

Masterclass in Social Research

Communicating Your Research



Recap on Assessments

- ▶ Two **blog posts** (each 20%): each **1,000-word** post to summarize and reflect on two of the lectures (one from Weeks 2-5 and Reading Week; one from Weeks 6-10)

- ▶ **Critical reflection paper** (60%), a **4,000-word** (max) piece including
 - A summary of your dissertation idea/project (see **Little 2016**)
 - A discussion on how AI can help with your research project, and
 - Brief responses to the questions and/or comments/critiques that emerge from your presentation

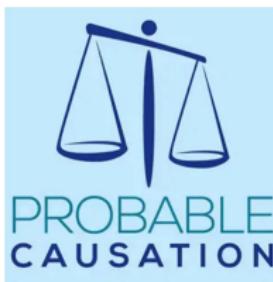




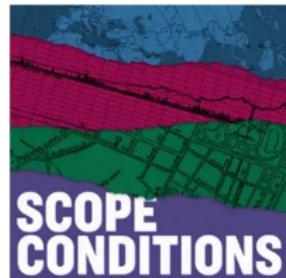
Podcast for different subject areas



THE SCIENCE
OF POLITICS



VoxDev



Recommended podcast: New Books Network



newbooksnetwork.com

- ▶ A consortium of author-interview podcast channels:

- Aiming to "raise the level of public discourse" by introducing scholars and other serious writers to a wide public via new media
- Covering 100+ subjects, disciplines, and genres
- Publishing 50 to 75 episodes every week
- Opening to suggestions or pitches



Short videos



#BBK3MT - Three Minute Thesis

Birkbeck, University of London

43 videos 1,258 views Last updated on Jul 26,..

Doctor of Philosophy (PhD) students have three minutes to present a compelling oration on their thesis. 3M ...More

► Play all

Shuffle

https://youtube.com/playlist?list=PL2Fy-5oxllb7VLoWUC6j_eq9GJXzSjXfP



Social media threads

Paul Poast
@ProfPaulPoast

I'm a @UChicago international relations professor and I strongly disagree with John Mearsheimer's views on the War in Ukraine.

Here's why.

[Short THREAD]

8:36 PM · Feb 27, 2023 · 1.5M Views

833 Retweets 118 Quotes 4,378 Likes

<https://twitter.com/ProfPaulPoast/status/1630305966674640896?s=20>



- ▶ Start with an introduction for spoilers and/or highlights, put concise statements about the research idea (RQ, literature and context/background) and a quick discussion on methods (if the methods are innovative) and findings
- ▶ Some useful tips:
 - Acknowledge those who inspire your research; give credits to your collaborators
 - Include GIFs/memes or short audios/videos to attract attention
 - Engage with the replies constructively to boost engagement
 - Use Twitter Analytics and other tools (e.g., TweetDeck) to manage tweets



Blog posts

- ▶ REF (Research Excellence Framework) encourages researchers to use blogs to communicate their research with the public
- ▶ Some key principles:
 - Use titles for spoilers
 - Decide how you want to hook/motivate readers – narrate in a reflective manner (it can be reasonably personal)
 - Present the core of the topics/projects clearly and simply – use subject-specific vocabulary wisely
 - Link additional materials if necessary (not required for this assessment)
 - Build your research profile – organizational position (within and outside Birkbeck), links to social media profiles (e.g., LinkedIn), and published works and/or any other research activities (e.g., NGOs or think tanks)
- ▶ What blogs are available at Birkbeck: <https://www.bbk.ac.uk/blogs>





"Complex methods of investigation for complex social interactions"

Joaquin Espiritu-Santo Lima explains how social researchers can unlock new insights by leveraging social network analysis

MAY 23 • CHAO-YO CHENG



<https://bbkpsrp.substack.com/>



Discussion: Composing a blog post on today's lecture

- ▶ Summarize the key highlights of today's lecture to those who did not attend the lecture
- ▶ Discuss what have you learned from the lecture, in relation to any relevant research experiences in the past
- ▶ How can today's lecture help with or relate to your research?
- ▶ What else would you like to learn about today's topic?



Social Research Dissertation Fair

- ▶ Starting from Week 7, in each workshop **we will have three to four students** present their dissertation/research projects
- ▶ Each presentation will last for about **15 minutes**, including discussion and Q&A moderated by the module convener (15 minutes max); we may **record your presentation** for internal use
- ▶ The main objective is to give you the opportunity to **collect feedback that can help with your dissertation** in a supportive and intimate setting; your project can be in any stage
- ▶ During Reading Week: Submit a working title, abstract and your bio to Chao-yo
- ▶ Weeks 7-9: Send in your **presentation slides** before the designated presentation date
- ▶ In your final reflection paper: Address the comments



Key Principles for Your Presentation

- ▶ **Structure and Planning:** the extent to which the presentation shows prior planning based on a clear structure and a logical sequencing of topics and ideas
- ▶ **Content:** the extent to which the presentation shows evidence of knowledge of the topic and covers relevant ideas and debates
- ▶ **Understanding:** the extent to which the presentation shows evidence of sufficient grasp of key issues to offer critical analysis and reflection
- ▶ **Communication:** the extent to which the presentation is delivered in the way to maximize communication by interacting with audience, responding to queries, and keeping to time



Presenting Your Research

- ▶ Students are free to arrange their presentations as they consider suitable for their project, but the presentation should clearly address the following items:
 - Introduction – explicitly discuss motivation and research question
 - Literature review – focus on identify the gap and/or justify hypothesis (be brief)
 - Research design and methods – make sure you fully explain and justify the methods of use
 - Preliminary or expected findings and discussion
 - Concluding remarks – reflections on big picture ("so what?"), limitations and future directions; issues for which you need feedback from your peers



Responding to Comments and Critiques

- ▶ At the end of your presentation, there will be a Q&A session
 - Listen to the comments and questions carefully; the key is to collect as many suggestions as possible so no need respond to everything on the spot
 - Stay open-minded and do not take things personally; no need to be overly defensive
- ▶ Read Humphreys (2017) and Choi (2022) to learn more about how researchers discuss each other's work



Responding to Comments and Critiques

- ▶ After the presentation, compose a written response to the comments and/or critiques in your critical reflection paper, but you should at least
 - Provide a summary of the comments/critiques
 - Address comments selectively and yet carefully
 - Disagree with respect if you can (do explain though)
- ▶ Read Noble (2017) if necessary



Pracrice: Writing an Abstract for Your Project

- ▶ Your abstract is a brief statement to introduce your research (<200 words)
 - What is the main **research question**?
 - What is the **gap** that your research trying to fill in based on prior literature? What is **distinctive to your own theory position or intellectual approach**?
 - What is the **context and/or background**? What is the **scope condition** for general audience?
 - What are **your methods and data sources**?
 - What are **your benchmark findings**? What "new facts" have you found (or expect to find)? Or what key conclusions do you draw? The value-added or originality of your work within this field?

