

FREE EBOOK

25

WAYS

TO SHARE YOUR

RESEARCH

Free ebook
25 ways to promote your research

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Thank you!

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25 WAYS TO SHARE YOUR RESEARCH

I AM GLAD THAT YOU HAVE DOWNLOADED THIS EBOOK. WHY, YOU MAY ASK? BECAUSE THIS SHOWS THAT YOU ARE INTERESTED IN SHARING YOUR FABULOUS RESEARCH WITH THE WORLD. THIS IS GREAT AND I ADMIRE THIS! IT WOULD BE SHAME IF NO ONE READ YOUR WORK!

By way of introduction, I am Dawid Hanak and together with my wife Magda, we created **Motivated Academic** to support researchers like yourself to achieve a sustainable motivation throughout their research and organise their work with wellbeing in mind. We trust that joining the Motivated Academic community, you will become more productive and organised to create more time for enjoying your life!

Now, you may ask yourself *why the heck he's admiring my commitment to sharing my research? I've just downloaded this ebook to [enter your reason]...* Well, let me briefly share my PhD story with you to give you some context.

I started my PhD on 23rd October 2013, only a week after I was offered a place and secured funding for my research. Since the very beginning of my PhD, it was made very clear to me that I have to publish my research to build a successful academic career. It was somehow implied that the best way to increase the visibility of my

research was to publish in the top journals in my field of study, which still is net-zero energy and process engineering. What did this mean in practice? Well, I spent my entire PhD writing journal articles, did attend very few conferences and did not network as much as I would like to. But I thought that if my environment did not prioritise such activities, I should not to do so too... What was the result? I published 11 articles in prestigious journals, including two articles as the first author in Energy and Environmental Science that as of today has an impact factor of 33.5, and completed my PhD without any corrections in 2 years and 7 months. You may think that it is an impressive result... But, is it really?

Considering my academic experience, I would approach my PhD differently today and would probably prioritise activities to build my network rather than a publication record. Why? Because this is what I really struggled with as an early-career academic right after my PhD!

YOU MAY NOT BE AWARE, BUT THERE ARE LOTS OF PEOPLE WHO MAY BENEFIT FROM READING YOUR RESEARCH. THIS INVOLVES OTHER RESEARCHERS AND ACADEMICS, POLICYMAKERS AND INDUSTRIAL PROFESSIONALS. I TRUST YOU WILL FIND THE IDEAS I PUT TOGETHER HERE USEFUL WHEN PROMOTING YOUR RESEARCH!

I want you to understand one thing about PhD – **it is not a rat race** to publish as much as possible. It is about becoming a well-rounded, independent researcher who can apply science and engineering to solve challenges AND communicate this with the right audiences to achieve something meaningful. This means developing industrial and academic collaborations, and tailoring your messages to different audiences. Unfortunately, I had to learn this the hard way by myself after I completed my PhD.

The reason why Magda and I put this ebook together is to help you understand the options you have as a researcher to share your work. After all, you are the person who understands each tiny bit of your research. **YOU are, therefore, the best person to communicate it with the world.** You are the AMBASSADOR of your work.

The main message we want you to remember from this ebook is that

different people are interested in your work. Yes, academic publications are essential – after all, we all include them in our academic resumé. However, there are other effective options to share your research that will help you to raise the visibility of your research and to become recognised as an expert and ‘go-to’ person in your research area. Through such outreach activities, you will develop meaningful relationships not only with other researchers in academia but also with industry professionals and policymakers, who may be the direct users of your research.

I also hope that some of the options I present below will inspire you to widely disseminate your research, your experience and reflections, give a boost to your confidence, yield fruitful discussions and collaborations, and enable you to enjoy your research even more!



**YOU ARE
THE AMBASSADOR
OF YOUR RESEARCH**

MOTIVATEDACADEMIC.COM



TRADITIONAL WAYS

TO SHARE YOUR RESEARCH

01

RESEARCH PAPER

Although I mentioned that I would prioritise building my academic network if I were doing my PhD now, I believe publishing your original research in academic journals is equally important. You just need to remember that academic quality and rigour need to always go before quantity! Therefore, consider only peer-reviewed journals from respected publishers. Ideally, the journal you get your article published will have a high impact factor or cite score. This increases the likelihood that your article will be cited more often and, potentially, achieve a higher impact. Although the probability of getting rejected in such journals is high, I believe it is always a good idea to aim high.

REVIEW PAPER

Most of the research projects include some sort of literature review. This is the same in your PhD. Most of us detest this activity, as it involves lots of reading, data gathering, organisation and analysis. However, did you know that if you add an interesting angle to your literature review, you can publish it as a review paper in a peer-reviewed journal? You will not only understand your research area and associated knowledge gaps much better but actually place yourself as an expert in this research area. Such articles also tend to get more citations than original research articles. And you will probably agree with me that we all like when our papers are cited, as this gives us more confidence in our work.

