

OPEN, READY AND AGILE: DEVELOPING A COMMUNICATIONS STRATEGY FOR THE ROER4D PROJECT

Walji, S.;

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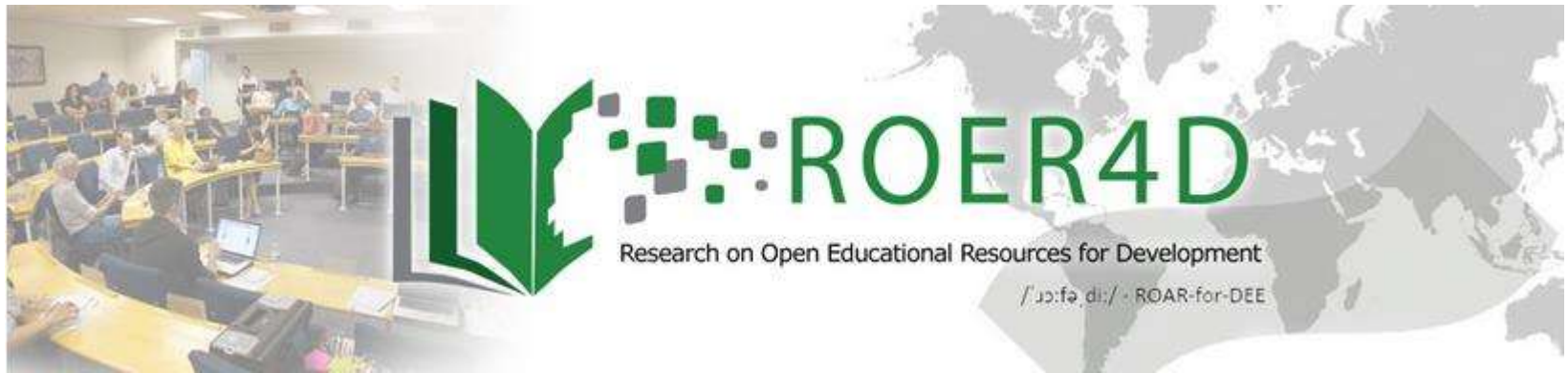
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Open, ready and agile: developing a communications strategy for the ROER4D project

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University of Cape Town

Open Education Global Conference 2015

23 April 2015

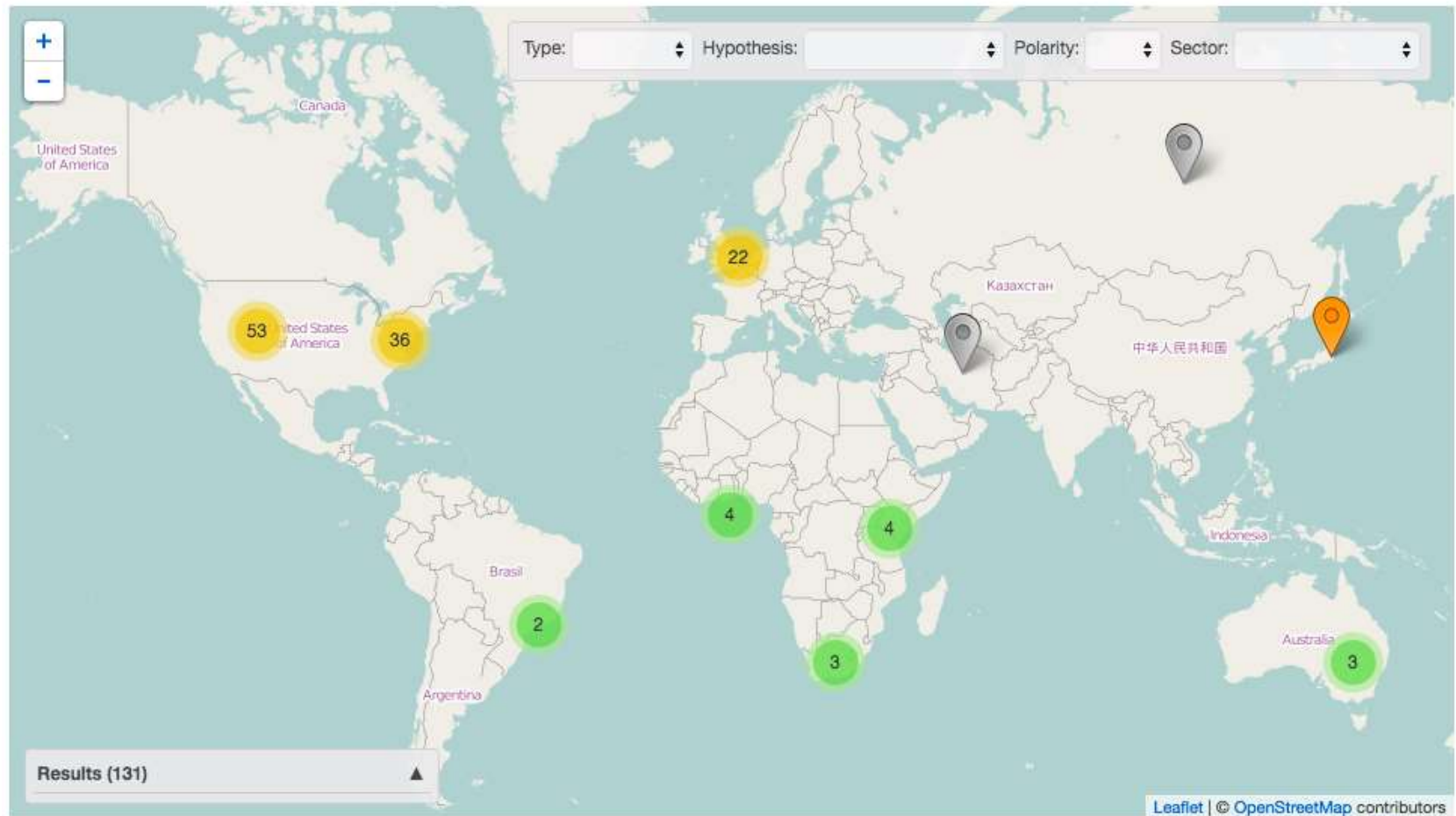


Overview

- Introduce the ROER4D project
- Research communications
- Developing the ROER4D research strategy
- Enabling factors: Readiness, Agility & Openness



Most OER research taking place in Global North



<http://oermap.org/oer-evidence-map/>



Research on OER for Development

In what ways, and under what circumstances, can the adoption of OER impact upon the increasing demand for accessible, relevant, high-quality, and affordable education in the Global South?

in the Global South



IDRC



CRDI



ROER4D
Research on Open Educational Resources for Development



Research on Open Educational Resources for Development in the Global South

GENERAL OBJECTIVE:

IMPROVE EDUCATIONAL POLICY, PRACTICE and RESEARCH in developing countries
by better understanding the use and impact of OER

August 2013 - February 2017

PROJECT CLUSTERS

OER
Desktop Review

OER Survey

Academics'
adoption of OER

Teacher educators'
adoption of OER

OER
adoption in one
country

OER impact
studies

Baseline
educational
expenditure



roer4d.org

[facebook.com/
ResearchOERforDevelopment](https://facebook.com/ResearchOERforDevelopment)
twitter.com/roer4d



ROER4D
Research on Open Educational Resources for Development
(roer4d) - ROER-for-DE



