

# KNOWLEDGE MOBILIZATION AND YAFFLE 360

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# **THE LESLIE HARRIS CENTRE OF REGIONAL POLICY AND DEVELOPMENT**

**KNOWLEDGE BROKERING**

**KNOWLEDGE SHARING**

**NETWORK BUILDING**

# **KMB AT THE HARRIS CENTRE...**

**IS ABOUT PUTTING AVAILABLE  
KNOWLEDGE INTO ACTIVE SERVICE  
TO BENEFIT SOCIETY. BOTH  
RESEARCH KNOWLEDGE AND  
EXPERIENTIAL KNOWLEDGE ARE  
WORTH SHARING FOR THE BENEFIT  
OF ALL. KMB IS ALWAYS ABOUT  
KNOWLEDGE EXCHANGE AND IT  
SHOULD BE MUTUALLY BENEFICIAL.**

# THE HARRIS CENTRE TODAY

## Regional development programs

Four regional workshop

Four applied research funds

- Applied Research Fund
- Waste Management
- Water Research
- Student Research Project
  
- David Curran Scholarship

## Policy Programs

- Memorial Presents
- Synergy Sessions
- Galbraith Lecture

## Brokering Role

## Yaffle



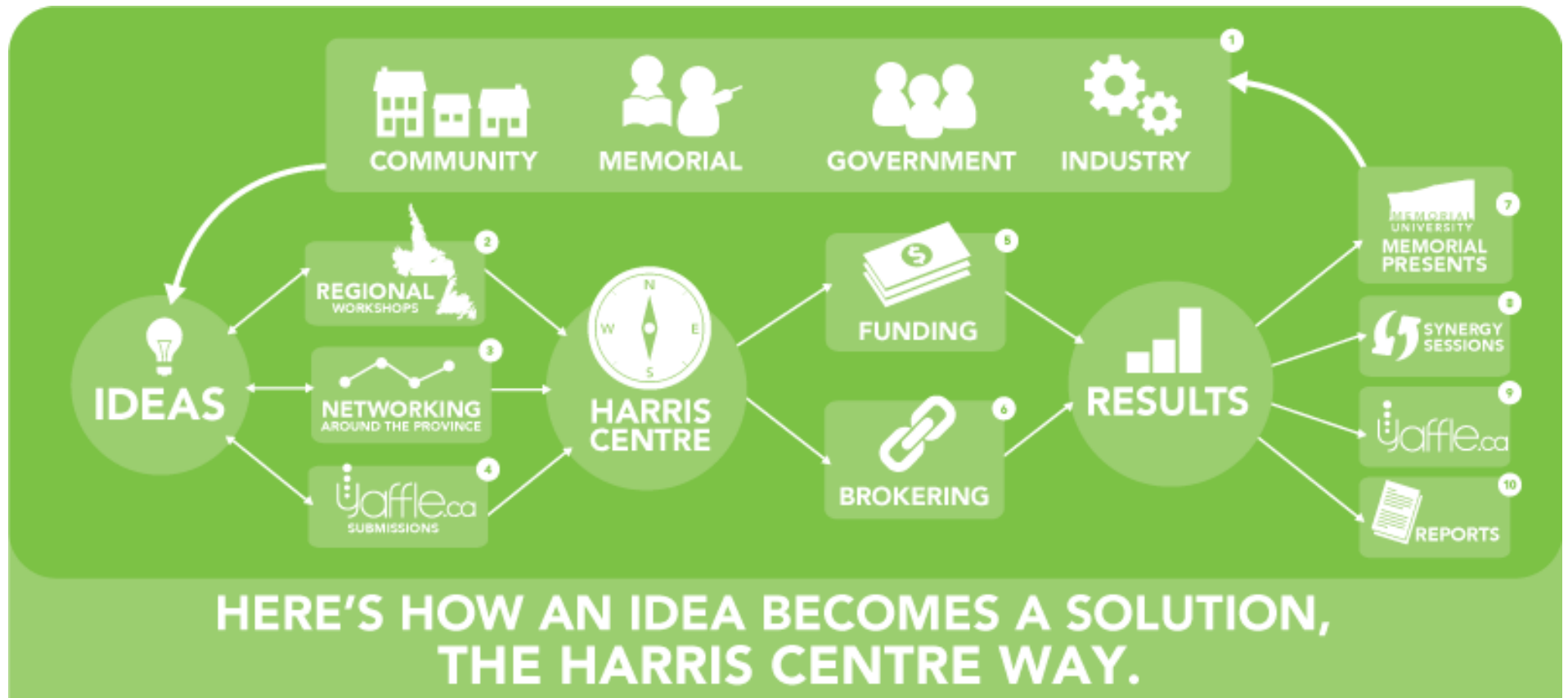
Yodaffle.ca

Your (Re)search Engine

# YAFFLE BY THE NUMBERS

Total Hits:	<b>149,000</b>	Registered Users:	<b>2780</b>
Unique Visitors:	<b>109,000</b>	Faculty:	<b>930</b>
Rate of Return Users:	<b>25%</b>	Students:	<b>200</b>
Total Searches:	<b>130,000+</b>	Staff:	<b>360</b>
Searches in 2013:	<b>~10,000</b>	Non-MUN:	<b>1260</b>
