



EXECUTIVE SUMMARY

CITED: EXPLORING CO-PRODUCTION AND EVIDENCE-BASED PODCASTS AS A MECHANISM FOR SOCIAL CHANGE

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OBJECTIVES

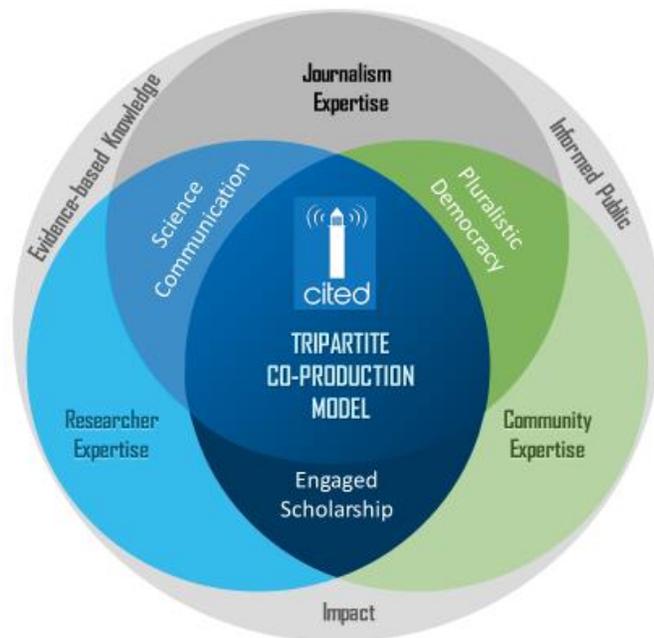
Cited: Partnered Knowledge Mobilization Between Researchers and Media Organizations, led by Dr. Allen Sens at the University for British Columbia and funded by a SSHRC Partnership Development Grant, creates Kmb podcasts by blending the expertise of researchers, journalists, and community members to inform debates on societal issues- www.citedpodcast.com Our objectives were:

- ❁ To explore similarities and differences in the views of researchers, journalists, and community members involved in co-producing evidence-based podcasts for social change
- ❁ To explore facilitators and barriers to research-community-media partnerships
- ❁ To identify strategies and tools to support research-community-media collaborations in future work

KEY DEFINITIONS

- ❁ **Co-production:** Purpose driven interaction between different stakeholders to see that research has both academic merit and relevance for community action (Phipps & Shapson, 2009). Co-production exists on a continuum from the representation of multiple voices (Coburn, Penuel, & Geil, 2013) to full participation at each stage of the research process (Phipps et al., 2016).
- ❁ **Knowledge mobilization (Kmb):** “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, 2015).

CITED 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. Community members are often included as part of the story and are not necessarily involved in co-production. Each Kmb podcast is coordinated by a core-production team (CPT) including additional outputs: annotated bibliographies of academic articles, bonus interviews with stakeholders, blog posts, social media, and broadcasting coverage by media partners in

Canada and the United States to maximize spread of science-informed podcasts to listeners.

METHODOLOGY: 15 INTERVIEWS WITH KEY INFORMANTS

Since 2015, CITED has recruited over 100 researchers and 100 non-academic stakeholders to partner in KMb podcast projects. From that population, we purposefully sampled researchers ($N = 7$), journalists ($N = 5$), community members ($N = 1$), and CPT members ($N = 2$) who could provide rich and detailed information about their experiences with *Cited* and their perspectives on co-producing KMb products tailored for the public. We chose stakeholders that had participated on six podcasts (2-3 participants per podcast), to highlight different perspectives on the creation of each podcast. Interviews data were coded using hybrid approach of inductive and deductive coding (Fereday & Muir-Cochrane, 2006), with rigour established by use of a team-based coding manual (MacQueen, McLellan, Kay, & Milstein, 1998) and member checking of interview transcripts.

FINDINGS

CITED ADDRESSES RESEARCH-PRACTICE-POLICY GAPS BY 5 BROKERING FUNCTIONS

1. Increasing **awareness** of evidence-base to inform societal issues and public policy
2. Increasing **accessibility** of research through podcast format
3. Increasing **engagement and collaboration** by leveraging expertise of different groups via co-production
4. **Representation** of diverse perspectives and voice
5. **Capacity-building** as researchers learn about narrative efficacy, and journalists learn about community perspectives and priorities

CO-PRODUCTION BARRIERS

1. Research culture and structures that value scholarly publication over broader research communication and that can cause researchers to fear for their professional legitimacy.
2. Media culture and structures that uphold story criteria (e.g., balance, dramatization, novelty) at-odds with research quality criteria and that pressures journalists to produce stories within ever-shrinking timelines.
3. Public culture and structures for engaging with research and media that serve to solidify ideology and bias as well as make it more acceptable and common to dismiss contradictory or unpalatable evidence.

CO-PRODUCTION FACILITATORS

1. Incentives for researchers that encourage co-production and normalize KMb.
2. Organizational changes that provide more time, space, and human capacity for co-production.

EIGHT STRATEGIES FOR EFFECTIVE CO-PRODUCTION

1. Define and describe target audiences, paying consideration to how societal context will influence KMb efforts
2. Define co-production roles and goals at the outset
3. Engage in practices that build trust and ensure mutualism
4. Develop a cultural action plan
5. Make use of brokers who possess expertise in navigating the boundaries of research, policy, and practice
6. Identify and utilize institutional supports
7. Invest resources (time and, potentially, money) into interaction preparation and training
8. Make capacity building for each stakeholder a co-production goal

CONCLUSION

CITED represents a promising knowledge mobilization model for co-production and social change. In the end, complex problems can only be solved through collaboration and pooling of societal expertise. For more details on this study, and for references cited within this executive summary, please see our full report:

Cooper, A., & MacGregor, S. (2018). *CITED: Exploring co-production and evidence-based podcasts as a mechanism for social change*. A RIPPLE Research Report. Kingston: Queen's University.