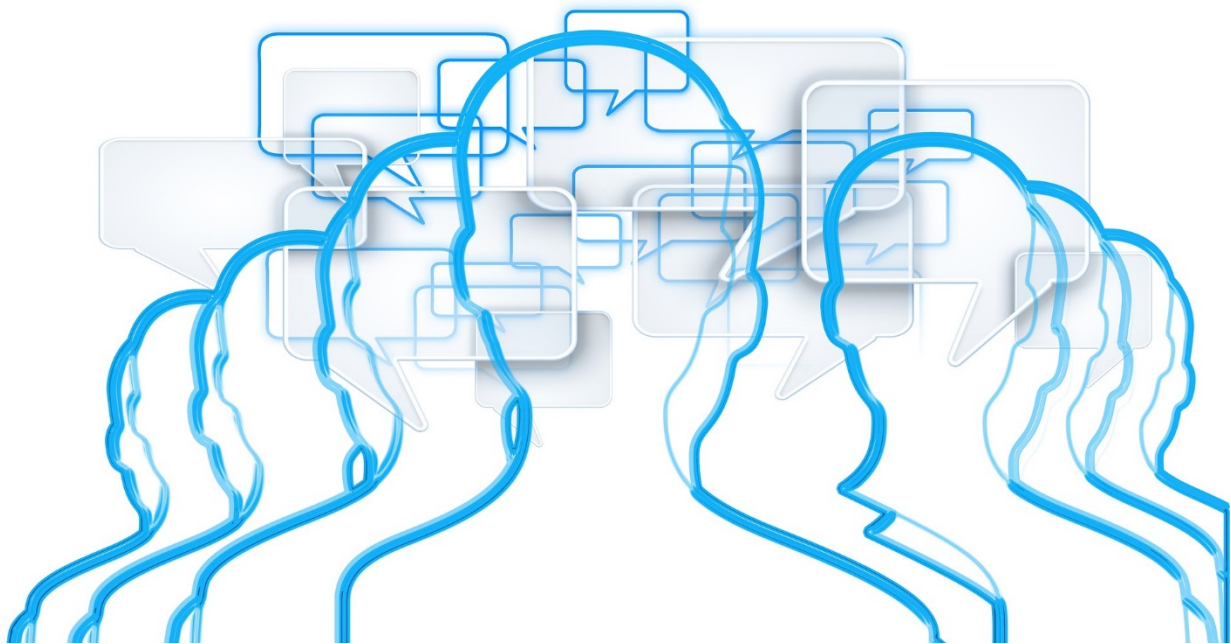


KNOWLEDGE MOBILIZATION NEEDS ASSESSMENT SURVEY TOOLKIT



Authors

Marie-Eve Girard for the University of Ottawa and Research Impact Canada

Disclaimer

Considerable care has been taken to ensure this document is both accurate and relevant. However, the University of Ottawa is unable to provide any warranty concerning the accuracy, completeness or relevance to your organization relating to any information contained herein.

This publication may be quoted by any organization with an interest in knowledge mobilization, in any form (written, visual, electronic, or audio) without the express permission of the University of Ottawa and Research Impact Canada, provided any and all references are fully attributed to the University of Ottawa and Research Impact Canada and this publication.

All rights reserved.

Acknowledgement

This project was funded by The Conference Board of Canada through the Government of Canada's Future Skills Centre.

Future Skills Centre is a partnership of Ryerson University, The Conference Board of Canada, and Blueprint.

This project was funded to help institutions in assessing their knowledge mobilization skills and needs, such as emotional intelligence, innovation, social influence and collaborations-- the same skill sets that are important to future employers. It supports knowledge mobilization training and skills development in order to better equip institutions and the research community to increase the impact of research and improve the ability to contribute to the knowledge mobilization agenda of the Future Skills Centre through Research Impact Canada.

The Conference Board of Canada | Le Conference Board du Canada

 Future Skills Centre | Centre des Compétences futures

RESEARCH IMPACT CANADA | RÉSEAU IMPACT RECHERCHE CANADA

Table of Contents

Background	1
Introduction - Undertaking a knowledge mobilization needs assessment	1
Overview of the process	2
Needs assessment methods	2
Survey design approach and methodology	4
Survey characteristics.....	4
Survey options and tools	5
Language and terminology.....	5
Important considerations	5
Confidentiality and anonymity	5
Promotion and communication.....	6
Pretest phase.....	6
Implementation phase	7
Process	7
Data analysis.....	8
Communication of the results.....	8
Other general advice	8
Lessons learned	9
References.....	10
Appendix A: Knowledge Mobilization (KMb) Survey.....	12
Appendix B: Knowledge Mobilization Survey - Consent Form	22
Appendix C: Invitation Email Templates	26

Background

In 2019, the University of Ottawa designed a knowledge mobilization needs assessment survey to understand the extent to which its researchers engage in knowledge mobilization, the barriers that limit their knowledge mobilization efforts and how the University could better support them. The goal was to use the results of the survey to adapt existing services and to develop new strategies to better support knowledge mobilization within institutions.

This toolkit will allow other organizations and academic institutions to undertake a knowledge mobilization needs assessment survey and to use the results of the survey to inform decisions and improvements in the organization's knowledge mobilization support services. It contains guidelines, the survey questions and templates to adapt and use.

Introduction - Undertaking a knowledge mobilization needs assessment

Around the world, there is evidence that relevant research discoveries are not being applied to practice (1). In an attempt to fill this gap, Canadian research funding agencies and other funding agencies in developed countries are now expecting researchers to plan for knowledge translation (KT) or knowledge mobilization (KM) activities in the development of their research proposals (2-6). KT/KM activities include end of grant activities, which include dissemination and promotion of the results of a research project, and integrated knowledge translation (IKT) or co-creation approaches (involving knowledge users throughout the research, implementation, and evaluation processes and in the dissemination or communication of the results). Knowledge users are the people who could benefit directly from the research results or the people who could use the research results to change behaviours, policies or practices or develop innovations.

It is now recognized that when knowledge users are seriously engaged with researchers in the research and knowledge mobilization process (i.e., using integrated knowledge translation or co-creation of research approaches), knowledge use is more frequent and research has more positive impacts on policy and practice (7); however there is limited evidence describing the actual use of KT/KM strategies among academic researchers (8). According to the literature, between 25% and 85% of researchers do not engage in the translation of their research results into actions outside academia. In addition, some authors agree that KT/KM strategies aimed at targeting, involving or influencing knowledge users are more challenging and less frequently used than other more passive strategies such as publications in scientific journals, conference presentations and dissemination to the broader community (9-13). Therefore, in order to successfully meet these challenges and increase the level of engagement of researchers in KT/KM activities, universities are now expected to support the KT/KM efforts of their researchers (14).

