

April 28, 2017 AERA Annual Meeting
**Strategies for Sharing
Your Research**

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TED

Talk on Data Visualization/Ed

<http://tedxtalks.ted.com/video/Why-data-should-be-over-the-cou>
(search for “Why Data Should Be Over-the-Counter” by Dr. Jenny Grant Rankin at TEDxTUM)

Branding 4-6 words or short phrases to associate with your name:

1. What (generally) is your **message**?
2. What is so **special** about your message?
3. Why should people **care** about your message?
4. How will people be able to **apply** what you share?

Branding (continued)



Inspiration

- A powerful strategy or solution you employ in a classroom, school, university, organization, or school district (like a way you offer rigor to English learners, or how you've partnered with a principal to get the community actively involved in the school)
- A major accomplishment (like winning Dissertation of the Year or cutting a district's suspensions by 50%)
- A new movement you are a part of (like the makerspace movement)
- A new technology or tool you incorporate into your practice
- A unique perspective you have (like if you're a new faculty member or have just moved from focusing on the secondary level to the elementary level)
- A problem you're trying to solve (like minorities being underrepresented in gifted programs)
- A cause about which you're passionate (like getting more girls involved in computer programming)
- Research findings from a study you conducted or were part of
- A special collaboration you're a part of
- A unique population you work with

Elevator pitch (summarize work & its merits):

Web Hosting Software

Jimdo (www.jimdo.com)

SquareSpace
(www.squarespace.com)

Weebly (www.weebly.com)

Wix (www.wix.com)

WordPress (www.wordpress.com)

Yola (www.yola.com)

Social Media

Facebook (www.facebook.com); add a group (for your brand) to your personal website

Google+ (plus.google.com)

LinkedIn (www.linkedin.com); create group for your brand or topic of interest

Pinterest (www.pinterest)

Twitter (www.twitter.com)

Opportunities Excel File

Conferences/Webinars • Radio/News/Podcasts • Articles/Papers • Books



Speaking

Strategies

Hook

Slide Design

Speaking (continued)

Slides

Mild Activities

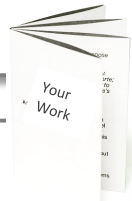
- “Raise your hand if...”
- “Stand up if...”
- “Turn to your neighbor and say...”
- “Shout out your biggest challenge concerning...”
- “Applaud if you think...”
- “Tell me...” Feel free to call on someone; if you greeted people as they arrived, you will even know some names.
- “Write down one quality that...”
- “Pick one of these three categories and think of ways it applies to your...”
- “If I throw this to you...”

Involved Activities

- “Turn to your neighbor and share...”
- “Get into groups of 3 or 4 and discuss...”
- “I’m going to throw this stuffed animal, and if you catch it tell us... and then throw it to someone across the room.”
- “Use your handout to...”
- “Write down the reason you...”
- “Notice the eight posters arranged around the room, each bearing a topic. Go to the one that pertains to you and discuss... with the group that gathers there.”
- “Get up and collect a strategy from one person for every category on this slide.”
- “Form a group of four to six in which teachers, school administrators, and district administrators are all represented. Then discuss...”
- “Visit the posters around the room and add a sticky note to each on which you have written different...”
- “Grab a colored sticky note based on the color assigned to your role (e.g., blue for researchers) and add it to the “Yes” or “No” poster based on whether you agree with this statement...” You can instead use polling software.
- “Each side of the room will be a different team as we...”
- “Grab the sticky note stuck to the bottom of your chair. Each one is different...”

Activity you'll incorporate:

Why:



Writing

If You Hate Writing

- Co-write with a colleague.
- Use an interview format for a piece in which someone interviews you about your work.
- Interview someone else about work that pertains to yours.
- Get key points across in an infographic.
- Write a chapter in a book, rather than an entire book.
- Submit your work for others to write about (e.g., submit your project to www.nmc.org/nmc-horizon-news/submit-your-projects-for-the-nmc-horizon-report-2016-k-12-edition for a NMC Horizon Report).

Beware the Shoulder Chip

Misunderstanding

Ways to Prevent Misunderstanding

You are blaming or belittling teachers.

- Beginning in your introduction, use language that applauds teachers and acknowledges the difficulties and impact of their work.
- If appropriate, mention (early) your own teaching experience.

Your findings aren't backed up by sound research, or you are jumping to conclusions (e.g., you claim causation when there is only correlation).

- Detail how you arrived at a conclusion.
- Detail how you accounted for secondary variables (e.g., how you know it wasn't family income that accounted for students' added support)
- If space doesn't allow for these details, provide a link or URL readers can follow to get them.

You are misusing terms.

- If there is common confusion surrounding a term, define the term early.
- As an alternative, provide a footnote with explanation. For example, when I write "data is" I commonly add a footnote explaining how data can be used as a singular or plural noun (otherwise I'll lose readers who mistake the former tense as grammatically incorrect).

You are implying non-teachers (e.g., academics) know more about teaching than teachers.

- Detail how teacher input was an integral part of your process/reasoning.
- Acknowledge on-the-job variables. E.g., if you recommend teachers give each student personalized feedback, give examples of how a teacher with 224 students does this.

Writing (continued)

Beware the Shoulder Chip (continued)

Misunderstanding

You are treating an old movement (e.g., direct instruction) as if it is something brand new.

You are ignoring major variables (e.g., success at a charter school where students must pass a rigorous test to attend will not necessarily translate to other schools).

Ways to Prevent Misunderstanding

- Acknowledge related movements of the past and describe how the new movement is built upon these.
- Explain the specific ways in which the new movement differs from the old.
- Be upfront about pertinent characteristics (such as those of the school where a study took place, those of students whose feedback you collected, etc.).
- Address how your findings might apply to other environments and underscore important conditions.

Strategies

Publication:

Goal (what you want to communicate):

Audience (want, figure it out, prior knowledge, emotion):

How will you make your message fit your audience (any special adjustments)?



Data

OTCD Standards

- www.overthecounterdata.com/sites/default/files/OTCDStandards.pdf

OTCD Templates

- www.overthecounterdata.com/templates

Data Analytics

- www.ibm.com/analytix/watson-analytics
- <http://flowingdata.com>
- www.desmos.com
- <http://vacommunity.org/tiki-index.php?page=Education%20Resources>

Infographics

- <http://vizualize.me>
- www.visme.co
- www.canva.com
- <http://piktochart.com>
- <https://venngage.com>

Other

- www.hstry.co
- <https://storymap.knightlab.com>
- www.comicmaster.org.uk
- www.seedling.com/pages/comic

How would you improve the display?

Further Learning

Speaking

- Student Speaker at Harvard Graduate School of Education's Convocation Exercises <http://www.gse.harvard.edu/news/16/05/lift>
- TED-Ed Lesson: The Basics of the Higgs Boson <http://ed.ted.com/lessons/the-basics-of-boson-dave-barney-and-steve-goldfarb>
- TED Talk: Your Body Language Shapes Who You Are https://www.ted.com/playlists/171/the_most_popular_talks_of_all

Writing

- Tips for Writing Like a Pro, from Top Content Producer Ann Handley <http://www.forbes.com/sites/williamarruda/2016/03/24/tips-for-writing-like-a-pro-from-top-content-producer-ann-handley/2/#5ed850681ec2>
- 8 Classic Storytelling Techniques for Engaging Presentations <http://www.sparkol.com/engage/8-classic-storytelling-techniques-for-engaging-presentations>

Data

- When Data Systems Actively Support Data Analysis <https://www.edsurge.com/news/2014-06-28-when-data-systems-actively-support-data-analysis>

