

Knowledge Mobilization in an on line world

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Link to video on YouTube:

<http://bit.ly/ysMW1G>

Knowledge Mobilization is a social process that results in Social Innovations



Social process, social innovation....why not social media?

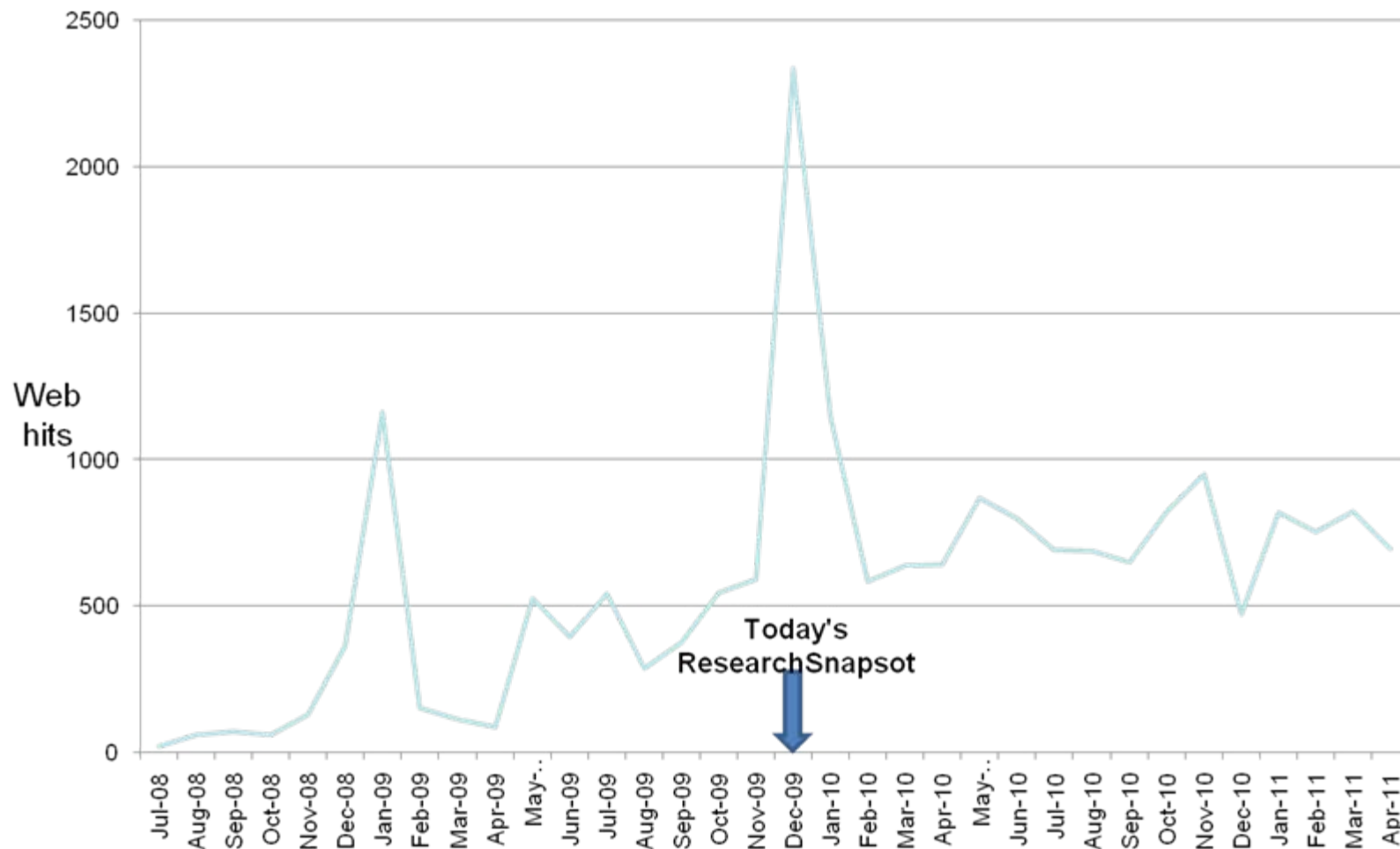
More than dissemination



York's KMb Unit February 2006- August 2011

# Faculty Involved	228
# Graduate Students Involved	141
# Information sessions for faculty and students	165
# Information sessions for community	184
# collaborations brokered	227
# agencies involved in KMb partnerships	205
Community Partner funding raised	\$810K
Research Contract funding raised	\$1.2M
Total KMb associated grant funding raised	\$16M
# web hits	+4M
# Research Summaries	158
# tweets	4253
#twitter followers	1529
# delicious bookmarks	219
# blog postings (+70,000 views)	266

Effect of Twitter on Web Traffic



Developing Relationships on Twitter



Knowledge Brokering is research dating

If social media works for love it can also work for research



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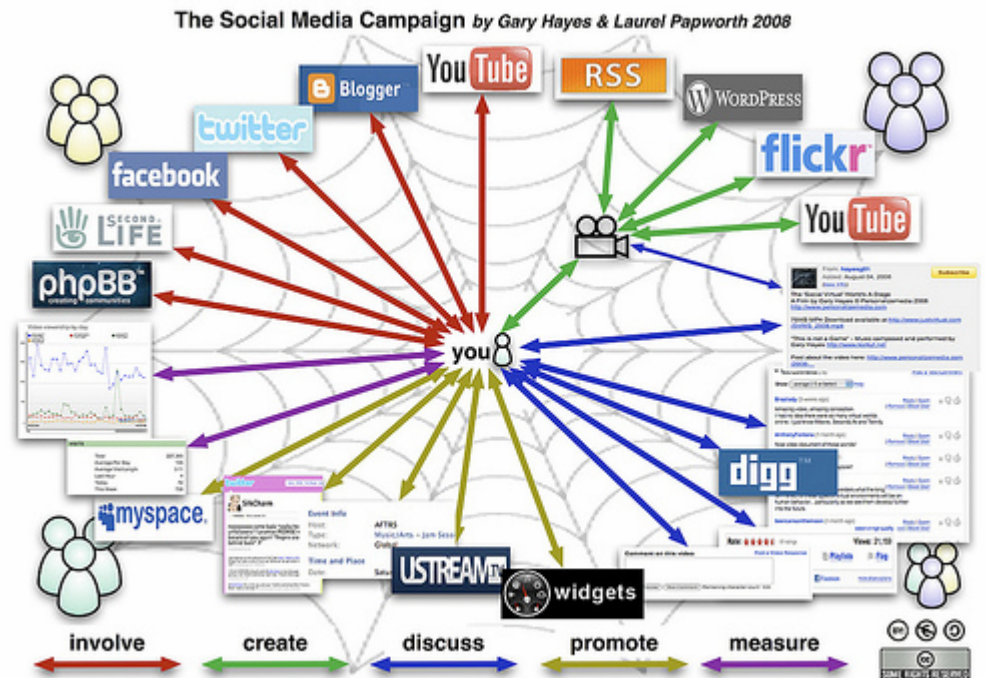
Things to think about

Social media is like swimming

Life partner/research partner: it's all about dating

Make it somebody's job

Just do it



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