?