

## Spreading Research Findings Effectively in Educational Research

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**Abstract:** *Recently, communicating and disseminating research widely become very important to many organisations. In other word, in the latest years, introducing of information and communication technology in universities and schools through different programs has increased rapidly. The role of using technology in disseminating research has allowed the users to more benefits through easy simple ways and methods. The concept and definition of dissemination along with the barriers that may influence the effective disseminating research as well as the important of research dissemination and its impact has been illustrated. The major feature of the project and dissemination plan would be illustrated through the use of PowerPoint. The present research concluded that understanding the importance of dissemination and research impact would lead to effective knowledge of how to communicate and distribute research ideas successfully. Influencing others lead the researcher to select the most appropriate and effective way of presenting his research to the audience and work on spreading his project to wider and more audience.*

**Keywords:** *Disseminating. Communication technology*

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### I. Introduction

As far as the whole world is developing and changing quickly within globalisation, communicating and disseminating research widely become much more important to every organisation. However the introductory of information and communication technology in universities and schools through different programs has increased rapidly in the latest years. In order to coop with, it has to give full attention to each element, Educational field as one of the areas that needs to fit successfully within the quickest changes. In order to deal with the latest technologies, what so ever, Teachers are one of the important elements in schools that have to be trained up to date. Consequently, planning teacher training program (PTTP) must take great consideration by planners. In other word, presenting adequate planning to teacher training programs would enhance and underpin the progress of the educational process as well as, enriching teachers with several methods and techniques in presenting teaching and learning in vary and multiple way [1].

As the modern countries such as the United Kingdom that have a unique and up to date educational system, The State of Kuwait as one of the governments where representatives the Ministry of Education (MOE) is striving to move forward Recently, the Kuwaiti government present a compulsory training program to all teachers in schools connected with the use of Information and Communication Technology (ICT). Accordingly, all teachers have to pass a program called International Computer Driving Licence (ICDL). The idea of applying that program is that all teachers have to implement and benefit from ICT in schools in order to present their lectures and projects in a different and attractive way to their pupils [2]. In fact, to have a positive results in the educational process, a high and adequate planning of teachers training programs would be the most utilising from ICT.

During the present research, the researcher therefore has started by explaining the meaning of dissemination and what are the barriers that may influence the effective disseminating research followed by the important of dissemination and research impact. Furthermore, illustrating the researcher major project and research dissemination plan has been presented as well.

### II. What Is Dissemination?

The term dissemination means presenting research findings to potential audience and in different formats which might be attached more or less with them. In other word, dissemination consists of a range of processes for carrying and conveying the appropriate information in a proper format to the wider audience. However, disseminating is the knowledge that needs to have ‘a good environment’ [3].

According to the Department for International Development [4], dissemination ‘‘is the act of distributing information to various audiences (e.g. within the academic community and beyond, to people interested in policy within the development community) in forms that are appropriate to their needs. Dissemination aims to increase the wider awareness of research products and, in turn to enhance the speed of uptake, i.e., the use of research products.’’

In order to increase audiences understanding and awareness toward research products, it could be said that dissemination is a strategy of transferring and distributing information and knowledge of the research to wider and different audiences. Eventually, requires dissemination to pass through a process of communication.

Communication may have different forms like written materials such as articles, reports and documents or as oral presentations like seminars and workshops, besides utilising the use of hyper-media, internet and computers [5].

According to Louis [6] often with the purpose of embracing change, communication “is about bridging understanding within a human community by exchanging messages to enrich meaning and common knowledge. It can be noted that communication is the path of informing and providing others with a variety of information and knowledge through presenting and transferring their own messages.

### **III. Barriers of Effective Disseminating Research**

On policy and practice, educational research is one of the research’s that faced repeated criticism of its quality, value and impact. It could be said that is the inefficient impact of research findings and lack of relationship between researchers and policy makers .Moreover, between researchers and practitioners, educational research are the key issues to different academic concern.