However, only a handful of studies report on how universities developed their own KT/KM institutional support services and infrastructure (8). In Canada, more and more institutions, networks and world-renowned researchers are developing expertise in the science of knowledge mobilization, knowledge translation and implementation. Among them, Research

Impact Canada, a pan-Canadian network of 18 academic institutions, is devoted to supporting academic institutions that provide knowledge mobilization support to their research community by sharing knowledge mobilization best practices. As a member of Research Impact Canada, the University of Ottawa has developed this toolkit to share knowledge mobilization assessment practices to help other organizations within the network and beyond to better understand the perspective of their researchers regarding knowledge mobilization and to improve their level of support towards knowledge mobilization.

This toolkit will help institutions answer the following key questions:

- Is knowledge mobilization important and why?
- What is the level of engagement in knowledge mobilization?
- What are the facilitators and the barriers to knowledge mobilization?
- What are the solutions to reduce the barriers to knowledge mobilization?

Overview of the process

Conducting a knowledge mobilization needs assessment in your institution requires the planning and execution of multiple steps. A period of six to eight months should be dedicated to this endeavor. This toolkit will offer some advice for each phase:

- ✓ Needs assessment methods
- ✓ Survey design approach and methodology
- ✓ Survey characteristics
- ✓ Pretest phase
- ✓ Implementation phase
- ✓ Survey promotion and communication
- ✓ Data analysis
- ✓ Communication of results

Needs assessment methods

There are many methods to conduct a needs assessment: questionnaires or surveys, interviews, focus groups, observation and existing data. The choice of the method can vary according to the needs being assessed, the type of information required, the targeted population and time and resources available (15).

Information on perception, facilitators, barriers and level of engagement in knowledge mobilization is not observable and is not yet found in existing data sources.

Therefore, questionnaire/survey, interviews and focus groups are three methods that can provide relevant information on the needs regarding knowledge mobilization. Depending on the time and resources available, any of these methods can provide relevant information to inform knowledge mobilization support activities.

Questionnaire/survey:

The use of a questionnaire or survey to obtain information on knowledge mobilization efforts in your institution offers many advantages:

- It can be self-administered using either a paper or electronic form
- Cost of creation and administration is very low
- It is easy and quick for participants to use
- Access to the results is easy and fast
- It can provide both quantitative and qualitative data depending on the type of information needed

However, questionnaire and survey questions can be: challenging to design or choose; there is no control over the validity of the participant's answer; and a large sample is required in order to get reliable data.

Interviews:

Having one-on-one discussions with a subset of the targeted population can provide detailed information on barriers and facilitators to knowledge mobilization. Information can include not only perception, but also emotional reactions to the topic. Using the same interview guide for each interview provides consistent data that can be compared to identify commonalities and trends between participants.

There are some disadvantages of interviews that should be considered:

- Time-consuming method for both administration and analysis;
- Quality of data depends on the skills of interviewer or analyst to record and not interpret the responses of the participants; and
- Challenging to obtain enough interviews from different subgroups of the targeted population.

Focus groups:

Focus groups provide data through group interviews and can offer detailed information on barriers and facilitators to knowledge mobilization. Like interviews, focus groups can provide information on non-verbal behaviors as well as cognition. Compared with interviews, it allows for a representation of a larger sample of the targeted population.

However, like interviews, focus groups require a lot of time and resources to conduct and analyze. It is challenging to ensure the discussion is not unduly influenced by more verbal members and that it allows for each member to be heard.

This toolkit describes the survey design approach used by the University of Ottawa to assess knowledge mobilization practice, facilitators and barriers among its research community. The survey was chosen as the assessment method for its cost-effectiveness, fast results and for its ability to provide both qualitative and quantitative information.

Survey design approach and methodology

To help guide the process for your institution's needs assessment, it is recommended to use a collaborative approach that involves different stakeholders and users from your institution in the design of the survey as well as in the promotion of the survey, analysis and communication of the results. This will help you obtain the buy-in from your institution that is needed to promote participation in your survey.

To design the knowledge mobilization needs assessment survey, an integrated knowledge translation or co-creation approach was used (2). Consultations with the members of a KM working group that included members across faculties and with KM experts, who were also researchers and therefore potential users of the survey, helped inform the design of the survey at the University of Ottawa.

When designing a survey, a conception model should also guide the selection of your questions. As an example, the Ottawa Model of Research Use inspired the design of this survey (16). In this model (see Figure 1), the first step to understanding the level of engagement in practice change, is to assess the barriers to change. Barriers can be related to the change itself (for example, knowledge mobilization is irrelevant in some disciplines), to the adopters' attitudes, awareness, knowledge, skills and current level of practice and to the environment, such as the institution's culture, structure, economic situation, etc. Once the barriers are known, strategies and interventions to reduce these barriers can be identified, implemented and evaluated. The survey questions were designed to obtain information on each category of barrier.

Survey characteristics

Most existing survey tools have identified design tips to help survey designers develop the right questions in their survey (17-20). According to these tools, survey designers need to consider the following when developing their survey (17-20):

- Keep only relevant questions - thus the importance of choosing a conceptual framework or model to guide selection and design of questions;
- Keep the survey short - under 5 minutes or less than 30 questions to increase completion rates;
- Use a balanced mix of multiple-choice questions, scales and open-ended questions - this can increase attention span of participants and increase completion rates;
- Follow a logical order - more personal questions should be included at the end of the survey;
- Use adapted language and clear formulated questions; and
- Preview and test the survey before implementation

The University of Ottawa survey questions are in Appendix A. It encompasses a variety of question types such as multiple-choice; Likert scale; open-ended; and demographic questions.

- The survey contains 23 questions including 11 open-ended questions and eight demographic questions at the end of the survey.

- If some questions are not applicable to your institution or if you feel some questions are redundant, you may decide to use some questions and not others.
- In this format, the survey should take approximately 15 minutes to complete.

Survey options and tools

Surveys or questionnaires can be administered in many ways: paper (mail, in person, phone) or online. Although recommended in some situations, paper administration requires additional time and resources to input the data in a database, compared to online administration.

Therefore, to maximize the number of participants and reduce the administrative cost of the survey, an online survey tool was used to administer the survey. In this case, Survey Monkey was used because the University of Ottawa already had a licence, but also because it is easy to use, can be used in multiple languages and the data is stored on servers located in Canada. It also has analysis capacity for discrete questions. However, any other online survey tool used by your institution would also work such as Lime Survey, Fluid Survey, Qualtrics, etc. Contact your institution's information technology office to get information about the licences available to you and to get training on the use of these tools, if needed.

