



# Whose, what, how and why? A simple guide to knowledge mobilisation



**Dr Vicky Ward, NIHR Knowledge Mobilisation Research Fellow**

# A bit about me...



UNIVERSITY OF LEEDS





# What is KM?

- Knowledge mobilization involves making knowledge readily accessible – and thereby useful to any number of individuals and groups in society – by developing ways in which groups can work together collaboratively to produce and share knowledge.  
(<http://whatiskt.wikispaces.com/Knowledge+Mobilization>)
- The term **Knowledge Mobilization** (KMb) refers to moving available knowledge into active use. More than just "bridging the gap", KMb seeks to make connections between research/expertise and policy/practice in order to improve outcomes in various organizations or sectors. KMb, or knowledge mobilization, is the term most often used by the social science and humanities fields in Canada.  
([http://en.wikipedia.org/wiki/Knowledge\\_mobilization](http://en.wikipedia.org/wiki/Knowledge_mobilization))

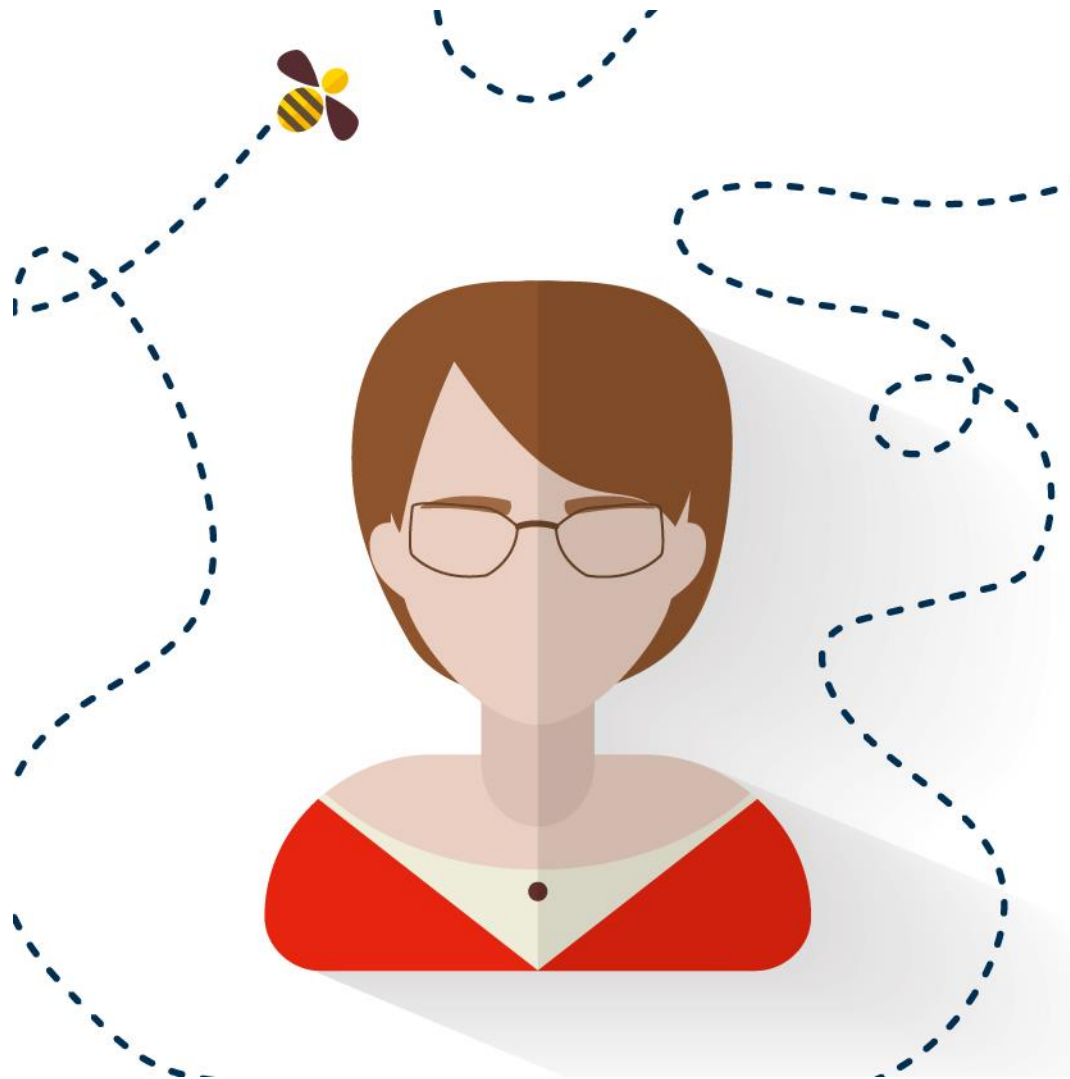
**KNOWLEDGE  
MOBILISATION**



# My KM journey



UNIVERSITY OF LEEDS



# My KM journey



UNIVERSITY OF LEEDS



- KM literature
  - Ferlie, 2012 – 684 papers on KM work in the social sciences (including business and management)
  - Davies, 2014 - 71 substantial reviews of KM research literature (health, social care, education)
- KM models
  - Ward, 2009 – 28 models
  - Mitchell, 2010 – 47 models
  - Tabak, 2012 – 61 models
- KM terminology
  - McKibbon, 2010 – 100 terms