		Active Opportunities:	<b>270</b>
		Research Interest Profiles:	<b>580</b>
Users from 191 countries across 6 continents		MUN faculty, staff, student contact views: 1000+ annually	

# IDEAS TO SOLUTIONS THE HARRIS CENTRE WAY



**BROKEN**

**PROCESS**

**TAPPING**

**COMMUNITY KNOWLEDGE**

Hey Rob! Do you know somebody who does research on X? I can't find anybody in Yaffle

Argh... That's a hard one. Memorial does not have much expertise in X. Call Bob at the Community Experts in Marystown. He knows everything about X.





# **BETTER KNOWLEDGE SHARING**

**VAST KNOWLEDGE NETWORK**

**THERE ARE MANY BROKERS IN THE PROVINCE**

**WE NEED A BETTER WAY TO CONNECT**



SEARCH

- Advanced Search
- Search History
- Search Tips

Powered by Memorial University, Newfoundland, Canada

Home

Login/Sign Up

Browse:

- Projects
- Opportunities
- Research Interests
- Expertise



CU EXPO 2013  
ENGAGING SHARED WORLDS

Welcome to...

Explore Memorial's projects

Locate a supervisor

Discover a local partnership

Get started...

Yaffle is a user-driven community that connects the innovators of Newfoundland & Labrador with the knowledge and expertise of Memorial University. Sign up to start sharing ideas & building connections.

