"We thought the ivory tower could use a radio antenna"

CITED: PARTNERED KNOWELDGE MOBILIZATION BETWEEN RESEARCHERS AND MEDIA ORGANIZATIONS

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CODING MANUAL

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PROJECT OVERVIEW

CITED: Partnered knowledge mobilization between researchers and media organizations
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PURPOSE

The Social Sciences and Humanities Research Council of Canada (SSHRC) defines knowledge mobilization (KMb) as:

> The reciprocal and complementary flow and uptake of research
> knowledge between researchers, knowledge brokers and knowledge
> users—both within and beyond academia—in such a way that may
> benefit users and create positive impacts within Canada and/or
> internationally, and, ultimately, has the potential to enhance the profile,
> reach and impact of social sciences and humanities research
> (SSHRC, 2016)

CITED, funded by a SSHRC Partnership Development Grant, creates KMb podcasts by blending the expertise of researchers, journalists, and community members to inform debates on important societal issues. Although media remains an important source for the accurate, complete, accessible, and engaging coverage of science (Canan & Hartman, 2007; Chapman et al., 2014; Peters et al., 2008; Saenz & Moses, 2010; Yettick, 2015), the literature of researcher-media partnerships tells a story of worlds that remain largely uncoupled (Dunwoody, Brossard, & Dudo, 2009). This study investigated the tri-partite model of CITED (research-community-media) as mechanism for science communication with the public. We were interested in learning more about participants' experiences being involved in the podcasts (researchers, journalists, community members), how they view the roles of evidence, community perspectives, and media in a pluralistic democratic society, and thoughts on the potential impact of evidence-informed, co-produced podcasts as a KMb mechanism.

RESEARCH QUESTIONS

(1) How do different values of media, community members, and researchers affect co-creative processes of developing KMb products tailored for the public?
(2) What are the similarities and differences in how three groups (researchers, journalists, and community members) view the roles of evidence and the media in democratic societies?
(3) What are the facilitators and barriers to researcher-community-media partnerships?
(4) What strategies or tools might support researcher-community-media collaborations in future work?

CO-PRODUCTION MODEL
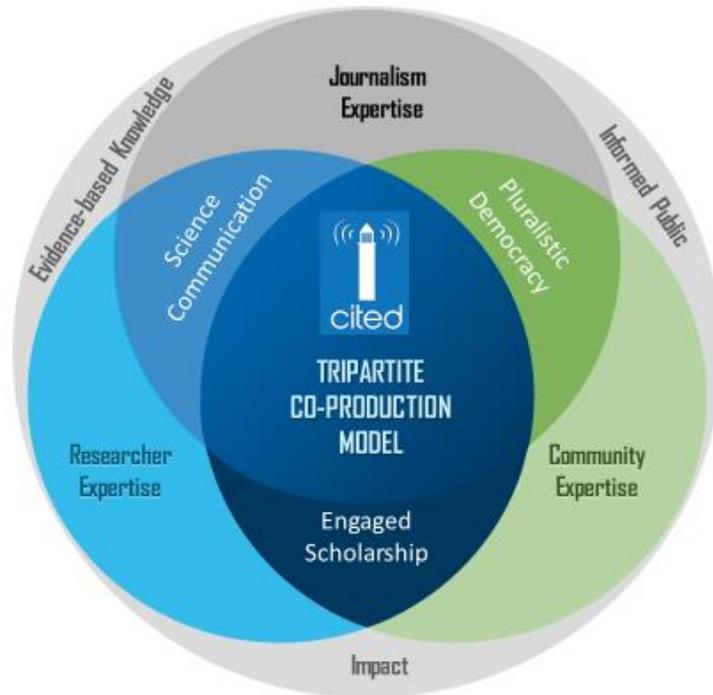
The CITED tripartite model for creating evidence-based podcasts revolves around co-production among journalists, community members, and researchers that results in engaged scholarship, science communication, and each episode reflecting the differing views on an issue arising from our pluralistic society. Each KMb podcast is coordinated by a core-production team (CPT). Our model also includes a community of practice for researchers wanting to learn about utilizing media for science dissemination, as well as two committees that guide quality control of each podcast and topic. In addition to the multi-stakeholder groups that surround and inform co-production with the CPT, a variety of outputs are created alongside each podcast to increase dissemination and visibility of each topic, including: annotated bibliographies of journal articles that were integrated into each episode, bonus interviews with key stakeholders, blog posts, and social media and broadcasting coverage of featured podcasts by our media partners to maximize spread of our science-informed podcasts to their listeners.

