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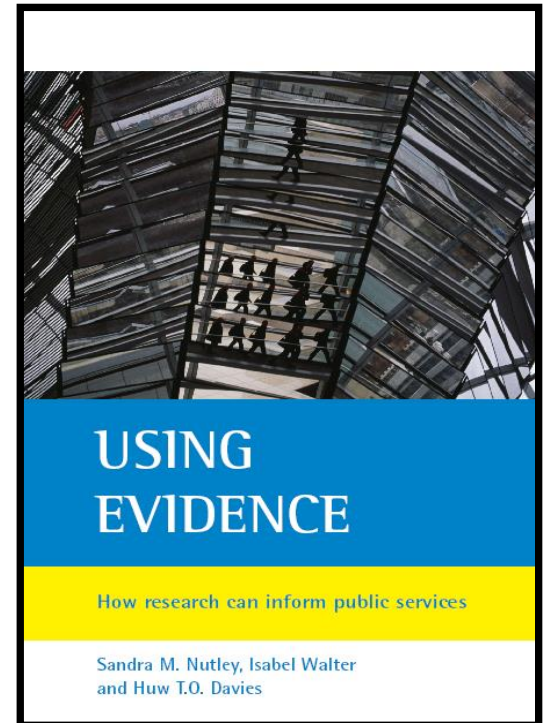


Archetypes of knowledge mobilisation as
components of an effective “**knowledge ecosystem**”

What's the problem?

“Research use... is not simply the dissemination or transfer of pre-packaged research findings to passive and accepting user audiences.”

***The rise of interactive, social and interpretive models of research use...
...and recognition of the importance of non-instrumentalist research findings***



Understanding diverse models of knowledge mobilisation...



**THERE IS MORE
THAN ONE WAY TO
SKIN A CAT, BUT ANY
WAY YOU DO IT, IT'S
MESSY.**

...and then assembling them into an effective system – or *ecology*.

Archetypes of knowledge mobilisation practices

Archetypes (8): original moulds, idealised types...
“universal prototypes to interpret observations”



*Derived inductively from analysis of
actual knowledge mobilisation activity*

NOT a taxonomy or classification of actual agencies...
... substantiated in multiple and hybrid forms.



Archetype A:

Research synthesis production

The Pushers

Archetypes B & C

Brokering activities

Archetype B: largely brokering own research

Archetype C: brokering wider research

Inevitable Push; Fostering Pull
Developing Linkage & Exchange

Archetype D

Evidence advocacy

Proselytisers for an evidence-informed world

Interaction is central

Relational & Systems perspectives

Archetypes E & F

Linking Research and Practice

Archetype E: Research into practice
Facilitation & uptake

Archetype F: Research in practice
Co-production & local learning

Archetype G

Fostering 'communities of practice' and
other active networks

Good CoP, Bad CoP?

Archetype H

Advancing the field of knowledge mobilisation

Building knowledge about knowledge work

Eight Archetypes

A: Research synthesis production (the Pushers)

B & C: Brokering activities (own research; wider research)

D: Evidence advocacy (proselytisers for an evidence-informed world)

E & F: Linking research and practice (research into practice; research in practice)

G: Fostering networks (good CoP, bad CoP?)

H: Advancing KM (building knowledge about knowledge work)

Concluding messages

- Each ***archetype*** contains *assumptions*:
 - about purposes and goals...
 - about the nature of knowledge and processes of knowing...
 - about roles, resources and responsibilities ...
- Different ***emphases*** in different agencies:
 - products (push), facilitation (uptake), brokering (linkage & exchange) etc.
- ***We need to think more about the overall system (the ecology), not just the constituent parts...***

Some sources --

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Health Services and Delivery Research 2015 Vol 3 (Issue 27).

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Evidence & Policy (2016)

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