


EDITORIAL

STRATEGIES FOR EFFECTIVE DISSEMINATION OF SCHOLARLY RESEARCH

ESTRATEGIAS PARA LA DISEMINACIÓN EFECTIVA DE LA INVESTIGACIÓN ACADÉMICA

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It is becoming more and more important for academics to share their findings with audiences and on platforms other than academic journals. Aiming for effective dissemination of research involves promoting interdisciplinary collaboration, public interest, and involvement in addition to raising the profile and impact of research. I suggest using various strategies, including policy briefs, blogs, conferences, traditional publishing, and podcasts. Policy briefs are concise publications that inform policymakers and the broader public about the conclusions of research studies and their policy recommendations (Jones & Walsh, 2008; World Bank, 2016). They can bridge the gap between academic research and public policy by distilling difficult findings into understandable ideas (Jones & Walsh, 2008; World Bank, 2016). By condensing research into key conclusions and recommendations, policy briefs can impact real-world changes and ensure that research findings are communicated to stakeholders, who can put them into practice. Although it could be challenging for academics to promote policy changes based on their research, it is still important that they disseminate their results and implement evidence-based reforms.

Conferences are one conventional channel often used to disseminate research. They provide a forum for the presentation of new findings, the unique exchange of ideas, and professional networking. Scholars should select conferences that are not only relevant to their area of study, but also facilitate their interaction with practitioners, policymakers, and specialists from diverse fields. More people are using hybrid presentations, which blend virtual and in-person components to reach a larger audience and encourage greater audience involvement. This can also be more cost effective for researchers.

Podcasts are a popular medium that enables academics to communicate their findings to a wide audience in a conversational style. Reaching those outside the academic community, such as business executives, government decision-makers, community activists and the general public, is especially successful with this platform. Scholars can either start their podcasts or contribute to already-existing podcasts covering subjects related to their areas of expertise.

Researchers can write informally about their work and research methods through blogging, which gives them a chance to explain complex subjects and interact with readers through social media sharing and comments. Blogs also provide an informal means to disseminate research insights and findings.

Peer-reviewed journals continue to be important channels for researchers to communicate their discoveries and spread the word about their work. To increase the impact and accessibility, researchers should strive to publish their work in open-access journals (Ross-Hellauer et al., 2020). Researchers should also consider embracing preprint trends, which can help promote research findings before official publication, as it may take up to a year before an article is published in a journal. In regions like Latin America, this strategy may also mean publishing research in both English and Spanish to ensure that the research reaches both the international community and the region where it was conducted.

The dissemination of research includes using a variety of communication methods. Every communication channel can be used to meet the goals of the study, as well as the requirements and preferences of the target audience. This paper highlights the significance of multilingual publishing, writing policy briefs, engaging in

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conference dialogues, podcasts and blogging, and the relevance of traditional scholarly publishing. Additional resources include social networking, publishing a preprint online, and advertising and maintaining the researcher's profile on sites like ORCID, ResearchGate, Google Scholar, and Web of Science. It is clear that researchers must have a comprehensive dissemination plan to ensure that their research findings are embraced by both the academic community and the public.

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