Knowledge Mobilization & EDID Information Session

How to implement Knowledge Mobilization and EDID into your research.

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Equity, Diversity, Inclusion and Decolonization Principles in Research

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To explain Equity...

Inequality
— Unequal access to opportunities

Equality?
— Evenly distributed tools and assistance

Equity
— Custom tools that identify and address inequality

Justice
— Fixing the system to offer equal access to both tools and opportunities

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Definition refresh - EDID

- **Equity:** <u>Tailored</u> strategies ensuring fair and just opportunities for all individuals. One size does not fit all.

- **Diversity:** Embracing and valuing differences in racial identities, ethnicity, gender, sexuality, ability, etc.

- **Inclusion:** Creating an environment where everyone is valued and empowered to contribute

- **Decolonization:** Challenging and addressing the legacy of colonialism in research and academia

Privilege

Privilege refers to advantages, benefits, or degrees of respect that an individual or group is afforded on the base of their identities.

Privilege operates on personal, interpersonal, cultural, and institutional levels and benefits members of dominant groups at the expense of members from groups deemed outside of the dominant.
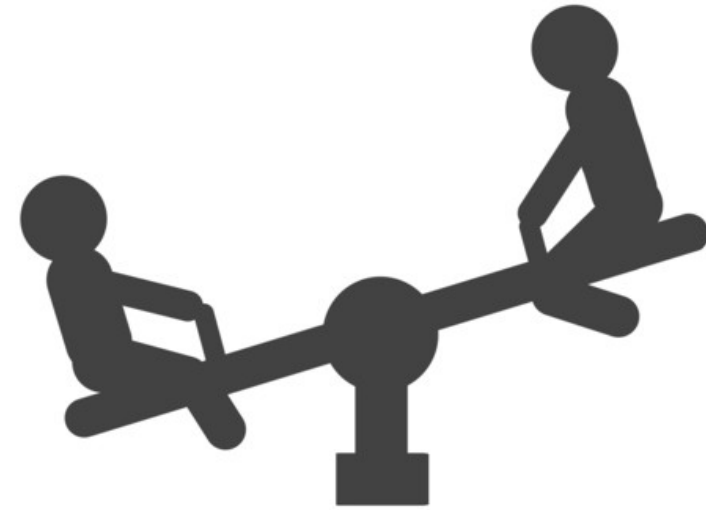
Power

The ability to decide who will have access to resources.

Institutional power refers to the ability or official authority to decide what is best for others.

No diversity without inclusion

- We must recognize and value diversity

- This is accompanied by intentional efforts to inclusion

- Done by valuing respecting, and welcoming all

Cultivating a sense of Belonging: being valued for you and what you bring to the table.

Indigenous Considerations

TCPS 2 (2022) – Chapter 9: Research Involving the First Nations, Inuit, and Métis Peoples of Canada

"Research involving Indigenous peoples in Canada has been defined and carried out primarily by non-Indigenous researchers. The approaches used have not generally reflected Indigenous world views, and the research has not necessarily benefited Indigenous peoples or communities. As a result, Indigenous peoples continue to regard research, particularly research originating outside their communities, with a certain apprehension or mistrust. ...

This chapter is designed to serve as a framework for the ethical conduct of research involving Indigenous peoples. It is offered in a spirit of respect. It is not intended to override or replace ethical guidance offered by Indigenous peoples themselves."

Link to the full Chapter 9

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Why Incorporate EDI and Decolonization in Research?

- Addressing historic and systemic biases and barriers in academia and research

- Shifts organizational and cultural values and practices

- Embedding EDID in our research ecosystem facilitates an inclusive and representative research community leading to:

  - Greater innovation and creativity in problem solving,

  - Enhanced research rigour, quality and relevance.

Incorporating Equity, Diversity, Inclusion, and Decolonization in Research Design

Who?

How?