DATA COLLECTION

We conducted 16 semi-structured, 60-minute interviews with three groups involved in CITED: researchers, community members, journalists and the members of the production team using a common interview protocol (Appendix A: Interview Protocol). The interview protocol was piloted and revised based on feedback from relevant stakeholders. Data analysis was conducted using this coding manual (MacQueen et al, 1998) in conjunction with inductive coding methods to ascertain emerging themes and similarities and differences arising across the various stakeholder groups. Inter-coder reliability will be tested after the coding manual is used to code common transcripts. The coding schema, including both deductive and inductive codes, will be modified based on these rounds of coding and comparisons across two coders.

Scholarly Communication/ KMb/ Research-Media Partnerships

This dimension of codes tries to capture how the three different types of stakeholders (researchers, community members, and journalists) view the purpose of partnerships between researchers, community members, and the media to broader society. Coding in this section also includes the roles and/or comments relating to knowledge mobilization and scholarly communication to broader society. Codes also explore the many barriers listed by participants in relation to research communication, KMb, research, and the media. We also asked participants for their views on the roles of: 1) Media, 2) Communities, and 3) Roles of Research Evidence in society.

Code	Definition
Purposes	Reason(s) for engaging in researcher-media partnerships.
Informed public	Improved communication of research and evidence to society, which can be leveraged for action within communities.
Influence policy/ decision-makers	Improved use of research and evidence to influence actors in the policy making process.
Democracy	Use of research and evidence for supporting a democracy or its principles at various levels (e.g., local, provincial, national, or multinational).
Societal debate	Improved use of research and evidence in grounding political positions and social movements.
Barriers	Limiting factors for researcher-media partnerships.
Inaccessibility of research	The limited accessibility of research (e.g., scientific jargon) and availability of researchers (e.g., time constraints) for the media.
Time to conduct research	The discrepant timelines for research and media production.
Lack of immediate implications	The challenge of drawing immediate societal implications from research and evidence (e.g., for policy, legal, health, education, or environmental uses).

Role of Media (to be built inductively)

The function assumed or part played by the media in society.

Responsibilities of journalists	Expectations concerning how journalists should report research and evidence to society (e.g., accuracy of coverage, communicating context).

Role of Communities (to be built inductively)

The function assumed or part played by members of an identifiable community (e.g., member of a group who help high-risk sex-offenders reintegrate, or the patients at a Heroin Clinic in Vancouver, British Columbia) in society.

Democratic society	How communities contribute to supporting a democracy or its principles at various levels (e.g., local, provincial, national, or multinational).
Multiplicity of voices	The influence of distinct and diverse community viewpoints on society, including reference to four human rights groups (women, FNMI, visible minorities, and disabled).

Role of Research/Evidence	
The function or part played by research and evidence in society.	
Responsibilities of researchers	Expectations concerning how researchers move a research project through the different stages of the research process (i.e., research, dissemination, uptake, and implementation).
Gaps between research-policy-practice (how to address):	How to more clearly utilize research and evidence to incite changes to practice and the policy making process.