**wawasan
open UNIVERSITY**
the people's university

IDRC
International Development
Research Centre



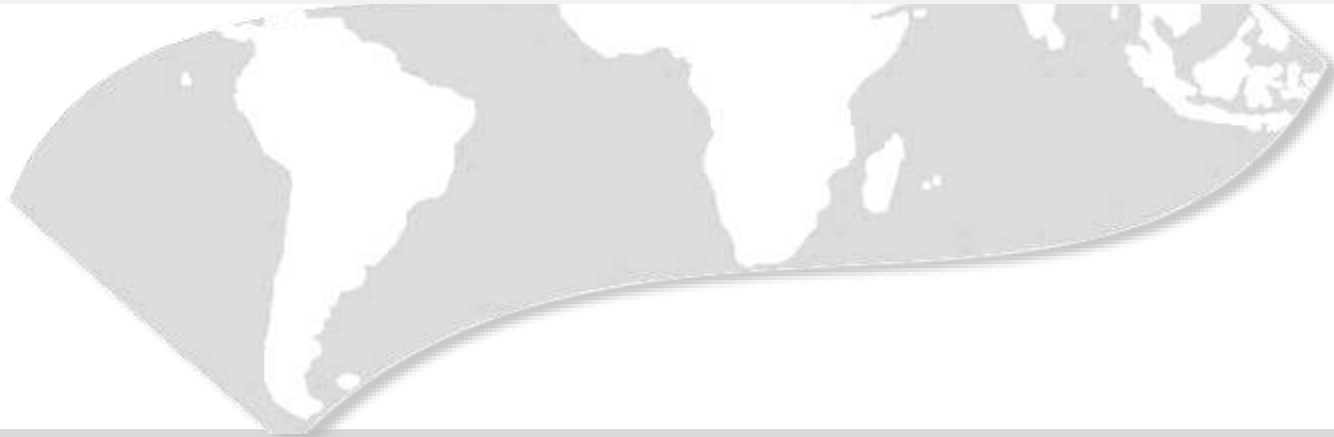
CRDI
Centre de recherches pour le
développement international

UKaid
UNITED KINGDOM OF GREAT
BRITAIN

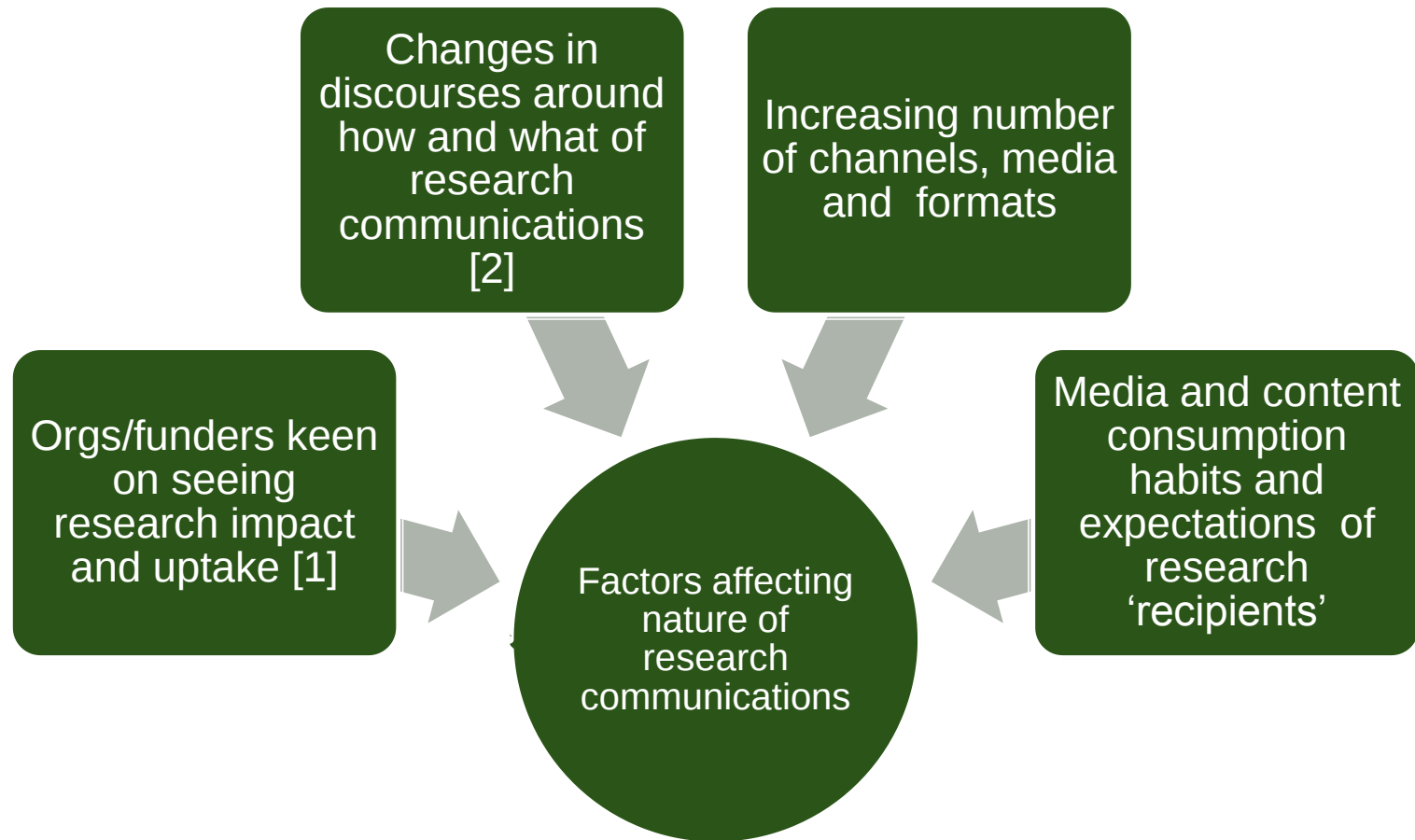


ROER4D Objectives

1. Build an empirical knowledge base on the use and impact of OER in education
2. Develop the capacity of OER researchers
3. Build a network of OER scholars
- 4. Communicate research** to inform education policy and practice
5. Curate research documents produced and data collected as open data



Our work is situated in field of research communications



[1] Doemeland D; Trevino. J. 2014. *Which World Bank reports are widely read ?*. Policy Research working paper ; no. WPS 6851. Washington, DC: World Bank Group.

[2] Lewin, T., & Patterson, Z. (2012). Approaches to Development Research Communication. *IDS Bulletin*, 43(5), 38-44. doi:10.1111/j.1759-5436.2012.00361.x

A need for an informed and deliberate approach to communicating research about OER

Communicate OER research in Global South

- Northern OER research has louder voice
- People unaware of what is happening in OER or open ed in developing countries
- We know more about OER activities but not enough about evidence to inform policy

Communicating to non-OER communities

- The “iceberg model” of OER engagement (Weller, 2014)[1]
- Communicating to constituencies for whom OER is not a primary activity but a means to an end or a happy by-product

[1] <http://blog.edtechie.net/oer/the-iceberg-model-of-oer-engagement/>

Evaluation & Communication in Practice

UFE & Research Communication: Learning through mentoring

<http://evaluationandcommunicationinpractice.ca/>

An IDRC funded research project to build and mentor Communication and Evaluation for IDRC flagship projects

[About DECI-2](#) | [UFE Primer \(Get it Here\)](#) | [Módulos UFE en Español](#) | [UFE Modules \(4th version\)](#) | [About DECI-1](#)
[DECI-1 at CONFERENCES](#) | [Research Communication Modules](#) | [Pre-DECI Archive 2007](#) | [CONTACT US](#)

About DECI-2

Welcome to Evaluation & Communication in Practice – a workspace for DECI-2: Developing Evaluation & Communication Capacity in Information Society Research – an IDRC-funded research project. This site includes the outcomes of the earlier DECI-1 project (Developing Evaluation Capacity in ICT4D) that focused only on UFE-mentoring in Asia.

