

Oregon State University Ecampus Research Unit

# DISSEMINATING RESEARCH ON ONLINE EDUCATION

QM Research Online Conference – November 2019



**Oregon State**  
University

# Presenter

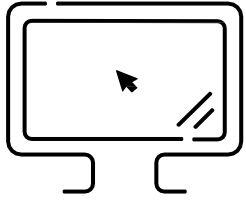


**Mary Ellen Dello Stritto, Ph.D.**  
Assistant Director of Research  
Oregon State University Ecampus  
[maryellen.dellostritto@oregonstate.edu](mailto:maryellen.dellostritto@oregonstate.edu)

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# OSU Ecampus Research Unit



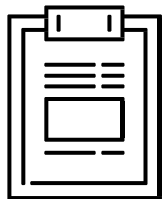
Online Learning Efficacy Research Database



“High Impact Practices in Online Education”  
and “The Business of Innovating Online”



“Research in Action” podcast



National and local studies





# Why share your research on online education?





# What are methods of research dissemination that you are aware of?



# A few examples



Traditional



Social media engagement



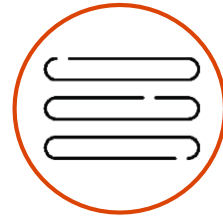
Conference session



Podcasting

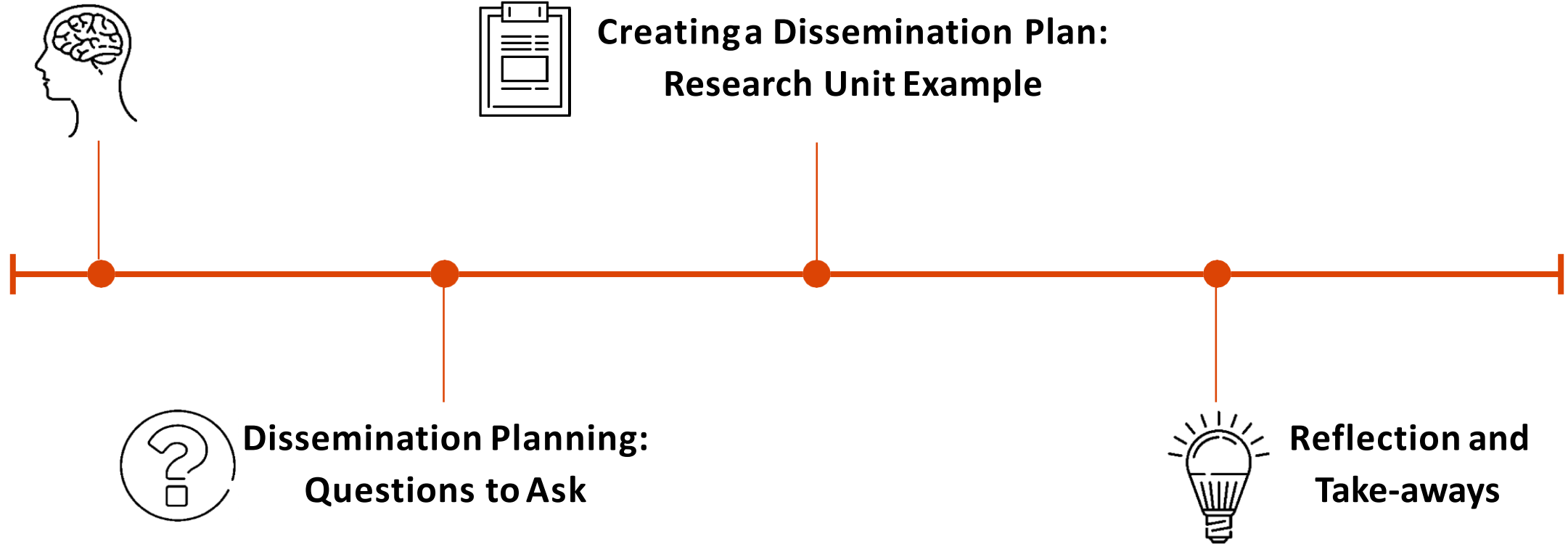


Webinar



Blog posts

# Overview



# Planning for Dissemination

1

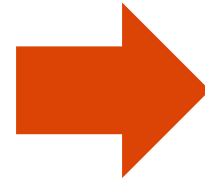
What do I want to share?

