



ARTICLE

[Transformative research as knowledge mobilization: Transmedia, bridges, and layers](#) by Colin R. Anderson, Stéphane M. McLachlan. *Action Research*, 2016, Volume 14(3), 295-317.

Summary

This study examines methods to improve engagement, research and communication processes through knowledge mobilization.

Key Findings

What is Knowledge Mobilization?

Methods to address power imbalances where 'some knowledge systems and knowledge holders are systematically marginalized' (p.296). It is an intentional strategy for collaboration between the hosts and participants of a process (whether for research or engagement purposes). It recognizes that knowledge resides in all people and therefore gathers it in cycles rather than a linear path.

What are the key methods for Knowledge Mobilization?

- Transmedia: 'exchanging knowledge across a range of communication media' (p.296) - Communicate messages and promote engagement opportunities on the media platforms stakeholders are using. It is also important to communicate through multiple platforms (e.g. some stakeholders are on Twitter, some read newspapers, some live on

Facebook, some rely on local newscasts, their websites and Reddit, text messaging and Instagram; the important thing is being on several of these media channels and as many as your stakeholder analysis would tell you that you need to be). Use videos, text, podcasts and infographics.

- Building Bridges: inviting communication amongst diverse knowledge communities (p.296) - Choose key messages and use metaphors that are relatable to all people; the increasing use of infographics is one such strategy. Invite people from differing political worldviews to participate. Host conversations in a variety of places comfortable to stakeholders (both physically and online).
- Layering: ‘communicate knowledge at varying levels of detail’ (p.297) – Select language, use detail, and reveal complexity that considers that some participants will have a professional, technical background and training while others do not; consider that some will take the time to go deep on the issues and others only have time (or patience) for quick review.

Learn More

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