\*Some components available only to approved Memorial users

Suggest a research idea

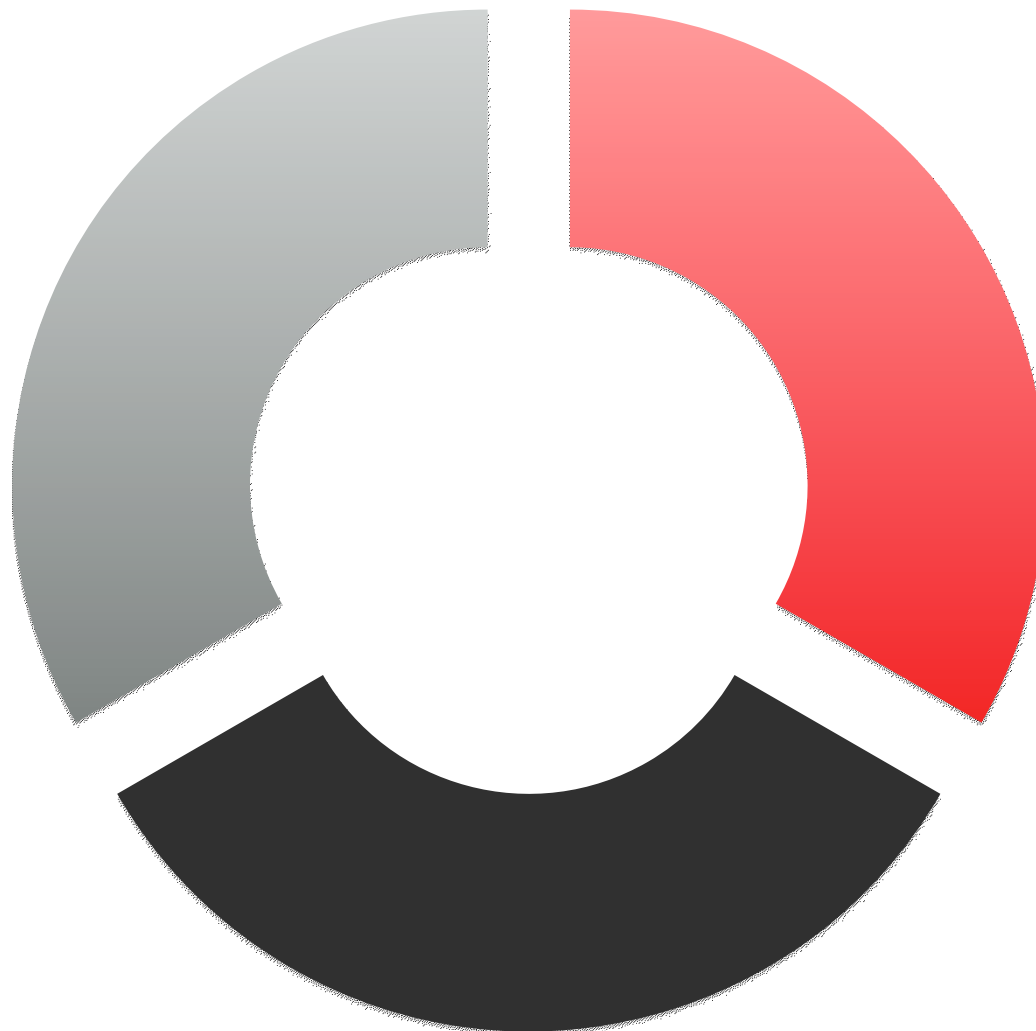
Highlight your work\*

Share your interests\*

Baffled by Yaffle? Have a look at some of our tutorials.