PAGES

- [About DECI-1](#)
 - [1st UFE Curriculum](#)
 - [2nd Step-by-step curriculum](#)
 - [3rd simplified step-by-step curriculum](#)



ROER4D Communication and Evaluation supported by DECI-2

**Ricardo Ramirez
Dal Brodhead
Wendy Quarry**
(IDRC DECI-2 Project)

Julius Nyangaga
(Kenya)

Charles Dhewa
(Zimbabwe)

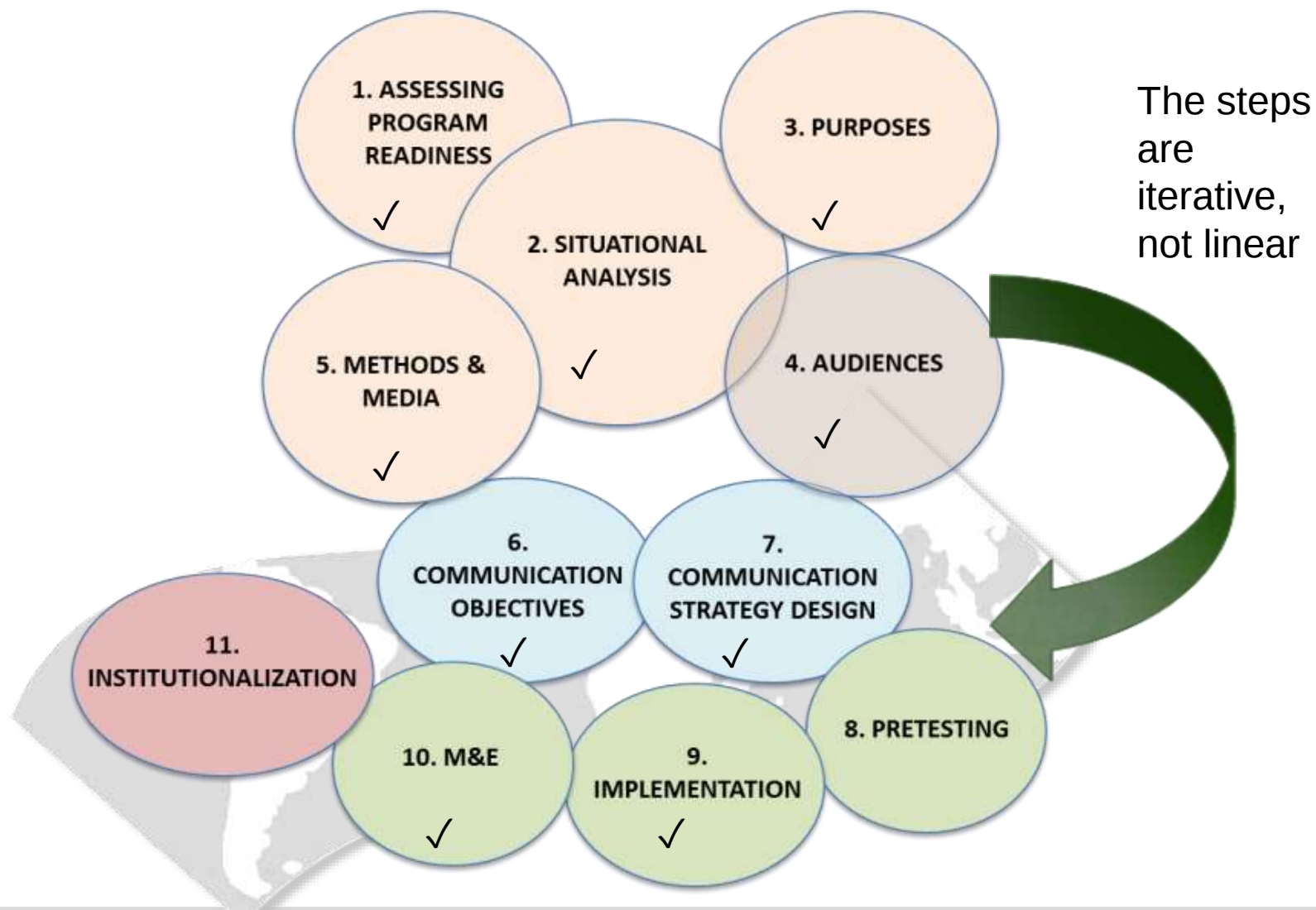
Sarah Goodier
(Evaluation)
Sukaina Walji
(Communication)
(South Africa)



Steps in the DECI-2 Research Communications process



Progression through the process



Developing the communications strategy



Developing a communications strategy with DECI-2 team at Feb 2014 workshop



Defining purposes, objectives, methods and media

Purpose



Media

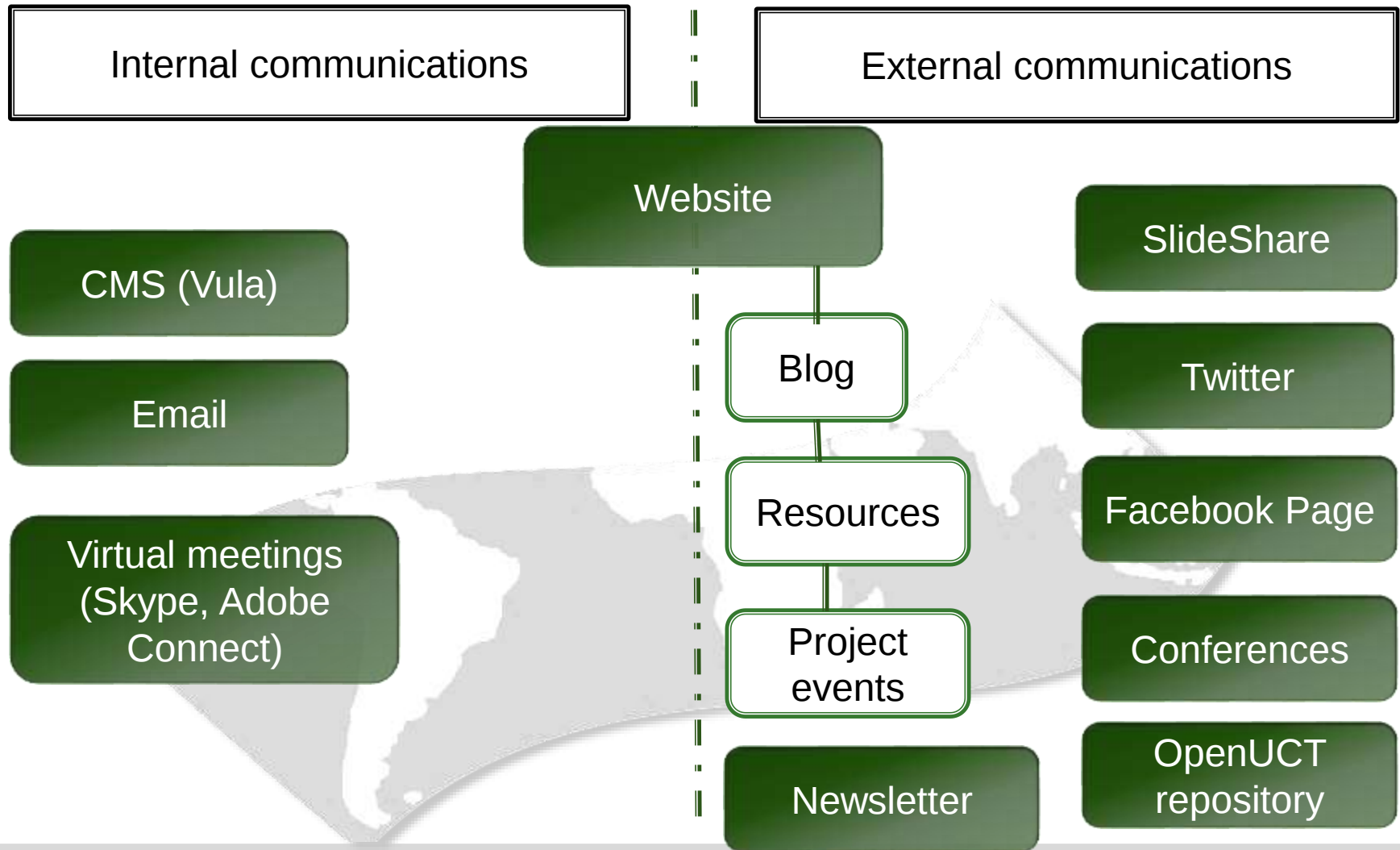
Four key purposes for ROER4D Communications

