

## Research Dissemination

**Emad Khan\***

*Department of Oral Diagnostic Sciences, Faculty of Dentistry, King Abdulaziz University, Saudi Arabia*

**\*Corresponding Author:** Emad Khan, Department of Oral Diagnostic Sciences, Faculty of Dentistry, King Abdulaziz University, Saudi Arabia.

**Received:** April 26, 2019; **Published:** May 29, 2019

Our knowledge, the way we look at science, and our practice develop, improve and change as a result of the countless research being performed all over the world.

The planned process that involves consideration of target audiences and the settings in which research findings are to be received and, where appropriate, communicating and interacting with wider policy and health service audiences in ways that will facilitate research uptake in decision-making processes and practice is "Dissemination" according to Wilson., et al. [1] Dissemination is defined in a simpler way by the National Institute of Health (NIH) as "The targeted distribution of information and intervention materials to a specific public health or clinical practice audience" [2] and as "Getting the findings of research to the people who can make use of them, to maximize the benefit of the research without delay", by the National Institute for Health Research (NIHR).

When research is disseminated, author(s) may achieve one or more of the following: raising awareness of findings, influencing policy, influencing practice, stimulating discussion/debate, transferring research to practice, raising the organizational profile, attracting future funding, performing a research assessment exercise, justifying public funding, promoting public understanding of science, satisfying contractual requirements, improving author's own communication [3], preventing redundant work, recognition, or academic advancement [4]. This depends on the effectiveness of the dissemination channel.

Although publishing research as a journal article is one of the most common and important methods of dissemination, there are several other channels like: conference presentations, reports to funders, seminars, workshops, web access to summary or full reports, issued press releases, networking, face to face meetings, newsletters, media interviews, research registers, policy briefing papers, targeted mailings, email alerts, CD-ROMs, and RSS feeds [3].

Many researchers lack the necessary awareness and training for effective dissemination. Some organizations have limited resources dedicated specifically for dissemination strategies. Research shows that additional resources, training and improved partnerships could help bridge the research-practice gap [5].

It is recommended for every researcher and especially juniors to plan for dissemination using journal article publishing and other traditional and modern disseminating channels to maximize the benefit from the wealth of research findings and scholarly works.

### Bibliography

1. Wilson PM., et al. "Disseminating research findings: what should researchers do? A systematic scoping review of conceptual frameworks". *Implementation Science* 5 (2010): 91.
2. Glasgow RE., et al. "National Institutes of Health approaches to dissemination and implementation science: current and future directions". *American Journal of Public Health* 102.7 (2012): 1274-1281.

3. Wilson PM, *et al.* "Does dissemination extend beyond publication: a survey of a cross section of public funded research in the UK". *Implementation Science* 5 (2010): 61.
4. Kern DE, *et al.* "Curriculum development for medical education: a six-step approach". 2<sup>nd</sup> edition, Baltimore, Md.: Johns Hopkins University Press. Xii (2009): 253.
5. Tabak RG, *et al.* "Dissemination of health-related research among scientists in three countries: access to resources and current practices". *BioMed Research International* (2015): 179156.

**Volume 18 Issue 6 June 2019**

**© All rights reserved by Emad Khan.**