# My KM journey



UNIVERSITY OF LEEDS

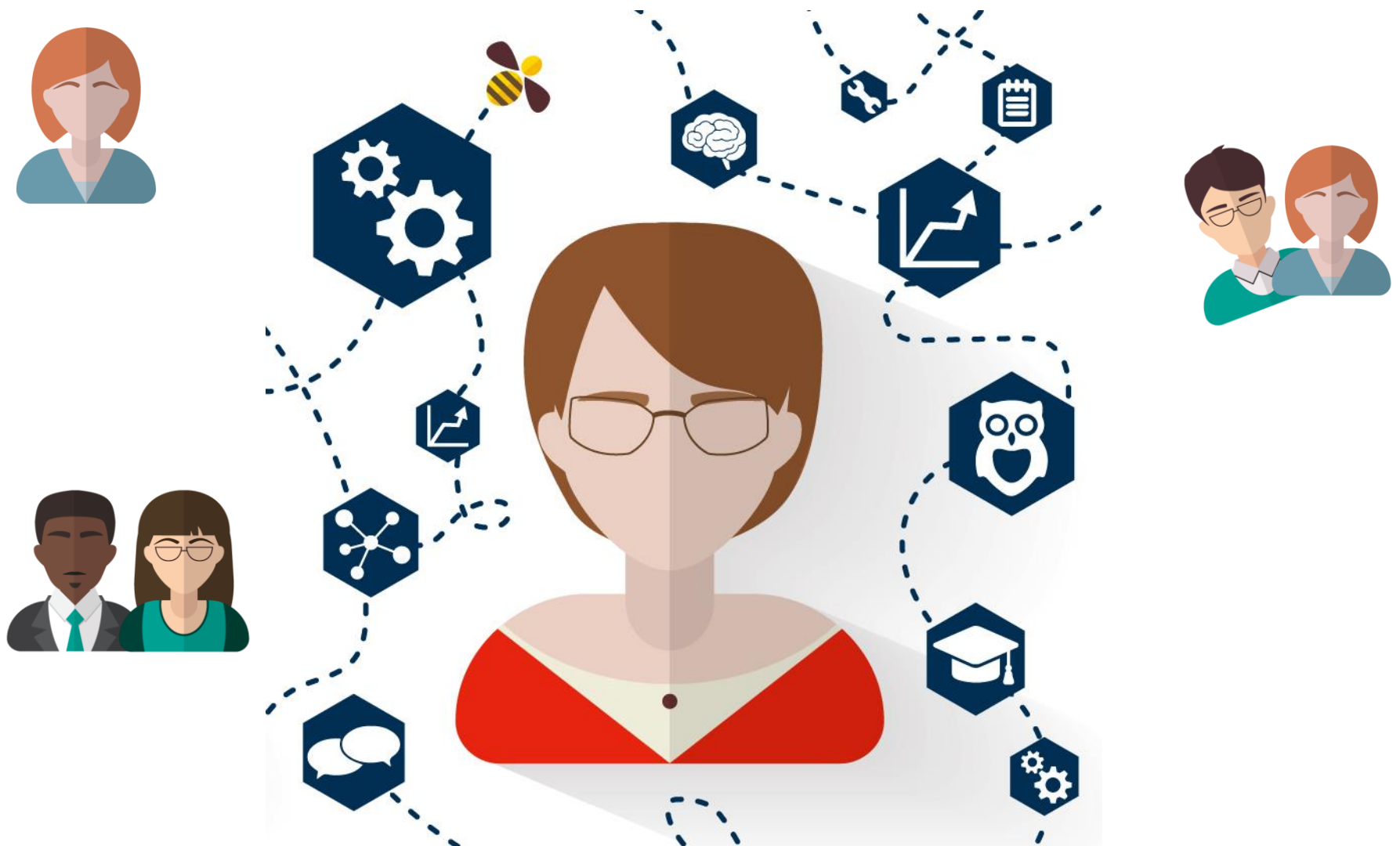




# My KM journey



UNIVERSITY OF LEEDS





## KM: three viewpoints

- Direct adoption of research into policy and practice (implementation science)
- A process which incorporates knowledge from research and practice (knowledge exchange)
- A mechanism for producing relevant/useful research outputs