1. Visibility for project
2. Knowledge generation
3. Networking
4. Research capacity development

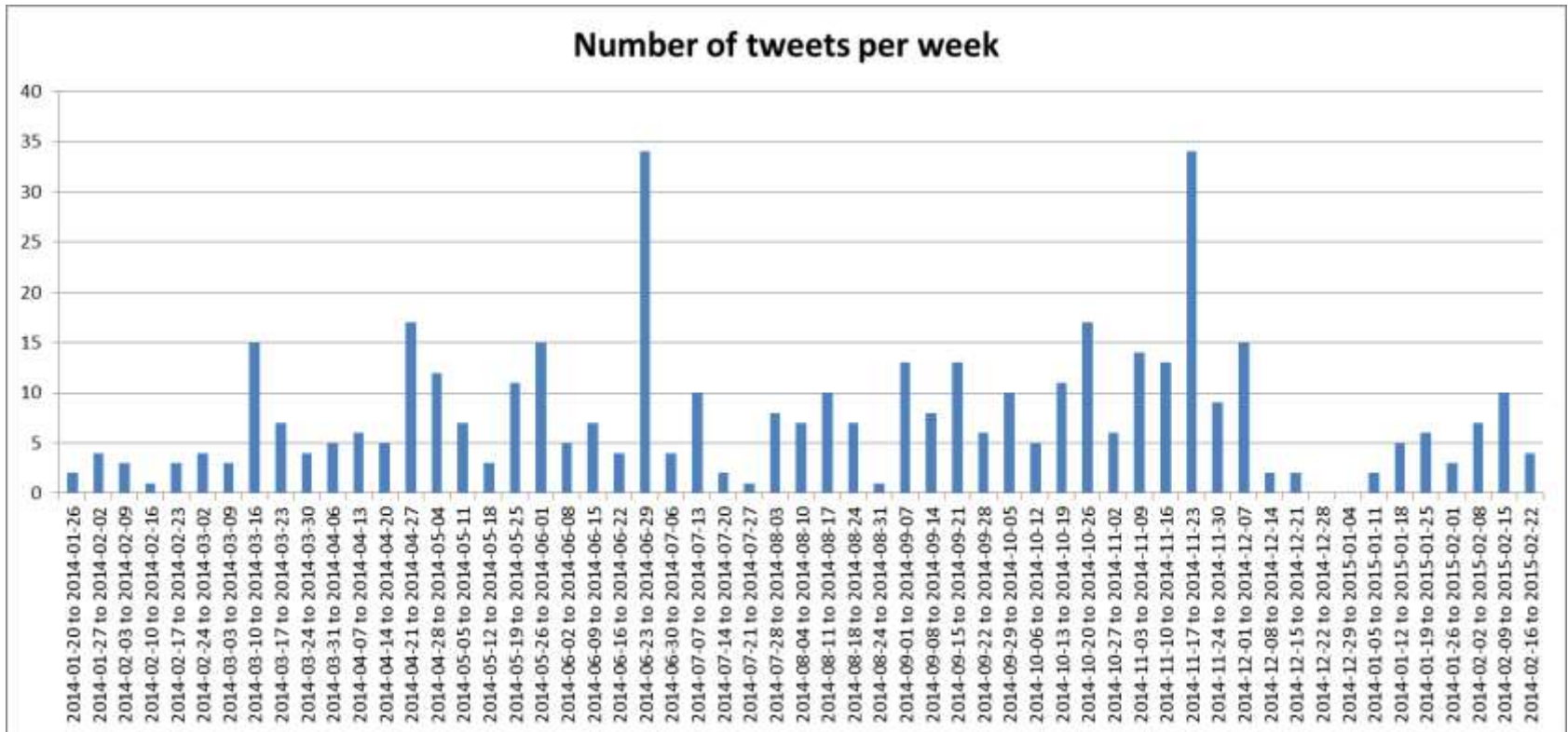


These have informed our communications activities

ROER4D Communications overview



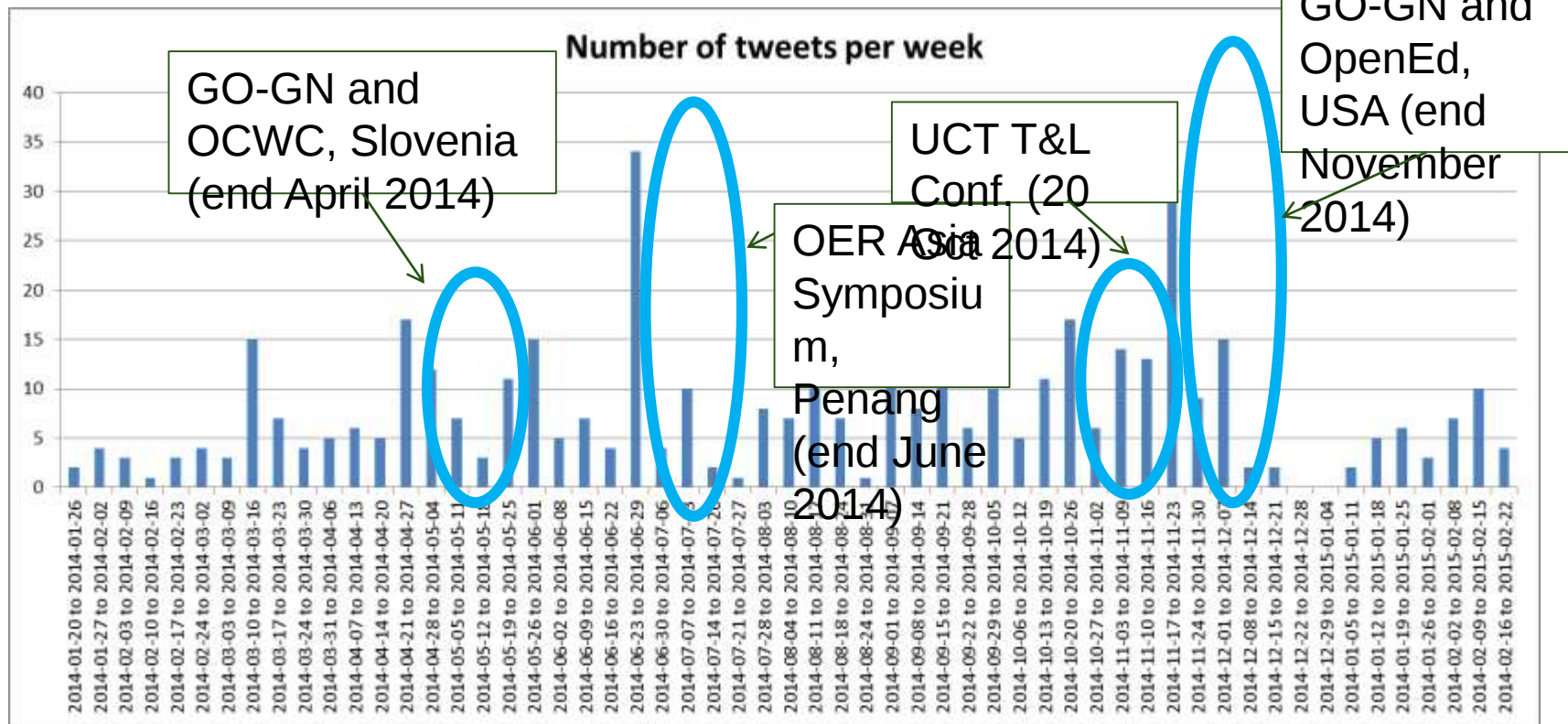
Tweets per week



■ Average: 7.75 tweets per week

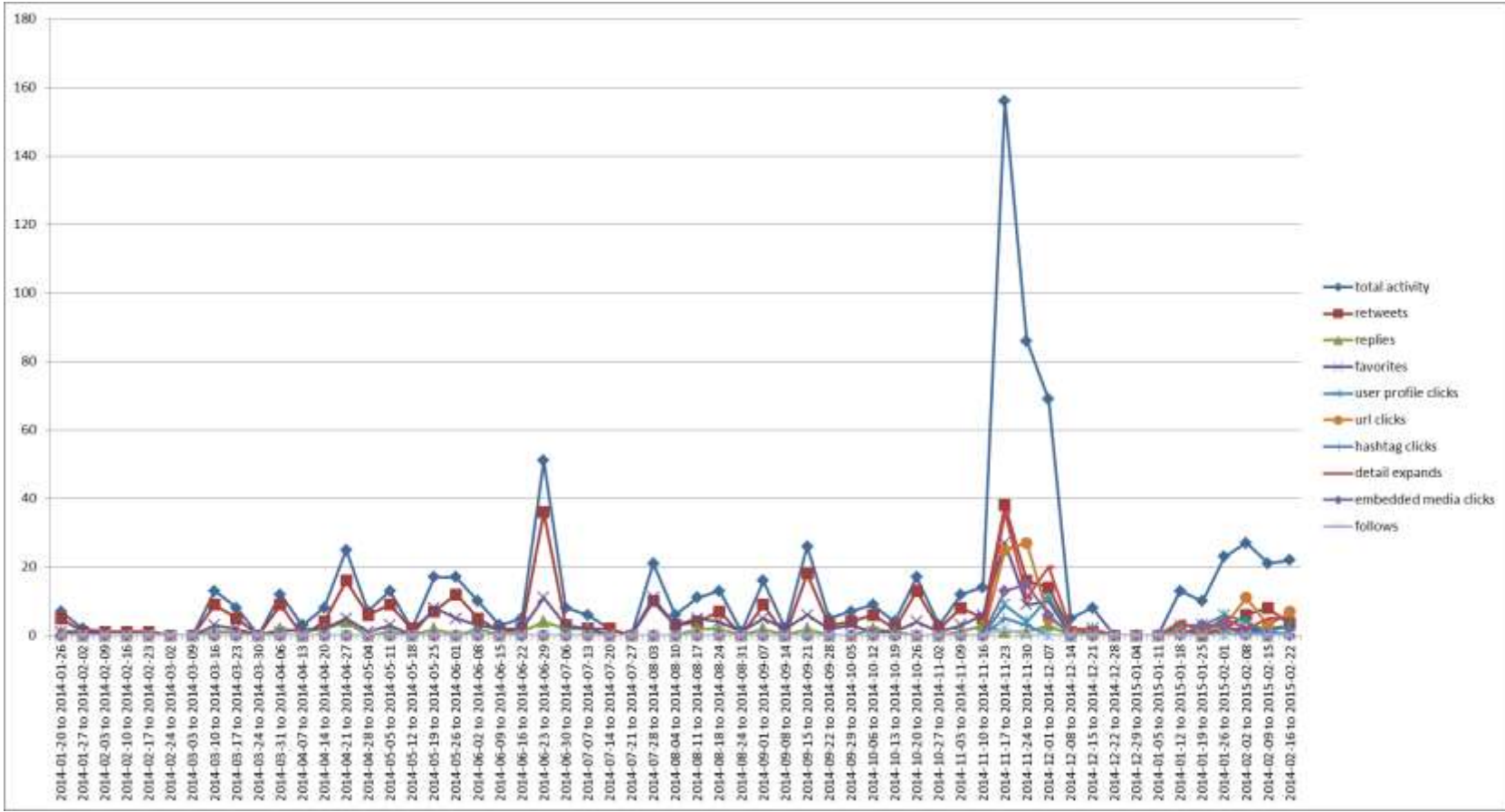
Data downloaded from Twitter Analytics; analysis conducted in Excel: grouped individual tweets into tweets per week