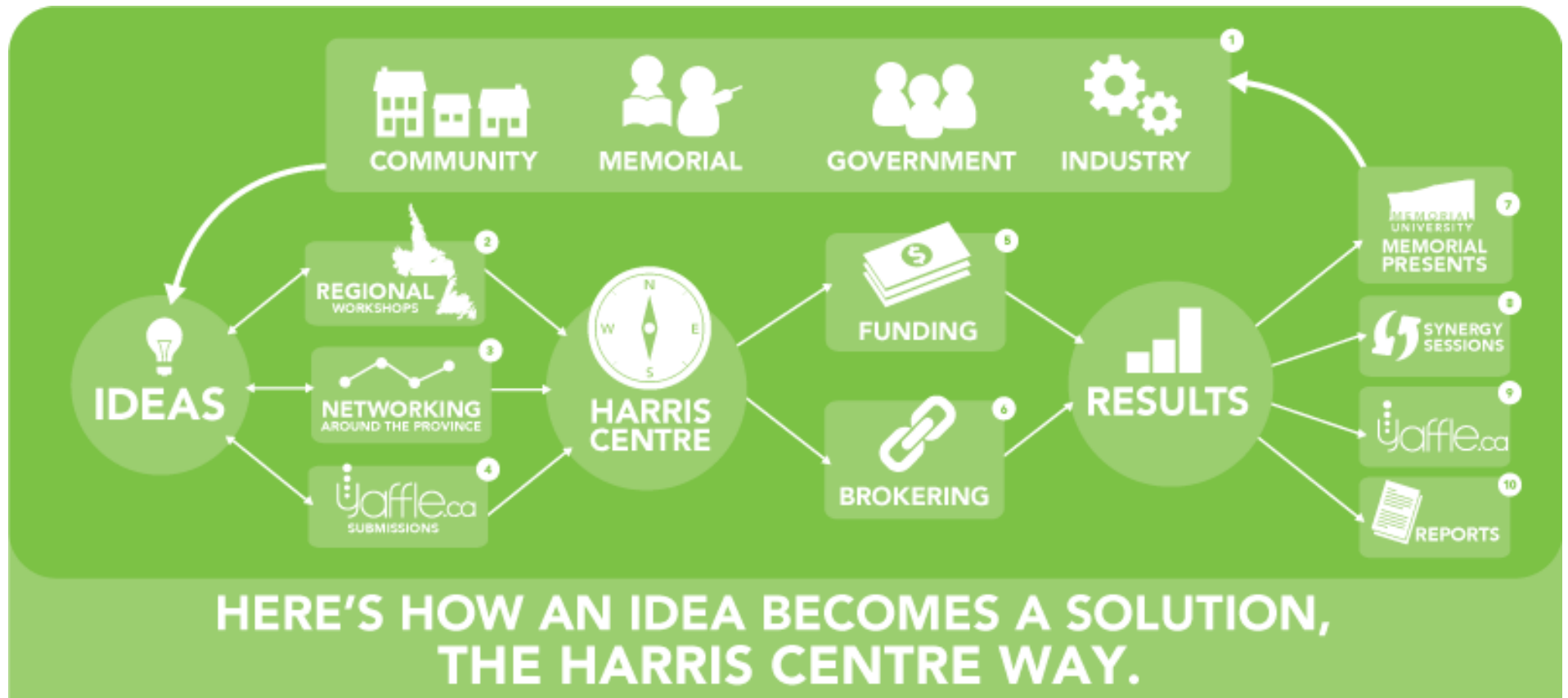


# YAFFLE 360 OVERVIEW



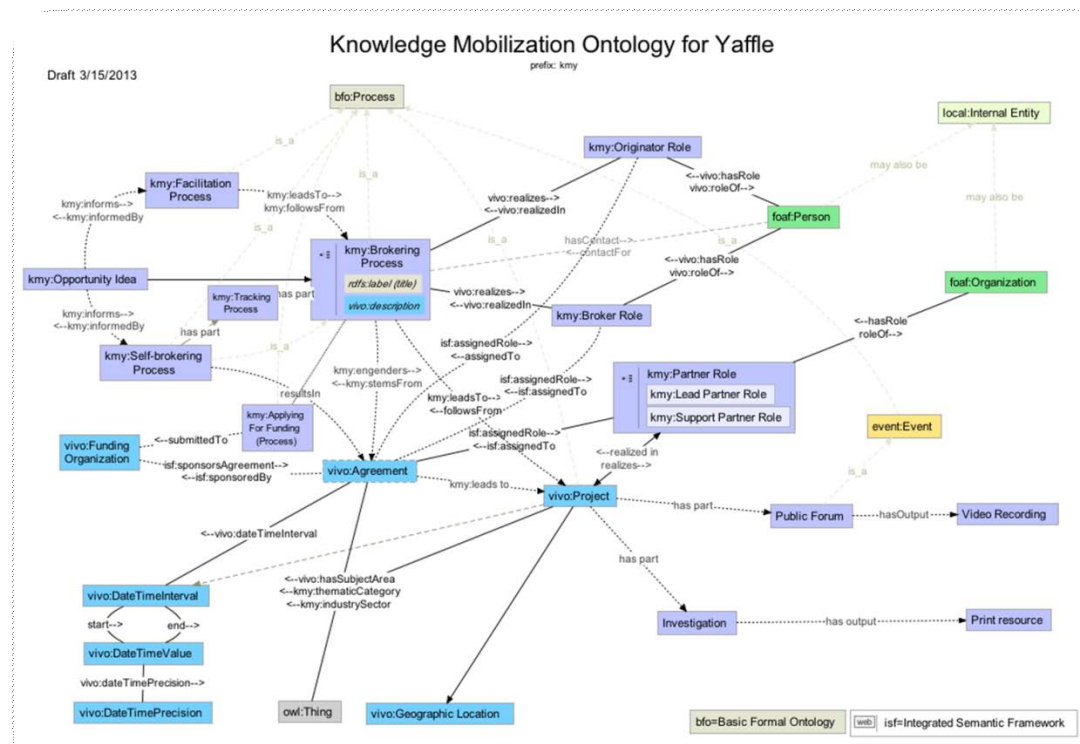
- Pilot Yaffle in new institutions
- Community expertise and network
- Functional refresh

