



# Research Communication training for Researchers at the University of Dar es Salaam



SWEDISH INTERNATIONAL  
DEVELOPMENT COOPERATION AGENCY

**SciDev.Net, the world's leading source of reliable and authoritative news, views and analysis about science and technology for global development, is partnering with Sida to deliver science communication training to researchers at the University of Dar es Salaam.**

**The purpose of the training is to build the skills and confidence of researchers to reach policymakers and the broader public with their findings through the media. This will increase researchers' chances of influencing policy and personal decisions and will also support the university's efforts to increase the translation of research into useful products, policies, and practices for society.**

**The training will be online, taking a total of two hours a day for five days.**

## Target group

- Researchers (both natural and social sciences)
- PhD students
- A limited number of research coordinators and administrative staff in the office of DVC-research, who work with researchers to communicate their findings.
- Target number: 100 participants

## Training topics

The training will cover the following topics, which were selected in consultation between SciDev.Net and the University of Dar es Salaam.

Topic	Learning objective (s): Upon successful completion of this module, the participant will be able to:
1. Practical ways to simplify research findings without compromising the meaning	<ul style="list-style-type: none"><li>■ Narrow down a research concept to information that non-specialists can understand.</li><li>■ Translate research findings into information that non-specialists can understand.</li><li>■ Present numbers and statistics in a way that that non-specialists can understand.</li></ul>
2. Making research findings interesting to the media, policymakers and public	<ul style="list-style-type: none"><li>■ Apply various techniques to make research findings relatable and interesting to journalists, policymakers and public.</li></ul>
3. Using social media to communicate research	<ul style="list-style-type: none"><li>■ Identify the features of good practice when using social media to communicate research: style, timing, platform choice and more.</li><li>■ Develop a simple social media strategy based on these features to engage a wider audience.</li><li>■ Compose compelling social media messages.</li></ul>
4. Communicating research findings to specific audiences	<ul style="list-style-type: none"><li>■ Create meaningful audience segments.</li><li>■ Tailor information on research findings to each audience.</li><li>■ Determine where, when, and how often to communicate their research findings to the public and policymakers.</li><li>■ Structure a media plan for disseminating their research findings.</li></ul>
5. Structuring a media article about your research	<ul style="list-style-type: none"><li>■ Recognise the differences between journal articles and media articles.</li><li>■ Structure their writing in a way that is suitable for the media.</li><li>■ Identify media outlets where their article might be published.</li></ul>

## Training approach:

SciDev.Net uses a highly interactive and engaging training approach, with a mix of explanation, learning activities, take-home exercises and networking events to help participants appreciate science communication. The training is designed as a three-step learning experience involving:

1. A self-paced online training course made up of five modules, each taking about one hour to complete. Participants are expected to complete one module each day at their own time and pace.
2. Webinars with the trainer for questions and discussions. Participants are expected to attend five webinars, one per day. Each webinar lasts one hour.
3. An introductory event (online) with Tanzanian journalists to enable researchers to practise what they have learnt, and hear from some real-life journalists. This is most useful for researchers who already have research findings that they can share. It is expected that this event will take place in late February. Places are limited and those that attended the training will be prioritised. Invitations will be sent in January/February 2022.

## Expected outcomes

Participants will gain the skills and confidence to communicate their research to the media. They will also make contact with journalists who might be useful in reporting their research findings in future.

## Possible outputs from participants

The training will support participants to create content that will help them communicate their research, for example:

- An expert opinion or informative written article about their research, which can be published in the media, a newsletter, on a university or project website, or on a personal blog.
- A simple media plan specifying what aspects of their research they will communicate, to who, when, using what channels, and for what purpose.
- Effective social media messages about their research.
- An audience map detailing the different stakeholders (policymakers, media, etc.) that need to know about their research findings and how to reach them with the information.

## Participant's take-aways from the training

- Certificate of completion, as a printable PDF
- Access to recorded webinars for future listen-back
- Access to course modules online for six months

## Training Dates

The training will take place **24-28 January 2022**. The training will be delivered in English.

[Click here to register for the training](#)

