



INFO SHEET 6: SHARING RESEARCH KNOWLEDGE

BY: STEPHANIE HATZIFILALITHIS, SUSANNAH WATSON,
AMANDA GRENIER, KAREN KOBAYASHI

WHAT IS KNOWLEDGE MOBILIZATION?

Knowledge mobilization – also called knowledge translation – is the act of sharing information or knowledge gained from research with particular audiences and ‘end-users’. The idea is that research can help us learn more about an issue or problem, and we can use these insights to take action and improve systems, programs, environments, and lives.

HOW IS THE HSIIP WORKING TO ADDRESS SOCIAL ISOLATION?

Sharing research knowledge can help maximize its impact. Knowledge mobilization is a way to make connections between the people who uncover the knowledge through research and those who can use this knowledge in their everyday practices.

Knowledge mobilization can inform public debate about issues, help develop better policies or practices for our communities, enhance and improve services, and influence decision-making in a range of fields such as business, government, community services, as well as in public settings and society. Knowledge mobilization can also help to advance the work of other researchers by sharing insights that can be further developed and improved.

WHAT DOES KNOWLEDGE MOBILIZATION LOOK LIKE IN ACTION?

Researchers share or ‘mobilize’ their research findings through a variety of sources and mediums such as:

- Promoting key research insights through social and news media;
- Sharing research and its implications through public talks;
- Presenting research findings at academic conferences, in academic journals, and/or in books;
- Developing arts-based or graphic images that share research findings in innovative and creative ways;
- Engaging in online workshops, webinars, and/or community-based discussions with stakeholders and interest groups.

Members of the public can contribute to knowledge mobilization by:

- Attending public talks and discussions;
- Sharing media articles that promote research findings from credible, trustworthy sources;
- Engaging in twitter and other online communities; and
- Keeping decision-makers accountable, that is, by ensuring that their actions are informed by quality research.

Learn more about the Hamilton Seniors Isolation Impact Plan:

WEBSITE:

<http://socialisolation.ca>

EMAIL:

socialisolation@mcmaster.ca

**Materials developed by: Gilbrea Centre for Studies in Aging, McMaster University and AGE-WELL*

