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**NET-BASED DISSEMINATION
OF e-RESEARCH RESULTS**

> No publications,no funds; no funds,
> no job. Jeremy Flower-Ellis,2001

The dissemination phase of e-research is the climar of the research cycle,and it occurs when rescarchers share the results of their important research studies with the world. Unfortunately,it is this stage that is fraught with indecision and unhealthy bouts of procrastination. In some cases,the funders of the e-research set deadlines that serve to motivate and pace the researcher through this final sprint. However,all-toe-often in academic research,the dissemination phase comes after the defense of a formal thesis or major project,when the prant money has been spent,and in both cases,enerivy may be low. The result is that too often the outcornes of difnificant research studies femain hidden in a bound thesis resting en a dusty library shelf or filed as a completed research report in a bureaucrat's office.

We begin this chapter with an overview of the reasons why the dissemination process is important and worth putting forth the catra enery that is involved. We then provide an overview on the selection of the neteorked tools best suited for this task and end with tips for effectively and efficiently disseminating the findings of a research project.

WhIY PUBI.ISII YOLR RFSULTS?

In acalemic circles it is easy to answer the question of why publich -it relates directly to success, as aptly characterined in the familiar
ultimatum to "publish or perish." However, the greatest and most compelling reason to publish is that you have something