informed by the needs and knowledge of users (co-production)

ASSUMPTION - verified empirical knowledge should be the basis for many policies and practices.





I want to help **[WHO]** to  
mobilise **[WHAT]** by  
**[HOW]** in order to **[WHY]**.



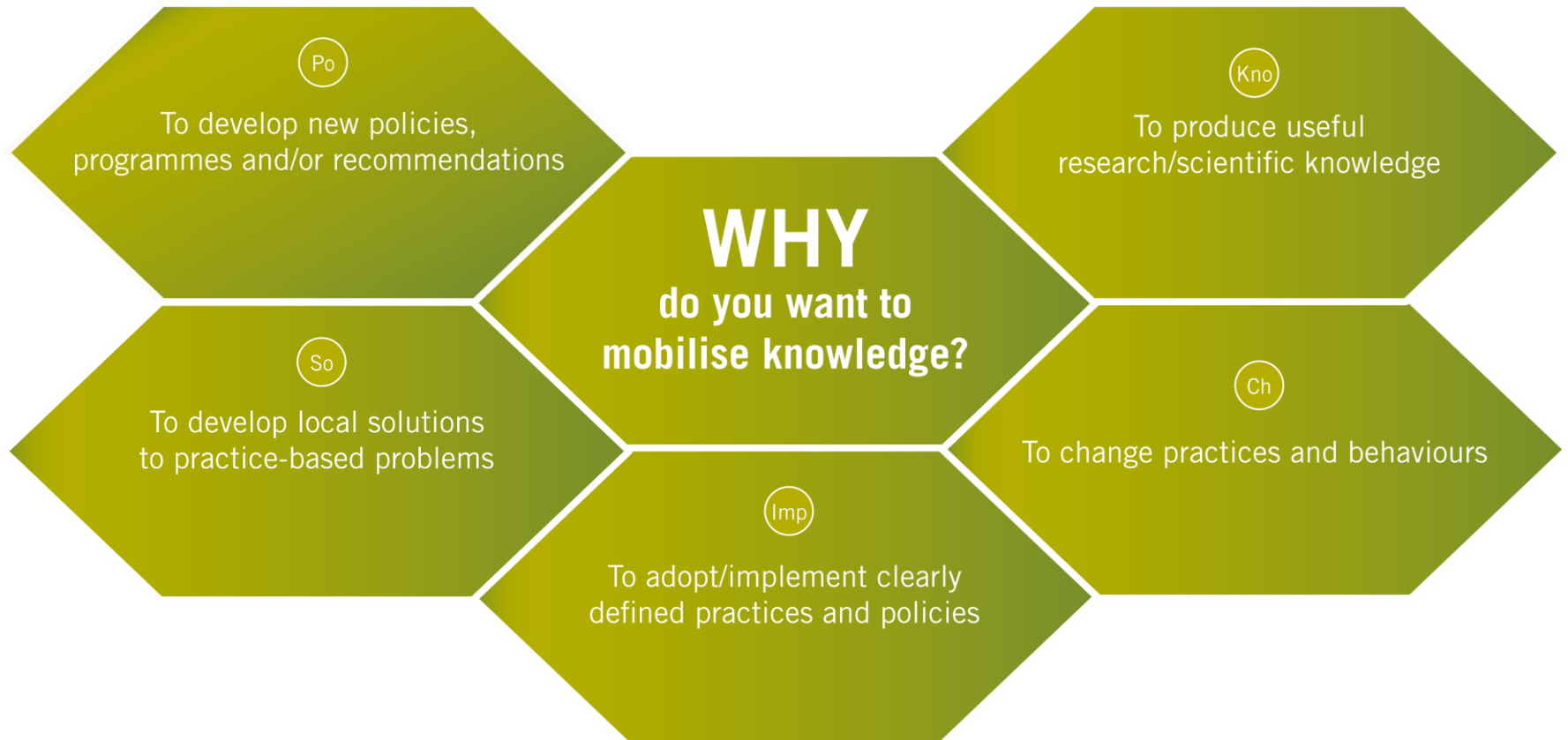


- 47 KM frameworks & models
- 4 sets of distinguishing features
- Not mutually exclusive



