

Survey report

RESEARCHER ENGAGEMENT IN RESEARCH COMMUNICATION IN JAPAN

ADVANCING
DISCOVERY

Surveying practices, awareness, and challenges

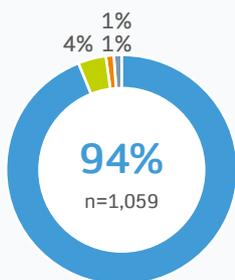
The survey “Communication of Research Conducted by Researchers in Japan” carried out in January 2023 explored challenges and motivations in sharing research and research outputs to the wider community. The survey results were discussed at the Springer Nature Japan Research Advisory Forum (JRAF 2023), and this infographic summarizes the key findings and insights from both the survey and the discussion at JRAF.

Value of and interest in communicating research to the wider community*1

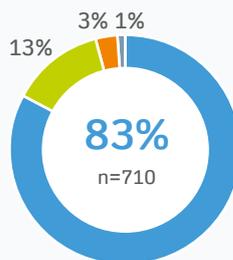


Around **90%** of the respondents showed interest and agreed with the importance of communicating their research to the wider community, with over **75%** acknowledging its benefits and enjoying the activity.

As a researcher, I think it is important to communicate my research to the wider community



I benefit from greater levels of research communication to the wider community



- Strongly agree + Somewhat agree
- Neutral
- Somewhat disagree + Strongly disagree
- I don't know + I've never thought about it

The top two objectives for communicating research were:

'To share research findings that are considered to be of interest to the wider community'

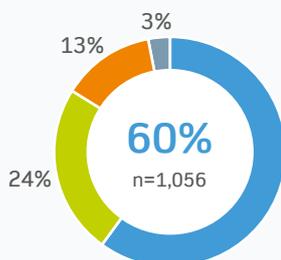
'To disseminate my research widely'

Should research communication*2 be considered as a part of research achievement?



60% of the respondents agreed that research communication should be considered as a part of research achievement.

Communication of research to the wider community should be assessed as a part of research achievement



- Strongly agree + Somewhat agree
- Neutral
- Somewhat disagree + Strongly disagree
- I don't know + I've never thought about it

40–50% of the respondents selected below as sources of motivation to communicate more:

'Considered as a part of research achievement by research institutions/funders'

'Interest shown by the general public/students'

'Considered positively during hiring process'

*1 By "wider community" in this survey, we mean audiences outside of your specialized field including the non-researcher audiences and the general public.

*2 By "research communication" in this survey, we mean communication, promotion or dissemination of your research such as press-releases, media interviews, social media, public lectures and more. We excluded research communication at conferences in this survey.

Support and resources for research communication



Around **80%** of the respondents agreed that they need more support in conducting effective research communication. Many were not receiving support or training, nor were they aware of the resources available.



70–99% of the respondents indicated that the support mentioned in the figure below would be helpful for their communication efforts.

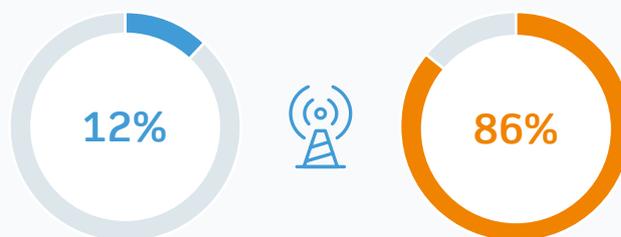
- Support/resources respondents were aware that were offered at their institutions
- Has/would help(ed) me with research communication

n=756

Writing research summaries in plain language



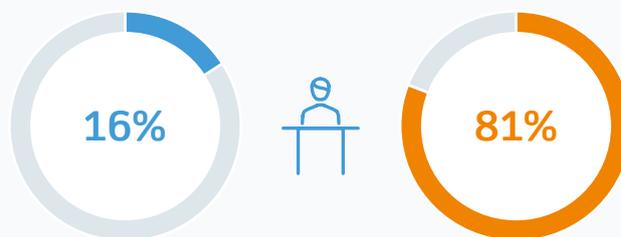
Interacting and engaging with media



Financial support



Oral-communication and presentation-skills training



Creating visuals to communicate research



Interacting and engaging with social media



Creating videos to communicate research



Dialogue skills training



Recommendations



Researchers

Ask for resources, help, and training opportunities

Check with your organization for available resources and training. If you require any support, reach out and ask for it.

Communicating small advances effectively

Not all research communications describe big advances. Consider effective ways to communicate incremental changes.

Communicating beyond research output

Consider sharing your research journey and personal story as a part of your research accomplishments — your audience may find it engaging!



Research Institutions

Communicate with researchers about resources and training

Provide accessible resources and training for researchers, and make sure that researchers are aware of them. To enhance effective research communication, discuss the needs and interests of researchers.

Consider research communication as part of research achievement

Researchers consider that research communication should be assessed as a part of their research achievement. If their communication efforts are already acknowledged as an achievement, ensure that researchers are aware of this.

Track impact of research communication

Researchers may need assistance tracking the impact of their communication beyond standard metrics. Helping them understand the broader impact of their research communication could motivate researchers to share their work more.

Both Researchers and Research Institutions



Create opportunities to engage with each other

Consider research communication as an engagement activity with the audience beyond one-way dissemination