



# Appropriate Outputs: sharing and promoting research

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# Where to begin?



In writing this keynote I looked at my own research journey



I looked back about 15-20 years, before study-based research projects, a PhD and funded academic research



Long before supervising the research of others, teaching about research, before writing a book about doing research, and generally doing presentations and speaking about how to do research.



And guess what...?

# Back then...



I did research



I did it as part of my work in education and in other areas



I did it in my previous life as a writer



I searched, I evaluated, I reflected, I asked questions, I got answers, I collated, and I wrote it all up

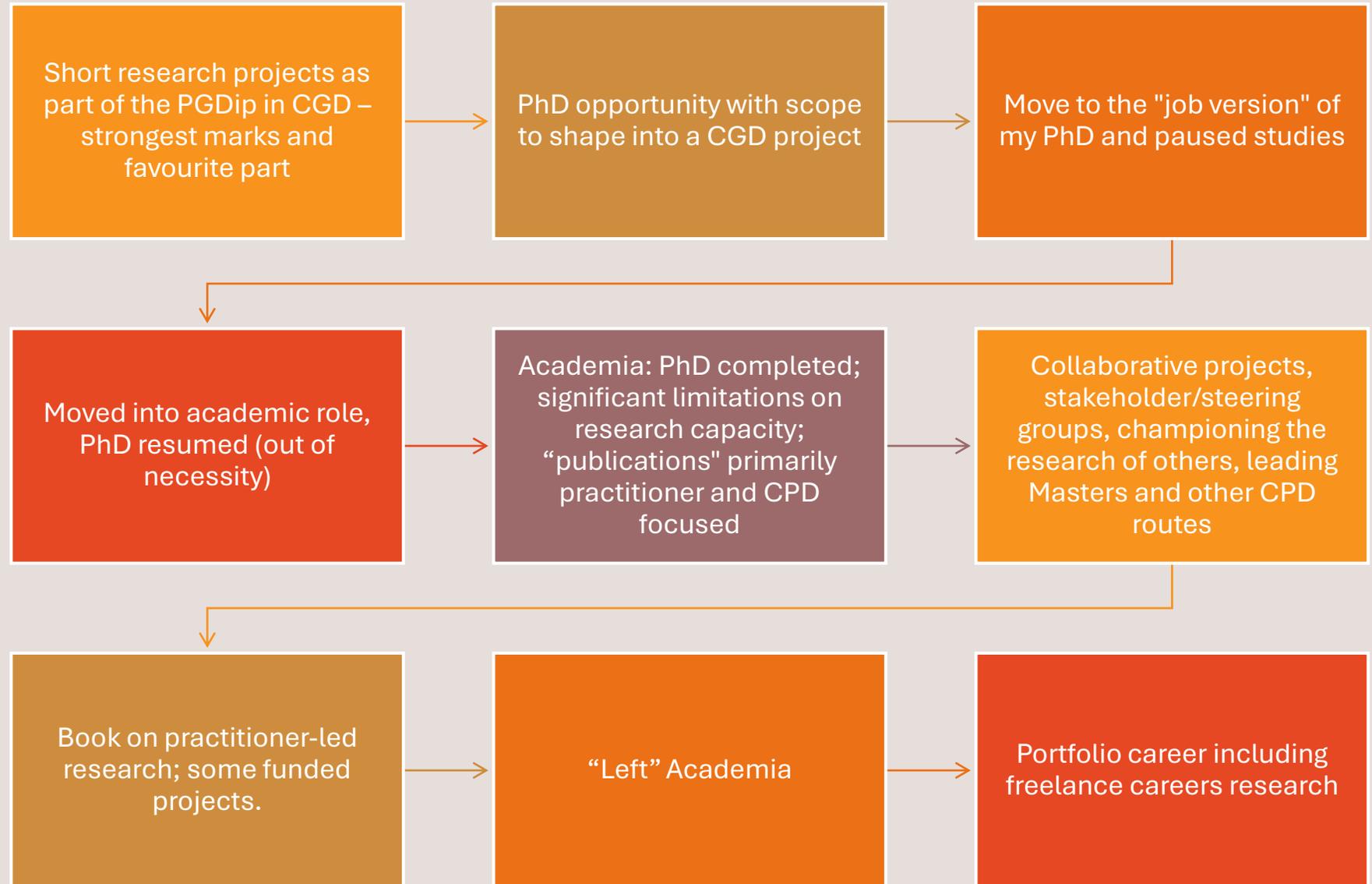


The research I conducted found an audience



Over time I've developed stronger and more advanced research skills but that's not to say that anything I do now is intrinsically of greater value.