There are different barriers that may prevent research findings from reaching their potential audience in a proper pathway. One of these barriers related to institutional priorities which dictate research findings for internal consumption only and not given attention to wider external dissemination. In other word, research distribution and outputs could be stored rather than benefiting from it as training resources or a discussion material. Another barrier connected with practical difficulties which may act as disincentives to researchers such as invoicing and the need to produce research outputs in alternative formats. In addition, time constraints are also an obstacle to dissemination activities especially if challenging against the production of academic research paper which have greater perceived intellectual credibility. For the users of information to access, however, technical and infrastructural barriers are one of the obstacles. For example, internet access may not be available to everyone and connections may not be reliable or slow. Furthermore, social and cultural barriers [7] may also influence and should require disseminated findings to be presented in proper formats.

### **IV. The Importance of Dissemination**

In order to test for flows and to gather deeper understanding through other insights and to contribute to publicly the available knowledge of educational theory, policy and practice and For the sake of critique of the research there are two reasons for publishing the research findings .However, it's According to the (BERA) British Education Research Association’s [8] ,the disseminating research findings have several advantages as follows:

- Knowledge advancement,
- Methodological innovation or advancement,
- Impact on practice,
- Overall social impact,
- Individual benefit ,
- Collaborative strategies between researchers,
- Practitioners and policy makers.

Because of globalisation and its fastest changes on economy, communication, language and the whole life style, educational research, therefore, must give full consideration for collaboration between all. In other word, there is a gap between researcher and policy makers. The reason that some or many educational research produced in universities have limited connection to potential users and they do not consider users perspectives when drawing the implications of findings. That means educational research not very ‘usable’ by policy makers.

### **V. The Research Impact**

As far as the process of the research impact followed the dissemination process, the researcher would rely on the effectiveness of the dissemination efforts that transfer research into action. Research impact is a continuum forms to changes in behaviour through the knowledge and understanding of their implications, would start raising awareness of findings. In order to enhance research impact strategies it has to be followed within those continuum forms.

The purpose of the research impact strategies is to determine and measuring the effectiveness of them, whilst those continuum forms namely: changes in research access; changes the extent the considered research .This is referred by presenting and producing new knowledge and understanding; where affecting the attitudes, beliefs and behaviour changing. It could be postulated that the process of research impact is concerning

searching the knowledge, in terms of behaviour or decision [9] through findings and understanding their implications.

It could be noted that impact is a transitional process extending from what we learn and understand of systematic attention to design, reporting and communicating to others. It depends on how successful users do or work of changing others understanding. However, what is the appropriate and best way to disseminate the research findings and how to attach the gap between researchers and policy makers.

It could be postulated that there are three main audiences for research writing namely: researchers, practitioners and policy makers whilst the research writing form should vary according to different readers. For instance, research for researchers can be classified as 'academic', while for practitioners and policy makers would be as 'professionals'. On the other hand, such a book for some publications can be appropriate for different audiences. That means that there are different writing forms with different purposes matched to different audiences.

Burkhart [10] suggested a research impact model which has four level of impact as such: Individual, institutional, system of higher education and social level impact. Each level of those research impacts has its own characteristics which are as follows:

- Individual level: there are interpersonal changes, intrapersonal changes and changes in professional effort with career mentorship.
- Institutional: is about changes in inputs with resources, structural procedural with policy changes, changes in mission, vision culture with changes in outcome.
- System and higher education level: changes in the level of self awareness with goal orientation, changes in inter-institutional relationships with capacities, changes in rational organisations with changes professional development and practice are all included.
- Social level :there are different changes namely, social improvement, changes in economic benefits, changes in public perceptions and expectations, changes in public investment, public policy changes and changes in level and type of engagement.

## **VI. Disseminating Research Plan**

The researcher major project had been conducted under the title "School Involvement in Planning Teacher Training Programs in Kuwait". The purpose of the research was to investigate and explore teachers (T), head departments (HD) and head teacher's (HT) perceptions towards planning teacher training programs (PTTP) and how they could contribute to an improvement in planning teacher training programs in the State of Kuwait. In addition, the researcher would identify factors that might help teachers, head departments and head teachers to develop planning training programs in Kuwait.