Tweets per week

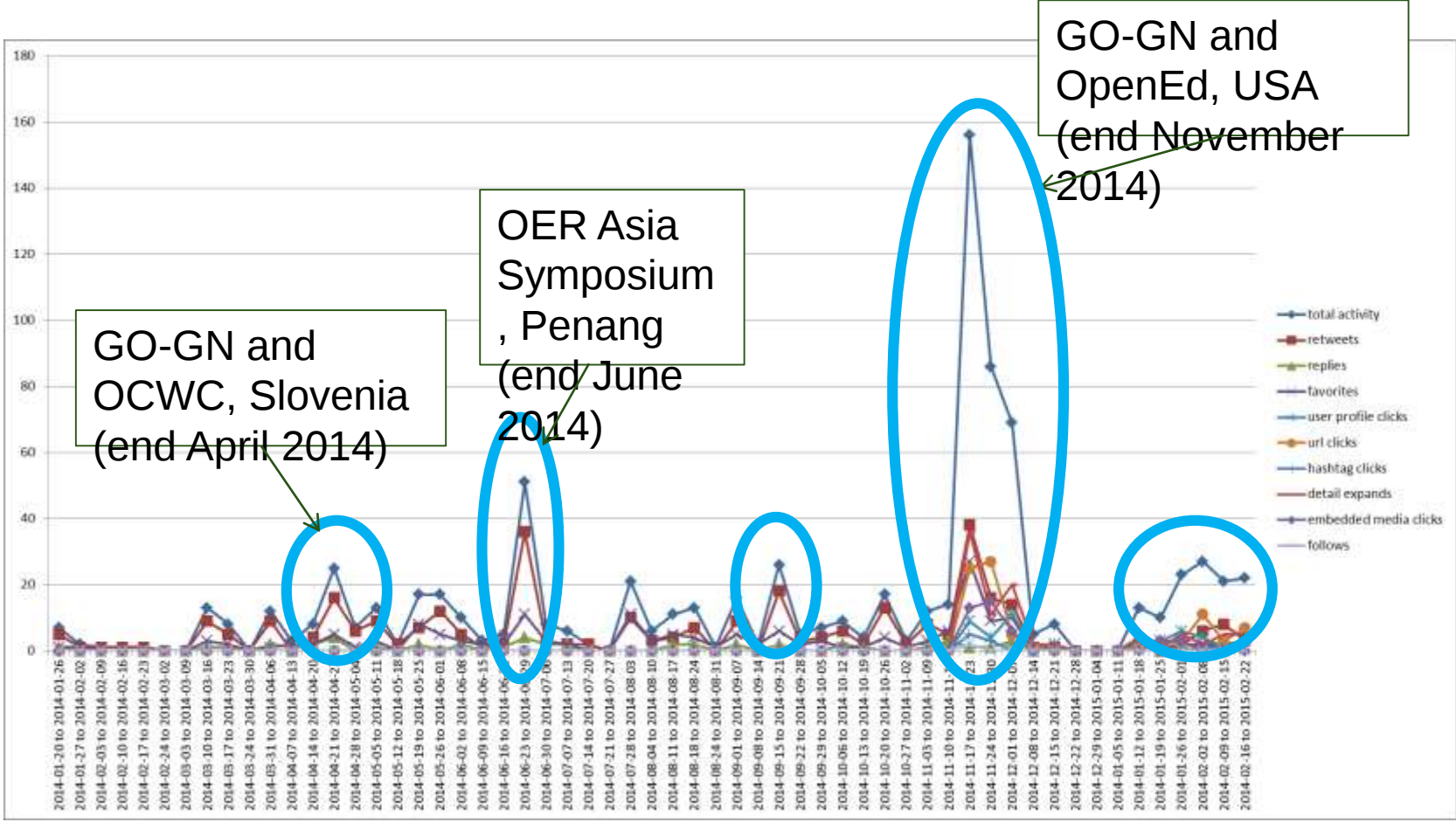


- Average: 7.75 tweets per week

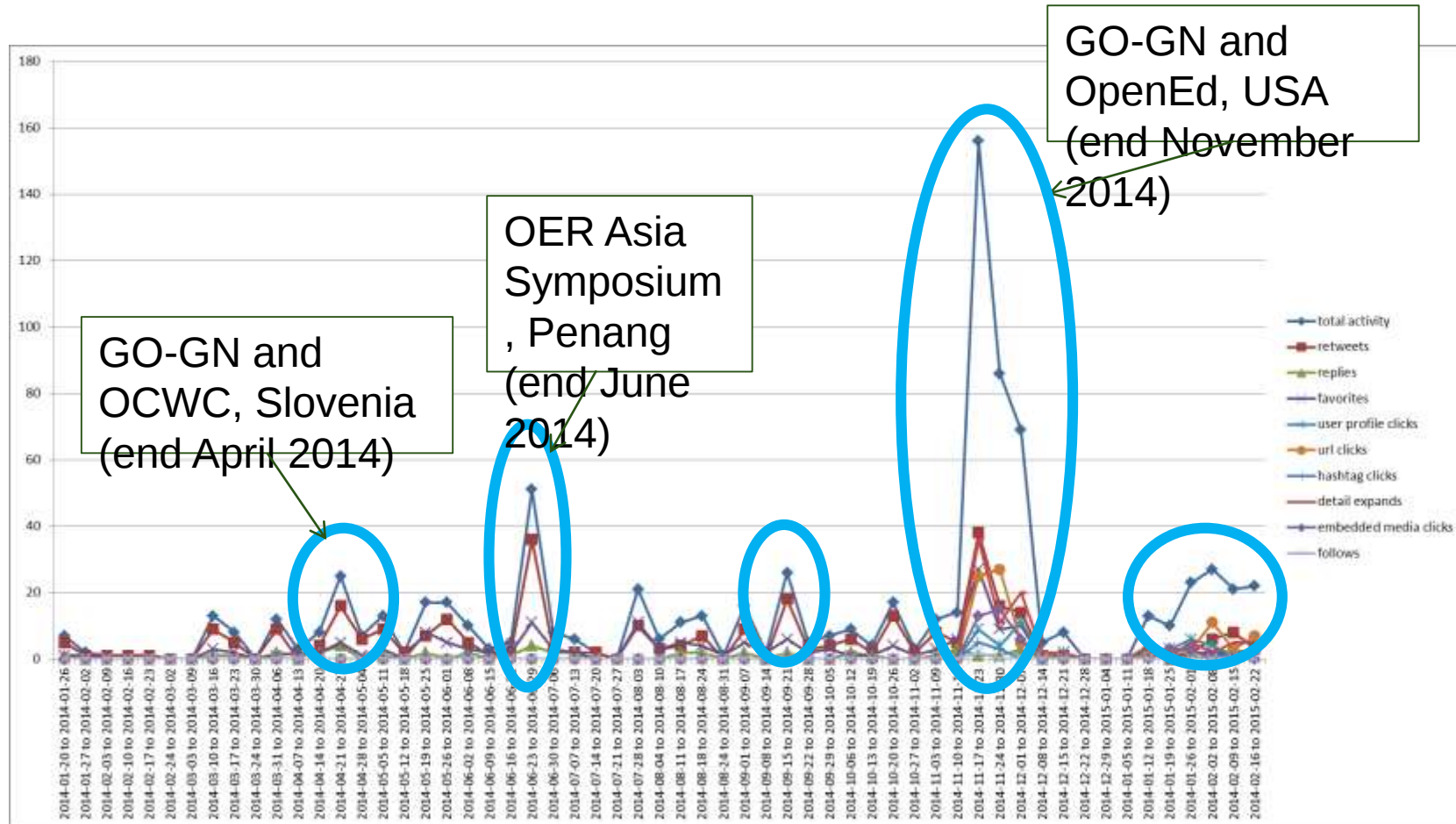
Activity around tweets (per week)



Activity around tweets (per week)