Language and terminology

This survey was designed to be inclusive. We developed the survey in both French and English, as the University of Ottawa is a bilingual University. This toolkit includes both surveys and can therefore be used in both Canada's official languages.

The survey includes the definition of knowledge mobilization used at the University of Ottawa. Other institutions are encouraged to adapt the definition and the language to their own reality.

Before launching the survey, survey questions need to be reviewed by a team or a working group which includes potential users of the survey in order to identify issues and to address them before launching the survey.

Important considerations

Confidentiality and anonymity

It is essential for participants to feel comfortable completing the survey. Therefore, they need to be assured that the results of the survey will be treated in confidence and anonymity. It may not be necessary to have the survey approved by a research ethics board (REB) if the data is only used for institutional improvements. However, we encourage you to confirm this with your own institution's REB and to use a consent form to reassure participants about confidentiality and anonymity. An example of a French and English consent form for this knowledge mobilization needs assessment survey is in Appendix B.

Promotion and communication

A strong communication plan with a range of methods to promote the survey is needed to maximize the promotion and completion of the survey by the participants in your institutions. Key points for consideration are outlined below:

- A compelling message should be sent by a leader of your institution which explains why this survey is important. At the University of Ottawa, the Executive Director of research operations sent an email to all faculty vice-deans of research and research facilitators to inform them about the survey initiative and ask them to encourage their researchers to participate in the survey. An example of the invitation email is in Appendix C.
- The link to the survey was also sent directly to researchers through an institutional research listserve.
- The link to the survey was also published on the University of Ottawa website.
- Social media such as Twitter and Facebook were also used to promote the survey.
- Allow enough time for the promotion and completion of the survey. The University of Ottawa gave a full month between the date of the launch of the survey and the end of the data collection phase.
- Reminders should be sent to the potential participants a few days before the end of the data collection period. The University of Ottawa sent its reminder 10 days before the end of the data collection period.
- Online tools allow for response rate tracking. It is important to track response rates and representation of the different groups. In the case of the University of Ottawa, it was important to obtain a good representation of French and English-speaking researchers, from each faculty, each main area of research (health sector, social sciences and humanities sector and natural sciences and engineering sector) and career stage of researchers.

Pretest phase

Before launching the survey, we recommend a pretest phase with a few potential participants to help identify comprehension, language and administration issues. At the University of Ottawa, we sent the link to the survey to eight researchers (an even number of males and females, French and English-speaking and early career and established researchers. They were asked to complete the survey and provide comments on:

- Language issues
- Length issues
- Format issues
- Comprehension issues

Pretesters were either Canada Research Chair holders, university research chair holders, directors of centres or institutes, or faculty vice-deans of research. They were personally invited by the Executive Director of research operations to test and comment on the survey. They were given 15 days to do so. Some of the lessons learned are the following:

- Be clear on the way you expect to receive feedback from the pretesters;

- Not all comments are relevant. You can choose to make changes only if major issues are identified;
- Send reminders to pretesters; and
- Not all the pretesters will accept the invitation.

Once your survey has been pretested, make your final modifications and prepare for the implementation phase.

Implementation phase

The implementation phase includes the data collection period and the data analysis period.

Process

Before you launch your knowledge mobilization needs assessment survey, the following actions must have been taken:

- ✓ You have a finalized and pretested version of your survey integrated in the online tool of your choice. A link to the survey has been created.
- ✓ You have included a consent form in your survey to reassure participants regarding confidentiality and anonymity.
- ✓ You have determined the best ways to get in contact with and send the link to the survey to your institution's participants.
- ✓ You have prepared email invitations to complete the survey and a communication plan to promote the survey and stimulate participation.
- ✓ You have determined a data collection period of at least one month. This period does not conflict other major organization activities or deadlines.

The data collection period begins once you have sent the email invitations, including the link to the survey, to faculty. One month is a reasonable period for participants to complete the survey, but additional time should be given if the participation rate is low or if some groups are underrepresented in the sample. During that one-month period, you must then do the following:

- ✓ Monitor participation and send reminders to specific groups if needed.
- ✓ Send reminders to your potential participants before the end of the data collection period (approximately 10 days before the deadline).
- ✓ Decide if an extension period is needed to get an appropriate participation rate and good representation of your participants.

At the University of Ottawa, 131 researchers completed the survey in a one-month period. This number represents approximately 10% of all Faculty. Because there was a good representation of demographic groups (gender, language, career stage, research area and faculties), this was considered an acceptable number of participants to provide information on perception and barriers to knowledge mobilization.

Data analysis

Once the data collection period is over, you can use the online survey tool to extract the data in an Excel or .CSV format. Survey Monkey offers you the possibility to extract the raw data or data tables and graphs for each question in your survey. You can either use their suggestions or modify the tables or create your own tables. Data visualization and analysis in Survey Monkey are descriptive. You can decide to import your raw data to another statistical analysis software if you prefer to do in-depth analysis.

In this survey, there are many open-ended questions. A content analysis method can be used to analyze the responses to the open-ended questions. Content analysis means that the data needs to be coded and common themes identified. When necessary, common and divergent themes across the different participant groups can be analyzed. Themes should be structured around facilitators and barriers, as well as recommended strategies and solutions. You should easily be able to find recurrent themes and then use these themes to describe the most common issues or solutions identified by your participants.

Communication of the results

Once data analysis has been completed, results should be shared with your collaborators and your institution's stakeholders either in a report or presentation. This report or presentation should summarize the highlights of the results using graphs, tables and quotes. These results should be first presented to the working group members so they can help make recommendations to your stakeholders. When recommendations are agreed upon, the results and recommendations should be presented to your institution's leaders or stakeholders. The results could also be presented during a knowledge mobilization event to your target population.

At the University of Ottawa, the results were presented to the working group and the Vice-President, Research and this helped inform the development of an institutional knowledge mobilization strategy. A KM celebration was also organized to showcase the results and the importance of knowledge mobilization for the University of Ottawa. This event and the results presented led to other KM initiatives and ultimately to the approval and implementation of the institutional knowledge mobilization strategy.

Therefore, collaboration and communication within your institution are key to the success of your knowledge mobilization needs assessment.

Other general advice

- Get buy-in from senior administration before the project starts and keep communication channels open.
- Timing is key. Launching the survey around the same time other KM events are happening could increase motivation to participate.
- Get knowledge mobilization experts from your institution around the table, whether in a working group or during the pretest phase.