There are different reasons leading the researcher to investigate the above proposals. One of the main reasons is the rarity of studies related to planning teacher training programs in Kuwait, particularly regarding the role of teachers, head departments and head teachers in schools. Another reason is the recommendations that have come from different studies emphasising the role of teachers, head departments and head teachers in forming planning teacher training programs. Further reason was based on the desire and enthusiasm of the researcher to discover the importance, if any, of the teachers, head departments and head teacher's role in PTTP and how they could contribute to improving PTTP in Kuwait.

There are different methods in presenting any project to the audiences by either written as a report, poster or as face to face communication. The researcher selected PowerPoint as a tool to present his project because of its effectiveness comparing with other tools or methods.

The benefits of using PowerPoint are that:

- It is a presentation package that allows the presenter to produce on-screen computer presentations, overhead projection, transparencies, posters and web pages.
- It allows the presenter to manipulate text and graphical elements with much more creative flexibility.
- It also provides a set of pre-designed templates which make it possible for even the most non-artistic user to produce professional layouts.
- Can save presentations as HTML Web pages smoothly which allows others to view it from the Web [11].
- It is ideal for producing full-screen computer presentations to support lectures, demonstration or displays beside its common and widespread adoption [12].

Obviously, using PowerPoint is about simplicity in presenting and getting quick feedback from audiences that may enhance presenter to benefit and utilise from their points and comments. It is much more widely used comparing with other tools and it deserves to be one of the best tools. In fact, using PowerPoint is an effective and successful tool of presenting and receiving information in a critical way.

According to Farkas & Tufte [13,14], PowerPoint presenting should consider the following points as such: at the first slide the presenter has to include the topic title, presenter name, date and institution logo; essential and important information has to be limited on the slide where only providing the key elements; spelling must be revised earlier before presenting the slides to others; avoid using fonts that are difficult to read and references has to be either on each slide or at the bottom of the slides. However, during the major project the researcher intended to communicate with three nominated main organisations that are related and connected with his project in order to benefit and utilise from their points of view and comments toward his project.

Those nominated organisations are:

- The Public Authority for Applied Education and Training and particularly the Fundamental and Management Department where he has his scholarship.
- The Ministry of Education and
- Kuwait University.

In addition, the researcher would also communicate with all participants in his project in order to inform them with the purpose and aims of the project to make a positive relationship between all.

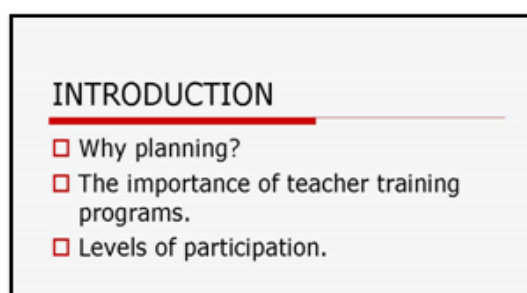
Presenting via PowerPoint by the researcher has passed through different process. That is each slide of the PowerPoint might have its own meaning and aims. The researcher, therefore, ought to talk and illustrate what slide aim too. As a researcher studying at University of Southampton as his experiences, in most conferences presenters' session are given usually from 15 to 20 or at most cases reach up to 30 to 35 mints. However, presenter must manage and present his presentation within the given timing handled. Moreover, the researcher during his presentation ought to take in advance those notes and also intends to provide audiences with handouts in order to help them to follow. Eventually, at speaking and communication could return to each slide when required.

At the first slide the researcher shows the title of the topic, the presenter name, the logo of the University of Southampton and presenting date and at the same time welcoming the audiences and thanks them for attending this presentation. The reason for presenting this slide is that the researcher needs to get audience attention of what he is going to present and to prepare them for the next slides. The researcher would go further to explain in brief detail the process of the project and what he is going to do as shown at slide (1).

The researcher then would move to the second slide which starts with a heading of an introduction with sub-heading demonstrate the importance of planning and teacher training programs alongside level of participation. Within the second slide the presenter would give a brief introduction of the topic, an illustration to the importance of planning and (PTTP) in improving the efficiency of education alongside level of participation as shown at slid (2).