Activity around tweets (per week)



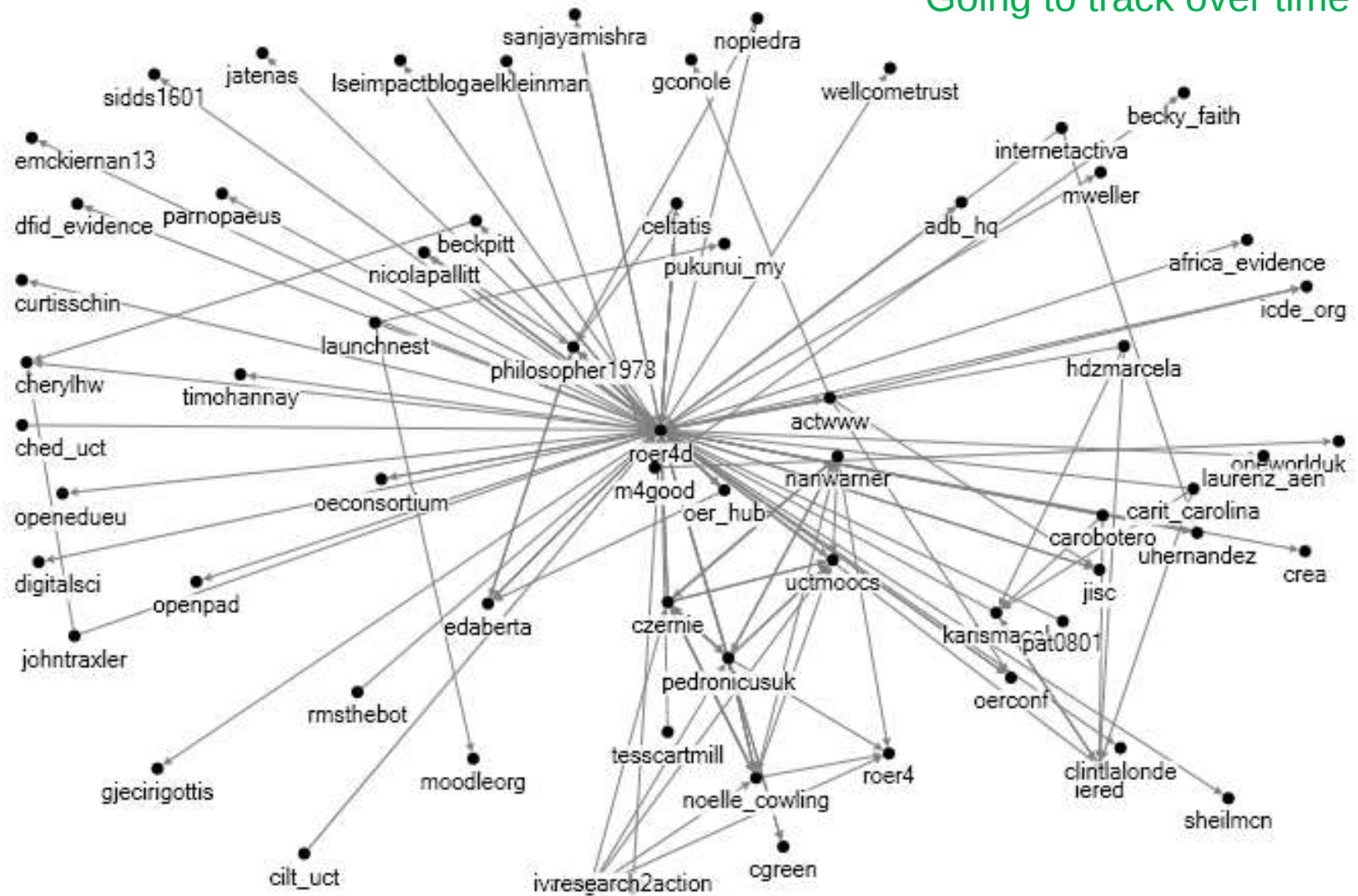
Recommendation:

Continue tweeting around events as this draws higher levels of engagement

“ROER4D” search: replies and mentions

(at 2 March)