Research Practice

- Team Composition and Recruitment
- Mentorship and Professional Development
- The Research Environment

Dimensions of Effective Research Training

SSHRC considers that, in order to be effective, research training should, when applicable, do the following:
Build both academic (research and teaching) competencies and general professional skills, including knowledge mobilization, that would be transferable to a variety of settings. Increasingly, academic skills are skills that are valuable for both academic and non-academic careers. This is due to both the dynamic and evolving nature of research practices, and the reliance that business, not-for-profit and government organizations place on skills students and postdoctoral researchers are able to develop through the social sciences and humanities.

https://www.sshrc-crsh.gc.ca/about-au_sujet/edi/index-eng.aspx

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Research Practice

Dimensions of Effective Research Training

- Equitable Recruitment
- Cultural Sensitivity and Awareness
- Equitable Access and Opportunities
- Open Communication
- Personalized Mentorship
- Promote Inclusivity in Research
- Education and Training
- Mentor Accountability
- Supportive Environment
- Celebrate Diversity

Webinar Link: Be a mentor and sponsor, not just a supervisor!

Research Design

- Sex and Gender Based Analysis plus (SGBA+)
- Partnership in research: Engaging Community Partners
- Knowledge Exchange, Knowledge Mobilization, Knowledge Translation

EDID considerations in Research Design:

- Purpose: Steering Research Questions
- Research Questions: Applicability and Relevance
- Methodology
  - Variables and Constructs
  - Participant and Partner Engagement and Collaboration
- Research Ethics
  - Data ownership and sovereignty
- Data Collection and Analysis
  - Sampling
  - Sex and Gender Based Analysis plus (SGBA+)
- Dissemination and Impact
  - Knowledge Exchange + Translation

RESEARCH DESIGN

The case for the inclusion of community partners

- Relevance

- Ethical Considerations

- Improved Recruitment and Retention

- Enhanced Cultural Sensitivity

- Access to Hard-to-Reach Populations

- Knowledge Mobilization + Exchange and Capacity Building

- Social Impact

Knowledge Mobilization:
A path towards research impact

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What is Knowledge Mobilization (KMb)?

> Knowledge mobilization is an umbrella term encompassing a wide range of activities relating to the production and use of research results, including knowledge synthesis, dissemination, transfer, exchange, and co-creation or co-production by researchers and knowledge users.
>
> From SSHRC's Guidelines for Effective Knowledge Mobilization (2023)

- Purposeful and reciprocal communication of knowledge
- Evolves with your research
- Responsive to knowledge users within and beyond academia
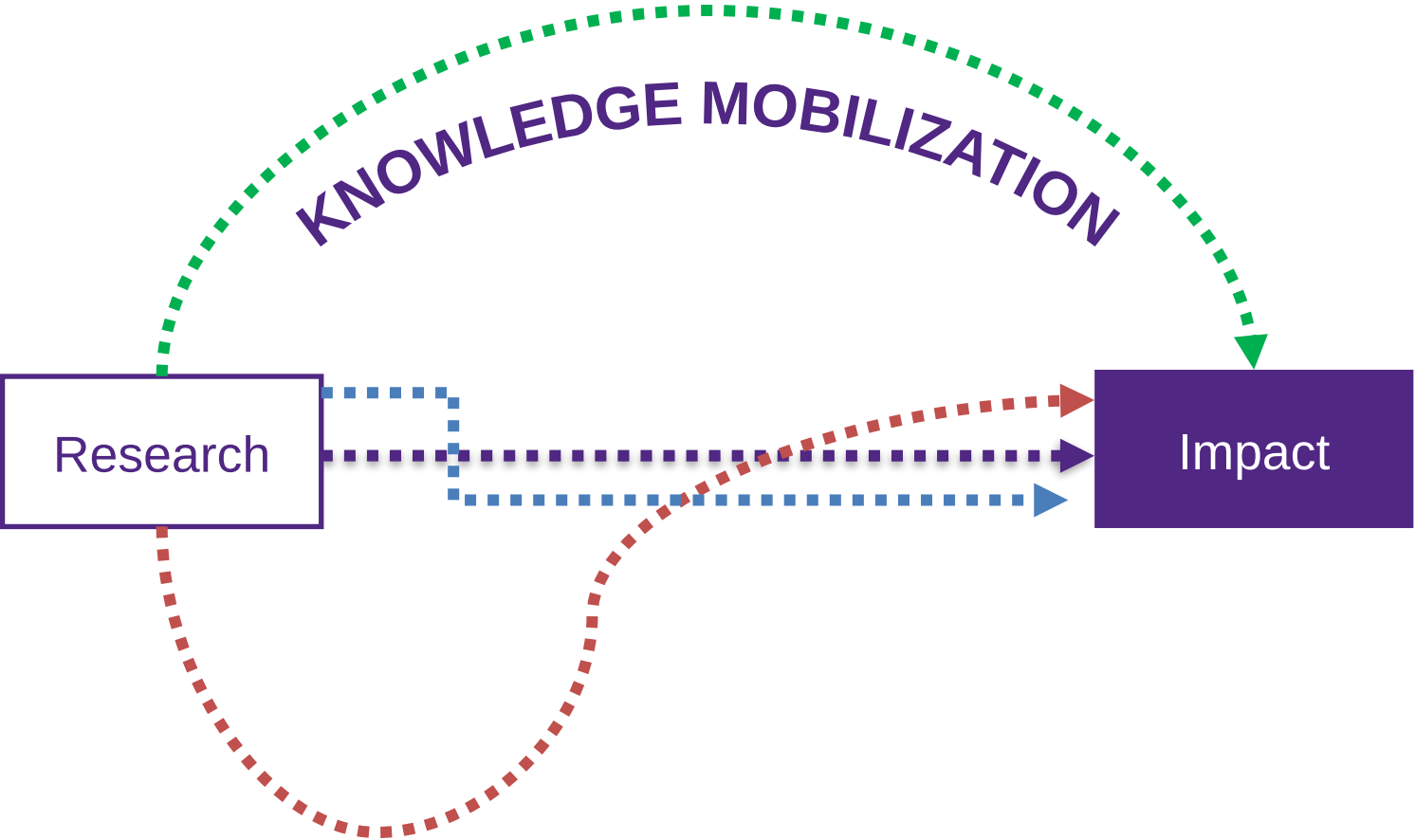
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Why do Knowledge Mobilization?

