

knowledge mobilisation to serve society



## ARTS 600 Graduate Seminar Fall 2007

“making your research matter more”

### rationale |

Academic excellence includes “service to society through the transfer of knowledge” (University of Waterloo Strategic Research Plan, February 7, 2006). To serve society, scholarly works must be collated, put in context, translated into plain language, and transported beyond the walls of academia. When we do this, the information age of the last century emerges as the knowledge age of the 21st Century. Knowledge mobilisation plants seeds for social innovation.

Effective transfer of scholarly knowledge rests on working partnerships between those who formulate new knowledge and those who can use it. The goal is to help policy makers, practitioners, industry, and the public face social challenges similar to those in health and medicine, by asking: What does the research say? In this way decision makers balance opinions and beliefs with facts of knowledge.

With the transformation of SSHRC from a granting council to a knowledge council (SSHRC Strategic Plan, 2006-2011), researchers in humanities and social sciences are being asked by our federal funding agency, as well as by universities, to acquire and use new skills for knowledge mobilisation.

### the seminar |

#### Arts 600 - Fall 2007, Wednesdays 6-9 PM, Room 3026 PAS

The Faculty of Arts offers an interdisciplinary seminar open to all graduate students from across disciplines and faculties. Students learn concepts and techniques for effectively mobilising research findings in this hands-on course. Experts from the areas of policy, media, and practice will offer their perspectives in guest lectures. Students can work together, and work with consumers of research to develop effective knowledge products.

#### Discover

- the evolution of knowledge mobilisation in health and social sciences
- conceptual and practical issues faced by KM organisations and individuals
- SSHRC funding objectives and benchmarks for knowledge mobilisation
- career opportunities in the field of knowledge mobilisation

#### Learn to

- turn scholarly papers into knowledge products for policy, practice, and the public
- write press releases, letters to the editor, fact sheets, and more
- build community partnerships for knowledge mobilisation
- move research to action to serve society

the seminar |  
...continued

Knowledge Mobilisation to Serve Society is especially intended for graduate students already engaged in research who may be thinking about the application of their work beyond academia. The course will be led by Professor Kathleen Bloom of the Department of Psychology. Dr. Bloom is Director of the Canadian Centre for Knowledge Mobilisation and Director of Research Works! for child literacy, a SSHRC Community-University Research Alliance.

Students planning to register for the course are asked to notify Dr. Bloom as soon as possible. Early notification of interest in the seminar will help identify research consumers to assist students in developing effective knowledge products.

### Examples of Knowledge Products Developed by Students in KMSS Winter 2007

Knowledge Source	Product
"Sales Speak" Detector: How marketing affects the way politicians and policy makers speak to the public	News Media
How a simple memory cue (friendship bracelet associated with messages of safe sex) reduces unsafe sex of youths even after social drinking	News Media
The accuracy and reliability of war coverage in Afghanistan and Iraq by embedded journalists	News Media
Developing human resources for effective airport screening of baggage	News Media
How female politicians are portrayed in the media with respect to personal characteristics	News Media
How pesticide use has been framed in municipal governments, and how this is related to policy outputs	Fact Sheets
The rights of employees to defend against verbal and physical aggression from customers	Fact Sheets
Effects of non-traditional work arrangements on the lives of parents of school age children	Fact Sheets
Incorporating student survey data on physical activity and tobacco use into existing curricula by teachers to increase awareness and critical thinking	Lesson Plans
How infectious disease health policy changes with respect to security priorities	Policy Brief
Why religious affiliates are disconnected from their religious organisations	Stakeholder Report
The impact of Third Wave feminism on Women's Studies programs in universities	Stakeholder Report
How community practitioners measure knowledge and attitude change following nutrition incentives	Stakeholder Report

Arts 600 - Knowledge Mobilisation to Serve Society - is open to all UW graduate students and to local universities. Limited enrolment; register now!

For more information contact  
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