Maximising Societal Impact

A Dissemination Strategy for
COST Action CA15118
FoodMC WG4

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Index

COST Objectives
  Communication Channels
  Scientific impact on society

Publication Strategy
  Example: Knowledge Book

Building, Intervention & Evaluation
  Example: Ludovic

What you should Remember

Bibliography
Index

COST Objectives
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  Scientific impact on society

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  Example: Ludovic

What you should Remember

Bibliography
A positive impact on society is continuously gaining importance as an assessment criterium for research. [25, 4]

Communication Objectives

▶ Share research results and outcomes
▶ Change views
▶ Influence decision-making
▶ Raise awareness
▶ Stimulate new research or projects

Target Audiences

▶ Academia
▶ Industry
▶ Policy makers
▶ General public
Index

COST Objectives
  Communication Channels
    Scientific impact on society

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  Example: Knowledge Book

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What you should Remember

Bibliography
Communication Channel

How to communicate scientific progress using a multitude of channels, maximising the impact? [20]

- Traditional Media (e.g. TV, newspapers)
- Social Media (e.g. Facebook, Twitter, LinkedIn)
- Scientific networks (e.g. ResearchGate.com, Academia.edu)
- Open-access publications (i.e., COST requirement)
- Education (e.g., MOOC\(^1\), courses, textbooks, certificates)
- Face-to-Face (e.g., lectures, lobbying)
- Open-source program code (e.g., SourceForge, GitHub)
- Patents (e.g., Espacenet)

\(^1\)Massive Open Online Course
Index

COST Objectives
  Communication Channels
  Scientific impact on society

Publication Strategy
  Example: Knowledge Book

Building, Intervention & Evaluation
  Example: Ludovic

What you should Remember

Bibliography
Scientific impact on society

Rigor, Relevance & Innovation [20]

How can science\textsuperscript{2} maximise it’s impact on society?

- Through the development and dissemination of artefacts
  - products, services, projects
  - scientific theories
  - engineering methods
- and a proper communication of their
  - relevance,
    - How they solve a practical problem.
    - How they exploit an opportunity in a meaningful way.
  - rigor and
    - How they reflect the state-of-the-art.
  - innovation
    - How they advance the-state-of-the-art.

\textsuperscript{2}here COST Action CA15118 FoodMC
Index

COST Objectives
  Communication Channels
  Scientific impact on society

Publication Strategy
  Example: Knowledge Book

Building, Intervention & Evaluation
  Example: Ludovic

What you should Remember

Bibliography
Publication Strategy

1. Problem Definition: Position Paper [29]
   ▶ Why is the problem important?
2. Literature Review: Systematic - [23]
   ▶ What is the state of the art?
3. Building: Design Science [18]
   ▶ How could it be solved?
4. Intervention: Case Study Research [36]
   ▶ How to evaluate progress?
   ▶ Has the problem been solved satisfactorily?
6. Overall Effect:
   ▶ Technology Acceptance [6]
   ▶ Economic Impact [19]
   ▶ Meta-Analysis
Index

COST Objectives
Communication Channels
Scientific impact on society

Publication Strategy
Example: Knowledge Book

Building, Intervention & Evaluation
Example: Ludovic

What you should Remember

Bibliography
Knowledge Book

MakeBook [22]

- Problem: Knowledge Transfer from Academia to Industry
  - Requirements: Low Disorientation, Low Cognitive Load

- Literature Review:
  - Source: Science Direct
  - Importance: 114613 Results
  - Findings: Important Journals & Topics

- Building: Concept Maps with Hypertext

- Intervention
  - TeamBois [21]
  - BISENS [31]
  - CANAL-Salve [27]

- Evaluation
  - Measures for Requirements [1]
Index

COST Objectives
  Communication Channels
  Scientific impact on society

Publication Strategy
  Example: Knowledge Book

Building, Intervention & Evaluation
  Example: Ludovic

What you should Remember

Bibliography
Building, Intervention and Evaluation (BIE)

Action Design Research (ADR) [28]

BIE is an iterative process reciprocally shaped by practitioners and academics, during which the quality of the artefact is continuously improved and the public exposed to the artefact is continuously enlarged. [8]

1. Building: Generate alternative designs.
2. Intervention: Test them in a realistic setting.
3. Evaluation: Evaluating them against relevant requirements,
4. until a satisfactory design is achieved. [30]
Index

COST Objectives
  Communication Channels
  Scientific impact on society

Publication Strategy
  Example: Knowledge Book

Building, Intervention & Evaluation
  Example: Ludovic

What you should Remember

Bibliography
Extrusion Software

Ludovic

- Problem: Extrusion of Food [10]
  - Requirement: Non-Newtonian Fluids [33]
  - Deliverable: Simulation Software
- Phase 1: Newtonian Fluids [32]
  - $\alpha$-version: Food [12, 26]
  - $\beta$-version: Polymers [34]
- Phase 2: Non-Newtonian Fluids [17]
  - Rheometer: Building, Intervention & Evaluation [35]
  - Rheology [13, 11, 24]
- Phase 3: Prediction of Product Properties
  - Process Simulation [3, 16, 15]
  - Product Simulation [14, 2, 5]
- Dissemination to End-Users [9]
Index

COST Objectives
Communication Channels
Scientific impact on society

Publication Strategy
Example: Knowledge Book

Building, Intervention & Evaluation
Example: Ludovic

What you should Remember

Bibliography
What you should Remember

▶ A Positive Impact on Society is fundamental.
▶ A Communication Strategy can increase Societal Impact.
  ▶ Communication Objectives and Channels
  ▶ Target Audiences and Messages
▶ Every step in the Scientific Process could lead to a Publication
  ▶ Position Paper
  ▶ Systematic Literature Review
  ▶ Case Study
  ▶ Action Design Research
▶ Building, Intervention & Evaluation is an iterative process of continuous improvement.
▶ A Publication should not be the end of a research project
Index

COST Objectives
   Communication Channels
   Scientific impact on society

Publication Strategy
   Example: Knowledge Book

Building, Intervention & Evaluation
   Example: Ludovic

What you should Remember

Bibliography
Bibliography


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Amadou Ndiaye. “How to Acquire Scientific Knowledge for University to
Industry Knowledge Transfer”. In: *eKNOW 2012: The Fourth International
Conference on Information, Process, and Knowledge Management.* Valencia,

Extruder”. In: *Journal of Food Science* 54.4 (1989), pp. 1047–1056. ISSN:
1750-3841. DOI: 10.1111/j.1365-2621.1989.tb07941.x. URL:

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ISSN: 1750-3841. DOI: 10.1111/j.1365-2621.1988.tb07769.x. URL:
