

# Moving Beyond 'Join the Conversation': Utilizing Social Media for Knowledge Mobilization

**Krista Jensen**

Knowledge Mobilization Officer, Office of  
Research Services

PhD Student, Faculty of Education  
York University

Saturday, June 15, 2013

# Knowledge Mobilization at York

Service unit that :

- Fosters collaboration
- Builds a culture of knowledge mobilization (KMb)
- Supports co-production of knowledge and research
- Connects policy and practice relevant research to decision makers
- Builds capacity and delivers tools for knowledge mobilization

# Why Use Social Media for KMb?



- Disseminate knowledge and research in an iterative and interactive way
- Build communities for partnerships, collaboration and sharing
- Get academic research into the hands of people who can use it

# KMb Learning Sessions

Hands on capacity building sessions for faculty, staff and graduate students on:

- Social Media for Research
- Building a Social Media Strategy
- Wordpress
- Twitter
- O3 Collaboration Platform

# Blogging

## Doorey's Law of Work Blog

A Discussion of Issues and Debates for Students and Others

Home Prof. David Doorey Copyright MHRM Wiki Library Osgoode LLM School of HRM

### Follow Me on Twitter

187 Follow @TheLawofWork

### Categories

- Arbitration Cases
- City of Toronto Bargaining
- Employment Law
- General
- Guest Blogs
- Human Rights Issues
- Industrial Relations and Labour Law
- Labour Law E-Journal
- Real Life Pleadings
- Scholarship
- Uncategorized
- Work Law Cases
- Workplace Law

### City of Toronto Bargaining

- City of Toronto Bargaining Diary

### Current Course Blogs

- Osgoode Hall LLM (Perspectives)

### Employment Law Forms

- Calculating ESA Entitlements
- ESA Claim Form
- ESA Hours of Work, Overtime Info
- Filing an ESA Complaint
- Human Rights Legal Support Centre

### Legal Research

## Another Senator Lambasts Tories' Wasteful, F Attacks on Unions

April 17, 2013 | Posted by admin

The Conservative's latest attack on its nemesis, the labour movement, the Senate, which is playing its role of providing "sober second thought" opposition to Bill C-377.

That's the Bill that would bury "labour organizations" in a pile of ad red-tape in order to produce reams of useless information about how their time and money, at huge expense to taxpayers who will have to collect, monitor, and reporting of the colossal pile of information the Bill.

A while back, Senator Hugh Segal chastised the Tories for using Parliament playing petty partisan games designed to silence dissent in the guise

Yesterday, it was Liberal Senate House Leader, Senator Cowan, here.



Senator Cowan Expresses Hypocrisy of Bill C-377

Senator Cowan notes that the Bill is so that it's impossible to know what it sets, noted the same when I recently debated Senator Eaton on this blog. Senator Eaton said the Bill says one thing, and I told her that way. One of us is wrong, but in fairness, we won't know who until a Court sorts it out, at great expense to taxpayers and labour organizations alike. Senator Cowan reads the Bill the same way I did, which is that, "It requires separate entries naming every person who receives money from a labour organization and listing what they received if the cumulative value is over \$5,000."

The Bill Would Capture Employers Associations As Well

## Research Matters: Finding Solutions to Homelessness

Home About Us Archive Subscribe Log In Homeless Hub Library

### Patterns of Emergency Shelter Use in Three Canadian Cities of Different Size

By Tim Aubrey  
April 09, 2013

Twenty years ago, Randy Kuhn and Dennis Culhane published the results of a groundbreaking study in the American Journal of Community Psychology showing that over 50% of people who use emergency shelters in large American cities experienced homelessness for short periods of time and most frequently as a one-time event in their lives. In contrast, a relatively small minority demonstrated a cyclical use of shelters with multiple episodes for short periods of time or a small number of stays but for long periods of time. Although these latter two groups were relatively small making up 10% each of the shelter population, they were shown to occupy over 60% of the shelter beds.

