



**knowledge mobilization works**  
l'Atelier de la mobilisation des connaissances

# Knowledge Mobilization 100

2011 Edition

Edited by Peter Levesque

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*Knowledge Mobilization Works*



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## i. About Knowledge Mobilization Works

Founded in January 2007, Knowledge Mobilization Works is a consulting and training company based in Ottawa, Canada. We are dedicated to helping individuals and organizations move what is collectively known into what we do to create value. Our goal is simple: help make better decisions to produce better outcomes.

Our Vision Statement is derived from the "The Universal Declaration of Human Rights" signed in 1948 - in particular articles 26 and 27. We believe that everyone has the right to "participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits." We believe that everyone has the right to education. We also believe that knowledge is not enough. We believe we need to put what we know into practice. We believe that access to knowledge – physical and conceptual – is a human right.

Our Mission Statement is to build the capacity of people to create value by mobilizing knowledge. We support individuals and organizations to create incentives and infrastructure for knowledge mobilization. We create productive links between people, places, ideas, and goals.

We are team of professional staff and associates that offer a range of services:

**Consulting:** decision-support; strategic plans; staffing plans; knowledge mobilization strategies; culture change support; evaluation & impact assessment; technology implementation; social media development; social media management plans.

**Facilitating:** keynote presentations; panel participation; event chairperson; media interviews; meeting preparation and facilitation; coaching; negotiations; online community facilitation.

**Imagining:** storytelling; community of practice development; online community development; photovoice; arts based planning.

**Training:** half-day technical workshops; full-day professional development; extended programs (2, 4, and 10 day programs).

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Mailing Address  
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## ii. Disclaimer

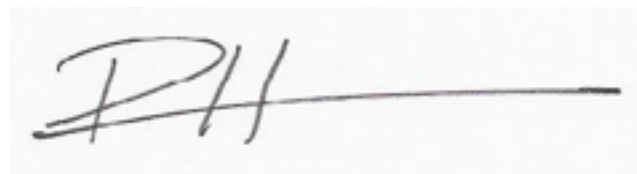
Knowledge Mobilization Works (referred to as KMBW) has prepared this report for public distribution.

KMBW has exercised due and customary care but has not, save as specifically stated, independently verified information provided by others. No other warranty, express or implied is made in relation to the contents of this report. Therefore, KMBW assumes no liability for any loss resulting from errors, omissions or misrepresentations made by others. This report has been prepared as a contribution to the information ecology of shared documents helping to build the knowledge mobilization community.

Any recommendations, opinions or findings stated in this report are based on circumstances and facts, as they existed at the time KMBW performed the work. Any changes in such circumstances and facts upon which this report is based may adversely affect any recommendations, opinions or findings contained in this report. Every effort has been made to ensure the quality.

Any part of this report may be copied or duplicated with proper attribution. This work has been undertaken in accordance with the KMBW Quality System.

Signed by the President & CEO,

A handwritten signature in black ink, appearing to read 'PLH', followed by a long horizontal line extending to the right.

Peter Levesque



### iii. Summary

#### *What did we do?*

The Knowledge Mobilization 100 is produced to “take a picture” of whom people see as influential to their knowledge mobilization practice. As such, the survey we conducted is similar to a snapshot one would take at a party or reception. It gives the reader or viewer an idea of what is going on but not a complete account of everything taking place.

We collected responses online using a user fillable form that loaded responses directly into a Google spreadsheet. The period of collection was from January 15, 2011 to June 15, 2011. The survey was viewed by 512 people in Canada, the United States of America, the United Kingdom, India and Australia. There were 35 completed responses with 90% being from Canada.

In this report, you will find three levels of influencer and the disciplines they work in. We present a list of writings and authors that are influential. We list websites, blogs, Twitter feeds, and other social media streams that influence knowledge mobilization practice. Finally, we show the distribution of importance of factors considered in choosing an influencer.

#### *What did we find?*

We found that the largest network of mobilizers – led by David Phipps of “Research Impact” hosted at York University – had the largest single influence. We also found that if people are doing knowledge mobilization as a core part of their work rather than off the corner of their desk – they have more influence. These mobilizers include Peter Levesque, Ben Levin, Melanie Barwick, and Sarena Seifer to name a few.

We found that people in a discipline affect other people in that discipline; however there is significant leakage of ideas between disciplines and sectors. The more support there is for broader exchange, the wider the sources of influence.

The Education and Research sectors have greater primary influence on knowledge mobilization practice than other sectors; however the influence is broadly distributed as we looked at responses at the second and third levels of influence.