2

Who is my audience?

3

What outlets will be used?





1

# What to share?

- What are the goals of dissemination?
- What is relevant to the field?
- What are the key messages?
- What are the datatypes?

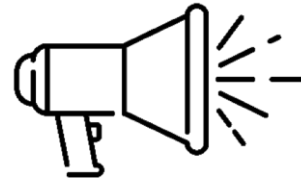


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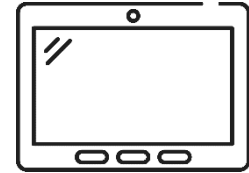
# Who is the audience?



**What is the broadest audience** that you're trying to reach?



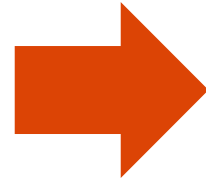
**What is the best way** to reach your audience?



**What will your audience want to know** about your project?

# Audience relates to outlet

Audience
<ul style="list-style-type: none"><li>• Internal</li><li>• External</li><li>• Institutions</li><li>• Age groups</li></ul>



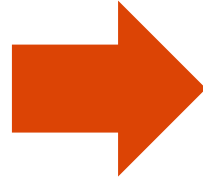
Outlet
<ul style="list-style-type: none"><li>• Print publication</li><li>• Online publication</li><li>• Video / webinar</li><li>• Slide deck / presentation</li><li>• Social media</li><li>• Website</li><li>• Blog</li></ul>

# Example of audience & outlet

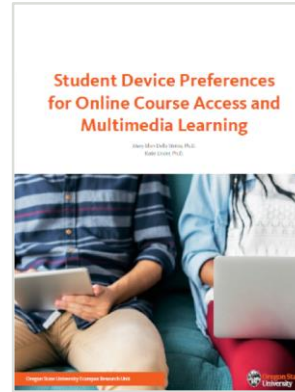
## Audience



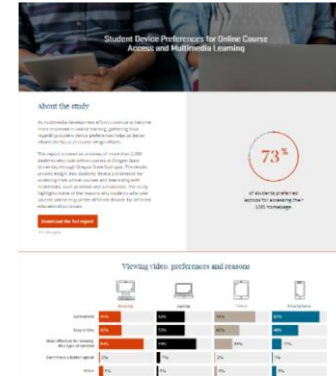
- Students
- Institutions
- Internal & external