Recently, I collaborated with a group of colleagues (Elisav Fancs R., Stephen Huang R., and Melissa Culhane) from the University of Ottawa and St. Michael's Hospital on a study that evaluated four years of shelter data from three Canadian cities of different sizes, namely Toronto, Ottawa, and Guelph (this study replicated the analyses of the influential Kuhn and Culhane study). In line with the results of the American study, our research identified three distinct and similar patterns of shelter stays in the three Ontario cities.

The largest group of shelter users, characterized as "temporary", experienced a small number of homeless episodes for relatively short periods of time. This group comprised 60% of shelter users in both Toronto and Ottawa. We also found a smaller group of users that we defined as having "episodic" shelter use, who experienced multiple homeless episodes for short periods of time. This group represented 11% and 9% of shelter users in Toronto and Ottawa respectively. Finally, the smallest group of shelter users, representing 4% of shelter users in Toronto and 2% in Ottawa, had a relatively small number of homeless episodes but for long periods of time.

The two smaller groups of shelter users occupied over one half of the shelter beds in both Toronto and Ottawa. Similar to the American research, our findings suggest that housing and support services targeting the episodic and long stay users are likely to be the most efficient strategy for reducing the shelter population in Canadian cities. A paper on the findings of our research has been published in Housing Studies. The paper is available online here.

### Identifying the Patterns of Emergency Shelter Stays of Single Individuals in Canadian Cities of Different Sizes?

The study's Aubrey is a PhD Professor at the School of Psychology and Director and Senior Researcher at the Centre for Research on Educational and Community Services at the University of Ottawa. He is currently holder of the Faculty of Social Sciences Research Chair in Community Mental Health and Homelessness. One of the major of his career Dr. Aubrey has collaborated on research projects with community organizations and government at all levels, contributing to the development of effective social programs and policies.

Tag: housing, Toronto, Ottawa, Guelph Category: Housing | Shelters

Permalink | Comments (4)



## ASD Mental Health

Home / all posts / editorials / research summaries / in the news / videos / upcoming conferences

ABOUT EDITOR

### IN THE NEWS: CENTERS FOR DISEASE CONTROL REPORT — INCREASING ASD RATES?

Nov 6, 2013

recent articles

SEARCH

RECEIVE EMAIL UPDATES FROM ASD MENTAL HEALTH BLOG

Your email:

Subscribe Unsubscribe

WORLD AUTISM Eric Aspers Awareness Month, and the Canadians TAGS

# Twitter



**Roger Keil**

Director, City Institute at York University | CEO of Toronto

10,444 TWEETS   826 FOLLOWING   1,592 FOLLOWERS

**Tweets**



**Roger Keil** @rookie  
 Innovation Talks @EvergreenCanada Briarworks (M  
 April 23 tomorrow) How to pay for transit in Toronto?  
[evergreen.canada-conspire...](#)

Expand



**Roger Keil** @rookie  
 40 years of social justice & the city by @profranzthe  
[pop.gq/cnyed/events/social...](#) via @nikkeynen

Expand



**Roger Keil** @rookie  
 @mrjck so what's up with Suarez?

Expand



**Los Angeles Times** @latimes  
 Mayor Villaragosa gets good marks from majority of  
 poll shows [lat.ms/nKQ](#)

Retweeted by Roger Keil

[View summary](#)



**Roger Keil** @rookie  
 Hometown nostalgia! @GreenJunction: GreenHut: Hator  
 Rathus: 1599. 360deg. panorama by Achermann,  
[lat.ly/06737](#)

[View conversation](#)

**Homeless Hub** @homelesshub

A single place to find homeless information from across Canada  
Canada · <http://www.homelesshub.ca>

4,710 TWEETS · 1,581 FOLLOWERS · 3,926 FOLLOWING

[Follow](#)

**Tweets**

**Homeless Hub** @homelesshub 41m  
The gaps within services for homeless women include transitional housing. [owlyh4Mg](#)  
[Expand](#)