Going to track over time

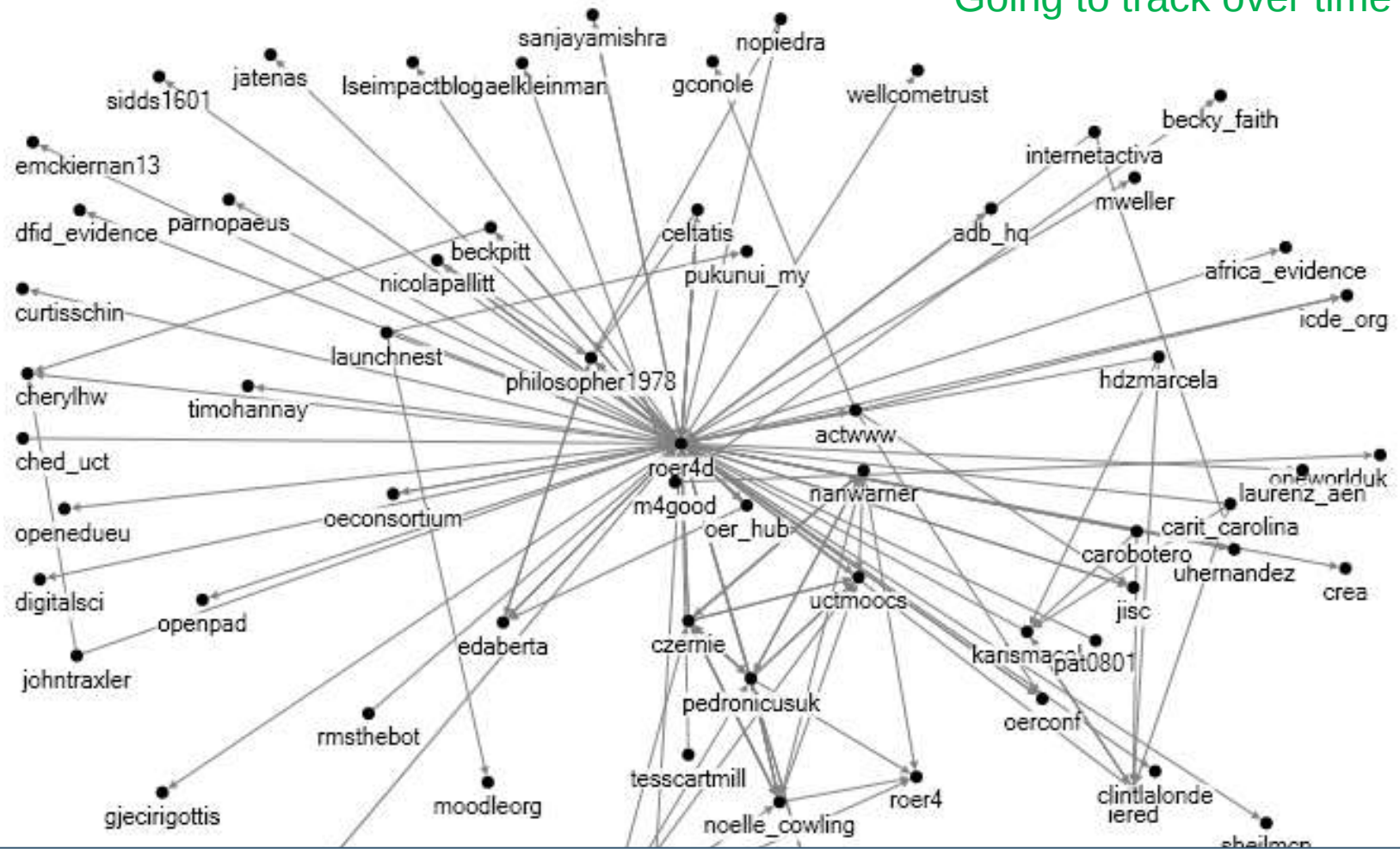


Data fetched from Twitter's API via NodeXL; Frucherman-Reingo algorithm graph constructed in NodeXL

“ROER4D” search: replies and mentions

(at 2 March)

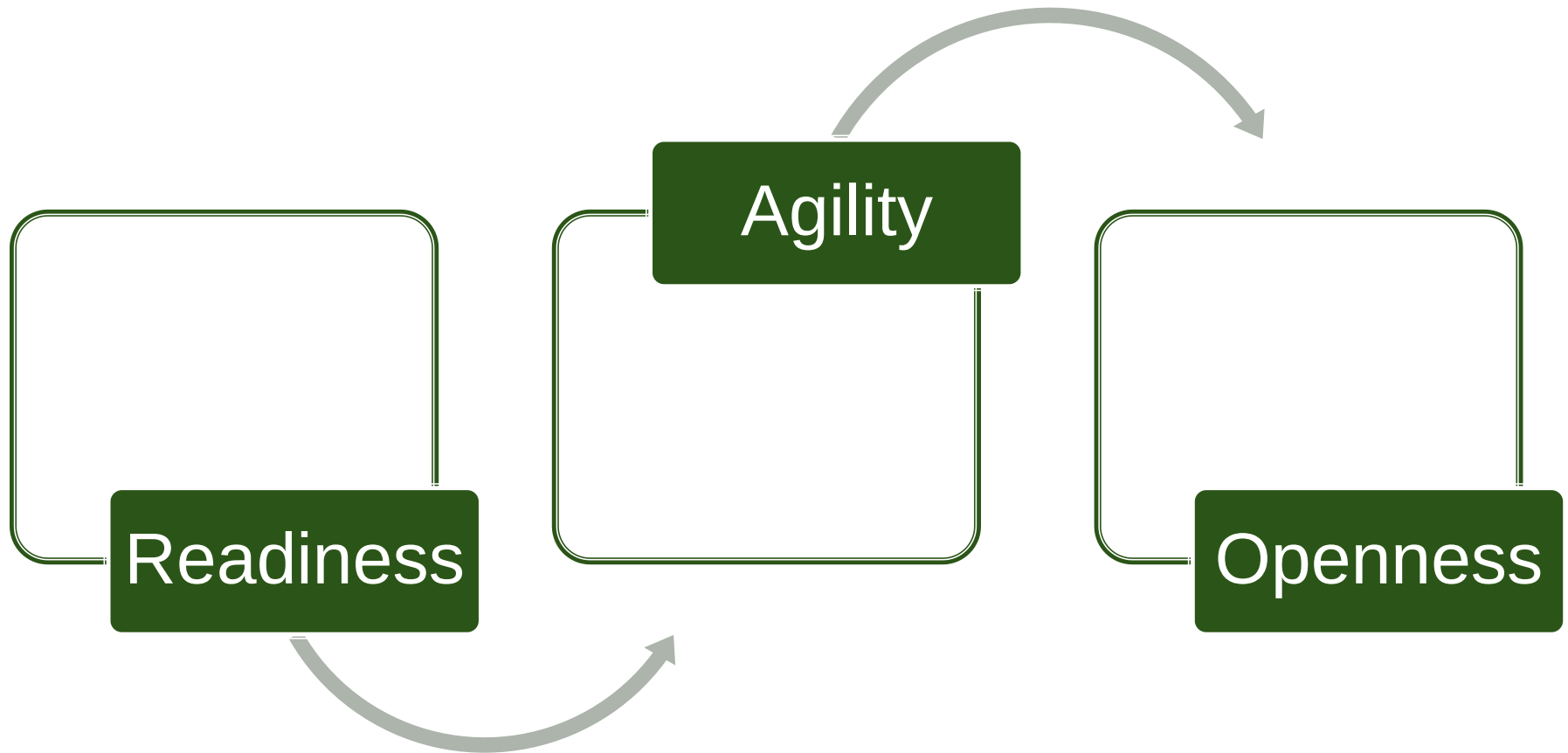
Going to track over time



Recommendation:

Pick up conversations with key people identified from these snapshots

Enabling factors for research communications



Readiness

The DECI-2 approach specified organisational readiness as key to starting a Communications (and Evaluation)

- Staff: skills and attitudes (not all researchers want to communicate!)
- Time and resources
- Enabling environment, management support

But too many unknowns to be really ready.

We need to be “ready to be un-ready”



Agility

What is agile?