Slid (1)



slid (2)

The third slid is one of the important slides which demonstrates the purpose of the study with a sub-heading of investigating and exploring teachers, head departments , head teachers perception for planning teacher training programs by which to show how could they contribute to an improvement in PTTP in Kuwait. Another sub-heading would illustrate what are the factors that may help teachers, head department and head teachers to develop PTTP in Kuwait. In addition through the slide the presenter would explain why he is going to investigate and explore (T), (HD) and (HT) perception for (PTTP) and what the reasons for doing that as shown at slide(3).

**The Purpose Of the Study**

- Investigate and explore:
- Teachers (T), head departments (HD) and head teachers (HT) perception of planning teacher training programs (PTTP).
- How could (T), (HD) and (HT) contribute to an improvement in (PTTP) in Kuwait.
- Factors that may help (T), (HD) and (HT) to develop (PTTP) in Kuwait.

Slide (3)

**Research Methodology**

- Case study approach.
- Methods: Interview and observation.
- Importance.
- Strengths and weaknesses.

Slide (4)

The fourth slide which shows the research methodology as a head title with a sub-heading of case study approach where the methods intends to be used in the study showing its importance, strength and weaknesses. the proposed study within this slide, the researcher would illustrate why this case study introduced as an approach by presenting some details about the selected school as if it's typical and highly reputation that keep it at the top of schools in Kuwait . In addition, explaining why the selected interview and observation as data collection methods. Eventually, an explanation of using interviews and observation as a methods would be followed as shown at slide (4). However, selecting those methods came from their nature that keeps each method with its own strengths and characteristics in gathering close and in depth information.

The slide (5) would demonstrate where the study conducted at Al-Farwaniya district in The State of Kuwait. The project would be made in Ibn Alameed secondary school as a typical school that it is on the top of the schools in Kuwait. The period time of conducting this study has been from January to May 2009 which would be covering the second semester of the schools in Kuwait.

The slide (6) would illustrate how the study would be conducted with an explanation of earlier arrangements with:

- Participants, previous inform consents and permissions,
- Appropriate and convenient timings alongside presenting interview questions,
- Aims and objectives to all participants.

**How study will be conducted**

- Earlier arrangements.
- Previous consents and permissions.
- Appropriate and convenient timings.
- Interview: questions, aims and objectives.

Slide (5)

**Where and when?**

- The State of Kuwait in Al-Farwaniya district, particularly Ibn Alameed secondary school.
- From Jan to may 2010.

Slide (6)

**Conclusion and Future Work**

- Presenting at the IPD student conference in June, 2009.
- Presenting at the UCEA conference in November, 2009.
- Conducting research evaluation survey.

Slide (7)

The slide (7) if it's the final slide would be consisting of a conclusion and future work to the researcher. The researcher would conclude his work by demonstrating what would be expected and intended to do.

The researcher could to mention two conferences that he is willing to present during the above conferences. The first conference would be conduct by the Institutional and Professional Development Research Centre at the School of Education of University of Southampton. The conference would be under the theme 'Developing Education and Training in a Global Environment' It could be designed as showcase of the range of

students' research the opportunity to present their work in a supportive and inclusive environment. The next conference was the 23<sup>rd</sup> annual convention of the University Council for Educational Administration which would be held at the Anaheim Marriott Hotel in Anaheim, California under the theme, "Leading for Learning". The conference is Reflecting the Innovative Practices and Partnerships," .However, the researcher wished to attend and present within the mentioned conferences in order to receive further comments and feedback from audiences whilst at the same time to evaluate his work. Finally, the researcher would show the final slide that consist of all references expected to be used within this project and at the same time would thanks all audiences and ask them whether they would like to ask any questions.

## **VII. Conclusion**

During the present paper the researcher has illustrated what is the meaning of dissemination and what are the barriers that may influence the effective disseminating research. The researcher also indicated the important of dissemination and the research impact. In addition, the major project and the research dissemination plan as has been presenting within this paper has been illustrated. In order to influence and impact on others, the researcher have to select the most appropriate and effective way of presenting the research to the audience in addition to work on spreading the project to wider and more audience. The researcher, therefore, explained his project through the effective and the importance method of using of PowerPoint and how would be presented, demonstrated and spoken about each slide. It could be concluded that understanding the importance of dissemination and research impact would lead to effective knowledge of how to communicate and distribute research ideas successfully.

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