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Because I Need to Learn from Others

The public nature of dissemination means that others will critically read and reflect on your work. This review may be highly formalized and undertaken by peers whose identities are hidden from you. Alternatively, the review may take the form of a thorough proofreading by a skilled editor. Ultimately, countless members of the general public review your results. Each of these reviewers will have suggestions, concerns, and even major problems with your research. Rather than viewing this feedback as deterrents to dissemination, these reviews provide opportunity to hone the results and present them in ways that clearly and succinctly reveal the knowledge that you have created. Good research is a dialogue between the researcher and the many potential consumers of the results. This dialogue often continues with ideas you choose to pursue, identification of new insights, and applications of the results—as well as opportunities for building on your prior research by identifying new questions and new opportunities to pursue these questions.

Because I Need to Clarify My Own Thoughts

The final reason provided by the Literati Club is to meet the specific needs of many different audiences. E-researchers, as authors, need to focus on particular audiences as they present the results of their work. By asking themselves what these results mean to different groups of knowledge consumers, additional clarity and insight often arises. This insight is then honed through successive rewrites and presentation formats until the research is packaged in such a way that the results are perceived as both accessible and of value to the intended audiences). Normally this revision and focusing exercise brings additional insights into the work that enhance its usefulness, not only to the audience but even more so to the researcher.

Because It Can Be Satisfying

We add a fifth reason to publish, which may not always be attested to by struggling e-researchers. The dissemination stage is one of expansion. The development and testing of ideas is often a shrinking and focusing activity in which meaning is created by tightly focusing research tools on carefully defined and circumscribed events, ideas, or activities. In the dissemination phase, researchers are able to expand their thinking by creating and sharing not only the direct results but also the implications for practice and for further research. This opportunity to reveal the significance of your research is often the most satisfying component of the research process.

The dissemination process can provide entertaining, creative, and interactive learning experiences when you publish your results using the multimedia capacity of the Net. The development of engaging Web sites that use the Web's multimedia capacities can facilitate new learning as one masters graphics, Web creation, discussion forums, and other interactive tools. This learning and playing with the presentation of your results is usually enjoyable work and can be a most satisfying component of the e-research process.