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TRADITIONAL WAYS

TO SHARE YOUR RESEARCH

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CONFERENCE PAPER

If you are working on a research paper and want to discuss it with other academics in your area, it may be a good idea to submit a paper for a conference. Most of the conferences peer-review the submitted papers. Although these reviews may not be as rigorous as these for journal submissions, you may still get valuable feedback on your work.

CONFERENCE TALK

In addition to submitting a paper to a conference, you are often invited to give a presentation on your work. From my experience, such a presentation is a great chance to share your best results with the audience that is interested in your subject. You may even inspire other PhDs or academics with your research. This is a great way to develop collaborations and your network. After all, we all love to discuss our research over coffee!

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CONFERENCE POSTER

This form of presentation has become quite popular in recent years. Some conferences may offer you a chance to present your work in the form of a poster. Personally, I prefer this form of presentation over the “traditional” PowerPoint presentation, as it helps to develop a stronger relationship with the person interested in your research. They have probably seen something interesting on your poster and it is a great opportunity to discuss it!

LESS COMMON, BUT STILL TRADITIONAL

WAYS TO SHARE YOUR RESEARCH

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POLICY BRIEFING

A policy briefing is a concise and clear document that highlights the key policy messages, implications or recommendations for policymakers based on your research. It aims to raise awareness of your work among policymakers and may influence their decisions, i.e. to increase funding for your research area. Keep it short and use plain, non-technical language.

RESEARCH BRIEFING

A research briefing is a form of a literature review, but it is not as comprehensive as the review paper. It aims to provide an introductory summary of the research in your area that may be useful for policymakers, students, industrial practitioners and so on. It can also be a concise summary of your research. It should be written in a way that is accessible to various audiences. So keep it simple and write in plain English.

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CASE STUDY

A case study is a document that describes a particular case in your research that focuses on solving a specific challenge or achieving a particular goal. You can see it as a way to tell the story of how you approached a particular piece of work, assessed a particular technology, developed a new theorem or helped the business to solve their challenge. Case studies will demonstrate your ability to deliver and, thus, support your career.

LESS COMMON, BUT STILL TRADITIONAL

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WHITE PAPER

As opposed to the research paper, a white paper aims to concisely present the solution to a particular challenge and supports decision making. It also may advocate for your solution is the best way to solve a particular challenge. You may see it as an extended overview of research with key data and statistics. It may include a comparison of options you develop in your research. Remember, it needs to present your complex science in a way that can be understood by the reader, help them to make a decision and potentially applied to solve their problem. Such white papers are a great way to engage with industrial and commercial organisations, as they are always hungry for innovative solutions like yours!

TRADE ARTICLE

If your research focuses on a particular industry, it is worth to become familiar with the trade magazines relevant to this industry. Such magazines aim to keep the professionals in that particular trade or industry informed about the recent advancements in science and engineering. Therefore, a trade article in some way is similar to a research paper. It is, however, written for a different audience. Although trade articles are usually not peer-reviewed, these carry high regard among academics and professionals. Therefore, writing such pieces of work is a great opportunity to share your research with professionals in your field of research and build your academic profile and industrial network.

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OPEN-ACCESS WAYS

TO SHARE YOUR RESEARCH

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OPEN-ACCESS PAPER DEPOSITORIES

Making sure that your research is as widely accessible as possible is critical towards making an impact. The more people see your work, the more likely they will cite it or use it in some way. And we all want our research to have some meaning, right? Open-access depositories aim to help you achieve just that! Once your research paper is accepted for publication, you usually have an option to go for Gold or Green Open Access route. What does this mean? The former will require you to pay the article processing fee, which can be quite hefty for the top journals. For the latter, however, you can share your published work for free, as long as it is not in the publisher formatting and acknowledges the original source.

OPEN-ACCESS DATA DEPOSITORIES

Similarly to open-access paper depositories, you may want to share your data, models, survey results, analysis results and reflections in open-access data depositories. If you are funded by research councils or other funding bodies, especially in the UK, you may be required to make your data available. This is where the data depositories come into the picture. Your uploaded raw data will usually be assigned a digital object identifier (DOI). This is extremely useful as you can use it to refer to your data, for example, in your research papers. It may also come handy to other researchers in your field, who may analyse your data from a different perspective. Of course, DOI gives you the recognition you deserve!

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RESEARCH NETWORKS

Research networks work similarly to open-access paper depositories and preprints archives but include the opportunities to build your network. Portals such as Academia or ResearchGate provide you with an opportunity to build your research portfolio, including research papers, conference posters or presentations, and even projects you worked on. You may also follow your colleagues, join labs and engage other researchers.

PROFESSIONAL NETWORKS

As I mentioned above, if you start building your network early in your research career, you will find it easier to transition into an independent academic. Sharing your preprints and postprints via professional networks, such as LinkedIn, can help you to achieve just that. You may share your abstract as a post or even the entire paper as a PDF document. This will help you to position yourself as an expert in your field of research.