**WHY**

**do you want to  
mobilise knowledge?**





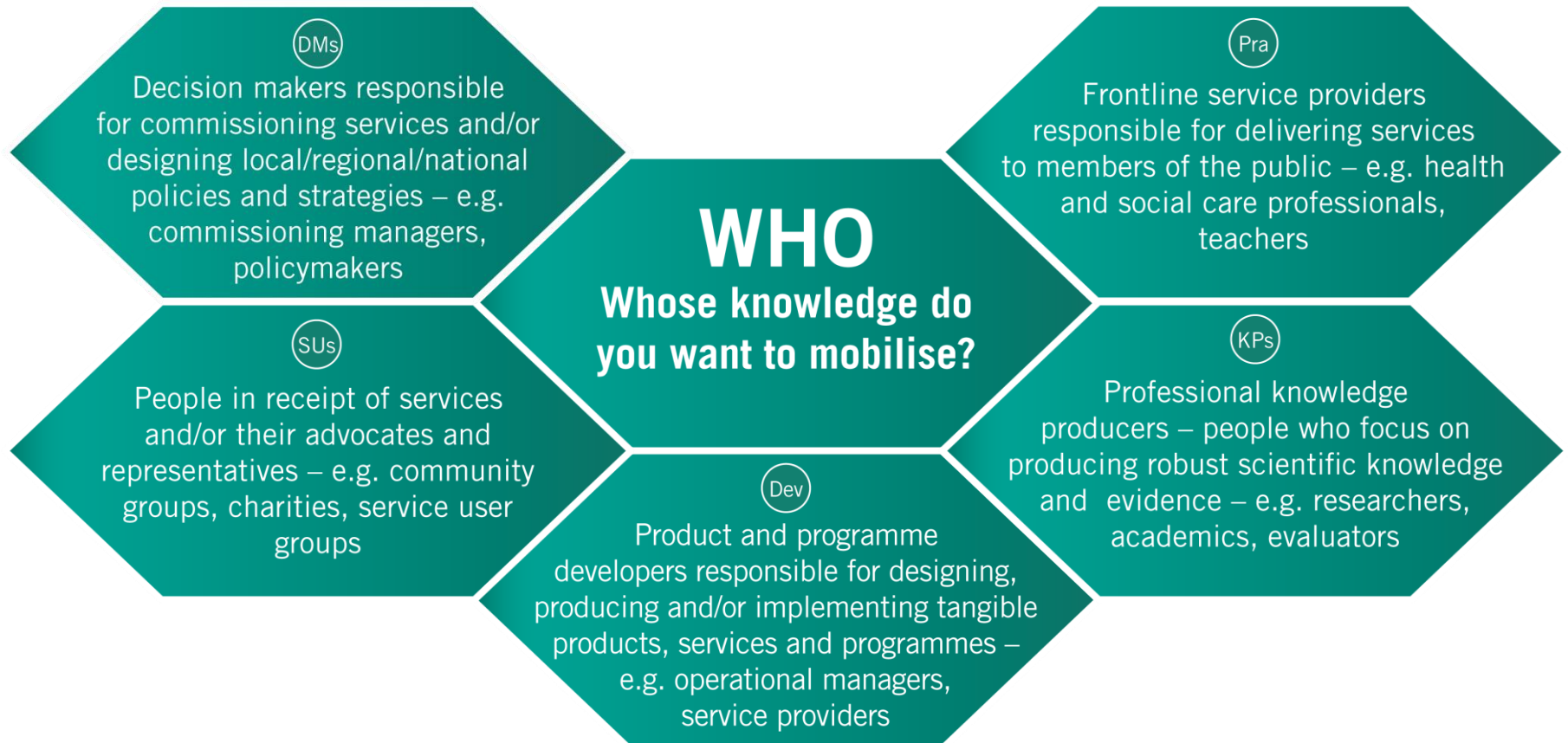
Why mobilise knowledge?	So	Po	Imp	Ch	Kno
Berends, 2011	✓	x	x	x	x
Campbell, 2010	✓	x	x	x	x
Masuda, 2014	✓	x	x	x	x
Rentsch, 2010	✓	x	x	x	x
Ward, 2012	✓	x	x	x	x
Alin, 2011	x	✓	x	x	x
Deas, 2013	x	✓	x	x	x
Dobrow, 2006	x	✓	x	x	x
Johnson, 2012	x	✓	x	x	x
Damschroder, 2009	x	x	✓	x	x
Kontos, 2009	x	x	✓	x	x
Kramer, 2004	x	x	✓	x	x
Baumbusch, 2008	x	x	x	✓	x
Graham, 2006	x	x	x	✓	x
Palmer, 2011	x	x	x	✓	x
Vachon, 2010	x	x	x	✓	x
Clavier, 2012	x	x	x	x	✓
Kitson, 2013	x	x	x	x	✓
Smits, 2008	x	x	x	x	✓