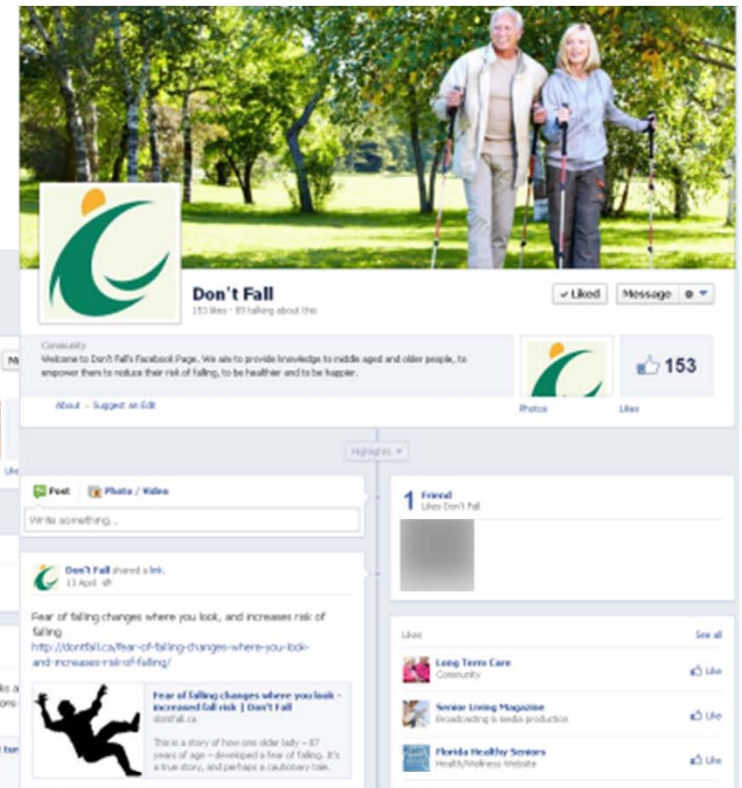
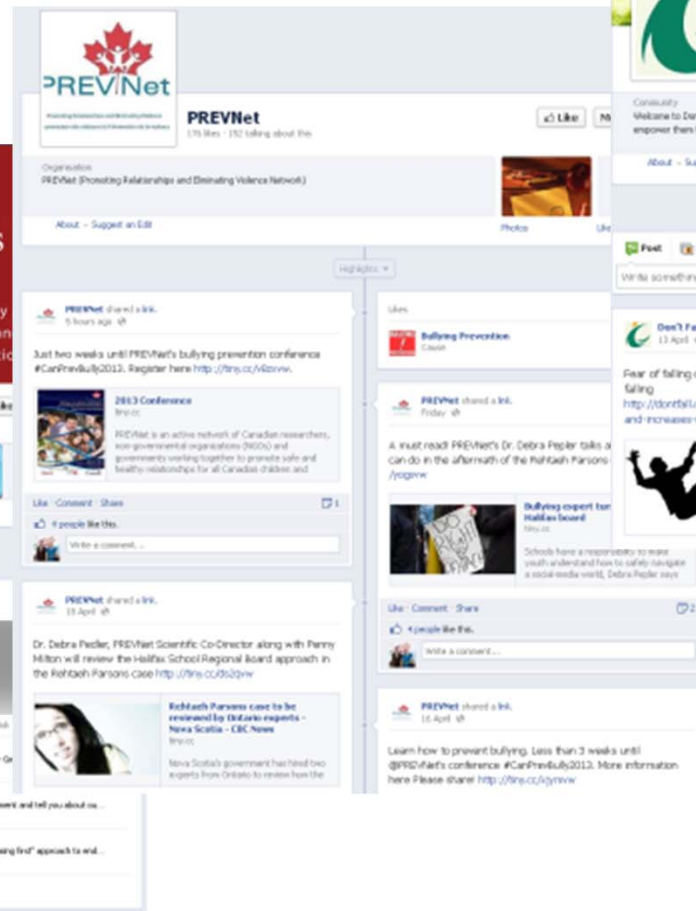
**Lori Kleinmuth** @LoriKleinmuth 1h  
It is time for a national focus on housing via [@maytree\\_canada](#) + [shares4type](#) [rcdnpgk](#) housing #SDCH  
[RT](#) Retweeted by Homeless Hub  
[Expand](#)