THE PROMISES AND PITFALLS OF COPRODUCTION BETWEEN MEDIA, COMMUNITY AND RESEARCHERS

Co-production/ Partnerships Between Media-Community-Researchers	
This dimension seeks to capture participants' perspectives on partnerships among the media, communities, and researchers (MCR partnerships) for a common purpose. We asked about the benefits, limitations, examples of successful partnerships, as well as for strategies and resources that helped or hindered these types of partnerships.	
Benefits	Positive societal outcomes attained through MCR partnerships.
Storytelling (what journalists bring to researchers)	Improved use of narrative elements for communicating research and evidence to society (e.g., use of journalistic and literary devices).
Accessibility	Improved ease of understanding of research, evidence, and the scientific process for society.
Engagement	Improved societal appeal, including both uptake and relevance, in the communication of research and evidence.
Alignment with community needs	Improved alignment of research and evidence with community needs.
Limitations/Tensions	Limiting factors for MCR partnerships attaining potential benefits.
Accuracy	Accuracy-related limitations for research and evidence in MCR partnerships that emerge for each actor.
Time	Time-related limitations experienced by the actors in MCR partnerships (e.g., filing deadlines or peer-review deadlines).
Resource/labour intensives	Resource- and labour-related limitations experienced by each actor in MCR partnerships.
Examples of Partnerships	Participants' personal examples of MCR partnerships.
Successful	MCR partnership(s) that produced benefits for the communication of research and evidence.

Enabling Factors	Factors that facilitated the partnership(s).
Unsuccessful	MCR partnership(s) that were derailed or hindered by limitations and/or tensions between the actors.
Limiting Factors	Factors that impeded the partnership(s).
Strategies and Resources	Strategies and resources employed by participants to develop or sustain MCR partnerships.
Enabling strategies	Strategies that assisted the development or sustainment of MCR partnerships.
Detracting strategies	Strategies that did not assist the development or sustainment of MCR partnerships.
Examples of resources	Resources used by the participant to develop or sustain MCR partnerships (e.g., formal partnerships, social media, websites, or networks).
What resources are needed to improve these partnerships?	Resources not currently at the participant's disposal that would be useful for developing or sustaining MCR partnerships.

IMPACT

Impact	
This dimension tries to capture the perceived impacts of MCR partnerships for participants involved in CITED. We asked participants specifically about the CITED model as a form of research communication, and how the model and co-production processes might be improved. We also asked participants about the broader benefits for MCR partnerships and/or KMb podcasts – such as scholarly, societal, and capacity-building outcomes.	
Podcasts and CITED model	A tri-partite model that blends expertise from each actor of MCR partnerships, facilitated by a Core Production Team, to communicate research and evidence to society via a downloadable audio format (i.e., KMb podcasts).
How could we improve this model?	Participant's view(s) on how the CITED model for producing KMb podcasts could be improved (i.e., aspects to keep, lose, or improve).
Benefits for researchers, communities, media	Positive outcomes attained by the participant as a result of involvement in the CITED podcast(s).
Scholarly outcomes	Outcomes related to academic pursuits.
Knowledge creation	The resultant formation of new academic knowledge.
Student training/opportunities	The learning available for students as a result of involvement in the CITED podcast(s).
New methods of "knowing" the material	Pedagogical outcomes for scholars and their students that take the form of new ways of thinking about the material.
Societal outcomes	Outcomes related to positive societal change.
Enriched public discourse	Improved use of research and evidence by society when dealing with a given topic.

Multiple voices represented (including non-academic stakeholders)	Improved representation of each MCR partner for a given topic, or broadening the types of scholar, media, or citizen groups.
Capacity building outcomes	Improved ability regarding the communication and utilization of research and evidence.
For researchers	Above definition for researchers.
For journalists	Above definition for journalists.
For communities	Above definition for communities.
Limitations for researchers, communities, media	Limiting factors for each MCR partner involved in the CITED podcast(s).

