Getting Your Research Out There

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1. Public engagement efforts fall along a broad spectrum

Engaging with:

- the media
- policy makers
- the courts
- advocacy groups
- professional and practitioner organizations.

- Public engagement involves numerous types of activities that can vary across disciplines, research topic and the proclivities of individual scholars.
2. Effective public engagement is relational

- Public engagement requires building relationships and networks outside the academy

- These allow one to forge two-way channels of communication.

- It is through these relationships that scholars learn how to translate their research for broader publics.

- Such relationships also have the potential for enhancing basic research.
“I am looking for something I can only call companionship: other people who are, like me, trying to understand what the hell is going on here, in the society or societies we find ourselves embedded in”

Find “Your People”

- **Advocacy:**
  - Who wants to Run with What You Have?

- **Professions:**
  - What Groups Can Use What You know?

- **Policy Makers:**
  - What Is Viable to Ask Within Their Limits?

- **Media:**
  - Who Covers Your Topics the Way You Like?

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Build relationships and get to know your publics

- What about your research is of interest to them?
- How can publics use your research to do their jobs?
- What formats must your research take to be useable?
Move Laterally to Get Ahead

- Expand your knowledge cross-disciplinarily
- Make the same analytic point(s) over and over ...
  ... while saying it differently for different audiences
- Make recommendations, even if they are “basic”