- Secure funding
- Enhance innovation and feasibility
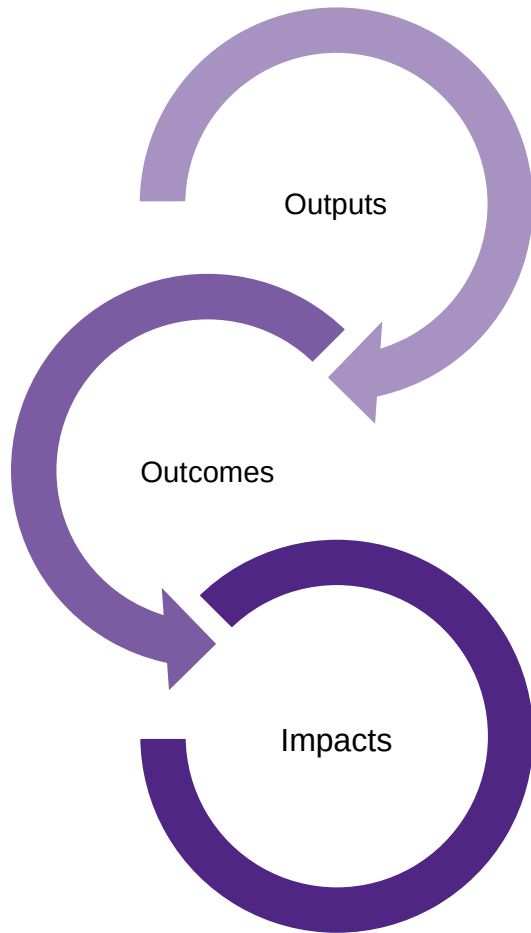- Practice EDID
- **Achieve research impact**

KNOWLEDGE MOBILIZATION

Research ┈┈┈┈┈► Impact

Why do Knowledge Mobilization?

