

Contribution ID: **1817** Contribution code: **TH04**

Type: **Roundtable**

Maximizing impact: Communicating research to diverse audiences

Thursday 4 June 2026 09:00 (1h 30m)

Academics dedicate enormous time and effort to undertaking and publishing their research, yet communication surrounding research findings remains an after-thought. This challenge is especially acute for scholars from marginalized communities and early career researchers, who face systemic barriers in academia and additional challenges in reaching their targeted audiences.

This roundtable brings together a diverse range of communication experts to present and discuss various formats, strategies, skills and best practices for maximizing the reach of our research publications. Key questions include: What does it mean to communicate research effectively and why does it matter? How can we measure the true reach and influence of academic work? What tools and methods can scholars employ to broaden their audience? From academic blogging, to podcasting, book reviews and social media assets, join us to discuss how different technologies can help address these critical questions and learn how to make research more inclusive, influential and far-reaching.

Track Classification: Critical Alternatives for World Politics