



University of
Roehampton
London

Communicating Research Outcome

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- **To understand alternative methods of communicating outcomes persuasively and logically**
- **To learn how to influence through research to an intended audience**
- **To articulate research findings in a style and language that makes sense to decision makers in the concerned organisation or firm**

Stay focused

Decide on whose problem you are trying to resolve:

- What is being done in the research?
- Why is it important?
- Who might it help?



Create a Story

- Answering the above questions form a story around your project:
- What are the main points?
- How are they connected?
- How does it lead to an outcome for the targeted audience?



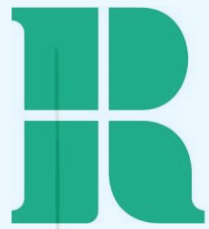


Sometimes, less is more.

~ William Shakespeare

Less is More

- Try to limit number of new ideas:
- Is there something which I need to exclude?
- Are these really related to the audience?
- Have I digressed in any way?



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Focus on Trending Topics

- Keep the attention of your audience:
- Remove any complicating additions from the story
- Use a topic of interest in the news such as the pandemic
- Link the research to the topic of interest to grab your audience attention more quickly
- Put the research in a context they understand



Use Social Media

- Think how else your work could be communicated:
- Find a social media which works for you
- How to make a short and concise presentation
- Which professional body might be interested
- Which academic journal might be suitable

Build Excitement

- Ask why your audience should care:
- Above all you must be persuasive
- Formulate argument that links all aspects of the research process from problem formulation, through literature review and the presentation of research methods to conclusion.
- Use phrases such as “I will argue”, “This demonstrates”, “This implies”, “I conclude”, etc.
- Vary the pitch and tone of your writing
- Signpost and highlight key bits of information



Writing Style: Good Habits

- Argue from authority
- Argue from evidence. Avoid sweeping statements not backed up by evidence
- Be persuasive. Show broad scope of reading and well-balanced arguments
- Tell a story not just enumerated paragraphs
- Develop passion in your reader about your subject-matter
- Be modest about your work
- Leave out ambiguity
- Always check your spelling, grammar, punctuation, numbering.
- Avoid overworked metaphors and cliches. NOT journalistic
- Avoid sexist writing



OLD HABITS

CHANGE

Writing Style: Good Habits

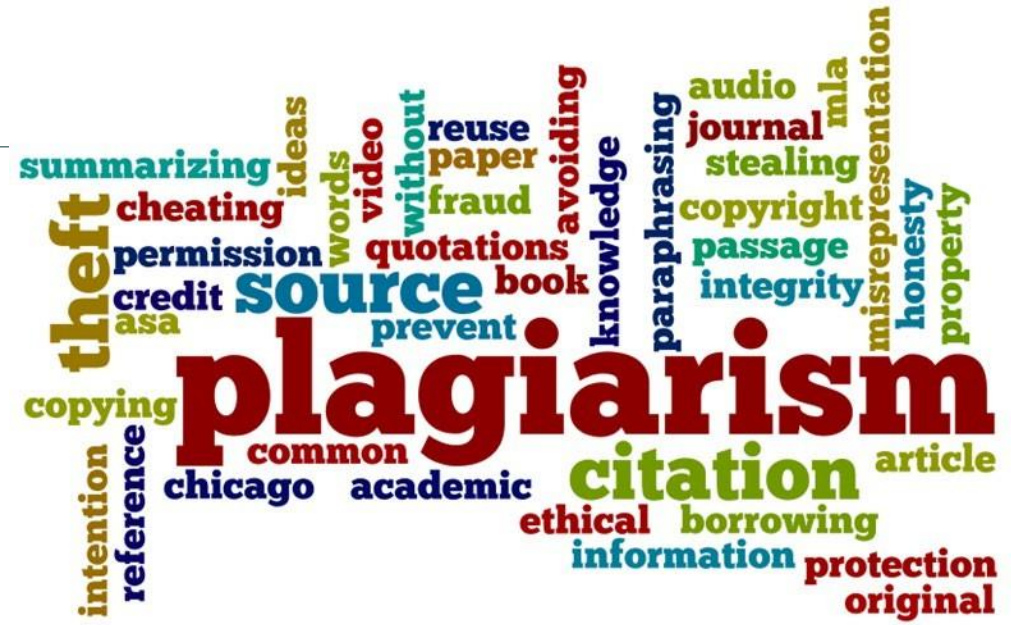
Help your readers by:

- **Repetition** – repeating concepts, arguments and other key points for linking and emphasis
- **Forecasting** – letting readers know in advance what you will and will not be doing in your report. Start with a summary of a section and end with a summing up.
- **Signaling** – highlighting links and other key aspects of the text
- **Signposting** – constantly reminding your readers where they are in the report, using headings, topic sentences and other devices.

Self Criticism

- Have I been critical of my own work, identifying limitations and potential areas of weakness?
- How have these limitations influenced my work?
- Have I used these to make suggestions for further research, building on my work?





- You must give credit whenever:
- You use another person's idea, opinion, or theory; any facts, statistics, graphs, drawings--any pieces of information-- that are not common knowledge;
- Quotations of another person's actual spoken or written words;
- Or paraphrase of another person's spoken or written words.
- Get to know Harvard Referencing Guidelines. See <https://www.scribbr.co.uk/referencing/harvard-website-reference/>