KNOWLEDGE MOBILIZATION

Research

Impact

Pathway to Impact

Outputs

The format knowledge takes to be shared with audiences, short-term deliverables produced by research, often quantifiable (e.g., *# of publications, new data sets, # of event attendees, # of webinars held, # new knowledge users engaged, # of infographics etc.)*

Outcomes

The difference or change made by sharing the outputs, short-to-medium term results, sometimes difficult to measure. *(e.g., policies developed, HQP trained, new methodologies, greater knowledge/awareness)*

Impacts

The long-term effects of outcome, broader and slower to achieve, indirect (depend on influences/ factors beyond the outcomes; e.g., *quality of life, community cohesion, economic performance*)

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Common KMb Approaches

Co-creation or integrated knowledge translation	Users are engaged alongside researchers throughout the work
End of Grant/Project	Dissemination – researcher develops a plan for making potential users aware of the work/knowledge
Implementation Science	Studying determinants of knowledge use and effective methods of promoting knowledge uptake

Planning for Knowledge Mobilization

- Who are you trying to reach?

- What is the tailored message for this audience?

Audience

- Effective KMb involves multiple audiences and multiple outputs

- Outputs tailored to knowledge users (language, reading level, accessibility)

Practitioners	Policymakers	Educators	Decision-makers	Community leaders
Whole communities	Not-for-profit organizations/ charities	Patient groups	Caregivers	Professional groups
Health care administrators	Institutions/ organizations	Research funders	Private sector organization	Industry
Media outlets	General public	Other researchers	Service providers	Children and youth

Planning for Knowledge Mobilization

- How will you get your message across?

- What strategies work best for this audience?

Strategy

- Customize to your knowledge users' information ecosystem
  - What is the best format for the output?
  - Where do they seek information?
  - Who is a trusted, credible source?

Examples of research outputs:
1) **Products**: websites, executive summaries, datasets, videos, toolkits, journal articles, book chapters, policy briefs, podcasts, fact sheets, literature reviews, methodologies, reports
(2) **Events**: conference presentations, panels, webinars, stakeholder meetings, workshops, training sessions, exhibitions, performances, guest lectures, educational outreach activities
(3) **Media**: social media, traditional media, list-servs, communities of practice
(4) **Commercial**: patents, licenses, spin-out companies, product development

Planning for Knowledge Mobilization

- What are the goals for your KMb activities?
- What action/change do you want to see because of your outputs?

Target

Knowledge Exchange Goals	Knowledge Exchange Activities
Generate general awareness and interest of the research	Social media, Twitter, web-based information, blog, podcast, performance
Share knowledge (formally or informally)	Conference, plenary, public talk, radio/TV, expert opinion, blog, white papers, technical reports, podcast, performance
Inform research community/field	Conference, publication in journals, performance
Generate practice change	iKE, white papers, technical reports, practice guidelines, legislative change
Generate policy change	iKE, policy briefing note, expert opinion, white paper, review articles, systematic review
Generate public action (behaviour change)	iKE, PSA, public talk, TV, web-based information, infographic, brochure, intervention, performance
Technology transfer/commercialization	Foreground/background IP, patent

Planning for Knowledge Mobilization

- Identify your key performance indicators

Some KMb metrics:
  - **Process:** post activity interviews; knowledge assessment
  - **Reach:** website traffic; YouTube views; downloads; # distributed/requested
  - **Usefulness:** user satisfaction survey; changed views/perceptions; knowledge gained
  - **Use:** measures of intended use; adaptations; observed changes
  - **Collaboration:** growth in # of partners; social network growth; co-creation

- How will you know if you have achieved your goals?

Evaluation

Planning for Knowledge Mobilization

- End of Grant vs Integrated KT
- Consider and consult with knowledge users to identify key timing and pressures (fiscal year, strategic planning, election, school year vs summer)

- When will you execute these strategies?

Timeline

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Planning for Knowledge Mobilization

- What resources, expertise, HQP, services etc are needed for KMb?
- Leverage institutional resources

Potential expenses:
- Graphic design
- Web design
- Web hosting
- Translation
- Sign language interpretation
- Conference registration
- Travel costs
- Social media advertising
- Culturally relevant items (e.g., tobacco)

- Editing
- Audio and video production
- Payments to Elders or Knowledge Keepers
- Event management – venue rental, hospitality costs
- Parking
- Stipends or honoraria

- Honoraria, IT services, design, materials, meeting expenses, personnel/HR, travel etc.