“successive approximation aka iterative development is central to agile methodology. It’s how you proactively gather feedback...so you can further improve”

Examples

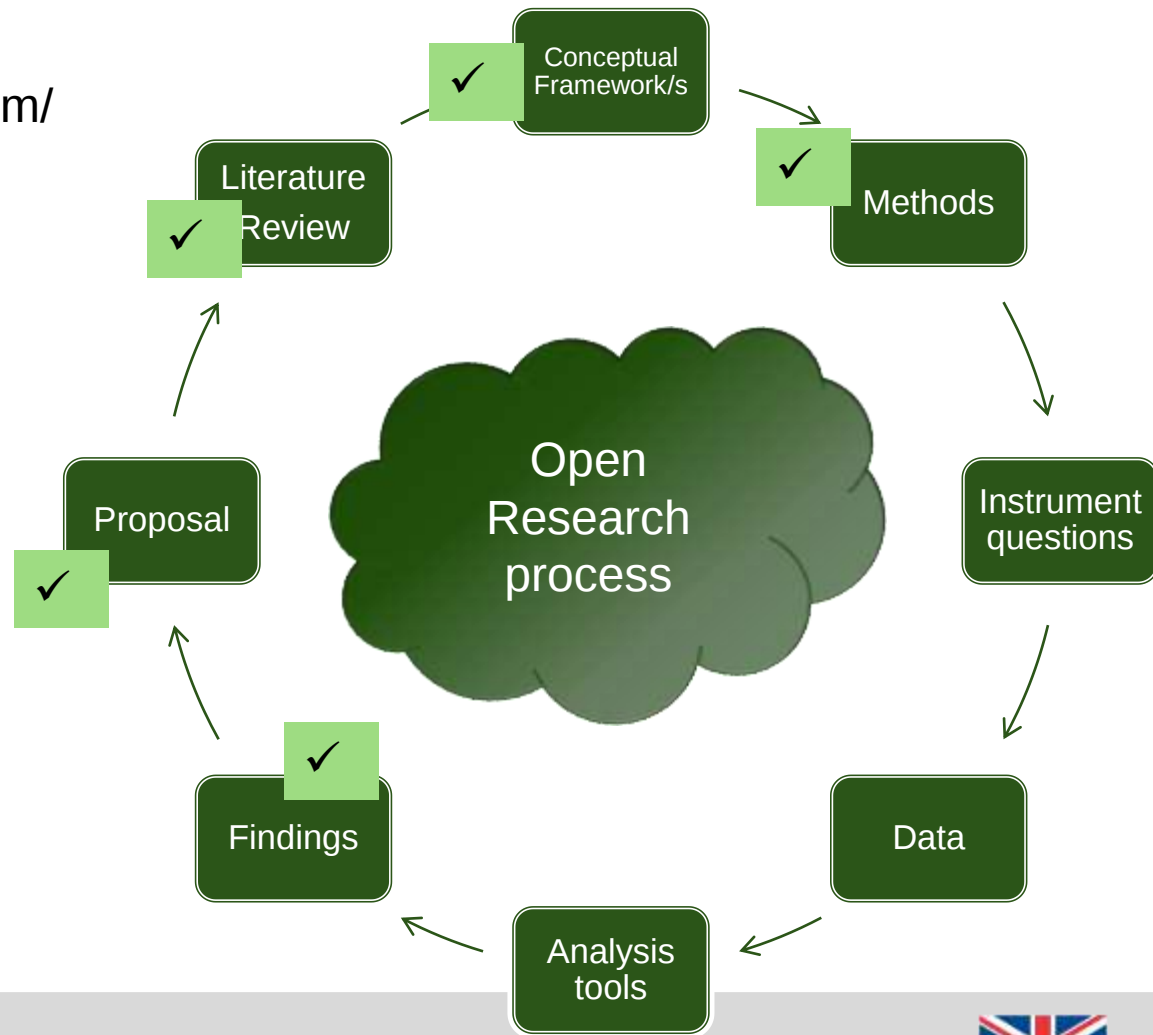
- Rapid and incremental re-design of website and information design of pages - ongoing
- Audience analysis – newsletter as well as social media
- Amending objectives as new information comes to light
- Responding to evaluation data and making changes

Why does agile feel natural?

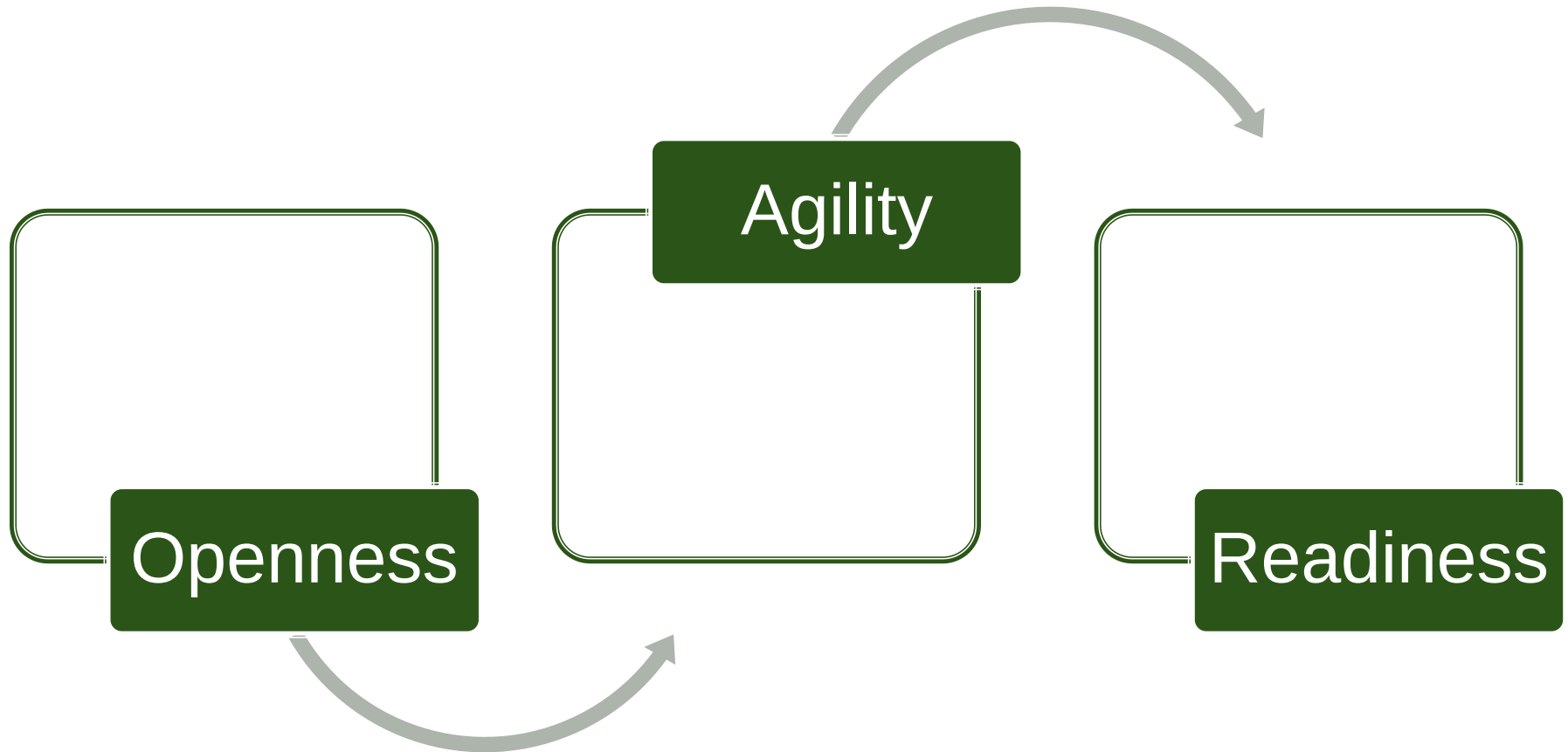


Openness and open research

<http://tinyurl.com/ROER4D-Bibliography>



Enabling **principles** for research communications



Thank you!

Questions?
Comments?

Links



Website: www.roer4d.org



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