# My formal research journey



# Do I *have* to?

- Learning how to do research and conducting a project does not mean a natural inclination follows to want to share it far and wide.
- In many cases the process of learning how to conduct research is the most important part of the research journey; it enables you to critique the research of others more effectively and to be reinvigorated to find new sources of knowledge to inform your own practice.
- For some, the appropriate output for a small-scale research project may be nowhere other than in a file on your device, and **that is ok**.
- Not wanting to be a visible researcher does not exclude you from promoting the research of others or engaging with research agendas.

# I don't have the solution to this

*“How can career practitioners conduct academic research without doing a PhD, studying a masters or working within a university?”*

- This isn't a question that only comes from practitioners
- This isn't a question only for academics to find an answer to

This is an issue that needs proper thought / support from all angles.

# Appropriate outputs

Which of the following have you been *eager* to engage with in the last 12 months? Or *eager* to create?

- Conferences (presentations, papers, workshops and poster sessions)
- Academic journal articles
- Book chapters

(Locations that are generally covered by the term “publishing”)

(And likely incur a cost)

# However, if this is for you

Collaborate: if you really do need and want to focus on academic publishing routes, seek out academics who may be interested in your research and approach them.

We can all make academic research more accessible:

- Target Open Access journals
- Post-publication, make your research available

# Shaking the system

- Consider a fundamental mindset shift in how we value research
- This is a “us” *and* a “them” problem
- By holding and contributing to a belief that research of most value is firewalled, cites sources held behind firewalls, or when we publish there, we only add to the problem.
- Focus less on: shaping research to meet narrow academic publishing parameters and then working backwards to bring it to another secondary audience
- Our priority should be: how best to engage with the audience who needs to access it most

# Alternative but equally valid outputs (and arguably more useful)

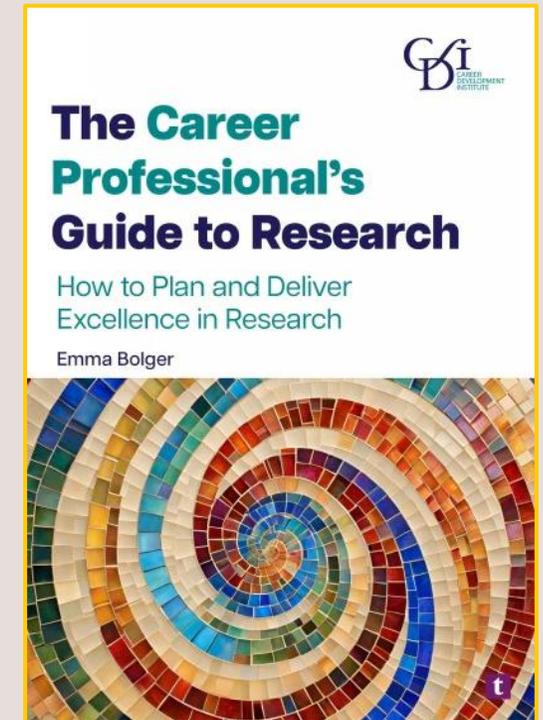


# Research Skills Development

- Alongside other work for the OU, I tutor on module, YXM830, [Advance your independent learning](#)
- Students produce a work based or personal interest research project within the supportive university environment (using secondary data)
- An investigation; explicitly not a dissertation
- Focus on developing critical research skills using a wide range of sources
- Developing skills in presenting research findings in the most appropriate way, for your audience but also **for you**
- Open choice of outputs suitable to the material, content and individual.

# Happy new home?

- In the chapter on dissemination (sharing and promoting your research) in my book, I talk about trying to get your research to move home.
- That is, it may be planned for one audience, but who else might be interested?
- Also, I encourage researchers step out of their comfort zone and think about new routes to share their work.
- The book contains an overview of different publishing and promotion routes, as well as activities to encourage you to consider different formats/platforms for sharing.



# Free stuff!

## Worksheets:

<https://trotman.co.uk/pages/the-career-professionals-guide-to-research-resources>



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