WP6. Dissemination

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Barcelona
WP6. Dissemination

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- Not just dissemination but also communication
Publications and presentations

Next-generation leadership roles and public service: incorporating a culture of co-creation at quadruple helix institutions

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The impact agenda and critical social research in education: Hitting the target but missing the spot?
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Abstract

This paper considers whether the impact agenda that has developed over the last decade in UK universities is likely to help create the conditions in which critical educational research makes a more visible difference to society. The UK audit of university research quality (the research excellence framework (REF) now includes an assessment of impact. Impact pathways are requirements of both national and European Union research funding bodies and the Australian Research Council. Issues in the assessment of the social impact of research are explored by the European projects Evaluating the impact of EU SSH, social science humanities, research (IMPACT-EV) and ACcelerate CO-creation by setting up a Multi-actor Platform for Impact from Social Sciences.
Translating research results

Inpatients’ and outpatients’ satisfaction: The mediating role of perceived quality of physical and social environment

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ABSTRACT
This study analyses the processes through which the physical environment of health care settings impacts on patients’ well-being. Specifically, we investigate the mediating role of perceptions of the physical and social environments, and if this process is moderated by patients’ status, that is, if the objective physical environment impacts inpatients’ and outpatients’ satisfaction by different social-psychological processes. Patients (N = 206) evaluated the physical and social environments of the care unit where they were receiving treatment, and its objective physical conditions were independently evaluated by two architects. Results showed that the objective environmental quality affects satisfaction through perceptions of environmental quality, and that patients’ status moderates this relationship. For inpatients, it is the perception of quality of the social environment that mediates the relationship between objective environmental quality and satisfaction, whereas for outpatients it is the perception of quality of the physical environment. This moderated mediation is discussed in terms of differences on patients’ experiences of health care environments.

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Patients are happier in a beautiful and friendly hospital

Summary
The research found that patients are more satisfied in health care settings with higher quality physical conditions (e.g., quietness, views and lighting). This is especially important when coming to hospital for a short doctor’s visit. When having to stay in the hospital, patients’ satisfaction is also affected by the way they perceive relationships with staff and organization of the care unit.

Why is this important?
Perception of the quality of the hospital’s physical and social environments are crucial for patients’ satisfaction with the hospital experience and predict patients’ well-being. These findings confirm that patients’ satisfaction can be enhanced by improving the hospital physical conditions, which has important implications for health care services planning, design, and maintenance.

How did the researchers come to this conclusion?
The researchers interviewed 206 people in four different hospitals, asking about their perception of the quality of hospital environment. 110 people from the sample were hospitalized in an orthopedic care unit, and 96 patients were waiting for a consultation in the waiting room.

Reference
Translating research results

PATIENTS ARE HAPPIER

IN A BEAUTIFUL AND FRIENDLY HOSPITAL

ACCOMPLISSH
Translating research results

- Achieving initial contact is one of the major hurdles in the process of communicating research results.
- Short formats (e.g. memes) provide an entry point that can be followed by further engagement and communication activities.
- As the audience becomes more familiarized with the topic they can be provided with more in-depth information, have facilitated knowledge transfer in both directions and, finally, a point can be reached where communication processes have delivered the impact, whether in the form of co-creation processes, valorisation of research or other similar deliverables.
Communicating the core concepts

• Within the consortium
• To 4H partners

• Identifying barriers
• Developing communication principles (communication plan)
• Workshops and exercises (Barcelona, Tallinn)
Barcelona Communication Workshop (September 2017)
Dissemination - videos

https://youtu.be/3ogqXWB58No
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