**Homeless Hub** @homelesshub 1h  
Homelessness Myth #24: They All Frequent Bars. How do all homeless people really hang out in bars? [owlyh4Mv](#)  
[Expand](#)

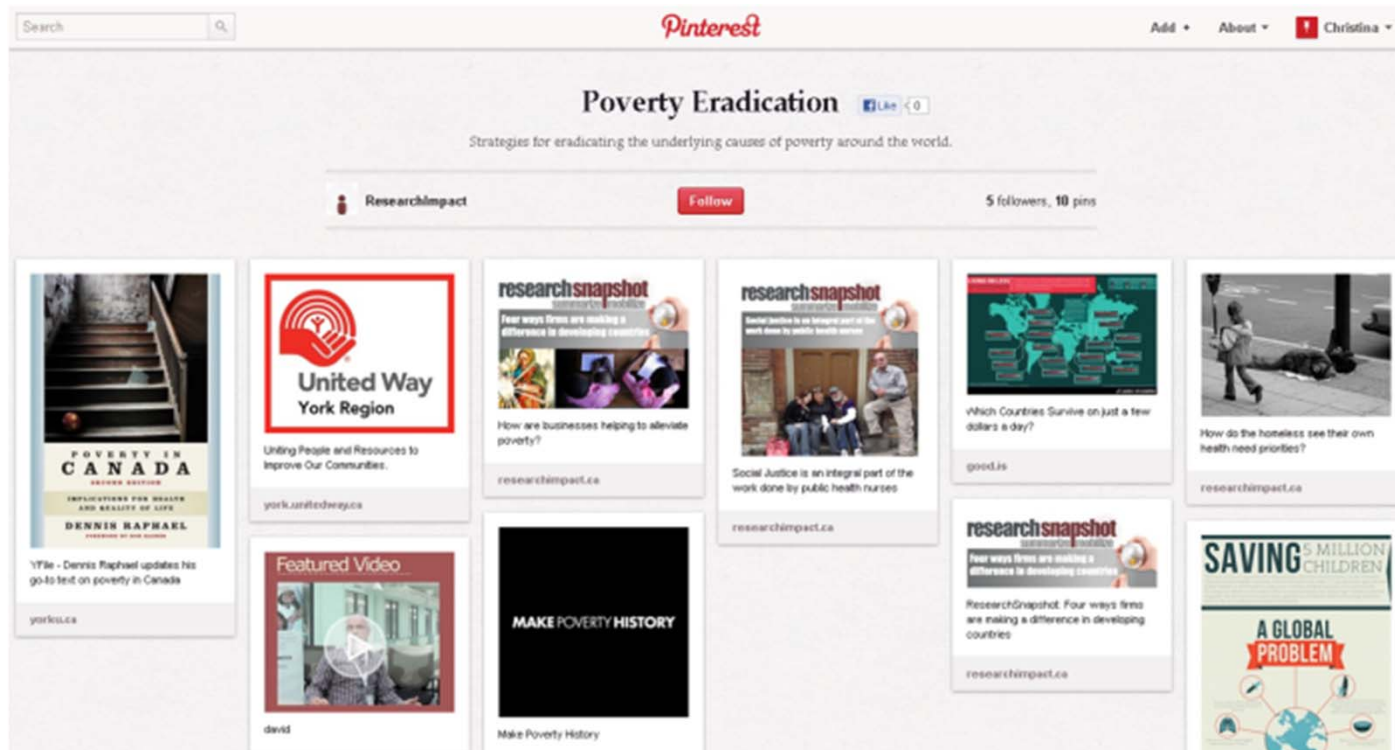
**Randy Roberts** @RandyRRoberts 2h  
Not to be Forgotten: Homeless Women in Hamilton - Summary Report [@Homelessness](#) [Runacceptable](#) Via [@HomelessHub](#)... [fb.me/11g00Qj4](#)  
[RT](#) Retweeted by Homeless Hub  
[Expand](#)