Books and articles run across the spectrum of knowledge mobilization thinkers from education, health, business, media, and philosophy, to name a few. Both health and business have a larger influence as printed materials – perhaps because there is a longer history and broader range of products available from those two sectors.

A surprising number of blogs and non-institutional websites emerged as influential however; there was repeated identification of government, university, health agency web resources as sources of influence.



It was difficult to determine if the variability of influence of Twitter and social media streams were based on generational or cultural issues (as we did not ask people for this information) but a surprising number of respondents stated that they do not use social media at all – something to explore further.

Factors that were considered “most important”, in descending order of response were: knowledgeable, trusted, experienced, innovative and demonstrated impact.

Factors considered “important” in descending order of response were: experienced, innovative, demonstrated impact, with a tie for trusted & knowledgeable.

A small proportion of people were neutral on trusted, innovative, experienced and demonstrated impact. One respondent identified innovative as somewhat unimportant.

*What are we thinking?*

We think that knowledge mobilization as a concept and practice – one that exists in a portfolio of other terms - is growing. We think that we have barely scratched the surface of understanding what influences practice – the “Have your say” sections speaks to that.

We acknowledge that we used a rather “blunt instrument” that will not satisfy our academic research colleagues however; we think that this report provides a flavour of what is emerging. We think that a lot more work is needed – co-working – to better understand and implement knowledge mobilization practice into a range of work and decision-making environment.

We think this was fun to do and we will do it again – we hope the 2012 edition is even better.

We look forward to bringing people together at the “Canadian Knowledge Mobilization Forum” in Ottawa on June 19-20, 2011 (details will be showing up on our website as the pieces come together [www.knowledgemobilization.net](http://www.knowledgemobilization.net)).

*We would like to thank.*

Everyone who contributed – we kept the answers anonymous so that people would feel free to say what they had to say.

This report is really a “crowdsourced” product and belongs in the [Creative Commons](https://creativecommons.org/). Please use it as you need. We appreciate proper attribution back to Knowledge Mobilization Works:

Knowledge Mobilization Works. Knowledge Mobilization 100, 2011 Edition. Ottawa. September 2011



## 1. Who most influences your Knowledge Mobilization practice?

Name	Frequency	Discipline
David Phipps	6	Administration, Research, Education
Peter Levesque	4	Administration, Business
Ben Levin	3	Education
Melanie Barwick	2	Health
Sarena Seifer / Community-Campus Partnerships for Health	2	Health
Alex Bielak	1	Government
Alexander Hayes	1	Education
Angie Hart	1	Research
Barbara Neis	1	Research
Daryl Rock	1	Research
Harold Jarche	1	Other
John Hirdes	1	Research
John Seely Brown	1	Research
Kathleen Bloom	1	Education
Leaders (Managers/Directors)	1	Administration
Leslie Eckel	1	Education
Nazeem Muhajarine	1	Research
Neil Seeman	1	Research
Pierre Levy	1	Education
Sandra Nutley	1	Research
Sharon Straus	1	Health
The Harris Centre	1	Research