- Develop and test the survey with the users.
- Keep the survey as short as possible and avoid being too repetitive.
- Don't use complicated language or jargon, provide definitions if needed.
- Allow enough time to prepare the survey and for the users to respond (six to eight months).
- Ensure that confidentiality of individual response is guaranteed.
- Take actions on the key issues that emerge from the survey.
- Make the connections between the results and the actions by communicating the results to institutional leaders.

Lessons learned

In summary, conducting a KM needs assessment using a survey is a good way to better understand the perspective of researchers regarding knowledge mobilization and to improve the level of support offered to them by your institution. At the University of Ottawa, this needs assessment allowed the university's leaders to become aware of the organizational barriers perceived by the research community and the solutions they envisioned to bridge the gaps. Looking back, it is clear that the most important factors that made this assessment successful were: 1) collaborating with experts in knowledge mobilization and researchers (potential users) in designing and testing the survey; 2) elaborating the survey questions using a conceptual model, in this case the Ottawa Model of Research Use; 3) developing and following a project plan and timeline; and, 4) ensuring good communication channels with all the faculties and other stakeholders.

Through administering this survey tool University of Ottawa leaders learned that almost 40.0% of participants had engaged in KM activities outside academia three times or more in the last year. Almost a third of the participants primarily engaged with partners from government, public sector, non-for-profit or private sector organizations when disseminating or cocreating their research. When asked about the KM topics they would like to learn more about, most participants wanted to know more about tools and effective ways to disseminate their research results outside academia. Impact evaluation and knowledge mobilization plans were also popular topics. Many barriers to knowledge mobilization were identified by researchers, with the most frequent ones being the lack of time and the lack of funding for KM activities, followed by the institutions' lack of recognition, incentives and support for knowledge mobilization. The most common solutions identified by researchers were for the institution to hire dedicated staff to support KM and to provide researchers with more time and funding for knowledge mobilization, open access publication and partnership building.

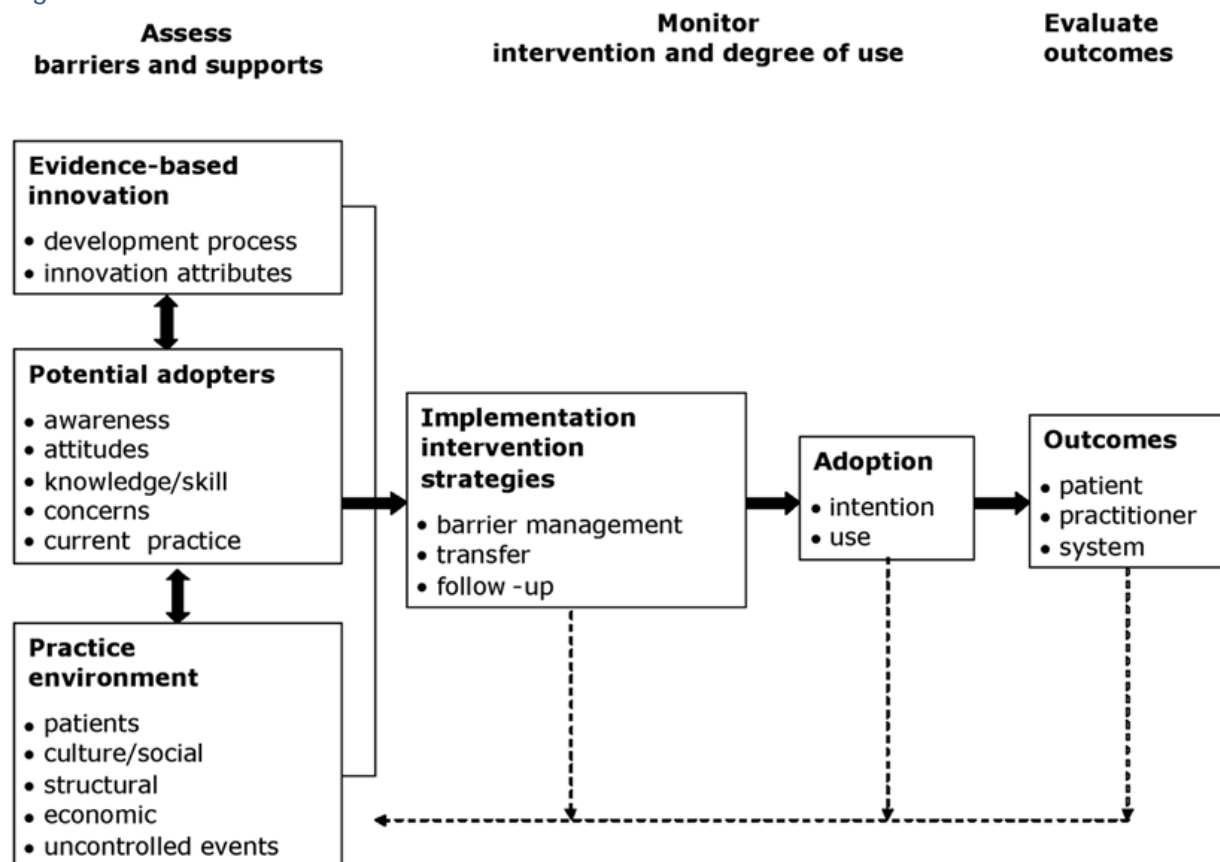
The results of this needs assessment survey at the University of Ottawa guided the development of the institutional Knowledge Mobilization plan, which is an integral part of the university's strategic plan, *Transformation 2030*.