# IDEAS TO SOLUTIONS THE HARRIS CENTRE WAY



# THE KMY ONTOLOGY

- The working group: Memorial, Cornell, and Johns Hopkins
- Focused on modelling KMb based on Harris Centre model
- Semantic Web technologies allow us to describe relationships between concepts



# YAFFLE 360 SHOW AND TELL

Profiles include elements such as:

1. Contact information
2. Affiliation
3. Links to web pages
4. Research areas
5. Research projects
6. Role expanded to include Broker
7. Expertise (for public and institution)
8. Teaching
9. Co-publication networks
10. Project collaboration networks

The screenshot shows the Yaffle.ca website interface. At the top, the logo 'Yaffle.ca Your (Re)search Engine' is visible, along with a search bar and navigation links for 'Index' and 'Log in'. Below the logo is a navigation menu with 'Home', 'People', 'Organizations', 'Research', and 'Events'. The main content area displays a profile for 'Olson, Kim | Person'. On the left is a profile picture of a woman with red hair. To the right of the photo, it says 'Olson, Kim | Person' and 'Co-Investigator Network'. Below this, the 'Positions' section lists 'Regional Partnership Planner Stephenville - Port aux Basques, Newfoundland & Labrador Rural Secretariat'. The 'Research Areas' section includes 'Public engagement', 'Sustainable rural, community and regional development health (GEMET)'. There is also an email icon and the address 'kimberlyolson@gov.nl.ca'. At the bottom of the profile, there are tabs for 'Publications', 'Research', 'Background', 'Contact', and 'Other'. The 'Publications' tab is active, showing a list of presentations, including 'Citizen Voices for Health: Hearing Local Perspectives on Access to Health Services in Western Newfoundland, Speaker, CU Expo 2013 2013'.

### Neis, Barbara

#### Co-Investigator Network [\(GraphML File\)](#)

##### Profile



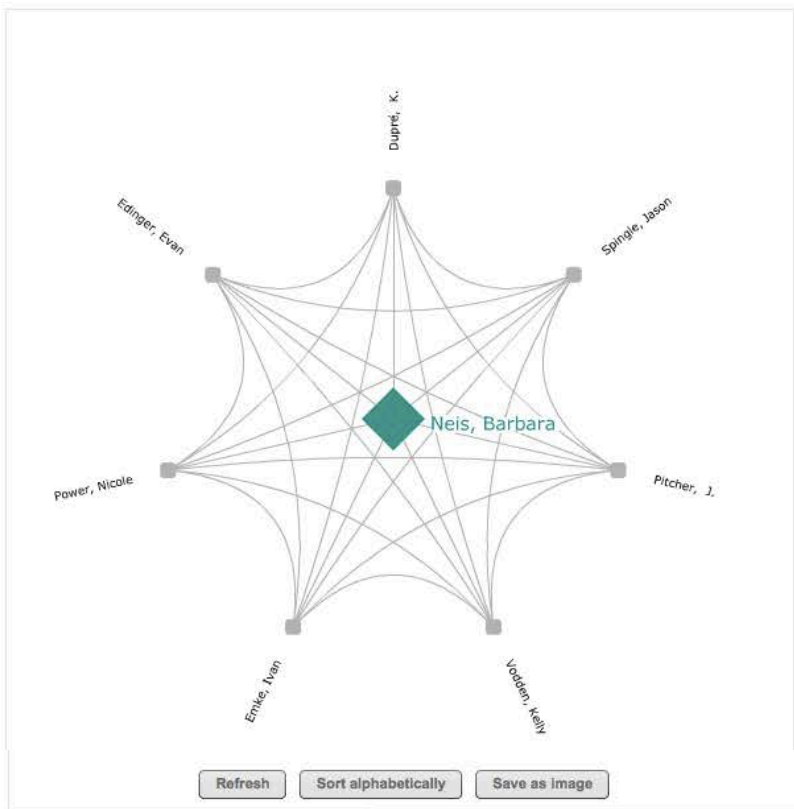
Neis, Barbara

VIVO profile

- 1 Grant(s)
- 7 Co-investigator(s)
- 2007 First Grant
- 2007 Last Grant

Note: This information is based solely on grants that have been loaded into the VIVO system. This may only be a small sample of the person's total work.