## 2. What discipline do they work in?



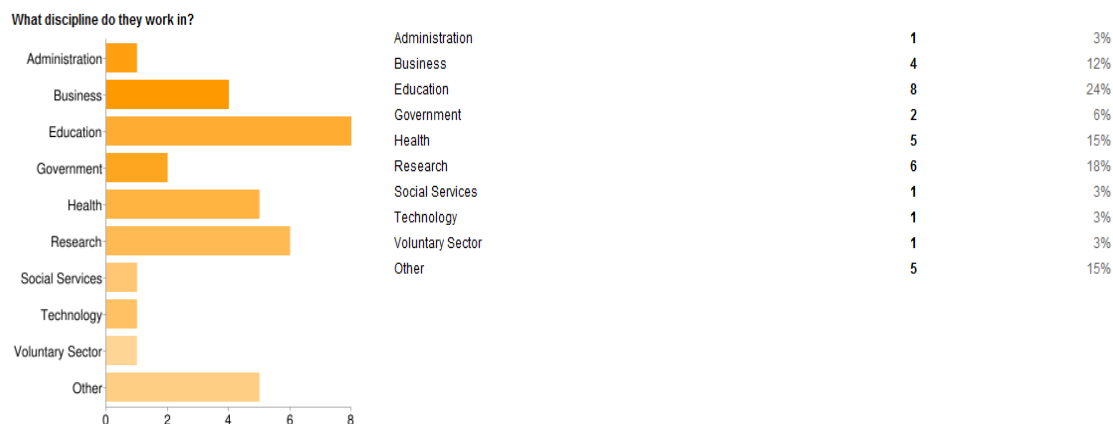


### 3. Who else influences your KMB practice?

Name	Frequency	Discipline
Peter Levesque	6	Business
David Phipps	5	Research, Administration
Sandra Nutley	2	Research
Al Etmanski	1	Community
Ben Levin	1	Education
Dan and Chris Heath	1	Business
Fleur Macqueen Smith	1	Health
Gary Myers	1	Research
Healthcare workers	1	Health
Heather Bullock	1	Health
Jay Cross	1	Education
John Hirdes	1	Research
John Lavis	1	Health
Julia Lalande	1	Research
Kathleen Bloom	1	Education
Leslie Eckel	1	Education
Maisam Najafizada	1	Research
Pekka Sinervo	1	Research
Philipa Cordingley	1	Education
Research Impact	1	Research
Serena Seifer @ CCPH	1	Health
University of Victoria	1	Research
Victoria White	1	Research



## 4. What discipline do they work in?



## 5. Anyone else? A third pick?

Name	Frequency
Gary Myers	3
John Lavis	2
Ben Levin	1
CHSRF	1
Colleen Young	1
David Yetman	1
Desre Kramer	1
Don Tapscott	1
Edward Jackson	1
Ian Graham	1
Jacinta Gascoigne	1
Jane Hart	1
Karim Lakhani	1
KMbeing	1
Nursing Faculty at McMaster	1
Paul Stolee	1
Peter Levesque	1
Rob Greenwood	1
Sandra Nutley	1
Sarah Younie	1



## 6. Whose books or articles do you read most often?

- |   |                            |  |
|---|----------------------------|--|
| 1) Australian Flexible Learning Framework | 16) Chris Brogan           | 30) Journal of Evidence & Policy   |
| 2) Ben Levin                              | 17) Julien Smith           | 31) Literature search results  |
| 3) Carol Campbell                         | 18) David Bohm             | 32) Nonaka   |
| 4) Phillipa Cordingley                    | 19) David Watson           | 33) Nutley, Walter and Davies. 2007. Using Evidence: How research can inform public services |
| 5) Louis Stoll                            | 20) Angela Hart            | 34) John Lavis   |
| 6) Sandra Nutley                          | 21) Don Tapscott           | 35) Saskatchewan Population Health and Evaluation Research Unit                              |
| 7) Charles Ungerleider                    | 22) Evidence & Policy      | 36) Marcia Connerer  |
| 8) Davies                                 | 23) G&M                    | 37) we write books   |
| 9) Melanie Barwick                        | 24) CBC website            |  |
| 10) David Phipps                          | 25) Canoe website          |  |
| 11) Peter Levesque                        | 26) Health Policy          |  |
| 12) David Yetman                          | 27) Hirdes                 |  |
| 13) Michael Johnny                        | 28) Ian Graham             |  |
| 14) Vicki Ward                            | 29) Implementation Science |  |
| 15) Kathy Short                           |                            |  |

## 7. Whose website or blog do you consult regularly?

- |  |   |
|--|---|
| 1) <a href="http://www.knowledgemobilization.net">http://www.knowledgemobilization.net</a>       | 10) <a href="http://www.ccph.info">http://www.ccph.info</a>   |
| 2) <a href="http://kmbeing.com/">http://kmbeing.com/</a>   | 11) <a href="http://www.alexanderhayes.com/">http://www.alexanderhayes.com/</a>                                 |
| 3) <a href="http://internettimealliance.com/wp/">http://internettimealliance.com/wp/</a>         | 12) <a href="http://www.ascd.org/Default.aspx">http://www.ascd.org/Default.aspx</a>                             |
| 4) <a href="http://www.chsrf.ca/Splash.aspx">http://www.chsrf.ca/Splash.aspx</a>                 | 13) <a href="http://www.knowledgebrokersforum.org">www.knowledgebrokersforum.org</a>                            |
| 5) <a href="http://www.researchimpact.ca/home/">http://www.researchimpact.ca/home/</a>           | 14) <a href="http://www.researchtoaction.org">www.researchtoaction.org</a>                                      |
| 6) <a href="http://mashable.com/">http://mashable.com/</a>                                       | 15) <a href="http://www.oise.utoronto.ca/rspe/index.html">http://www.oise.utoronto.ca/rspe/index.html</a>       |
| 7) <a href="http://ohcrn.org/">http://ohcrn.org/</a>   | 16) <a href="http://www.curee.co.uk/">http://www.curee.co.uk/</a>   |
| 8) <a href="http://www.ktecop.ca/">http://www.ktecop.ca/</a>                                     | 17) <a href="http://www.ccl-cca.ca/CCL/Home.html">http://www.ccl-cca.ca/CCL/Home.html</a>                       |
| 9) I am new to your term - I have been looking under knowledge management and web 2 technologies | 18) <a href="http://www.omafra.gov.on.ca/english/index.html">http://www.omafra.gov.on.ca/english/index.html</a> |