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PREPRINT

We usually tend to share our research only after it has been accepted for publication by a journal. But this process can be lengthy and take months or even years. To get your research out faster, you may consider sharing a preprint. A preprint is a full draft of your article that is publicly shared via preprints archive before peer-review. This will give you immediate credit and opportunity to receive valuable feedback. Remember, it is unlikely to be considered a scholarly output unless published in a peer-reviewed journal!

ALTERNATIVE WAYS

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BLOG

If you enjoy writing, setting up a blog to share your reflections throughout your project is a perfect way to put your skills in good use. Think of it not only as an outlet for your research. You can use blog as a tool to build your network and community around your work. By sharing your thoughts, research and reflections on topics related to your work, you will develop a personal brand and become a thought leader in your field.

INFOGRAPHICS

You must have heard that a picture can tell more than 1000 words. The same applies to sharing your research. If you can present your work with statistical data, succinct bullet points, pictures and summary tables in an eye-pleasing way, you may reach more people than with a bulky 8000-word article. And the great thing about infographics is the fact that they are easy to share via your social media. Unleash your creative potential!

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PODCASTS

Do you like to talk about your research? If yes, then podcasts may be a great way to share your research. A podcast usually takes the form of a regular audio recording in which you can discuss a particular experience associated with your research or any related topic. The main benefit of using this form of communication to share your research is the fact that your audience may listen to it during their daily activities, such as driving, walking or cooking.

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VIDEO

Sharing your research via a series of videos, for example, on YouTube or LinkedIn, may be an innovative way to build and engage with your audience. In principle, short videos where you talk about the essence of your research and share your experiences as a researcher may be “consumed” faster than your research article or more traditional outlets for your research. You may feel that publishing videos online is out of your comfort zone. Try to see it as a conference talk. The main benefit of such a video is that you can record it several times, tweak your content and delivery, and edit the final version until you are happy to press the publish button. You do not even need special equipment - your smartphone will do!

SLIDESHARE

What do you usually do with the conference presentation or poster? Yes, that is right - it usually gets “dusted” on your hard drive. Did you know that you can share your slides, posters and other documents on SlideShare, which is owned by LinkedIn? This option to share your research is widely used by the largest organisations in the world, such as NASA, WEF, HP, and IBM. You may also use SlideShare to share your research papers, case studies and any documents that you think may be of use to others interested in your research. Rather than keeping your work hidden on your hard drive, share it with the world! You will never know where this will take you!

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INSTASTORIES

If you already are on Instagram, you know that you can use it to share your experience via Instastories! This is rather new in academia, but it is a great tool to show your approach to research from behind the doors. We also tend to share only our success stories via more traditional research outlets. Therefore, the entire research process and the effort you put in to get something done usually remains unseen. I think it is a shame that we, as academics, rarely share our reflections on the research process and our failures along the way. Remember, sometimes the process is as important as the final outcome. This is because your experience and reflections may help others in your field who may be experiencing similar challenges.

SOCIAL MEDIA ARTICLES

If you do not want to spend time setting up and promoting your blog, sharing articles on social media may be a valid way to increase the reach of your work. The additional benefit of using professional platforms as an outlet for your articles and blogs, such as LinkedIn, is that it may be easier to build an audience for your research. You may leverage the existing communities and groups to share your articles and engage in meaningful discussions. Your work may get reshared by others that will increase its impact. Besides, the articles you write will help you build your visibility among potential collaborators and employers!

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SOCIAL MEDIA GROUPS

Social media groups are ideal places to share and discuss your research as they gather together people interested in the same topic. Remember, the closer the focus of the group is to the focus of your research, the more useful your research would be to this community. Such groups may include members of different backgrounds, including academics, policymakers and industrialists. Remember, therefore, to keep the jargon to the bare minimum!

TWITTER

If you are a regular user of Twitter, you know what is the game here. If not, Twitter is where the academics, policymakers, environmentalists and industry professionals exchange ideas and their views via short messages - tweets. The main idea is to add value in less than 280 characters. It really helps you to focus on the essence of your research. Share most valuable insights from your research and engage in meaningful conversations with others!

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EMAIL NEWSLETTER

I bet you use email daily! You may have also subscribed to some newsletters to receive regular updates on specific topics. But have you thought of creating newsletter yourself to share your research? Newsletters are still super popular across many industries. Therefore, sending a regular email to your contacts can be a viable way to keep them updated on your progress, share your papers or just keep in touch. Beware of GDPR though!

WE ARE HERE TO SUPPORT YOU!

LET US KNOW WHAT DO YOU THINK!

LET'S STAY IN TOUCH!

I trust you found the list of **25 ways to share your research** useful and engaging! I hope that you will apply some of these ideas to share your innovative and exciting research. If you do share your research via social media, please tag us at Facebook or Instagram (@motivatedacademic) or LinkedIn (@dawidhanak)!

If you want to read more of our thoughts and tips on motivation, time and task management, organisation and wellbeing, remember to visit our webpage.

Share your thoughts with us at
team@motivatedacademic.com