References

1. Majumdar SR, McAlister FA, Furberg CD. From knowledge to practice in chronic cardiovascular disease: a long and winding road. *J Am Coll Cardiol*. 2004 May;43(10):1738-42.
2. Bowen S, Graham ID. Integrated Knowledge Translation. In: *Knowledge Translation in Health care: Moving from Evidence to Practice*. 2013. p. 14-23.
3. Landry R, Amara N, Lamari M. Utilization of social science research knowledge in Canada. *Res Policy*. 2001 Feb;30(2):333-49.
4. Landry R, Amara N, Lamari M. Climbing the Ladder of Research Utilization. *Sci Commun*. 2001;22(4):396-422.
5. Cherney A, Head B, Boreham P, Povey J, Ferguson M. Perspectives of academic social scientists on knowledge transfer and research collaborations: a cross-sectional survey of Australian academics. *Evid Policy J Res Debate Pract*. 2012 Nov 1;8(4):433-53.
6. Cherney A, Head B, Boreham P, Povey J, Ferguson M. Research Utilization in the Social Sciences: A Comparison of Five Academic Disciplines in Australia. *Sci Commun*. 2013 Dec;35(6):780-809.
7. Nedjat S, Majdzadeh R, Gholami J, Nedjat S, Maleki K, Qorbani M, et al. Knowledge transfer in Tehran University of Medical Sciences: an academic example of a developing country. *Implement Sci [Internet]*. 2008 Dec [cited 2017 May 3];3(1). Available from: <http://implementationscience.biomedcentral.com/articles/10.1186/1748-5908-3-39>
8. Canadian Institutes of Health Research. Guide to knowledge translation planning at CIHR: integrated and end-of-grant approaches. [Internet]. Ottawa: Canadian Institutes of Health Research; 2012 [cited 2017 May 26]. Available from: http://epe.lac-bac.gc.ca/100/201/301/weekly_checklist/2012/internet/w12-29-U-E.html/collections/collection_2012/irsc-cihr/MR4-11-2012-eng.pdf
9. Cooper A, Levin B. Some Canadian contributions to understanding knowledge mobilisation. *Evid Policy J Res Debate Pract*. 2010 Aug 1;6(3):351-69.
10. Social Sciences and Humanities Research Council. Guidelines for Effective Knowledge Mobilization [Internet]. 2017 [cited 2017 May 26]. Available from: http://www.sshrc-crsh.gc.ca/funding-financement/policies-politiques/knowledge_mobilisation-mobilisation_des_connaissances-eng.aspx
11. Tetroe JM, Graham ID, Foy R, Robinson N, Eccles MP, Wensing M, et al. Health research funding agencies' support and promotion of knowledge translation: an international study. *Milbank Q*. 2008 Mar;86(1):125-55.
12. Cordero C, Delino R, Jeyaseelan L, Lansang MA, Lozano JM, Kumar S, et al. Funding agencies in low- and middle-income countries: support for knowledge translation. *Bull World Health Organ*. 2008 Jul;86(7):524-34.
13. Jacobson N, Butterill D, Goering P. Organizational Factors that Influence University-Based Researchers' Engagement in Knowledge Transfer Activities. *Sci Commun*. 2004 Mar 1;25(3):246-59.
14. Sá CM, Li SX, Faubert B. Faculties of education and institutional strategies for knowledge mobilization: an exploratory study. *High Educ*. 2011 May;61(5):501-12.
15. Solver consulting. "Choose the best data collection methods for your needs assessments". <https://www.solver-consulting.ro/wp-content/uploads/2019/03/Solver-Choose-the-Best-Data-Collection-Methods-for-Your-Needs-Assessment.pdf>. Accessed 10 Feb, 2020.
16. Hogan, DL, Logan J. The Ottawa Model of Research Use: A guide to clinical innovation in the NICU. *Clin Nurse Spec*. 2004;18(5):255-261.

17. Survey Monkey. "Surveys 101: Best practices for every step of survey creation". <https://www.surveymonkey.com/mp/survey-guidelines/>. Accessed 10 Feb, 2020.
18. Qualtrics. "10 tips for building effective surveys". <https://www.qualtrics.com/blog/10-tips-for-building-effective-surveys/>. Accessed 10 Feb, 2020.
19. Harrison C. "Tip sheet on question working". Harvard University Program on Survey Research, 17 Nov. 2007, https://psr.iq.harvard.edu/files/psr/files/PSRQuestionnaireTipSheet_0.pdf. Accessed 10 Feb, 2020.
20. Minke M. "Survey design tips & tricks". Lime Survey Consulting Tips & Tricks, 16 Apr. 2015, <https://survey-consulting.com/survey-design-tips-tricks/>. Accessed 10 Feb, 2020.

Figure 1: Ottawa Model of Research Use



Appendix A: Knowledge Mobilization (KMb) Survey

The [\[Insert the name of the office responsible for the survey\]](#) is interested in improving knowledge mobilization (KMb) at the [\[Insert the name of your institution\]](#). KMb is also known as knowledge translation, knowledge exchange, knowledge transfer and implementation science. [\[Insert the name of your institution\]](#) definition of knowledge mobilization is:

[\[Insert your institution's definition of knowledge mobilization\]](#)

1. How important is knowledge mobilization in your research?

- | | | | | |
|---------------|--------------------|----------------------|-----------|----------------|
| 1. | 2. | 3. | 4. | 5. |
| Not important | Slightly important | Moderately important | Important | Very important |

2. Please help us understand why you selected the answer above:

3. How would you describe your level of experience with knowledge mobilization?

- Beginner
- Intermediate
- Advanced
- Expert

4. How frequently did you engage in the following activities in the past year?

	0 times	1-2 times	3-5 times	6-10 times	More than 10 times
Academic publishing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Academic conferences	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workshops with academic participants (to exchange knowledge)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dissemination to non-academic audiences (Rapid research synthesis, digested summaries, guidelines, policy briefs, tools, artistic performance, graphic/visual art, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of media (Press releases, videos, podcasts, commentary in the newspapers or on television, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Use of social media to disseminate research (Twitter, Facebook, LinkedIn, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advocacy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Workshops with non-academic participants (to exchange knowledge)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Use of social media to engage with knowledge users (Twitter, Facebook, LinkedIn, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Knowledge user engagement in the research process (Research question/objectives development, research design development, data collection, data interpretation, result dissemination)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Co-produced knowledge mobilization leading to the application of knowledge (community of practice, toolkits, program and service design, policies, changes in practice, behaviour change, social innovation, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Research capacity building for knowledge users (research training for knowledge users)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Impact assessment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5. In the past year, what type of audience did you primarily engage with to disseminate or co-create your research?

- Academic Sector/Peers
- Government (Federal, provincial and municipal)
- Other public sector (e.g., health, education organizations)
- Private sector and industry
- Not-for-profit organizations
- General public or targeted groups
- Other (Specify: _____)

6. What do you see as **facilitators** to dissemination of your research results outside academia?

1. _____
2. _____

7. What do you see as the **barriers** to dissemination of your research results outside academia?

1. _____
2. _____

8. For each barrier listed above, please provide a suggestion(s) for how to overcome these barriers

1. _____
2. _____

9. What do you see as **facilitators** to your success in co-creating research with knowledge users so as to increase the potential impact of your research?

1. _____
2. _____

10. What do you see as the **barriers** to your success in co-creating research with knowledge users so as to increase the potential impact of your research?