## 8. Who is your top tweeter on Twitter?

- |  |  |  |
|--|--|--|
| <a href="https://twitter.com/KMbeing">@KMbeing</a>               | <a href="https://twitter.com/peterlevesque">@peterlevesque</a>   | <a href="https://twitter.com/gyasmeen">@gyasmeen</a> |
| <a href="https://twitter.com/researchimpact">@researchimpact</a> | <a href="https://twitter.com/shawnmicallef">@shawnmicallef</a>   | None, N/A, Don't use it                              |
| <a href="https://twitter.com/hjarche">@hjarche</a>               | <a href="https://twitter.com/weknowmore">@weknowmore</a>         |  |
| <a href="https://twitter.com/mashable">@mashable</a>             | <a href="https://twitter.com/desktopgourmet">@desktopgourmet</a> |  |
| <a href="https://twitter.com/Educationpress">Education press</a> | <a href="https://twitter.com/bojanfurst">@bojanfurst</a>         |  |



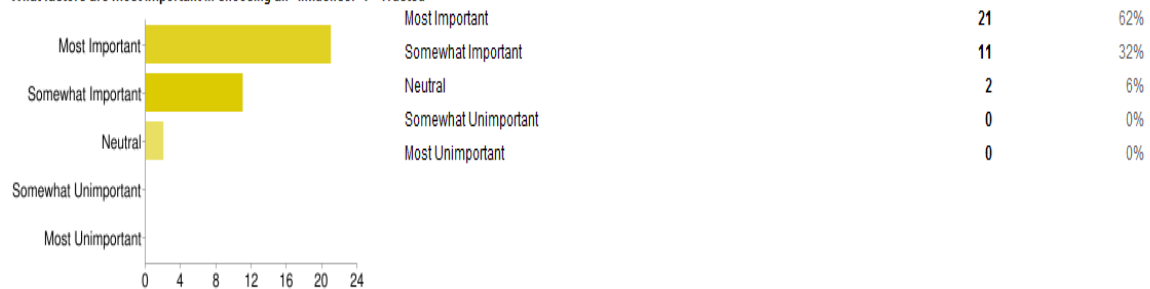
### 9. Who else do you follow using social media?

- |   |   |
|---|---|
| <a href="https://twitter.com/peterlevesque">@peterlevesque</a>                            | <a href="http://www.hwdsb.on.ca/e-best/">http://www.hwdsb.on.ca/e-best/</a>   |
| <a href="http://www.knowledgemobilization.net/">http://www.knowledgemobilization.net/</a> | <a href="http://www.cea-ace.ca/">http://www.cea-ace.ca/</a>   |
| <a href="http://www.altimetergroup.com/">http://www.altimetergroup.com/</a>               | <a href="http://www.mun.ca/harriscentre/">http://www.mun.ca/harriscentre/</a>   |
| <a href="http://kmbeing.com/">http://kmbeing.com/</a>                                     | <a href="http://www.phs.utoronto.ca/faculty_template_new.asp?GetFile=NCameron@cdnorman">http://www.phs.utoronto.ca/faculty_template_new.asp?GetFile=NCameron@cdnorman</a> |
| <a href="http://www.govloop.com/">http://www.govloop.com/</a>                             |   |
| <a href="http://www.researchimpact.ca/home/">http://www.researchimpact.ca/home/</a>       |   |
| <a href="http://steve-dale.net/">http://steve-dale.net/</a>                               |   |
| <a href="http://www.gurteen.com/">http://www.gurteen.com/</a>                             |   |
| <a href="http://ebennett.org/">http://ebennett.org/</a>                                   |   |