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CITED Interview Protocol

Introductory Elements
- Explain what is being studied.
- Explain the format of the interview and the approximate amount of time it will take.
- Explain the notion of informed consent.
- Provide a statement regarding confidentiality of the interview data.
- Ask the interviewees if they have any questions prior to beginning the interview.
- Emphasize that there are no incorrect answers to any of the interview questions.
- Ask permission to record interview for transcription and coding purposes.

CITED is a tri-partite model that blends expertise from three groups: 1) research expertise, 2) community expertise, and 3) media. We are interested in learning more about your views on the roles of each group, as well as broader perceptions about how to develop and sustain good partnerships.

We will begin by asking you some questions regarding your professional role.

Role

1. What is your job title?
2. What is your job description?
3. How do you perceive your role in the communication of research knowledge?
4. How do perceive your role in influencing decision makers and policy?
5. Briefly describe what you believe to be the role of research-media partnerships in general.

Perceptions of relationship between media, public perceptions, and societal issues.

6. How do you perceive of the role of media in a democratic society?
7. Do you think media shapes public policy? Why or why not?
8. What role do you think communities should play in shaping societal issues and public discourse?
9. Should media coverage include statistics and research evidence? Why or why not?
10. What responsibilities do journalists have in reporting stories to the public?

Perceptions of role of research/ researchers in society

Now we have spoken a little about the role of media in society. We would like to switch gears and talk a little about the role of research in society.

11. What role should research and evidence play in society?
12. Should researchers be responsible for sharing their work more broadly? Why or why not?
13. People often talk about the GAP that exists between research, policy, and practice. Why do think this gap persists?
14. What do you think could be done to address these gaps?

Perceptions of Co-production and what elements comprise successful partnerships

Knowledge mobilization, Engaged Scholarship, and Co-production are all terms that encourage multiple stakeholders to be involved in knowledge creation processes to increase relevance and impact of initiatives. Now we are going to ask you about some of your views on co-production and ask about your experiences in successful or unsuccessful partnerships.

15. What role should communities play (if any) in shaping publicly funded research?
    a. In shaping public policy?
16. What do you think are the potential benefits of researchers, community members and journalists working together? What are some potential limitations of this model?
17. Can you think of an example of a successful media-researcher partnership you have been involved in? What characterized that partnership? (If not a media-researcher-community partnership – think more broadly of any partnership you have been involved in that was successful)
18. Can you think of an example of a negative experience you had in a media-research partnership? What characterized that partnership?

Strategies and resources

19. What strategies have you found most beneficial in research-media communication? Why have those strategies worked?
20. What strategies have you found detracting in research-media communication? Why did those strategies not work?
21. What resources/mechanisms are you currently using, if any (formal partnerships, social media, websites, networks)?
22. What resources do you think would be needed to improve partnerships between researchers, communities, and the media?

Impact, benefits, and limitations of CITED co-production model

Now, we have talked more broadly about media, research, the role of communities in shaping societal issues, we would like to ask you about your views on the potential impact of CITED in particular and research-media partnerships more broadly

23. How were you involved in CITED? Can you tell us a little more about that experience?
24. Can you talk a little bit about what you think the impact of your podcast/event/research might be? Please give concrete examples wherever possible.
25. What do you believe to be the potential benefits of this model:
    a. For researchers?
    b. For communities?
    c. For media?
26. What do you believe to be the potential limitations of this model:
    d. For researchers?
    e. For communities?
    f. For media?
27. Based on your experiences with CITED – how could we improve the process of co-producing these podcasts?

ABOUT RIPPLE:

Dr. Amanda Cooper, Assistant Professor in the Faculty of Education at Queen's University, is the Principal Investigator of RIPPLE. RIPPLE (Research Informing Policy, Practice and Leadership in Education) is a program of research, training and knowledge mobilization aimed at learning more about how knowledge brokering can increase research use and its impact by leveraging multi-stakeholder collaboration. Stephen MacGregor, a doctoral student at Queen's University, is the graduate student project lead for the evaluation of CITED. For more information visit: *WWW.RIPPLENETWORK.CA*