**WHO**

**Whose knowledge do  
you want to mobilise?**



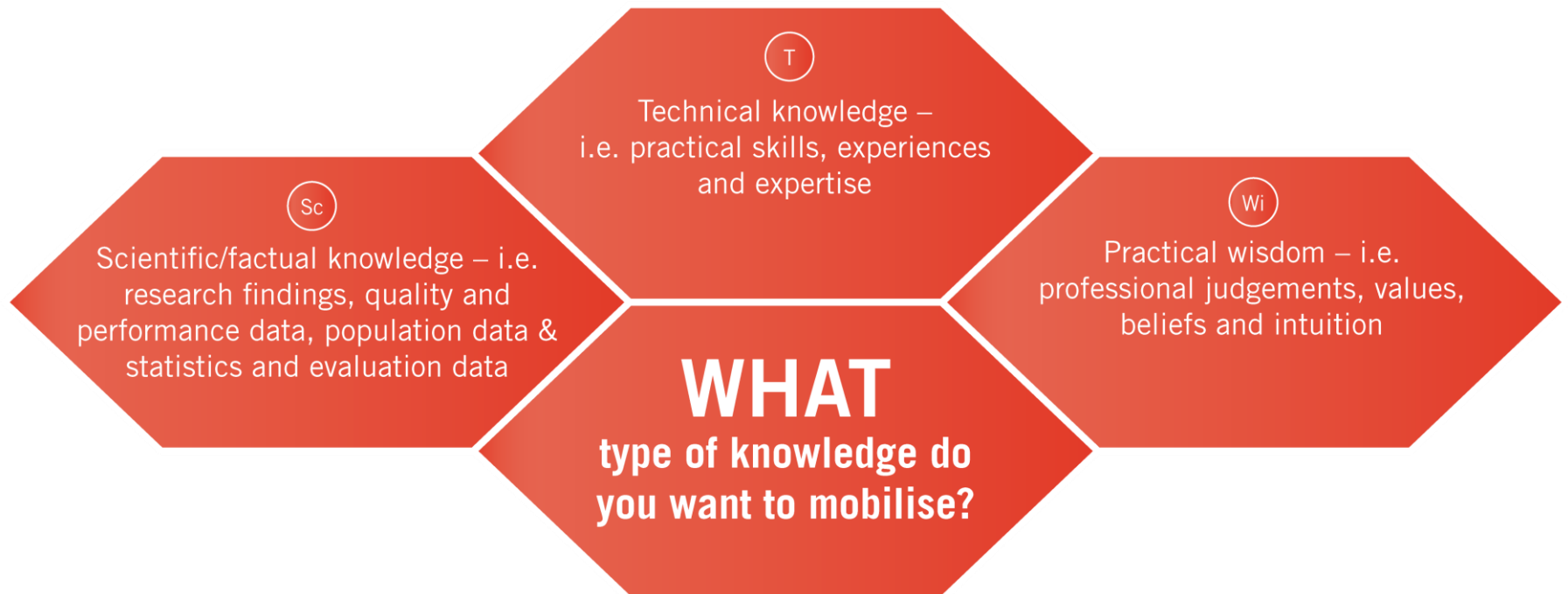


Whose knowledge?	KPs	Pra	SUs	DMs	Dev
Farkas, 2003	✓	x	x	x	x
Kramer, 2003	✓	x	x	x	x
Baumbusch, 2008	✓	✓	x	x	x
Clavier, 2012	✓	✓	x	x	x
Brigham, 2013	x	✓	x	x	x
Janes, 2008	x	✓	x	x	x
Palmer, 2011	x	✓	x	x	x
Ward, 2012	x	✓	x	x	x
Kitson, 2013	✓	✓	✓	x	x
Campbell, 2010	x	x	✓	x	x
Masuda, 2014	✓	✓	x	✓	x
Dobrow, 2006	x	x	x	✓	x
Johnson, 2012	x	x	x	✓	x
