

## Dissemination in Action: Communicating Research in a Digital World

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### Join us at MLA '18 for this new and informative course:

**Dissemination in Action: Communicating Research in a Digital World**

**Location:** Medical Library Association Annual Meeting in Atlanta, Georgia

**Date:** Friday, May 18, 2018

**Time:** 1:00 p.m.–5:00 p.m.

**Cost:** \$345 (nonmember: \$615)

**Registration:** <http://www.mlanet.org/p/cm/ld/fid=1282>

**Further details:** <http://www.mlanet.org/p/cm/ld/fid=1299>



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### Course Description

Increasingly, librarians are involved in tracking research dissemination and impact. The instructors will provide a solid background on dissemination and demonstrate the practical applications of a variety of tools. We will equip participants with the knowledge to help their patrons create better dissemination strategies and inspire compelling impact statements. Join us for this dynamic learning opportunity, which will include lecture, demonstrations, and large and small group activities.

The session will include:

- Exploring social media platforms commonly used to disseminate research
- Writing plain language summaries of research
- Exploring tools that track alternative metrics
- Identifying institutional and open repositories, and the importance of archiving outputs
- Optimizing outputs for discoverability by search engines
- Crafting research impact statements

**Instructors:** Karen Gutzman, Impact and Evaluation Librarian, and Patricia L. Smith, Impact and Dissemination Librarian, Galter Health Sciences Library, Feinberg School of Medicine, Northwestern University, Chicago, IL

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