## Outlet



Report



Website



Social media

QUALITY MATTERS

QM

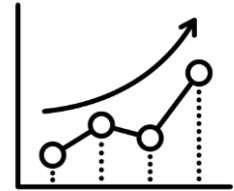


3

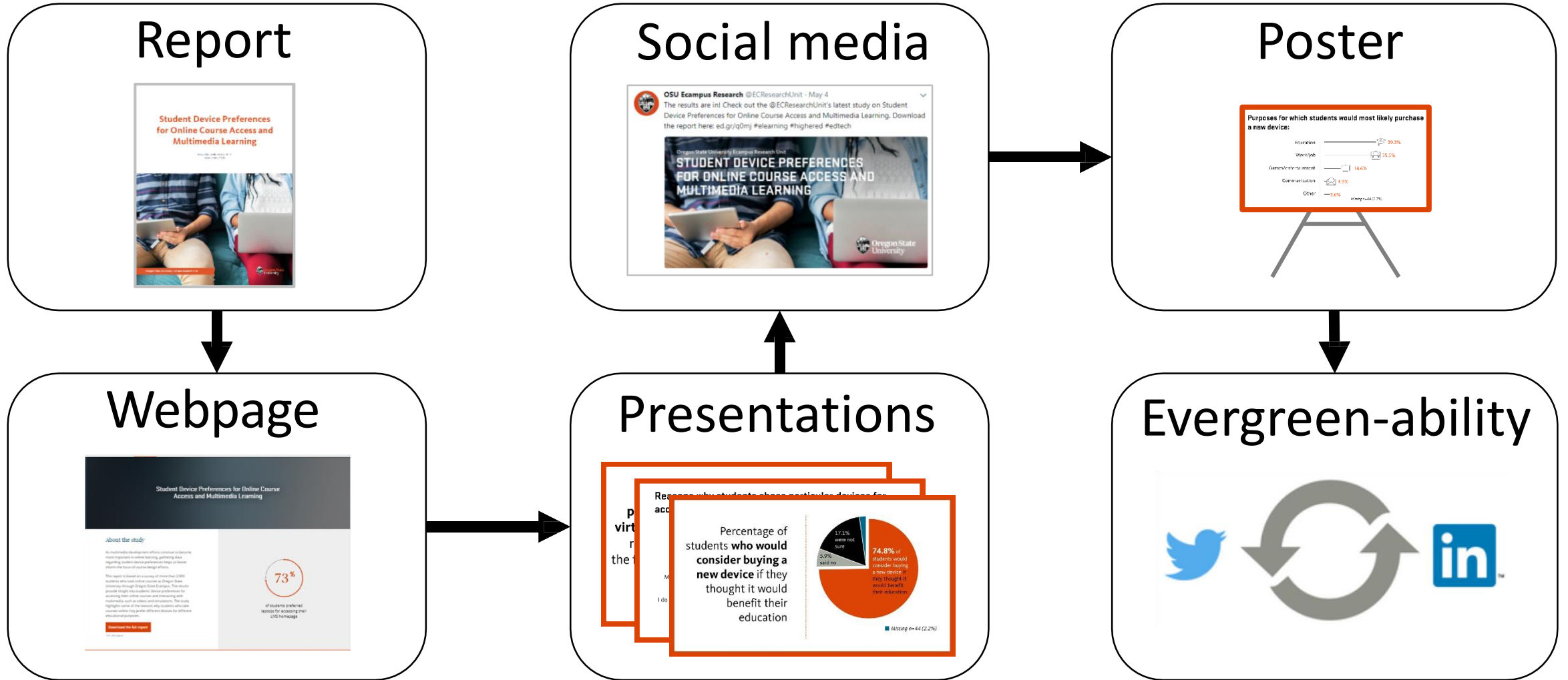
# What Outlet?

Considerations:

- Audience
- Data visualization decisions
- What visualizations can stand alone?



# Lifecycle of a publication



# Create a Research Dissemination Plan

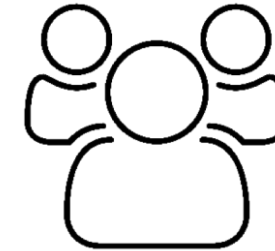
**Scope/context**



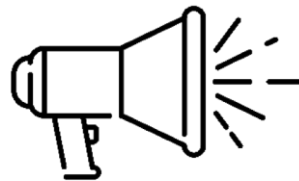
**Goals**



**Audience**



**Key Messages**



**Tactics**



# Create a Research Dissemination Plan

Scope/context





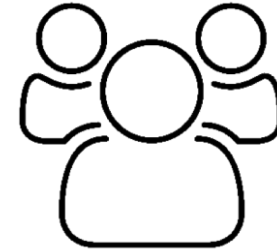
# Create a Research Dissemination Plan

Goals



# Create a Research Dissemination Plan

**Audience**



# Create a Research Dissemination Plan



# Create a Research Dissemination Plan



**Tactics**



# Create a Research Dissemination Plan

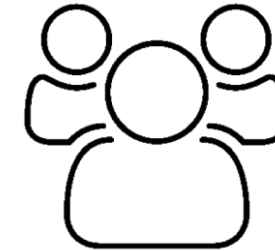
**Scope/context**



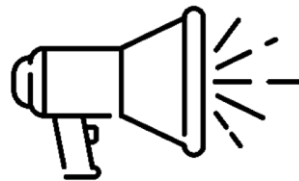
**Goals**



**Audience**



**Key Messages**



**Tactics**



# Reflection

What are barriers to disseminating your research?



# Takeaways

- Think** about your dissemination early in the project
- Focus** on your dissemination goals
- Consider** your audience when planning outlets



# Questions?





# Connect with us!



[ecampus.oregonstate.edu/research](http://ecampus.oregonstate.edu/research)



[ecresearchunit@oregonstate.edu](mailto:ecresearchunit@oregonstate.edu)



@ECResearchUnit | @RIA\_podcast

Oregon State University Ecampus

# Online Teaching and Learning Research Seminars

July 13-17, 2020

Corvallis, OR

**Applications due:**

Nov. 30, 2019

[ecampus.oregonstate.edu/seminars](https://ecampus.oregonstate.edu/seminars)



QM Research Online Conference November 15, 2019