1. _____
2. _____

11. For each barrier listed above, please provide a suggestion(s) for how to overcome these barriers

1. _____
2. _____

12. What do you see as **organizational facilitators** to knowledge mobilization for [\[Insert the name of your institution\]](#) researchers?

1. _____
2. _____

13. What do you see as **organizational barriers** to knowledge mobilization for [\[Insert the name of your institution\]](#) researchers?

1. _____
2. _____

14. For each barrier listed above, please provide a suggestion(s) for how to overcome these barriers

1. _____
2. _____

15. What topics related to knowledge mobilization would you like to learn about to increase the impact of your research projects?

- How to write a KMb plan for a grant application
- How to write a KMb plan to maximize impact of an existing research project
- How to disseminate research results outside academia in the most effective way
- Tools available for doing KMb
- KMb frameworks and how to apply them
- Why, when and how to co-create research with knowledge users
- How to evaluate the impact of KMb activities
- Other, specify: _____

16. What could [\[Insert the name of your institution\]](#) do (changes, developments, resources) to facilitate your knowledge mobilization efforts?

17. What percentage of your time do you spend on research?

- 0-25%
- 25%-50%
- More than 50%

18. To which federal funding agency do you typically apply?

- CIHR
- NSERC
- SSHRC

19. What is your gender? (Statistics Canada, 2018)

- Male gender
- Female gender
- Gender Diverse
- I prefer not to answer this question

20. What Faculty is your primary affiliation? [\[Insert below the names of your institution's faculties\]](#)

- | | |
|--|---|
| <input type="radio"/> Faculty of Arts | <input type="radio"/> Faculty of Health Sciences |
| <input type="radio"/> Faculty of Civil Law | <input type="radio"/> Faculty of Medicine |
| <input type="radio"/> Faculty of Common Law | <input type="radio"/> Faculty of Science |
| <input type="radio"/> Faculty of Education | <input type="radio"/> Faculty of Social Sciences |
| <input type="radio"/> Faculty of Engineering | <input type="radio"/> Telfer School of Management |

21. What is your primary academic appointment?

- Assistant professor
- Associate professor
- Full professor
- Other: please specify: _____

22. What career stage are you in?

- Early career researcher (Less than 5 years since your first academic appointment)
- Mid-career researcher (5 to 10 years from your first academic appointment)
- Established researcher (More than 10 years from your first academic appointment)
- Other: please specify: _____

23. Do you have an affiliation with any of the [institution name] affiliated research institutes listed below? [\[Insert your own affiliated institution's name or remove question if not applicable\]](#)

- Bruyère Research Institute
- Children's Hospital of Eastern Ontario Research Institute
- Institut du Savoir Montfort
- Institute of Mental Health Research
- Ottawa Heart Institute Research Corporation
- Ottawa Hospital Research Institute

Please feel free to use this space to tell us anything you think we should know about knowledge mobilization.

Thank you for your participation!

Questionnaire sur la mobilisation de connaissances

Le [insérer le nom du cabinet ou bureau responsable du questionnaire] veut améliorer la mobilisation des connaissances à [insérer le nom de votre institution]. La mobilisation des connaissances est aussi connue sous les termes d'application des connaissances, échange de connaissances, transfert de connaissances et science de la mise en œuvre. À [insérer le nom de votre institution], la définition de mobilisation des connaissances est :

« [insérer la définition de mobilisation des connaissances utilisée par votre institution] »

1. Quelle importance occupe la mobilisation des connaissances dans votre recherche?

- | | | | | |
|---------------------------------|-------------------------|--------------------------------|------------------|--------------------------|
| 1.
Pas du tout
importante | 2.
Un peu importante | 3.
Modérément
importante | 4.
Importante | 5.
très
importante |
|---------------------------------|-------------------------|--------------------------------|------------------|--------------------------|

2. Veuillez expliquer votre réponse ci-dessus :

6. Comment décririez-vous votre expérience en mobilisation des connaissances?

- Débutant(e)
- Intermédiaire
- Avancé(e)
- Expert(e)

7. Durant la dernière année, à quelle fréquence avez-vous été impliqués dans les activités suivantes :

	0 fois	1-2 fois	3-5 fois	6-10 fois	Plus de 10 fois
Publication académique	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Conférences académiques	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ateliers pour des participants académiques (pour échanger des connaissances)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dissémination auprès de publics non académiques (synthèse de recherche rapide, résumés vulgarisés, guides, synthèse de politiques, outils, performance artistique, art graphique/visuel, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilisation des médias (communiqués de presse, vidéos, balado diffusion, commentaires dans les journaux ou à la télévision, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilisation des médias sociaux	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

pour disséminer la recherche (Twitter, Facebook, LinkedIn, etc.)					
Plaidoyers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ateliers pour des participants non académiques (pour échanger les connaissances)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Utilisation des médias sociaux pour engager les utilisateurs de connaissances (Twitter, Facebook, LinkedIn, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Engagement des utilisateurs de connaissances dans le processus de recherche (questions/objectifs de recherche, développement du devis de recherche, collecte de données, interprétation des données, dissémination des résultats)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Co-crédation des connaissances menant à l'application des connaissances (communauté de pratique, boîte à outils, développement de programmes et services, politiques, changements dans les pratiques, changements comportementaux, innovation sociale, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Développement de la capacité en recherche pour les utilisateurs de connaissances (formation en recherche pour les utilisateurs de connaissances)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Évaluation des impacts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8. Durant la dernière année, avec quel type de public avez-vous principalement disséminé ou cocréé votre recherche?
- Secteur académique/pairs
 - Gouvernement
 - Autres organisations du secteur public
 - Secteur privé et industries
 - Organismes à but non lucratif
 - Grand public et groupes spécialisés
 - Autres (spécifiez : _____)

9. Selon vous, quels sont les **facteurs qui facilitent** la dissémination de vos résultats de recherche à l'extérieur de la communauté scientifique?

1. _____
2. _____

10. Selon vous, quels sont les **obstacles** à la dissémination de vos résultats de recherche à l'extérieur de la communauté scientifique?

1. _____
2. _____

11. Pour chaque obstacle mentionné ci-dessus, veuillez faire une suggestion pour les surmonter.

1. _____
2. _____

12. Selon vous, quels sont **facteurs qui facilitent** la collaboration avec des utilisateurs de connaissances pour favoriser l'impact de votre recherche?

1. _____
2. _____

13. Selon vous, quels sont les **obstacles** à la collaboration avec des utilisateurs de connaissances pour favoriser l'impact de votre recherche?