**Homeless Hub** @homelesshub 1h  
Monney, Why Don't These 93s Have Homes? [owlyh4M5](#) How do you talk to your kids about the work you do?  
[Expand](#)

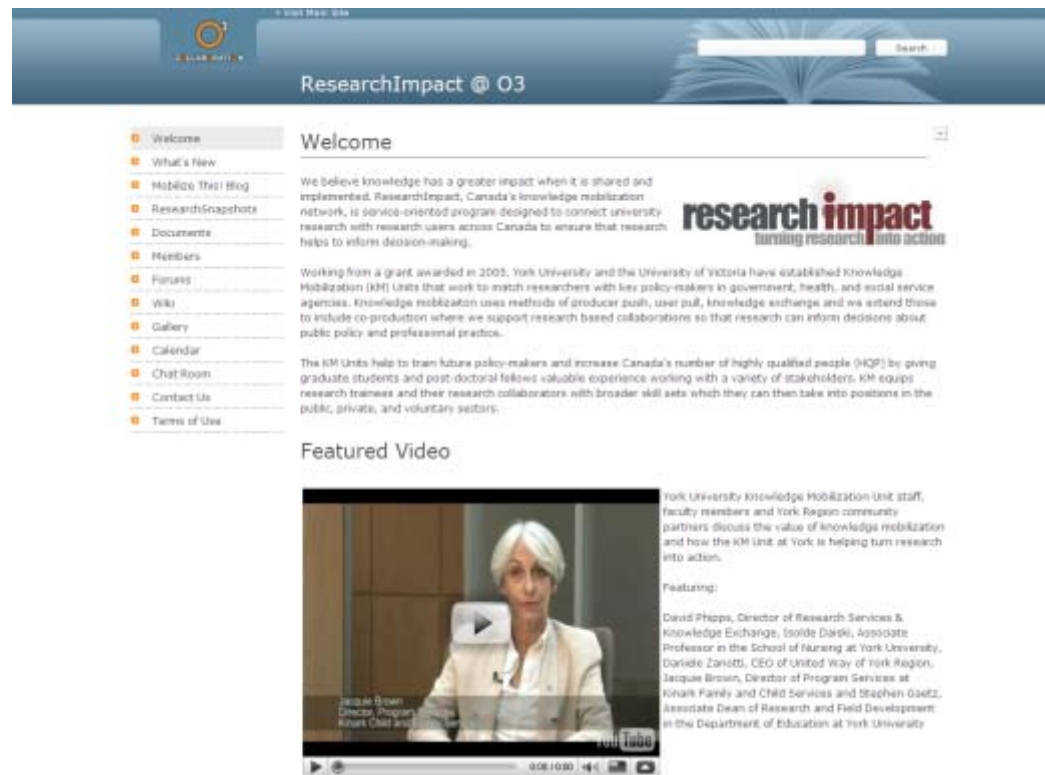
# Facebook



# Pinterest



# Online Collaborative Platforms



# Social Media Strategy

- Engage in social media activities in a planned, thoughtful and purposeful way
- Build a collection of social media tools that suit your specific needs and goals
- Sharing is the key-> focus on building relationships and not just on getting your message out

# My Research Interests

Exploring knowledge sharing in online spaces

- How is community online formed and maintained?
- How does knowledge and research get shared in online spaces?
- How can online tools be used to share knowledge and research to enable social change?

# Questions?

Krista Jensen

Knowledge Mobilization Officer, Office of Research  
Services

PhD Student, Faculty of Education  
York University

[kejensen@yorku.ca](mailto:kejensen@yorku.ca)  
[@atomickitty](#)