


3 Steps to Persuasive Knowledge Translation

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This handout is a summary of the 3 step plan for persuasive knowledge translation that we presented during our workshop. Reach out to either Julia.guy@ucalgary.ca or felicia.glatz@ucalgary.ca for further support.

Step 1: Get to Know Your Audience

Audience members' needs, preferences, and values need to be a primary consideration of any KT activity. Before you prepare for any context, create an audience profile by doing a little research. Try to answer the following questions with focused information searches:

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| <ul style="list-style-type: none"> ● Why are they here? ● What do they like? ● What do they already know? ● What do they care about? |  | <ul style="list-style-type: none"> ● Talk to event/platform organizers ● Look at the work of other speakers, of audience members ● Look up census data ● Explore social media profiles |
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Once you have an audience in mind, try to identify and then mitigate barriers to change. This may include the following:

Access to Information	Language	Perceived Relevance	Cognitive Bias
<ul style="list-style-type: none"> ● Limit file sizes for downloads ● Use common platforms or open access ● Share concise information and clear instructions ● Make sure your stuff works 	<p>Use jargon work-arounds (introduce the concept first and then name it)</p> <p>Leverage Your Visuals Show instead of tell</p> <p>Use person-first, and inclusive language (i.e. a person experiencing depression, a pregnant person)</p>	<p>Address the following:</p> <p>Applicability How easy is it to change what they are doing?</p> <p>Need How will their life get better?</p> <p>Urgency Can this wait?</p>	<p>Choice overload People get overwhelmed with too many choices</p> <p>Confirmation Bias People favor information that confirms existing knowledge</p> <p>Reactance Effect People need to feel like they have a choice</p>

Step 2: Clarify Your Objective

Identify your overarching objective by deciding what you ultimately want your audience to **think, feel, and do**. You can then break it down into smaller objectives to craft the journey you want to take the audience through.

For example, you could consider using a table to plan your objectives:

	At the beginning	In the middle	At the end
What do I want the audience to think			
What do I want the audience to do			
What do I want the audience to feel			

Step 3: Achieving the Objective(s)

Find Your Actions

After you have clarified your objectives and know what you want your audience's response to be, then you can think about what your strategies can be to try to achieve that objective. What actions can you take to try and elicit the desired response from the audience.

Remember that it is not inherently unethical to persuade people or to make them feel discomfort/concern, but you need to be considerate about how you go about it. Consult with others, especially those outside of your field and people who will give you honest feedback, about whether you have crossed a line.

Clarify Your Arguments

Rhetoric (Types of arguments):

- Logos: Arguments that appeal to our logic and reason
- Ethos: An argument that builds your credibility
- Pathos: An emotionally evocative argument

Media Creation Resources at TFDL

Film	Music and Sound FX	Photography	Copyright
<ul style="list-style-type: none"> ● Equipment ● One-button studio 	<ul style="list-style-type: none"> ● Equipment and sound libraries ● Editing 	<ul style="list-style-type: none"> ● Equipment and Image libraries 	<ul style="list-style-type: none"> ● UCalgary Copyright Office ● Creative Commons