1. _____
2. _____

14. Pour chaque obstacle mentionné ci-dessous, veuillez indiquer une suggestion pour les surmonter.

1. _____
2. _____

15. Selon vous, quels sont les **facteurs organisationnels** qui facilitent la mobilisation des connaissances à **[Insérer le nom de l'institution]**?

1. _____
2. _____

16. Selon vous, quels sont les **obstacles organisationnels** à la mobilisation des connaissances à **[Insérer le nom de l'institution]**?

1. _____
2. _____

17. Pour chaque obstacle mentionné ci-dessous, veuillez indiquer une suggestion pour

les surmonter.

1. _____
2. _____

18. Sur quels sujets liés la mobilisation des connaissances aimeriez-vous apprendre pour augmenter l'impact de vos projets de recherche?

- Comment rédiger un plan de MdC pour une demande de subvention
- Comment rédiger un plan de MdC qui maximise l'impact d'un projet de recherche existant
- Comment diffuser efficacement les résultats de la recherche à l'extérieur de la communauté scientifique
- Les outils disponibles pour faire de la MdC
- Les cadres conceptuels de la MdC et comment les appliquer
- Pourquoi, quand et comment co-crée la recherche avec les utilisateurs de connaissances
- Comment évaluer les impacts des activités de MdC
- Autre, veuillez spécifier: _____

19. Que pourrait faire [insérer le nom de l'institution]? (changements, développements, ressources) pour faciliter vos efforts de mobilisation des connaissances?

20. Quel pourcentage de votre temps dévouez-vous à la recherche?

- 0-25%
- 25%-50%
- Plus de 50%

21. À quel organisme subventionnaire fédéral soumettez-vous typiquement des demandes?

- IRSC
- CRSNG
- CRSH

22. Quel est votre genre? (Statistiques Canada, 2018)

- Genre masculin
- Genre féminin
- Diverses identités de genre
- Je préfère ne pas répondre

23. Quelle est votre affiliation principale? [Remplacer les réponses ci-dessous par le nom des facultés de votre institution]

- Faculté des arts
- Faculté de droit - section droit civil
- Faculté de droit - section common law
- Faculté d'éducation
- Faculté de génie
- Faculté des sciences de la santé
- Faculté de médecine
- Faculté de sciences
- Faculté des sciences sociales
- École de gestion Telfer

24. Quel est le niveau de votre poste académique?

- Professeur/professeure adjoint(e)
- Professeur/professeure agrégé(e)
- Professeur/professeure titulaire
- Autre, veuillez spécifier : _____

25. À quelle étape de votre carrière êtes-vous?

- Chercheur/chercheuse en début de carrière (moins de 5 ans depuis le premier poste universitaire)
- Chercheur/chercheuse en milieu de carrière (5 à 10 depuis le premier poste universitaire)
- Chercheur/chercheuse chevronné(e) (plus de 10 ans depuis le premier poste universitaire)
- Autre, veuillez spécifier : _____

26. Êtes-vous affilié avec un des instituts affiliés à [insérer le nom de votre institution] suivant : [remplacer les réponses ci-dessous par le nom de vos instituts affiliés, le cas échéant, sinon supprimer la question]

- Institut de recherche Bruyère
- Institut de recherche du CHEO
- Institut du Savoir Montfort
- Institut de recherche en santé mentale
- Société de recherche de l'Institut de cardiologie d'Ottawa
- Institut de recherche de l'Hôpital d'Ottawa

27. Veuillez utiliser l'espace ci-dessous pour nous dire ce que vous pensez que nous devrions savoir sur la mobilisation des connaissances.

Merci de votre collaboration!

Appendix B: Knowledge Mobilization Survey – Consent Form

The [Insert the name of the office responsible for the survey] is launching a knowledge mobilization initiative to support [Insert the name of your institution] researchers in improving the impact of their research, and we are seeking your help in identifying the types of services and support that would meet your needs.

Knowledge Mobilization (KMb) refers to the dynamic and interactive process of promoting and facilitating the use of research. KMb encompasses a wide range of activities relating to the production and use of knowledge generated from research. These activities include knowledge synthesis, dissemination, and co-creation of research and its application by researchers and knowledge users.

Participation: If you wish to help us, please complete this brief online survey (which takes approximately 15 minutes to complete). Your decision to complete this survey will be taken as your consent to participate. You do not have to answer any questions that you do not want to answer. The survey will be available until [Insert the deadline date].

Purpose: This survey is designed to help us understand the extent to which you engage in knowledge mobilization, the barriers that limit your knowledge mobilization efforts and your suggestions about how the University can support you.

Benefits: Understanding researchers' perspectives on knowledge mobilization will allow the University to adapt existing services and to develop new strategies to better support researchers.

Risks: There are no known risks to participating.

Confidentiality and anonymity: The information that you will share will remain confidential and will be used solely for the purpose mentioned above. The only people who will have access to the research data will be the staff of [Insert the name of the service responsible for the survey] involved in the development of this survey. In order to minimize the risk of security breaches and to help ensure your confidentiality, we recommend that you use standard safety measures such as signing out of your account, closing your browser and locking your screen or device when you are no longer using them / when you have completed the survey.

Conservation of data: The data will be stored on a [Insert the name of the online tools you will use] server located in Canada. The response to the survey will be extracted from the servers once the data collection period is over and the downloaded Excel file will be password protected and saved on a secure server to which only the [Insert the name of the service responsible for data analysis] staff have access. The data will be deleted from the [Insert the name of the online tools you will use] server once it has all been retrieved. The Excel file will be kept for a period of five years at which time it will be deleted.

Information about the results: The findings of this survey may be shared with the [\[Insert the name of your institution\]](#) community or other universities and their networks.

If you have any questions or require more information about this survey, you may contact [\[Insert name of a contact person and link email address\]](#).

Thank you for your collaboration!

Questionnaire sur la mobilisation des connaissances - Formulaire de consentement

Le [insérer le nom du cabinet responsable du questionnaire] lance une initiative de mobilisation des connaissances pour aider les chercheurs de [insérer le nom de votre institution] à améliorer l'impact de leur recherche, et nous avons besoin de votre aide pour identifier le type de services et le soutien qui répondraient à vos besoins.

La mobilisation des connaissances (MdC) est un processus dynamique et interactif pour promouvoir et favoriser l'utilisation de la recherche. La MdC comprend une grande variété d'activités menant à la production et l'utilisation des connaissances générées par la recherche. Ces activités incluent les synthèses de connaissances, la dissémination des connaissances, ainsi que la co-création de la recherche et son application par les chercheurs et les utilisateurs de connaissances.

