

Graduate Student Workshop Series 3, Session 2

May 3-4, 2016

Hôtel de l'Institut, Montréal, QC

List of Participants

Name	Institution	Supervisor
Alekseevskaia, Maria	University of Ottawa	Phillipe Couton
Alibhai, Zaheeda	University of Ottawa	Lori Beaman
Delic, Zijad	University of Ottawa	Peter Beyer
Hemmat, Samane	York University – Osgoode Hall Law School	Benjamin Berger
Ludin, Sara	University of California - Berkeley	Winnifred Sullivan
Pringnitz, Keelin	University of Ottawa	Lori Beaman
Vanasse-Pelletier, Mathilde	Université de Montréal	Solange Lefebvre

Facilitator	Institution
Teemu Taira	University of Helsinki



***Researchers in the Media:  
Mainstream media and social media as sites of knowledge transfer***

In addition to publishing in academic journals and volumes, research engages with other audiences and other platforms. In this workshop, participants were asked to explore media – both mainstream media and social media – as one of the relevant sites of knowledge transfer. They discussed and sought to answer the following questions: Why and how are researchers involved in the media? How they get there and make themselves available? What difference could our research make, and who might benefit from it? How social media changes our opportunities to develop strategies for engagement with and communication to wider audiences?

The workshop was led by Teemu Taira (University of Helsinki), who is Senior Lecturer in the Study of Religions. The relationship between religion and media is one of his research areas and he interacts frequently with the mainstream media.

In this workshop students had a chance to reflect their engagement with the media as part of the overall knowledge transfer strategy, to gain feedback from the group and discuss the broader social and cultural relevance of their research. By working through examples and sharing experiences the workshop will provide opportunity to think through their own mainstream media strategies and involvement in social media in relation to their research.

A questionnaire was circulated in the workshop information package, which asked each student to provide feedback on logistical organization (i.e. communication in preparation to the event) as well as event organization (i.e. agenda, session structure).

Students enjoyed the range of interdisciplinarity discussions they engaged in during this workshop, and felt that the topic was relevant across research sites.