Log in to enter additional details about your grants on your profile page.



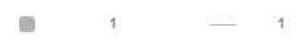
Refresh | Sort alphabetically | Save as image

##### Interact

Hover over any name to see the number of joint grants and co-investigators with Neis, Barbara.

##### Legend

No. of co-Investigator(s)    No. of time(s) co-investigated



# YAFFLE SEARCHLIGHT

The screenshot shows a web browser window displaying a CBC News article. The browser's address bar shows the URL: [www.cbc.ca/news/canada/newfoundland-labrador/story/2013/05/06/nl-riverhead-water-problems-507.html](http://www.cbc.ca/news/canada/newfoundland-labrador/story/2013/05/06/nl-riverhead-water-problems-507.html). The page features the CBC News logo and navigation menus for News, Sports, Music, Radio, TV, My Region, and More. The main headline is "Riverhead seeks long-term fix for water woes", posted on May 7, 2013. Below the headline is a video player showing a man with glasses speaking in front of a building. To the right of the video is a "Stay Connected with CBC News" section with icons for Mobile, Facebook, Podcasts, Twitter, Alerts, and Newsletter. At the bottom right of the article area, there are logos for Target and RBC, with the text "Introducing the".



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The page features a navigation bar with categories: News, Sports, Music, Radio, TV, My Region, and More. There are also buttons for "Watch", "Listen", and a search bar. The main content area includes the "CBCnews | Newfoundland & Labrador" logo and a "radio one" live stream player for "St. John's More Streams". Below this is a menu with categories: Home, World, Canada (selected), Politics, Business, Health, Arts & Entertainment, Technology & Science, Community, Weather, and Video. A secondary menu includes "Canada", "NL", "News", "Events", "Weather", "Programs", "Video", "Audio", and "Contact Us".

The main headline is "Riverhead seeks long-term fix for water woes". Below the headline, it says "CBC News Posted: May 7, 2013 7:01 AM NT | Last Updated: May 7, 2013 9:03 AM NT" with a comment icon and the number "3".

The article image shows a man with glasses in the foreground, looking towards the camera. The background shows a residential building and a forested hillside. To the right of the image is a "Stay Connected with CBC News" section with icons for Mobile, Facebook, Podcasts, Twitter, Alerts, and Newsletter.

# YAFFLE SEARCHLIGHT

Riverhead seeks long-term fix for water woes - Nfld. & Labrador - CBC News

www.cbc.ca/news/canada/newfoundland-labrador/story/2013/05/06/nl-riverhead-water-problems-507.html

Yaffle Searchlight CBC News Yaffle.ca Memorial

**Sarkar, Atanu**  
Memorial  
St. John's Campus

**Sabau, Gabriela**  
Memorial  
Grenfell Campus

**Researcher, Jane**  
College of the North Atlantic  
Burin Campus

**Expert, John**  
College of the North Atlantic  
Port aux Basques Campus

**Sarkar, Atanu**  
Memorial  
St. John's Campus  
Faculty of Medicine

[Open Profile](#)

**Research Interests**  
Climate change and health  
Environmental contamination and health  
Ecosystem and health  
Social epidemiology  
Agriculture and health  
Occupational hazards  
Global health

**Selected Projects**  
A Study of Groundwater Quality of Private Wells in Western Newfoundland Communities (2012)  
Climate Change: Adverse Health Impacts and Roles of Health Professionals (2011)  
Ecosystem Perspective of Groundwater Arsenic Contamination in India and Relevance in Policy (2010)

Canada NL News Events Weather Programs Video Audio [Contact Us](#)

## Riverhead seeks long-term fix for water woes

CBC News Posted: May 7, 2013 7:01 AM NT | Last Updated: May 7, 2013 9:03 AM NT 3

**Stay Connected with CBC News**

Mobile Facebook Podcasts Twitter Alerts Newsletter

# YAFFLE 360 SCHEDULE



# QUESTIONS?

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**John Duff:** [jkduff@mun.ca](mailto:jkduff@mun.ca)

[www.yaffle.ca](http://www.yaffle.ca)

[www.mun.ca/harriscentre](http://www.mun.ca/harriscentre)

