### David Vine

### ENSURING YOUR RESEARCH HAS IMPACT

## *SOME* DISSEMINATION STRATEGIES

## The First Steps

Keep your research participants and other people interested in your research updated about the

progress of your research regularly via email blasts and letters

Send copies of all published/unpublished materials, papers, talks, etc. to research participants & others

Provide copies of major works (theses, dissertations, books) to libraries where you conducted research

Translation of the above into relevant languages

Speak about your work to anyone and everyone who will listen. Don’t be shy.

Share your work with organizations and social movements that can make use of your research findings.

# Writing

Research summaries, executive summaries, “one pagers” with major research findings

Best practices suggestions/reports, fact sheets

Op-eds

Newspaper, magazine, web, columns, letters to the editor, and other popular media articles

Blogging: personal and curated by others

Academic journal articles

Cross-over journals, such as *Anthropology Now* and *Anthropology Today*

Professional journals, such as *Anthropology News*

Zines: make your own

School curricula; teachers’ materials

Books and chapters in edited volumes: Academic, trade/commercial publishers, self-publishing

# Speaking

Public talks and presentations (schools, libraries, museums, brown bags, think tanks and policy orgs,

NGOs, government agencies, religious and civic organizations, rallies, conferences, etc.)

Research feedback meetings (community centers, religious organizations, schools, etc.)

University and other school tours, guest lecturing

Organizing conferences and conference panels

Media appearances at local, regional, national, international levels: TV, print, online, radio

Radio documentaries, podcasts

Book tours and talks

# New and Old Media

Professional website to post writing, research updates, speaking events, media appearances, etc.

Films, documentaries, YouTube and other videos, VR, screenwriting, TikTok

Instagram, Twitter, Facebook, other social media

Infographics, memes

Podcasts

Media Activism

Wikipedia editing and creation

Museum exhibits, art/theater, poetry, music

Archive building/creation

# Be an “Expert”

Don’t worry about the term “expert.” You know something about the world. Share that knowledge.

Develop and cultivate relationships with journalists to interest them in your work

Register with AAA, university, other institutions as an expert