Participation volontaire : Si vous acceptez de nous aider, veuillez remplir un bref questionnaire en ligne qui vous prendra environ 15 minutes à remplir. Le fait de remplir ce questionnaire sera considéré comme votre consentement à participer. Vous n'avez pas à répondre aux questions auxquelles vous ne voulez pas répondre. Nous apprécierions si vous pouviez remplir le questionnaire [insérer la date limite pour remplir le questionnaire].

Objectif : Ce questionnaire a été développé pour nous aider à comprendre dans quelles mesures vous faites la mobilisation de vos connaissances, les obstacles qui nuisent à vos efforts de mobilisation des connaissances, ainsi que vos suggestions sur comment l'Université pourrait vous supporter.

Avantages : Comprendre la perspective des chercheurs et des chercheuses sur la mobilisation des connaissances permettra à l'Université d'adapter ses services et de développer de nouvelles stratégies pour mieux soutenir les chercheurs et les chercheuses.

Risques : Il n'y a pas de risque connu à participer.

Confidentialité et anonymat : L'information que vous partagerez restera confidentielle et le contenu ne sera utilisé que dans le contexte de cette initiative. Les seules personnes qui auront accès aux données seront le personnel du service de gestion de la recherche impliqué dans ce projet. Afin de minimiser les risques d'atteinte à votre sécurité et pour assurer votre confidentialité nous vous recommandons d'utiliser des mesures de sécurité standard, telles que mettre fin à la session, fermer votre navigateur Internet et verrouiller votre écran ou appareil lorsque vous ne les utilisez plus / lorsque vous avez terminé de répondre au questionnaire.

Conservation des données : Les données seront conservées sur un serveur de [insérer l'outil de sondage en ligne utilisé] situé au Canada. Les réponses au questionnaire seront extraites

du serveur lorsque la période de collecte de données sera terminée et le fichier Excel téléchargé sera protégé par un mot de passe et sauvegardé sur un serveur sécurisé auquel seuls les membres du personnel du service de gestion de la recherche ont accès. Les données seront supprimées du serveur de [\[insérer l'outil de sondage en ligne utilisé\]](#) lorsque toutes les informations auront été récupérées. Le fichier Excel sera conservé pendant une période de cinq ans après la fin du projet avant d'être supprimé.

Information sur les résultats : Il est possible que les résultats soient partagés avec la communauté de [\[insérer le nom de votre institution\]](#), ainsi qu'avec d'autres universités ou leurs réseaux.

Pour tout renseignement additionnel concernant cette initiative, vous pouvez communiquer avec [\[insérer le nom de la personne-ressource et le lien vers son adresse courriel\]](#).

Merci de votre collaboration!

Appendix C: Invitation Email Templates

Invitation to research administration members

Dear Colleagues,

As you know, [\[Insert the name the office responsible for the survey\]](#) is launching a knowledge mobilization initiative to support [\[Insert the name of your institution\]](#). In order to inform the activities that we undertake, we have developed a short online survey for researchers to determine their needs regarding knowledge mobilization.

We will be launching the survey shortly through the [\[Insert the name of your institution\]](#) researcher listserv, and we ask that you circulate the link to the survey (below) to the researchers within your faculty to encourage them to participate. This survey takes approximately 15 minutes to complete and will be available until before [\[Insert the deadline to complete the survey\]](#).

Link: [\[Insert the link to the online survey\]](#)

For any questions on the survey or the knowledge mobilization initiative, please contact [\[Insert the name of the contact person and their email address\]](#).

Thank you for your help on this important initiative.

Chères collègues | Chers collègues,

Comme vous le savez, le [\[insérer le nom du cabinet responsable du questionnaire\]](#) lance une initiative de mobilisation des connaissances pour aider les chercheurs et chercheuses de [\[insérer le nom de votre institution\]](#) à améliorer les retombées de leur recherche. Afin d'informer les activités que nous mènerons, nous avons développé un court questionnaire en ligne permettant d'identifier les besoins des chercheurs et chercheuses en matière de mobilisation des connaissances.

Nous enverrons le questionnaire à travers la liste de distribution des chercheurs à [\[insérer le nom de votre institution\]](#), et nous vous demandons de partager le lien vers le questionnaire (ci-dessous) auprès des chercheurs de votre faculté pour les encourager à participer. Ce questionnaire prend environ 15 minutes à remplir et sera disponible jusqu'au [\[insérer la date limite pour remplir le questionnaire\]](#).

Lien : [\[insérer le lien vers le questionnaire en ligne\]](#)

Pour toute question sur le questionnaire ou cette initiative sur la mobilisation des connaissances, vous pouvez communiquer avec [\[insérer le nom de la personne-ressource et le lien vers son adresse courriel\]](#).

Merci pour votre aide sur cette importante initiative!

Invitation to research Faculty members

Dear Professor,

The [Insert the name the office responsible for the survey] is launching a knowledge mobilization initiative to support [Insert the name of your institution] researchers in improving the impact of their research, and we are seeking your help. You are invited to complete a short online survey to identify the types of services and support that would meet your needs regarding knowledge mobilization.

By completing the survey which should take you about 15 minutes, you will be helping us improve the services offered regarding knowledge mobilization at [Insert the name of your institution]. If you accept, please click on the link below and complete the survey before [Insert the deadline to complete the survey].

Link: [Insert the link to the online survey]

For any questions on the survey or the knowledge mobilization initiative, please contact [Insert the name of the contact person and their email address].

Thank you for your help on this important initiative.

Chère professeure, Cher professeur,

Le [insérer le nom du cabinet responsable du questionnaire] lance une initiative de mobilisation des connaissances pour aider les chercheurs et chercheuses de [insérer le nom de votre institution] à améliorer les retombées de leur recherche, et nous sollicitons votre aide. Vous êtes invités à remplir un court questionnaire en ligne sur le type de services et le soutien qui répondraient à vos besoins en matière de mobilisation des connaissances.

En acceptant de répondre à ce questionnaire qui devrait prendre environ 15 minutes à remplir, vous nous aiderez à améliorer les services offerts à [insérer le nom de votre institution] concernant la mobilisation des connaissances. Si vous acceptez, veuillez cliquer sur le lien ci-dessous et remplir le questionnaire avant le [insérer la date limite pour remplir le questionnaire].

Lien : [insérer le lien vers le questionnaire en ligne]

Pour toute question sur le questionnaire ou cette initiative sur la mobilisation des connaissances, vous pouvez communiquer avec [insérer le nom de la personne-ressource et le lien vers son adresse courriel].

Merci pour votre aide sur cette importante initiative!