To many to write about

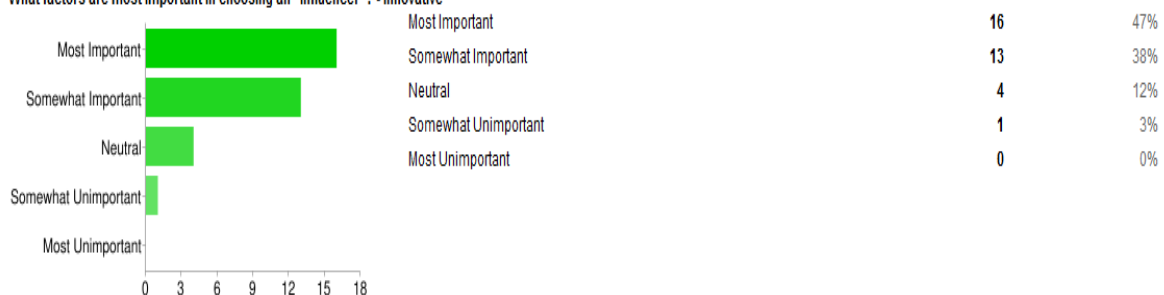
### 10. What factors are most important in choosing an "influencer"? [Trusted]

What factors are most important in choosing an "influencer"? - Trusted

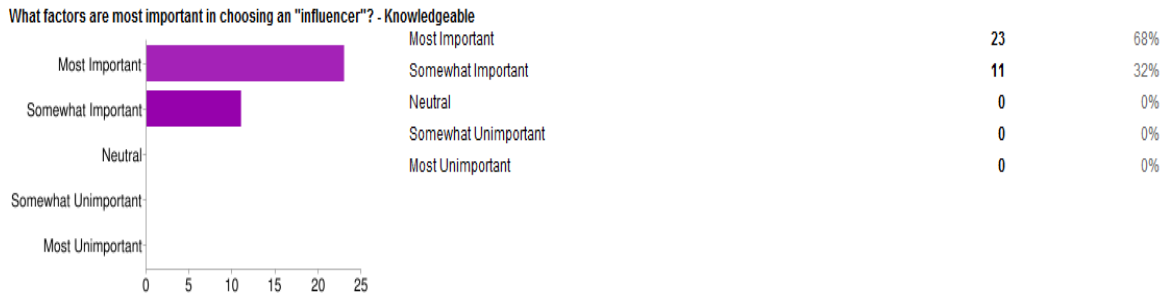


### 11. What factors are most important in choosing an "influencer"? [Innovative]

What factors are most important in choosing an "influencer"? - Innovative



## 12. What factors are most important in choosing an "influencer"? [Knowledgeable]



## 12. What factors are most important in choosing an "influencer"? [Experienced]



## 13. What factors are most important in choosing an "influencer"? [Demonstrated Impact]



## 14. Have your say

Stephen Downes is my top pick in so many categories. He is my broker for all things in the education sector world. There are so many great Canadians at the forefront of km and social learning. Dean Shareski, Brian Lamb, Alec Couros to name a few. I'm all over Stephen Downe's - Free Learning ethos so that may not jive with the Uni centric KMb mobilization movement. That said I'm sure there are plenty of supporters in KM who feel the same.

If I could have had a fourth name I would add Joaquin Trapero, from University of Victoria who is also a pioneer in the development and delivery of university based KMb in Canada!

This has been interesting, and fun. I look forward to the results!"

No glass house here. They are system's thinkers and work with the people on the ground that implement and use the results of our join work. Collaboration and mutual interests are key.

In the UK there is a group of us working on the issues you are working on in Canada - see [www.educationcommunities.org](http://www.educationcommunities.org) - we are setting up professional development groups which seem to be like your RI groups - our method is based on successful previous work linking teachers and researchers.

I nominated an organization because it's not really one person who influences me but CCPH as an organization. I find them to put out highly relevant and timely information in many different ways - through their website, email lists, Facebook, Twitter, LinkedIn, reports, conference calls and in-person events. They really do an amazing job!

The idea of the survey is a good one but it should be noted that the KMb 100 is based on the number of responses. If the reach is low the results will be inaccurate. There are many, many knowledge mobilization experts that will not be identified here.

A fun exercise though, thanks for taking it on Peter.

"Kmb practice" is very broad here - lots of individuals going deep but more now we look to org strategies as well i.e. not one discipline. Who knows where they will intersect?

It would be wonderful for those involved in mobilize this in Australia could collaborate with our overseas counterparts and share our research and practice.

I think that one of the most important factors in choosing an influencer that they are well situated 'in-between' various groups, organizations, sectors, and so on.

Knowledge brokers have to be all of those things: I couldn't work with someone about whom I felt neutral in any of those categories. I've put innovative as not quite as important because sometimes it's not necessarily innovation you're looking for as much as consolidation of existing ideas and application to your particular problem.

Times Higher Education, Guardian Education, Global Higher Education, Huffington Post are favs.