Budget & resources

Summary

Knowledge mobilization is….

- Not just dissemination and diffusion
- Most effective when research users/partners are engaged early in the process and throughout the process
- Strongly depends on context
- Will look different according to type, stage and expected findings (as well as cultures, norms and values)
- Stronger when integrated into the whole application!!

It is a *practice*.   It evolves with *research*.   It is *responsive*.

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Thank you for coming!

Are there any Questions?

Resources and links follow this slide

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Get additional support

Western Research Resources:
- **Knowledge Exchange & EDI Tool** (uwo.ca/research/services/kex/tools)
- **KMb Guides for Grant Applications** (uwo.ca/research/services/kex/tools)

Other Resources:
- **Research & Scholarly Communication Support from Western Libraries** (lib.uwo.ca/contact/departments/research.html)
- **Research Impact Canada Module, Guides and Tools** (researchimpact.ca/resources)
- **SSHRC Guidelines for Effective Knowledge Mobilization** (sshrc-crsh.gc.ca/funding-financement/policies-politiques/knowledge_mobilisation-mobilisation_des_connaissances-eng.aspx)

Request a consultation about KMb, EDID, and/or Indigenous research here:

Research Support

Research Facilitation

Research Partnerships

Research Contracts

International Research

WORLDiscoveries

Knowledge Mobilization & Impact

Communications

Students & Trainees

EDID & Indigenous Research

Residency Opportunities

Safeguarding Research

RECAP

Scholars Academy

Related Links

Equity, Diversity, Inclusion, Decolonization & Indigenous Research

Why Pursue EDID and Indigenous Research?

Research teams prioritizing diversity are more innovative, have greater problem-solving abilities and greater capacity to tackle complex issues. Research implementing respect, reciprocity, relationships, responsibility, relevance and representation leads to increased impact and greater research excellence. An inclusive research environment fosters diversity and can only be achieved when informed and intentional equitable practices are adopted in our research ecosystem.

Western Research recognizes the responsibility to work towards reconciliation, decolonization and Indigenization and the need to provide equitable support for Indigenous research and Indigenous faculty at Western. Western Research emphasizes and works in collaboration with the Western community advancing the respectful inclusion of—and capacity for—Indigenous research, methods, data and research involving Indigenous people, communities and organizations.

OFFICE OF RESEARCH SERVICES' STATEMENT ON EDID IN RESEARCH

Equity, Diversity, Inclusion and Decolonization (EDID)

Indigenous Research

Research Specific Resources:

- Western Research EDI guide: https://uwo.ca/research/services/why_edid.html
- Best practices in equity, diversity and inclusion in research practice and design
- https://www.sshrc-crsh.gc.ca/funding-financement/nfrf-fnfr/edi-eng.aspx
- Engagement and Partnership in Research
- Community-Based Participatory Action Research by Elena Wilson: https://philpapers.org/rec/WILCPA-22
- Thambinathan and Kinsella, 2021 https://journals.sagepub.com/doi/epub/10.1177/16094069211014766
- Knowledge Exchange
- Western Research KEx: https://uwo.ca/research/services/kex/index.html

- EDI in STEM Toolkit: https://inclusive-science-4-all.squarespace.com/
- SGBA+ analysis modules:

https://cihr-irsc.gc.ca/e/50833.html

https://women-gender-equality.canada.ca/gbaplus-course-cours-acsplus/eng/mod00/mod00_01_01.html

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Additional Resources:

- Office of Indigenous Initiatives – MORE THAN WORDS: making land acknowledgments: https://express.adobe.com/page/FSblzCQD2HCI5/

- Know your territory: https://native-land.ca/

- Disability Language Style Guide: https://ncdj.org/style-guide/

- Sex, Gender, Attraction: Genderbread Person: https://www.genderbread.org/

- Implicit Bias Training modules: https://kirwaninstitute.osu.edu/implicit-bias-training

- Glossary of EDI terminology:

  - https://equity.ubc.ca/resources/equity-inclusion-glossary-of-terms/

  - https://www.racialequitytools.org/glossary

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