Alin, 2011	x	x	x	✓	✓
Deas, 2013	x	x	x	✓	✓
Berends, 2011	x	x	x	x	✓
Frank, 2014	x	x	x	x	✓
Rentsch, 2010	x	x	x	x	✓



**WHAT**

**type of knowledge do  
you want to mobilise?**

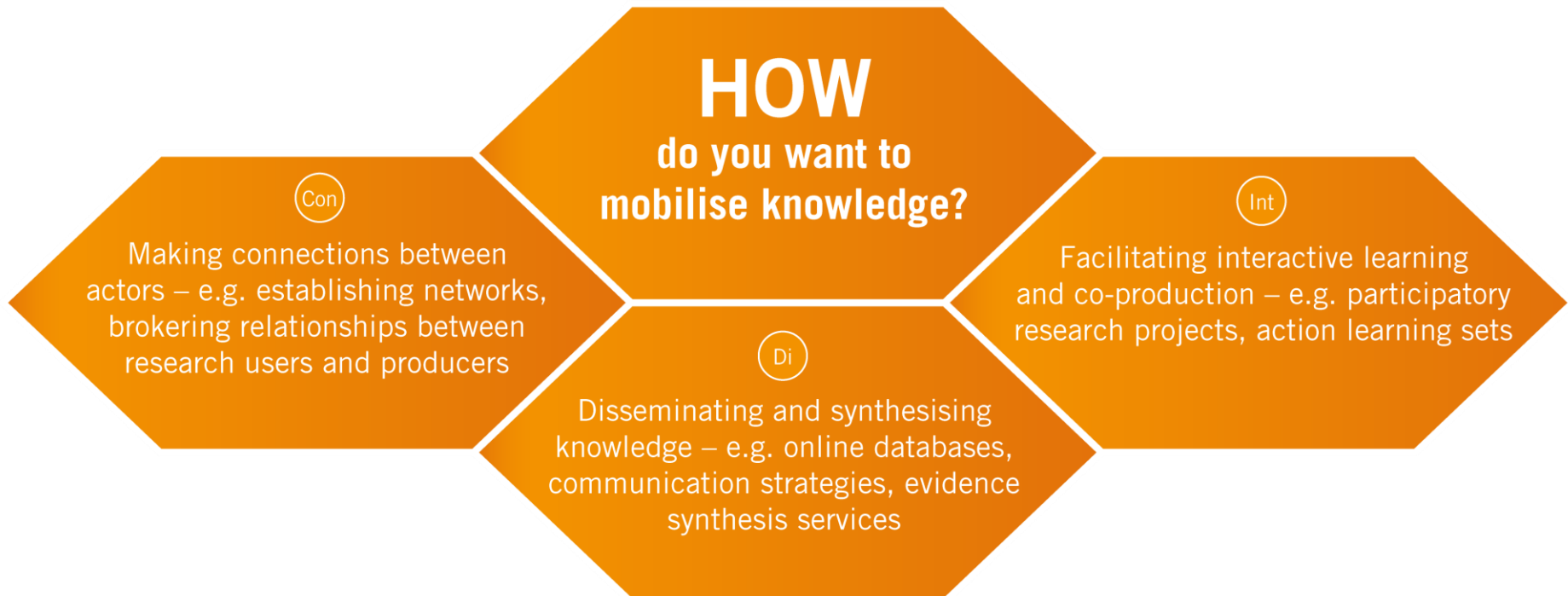




What type of knowledge?	Sc	T	W
Damschroder, 2009	✓	x	x
Farkas, 2003	✓	x	x
Graham, 2006	✓	x	x
Kitson, 2013	✓	x	x
Kramer, 2003	✓	x	x
Berends, 2011	x	✓	x
Rentsch, 2010	x	✓	x
Brigham, 2013	x	✓	✓
Campbell, 2010	x	✓	✓
Janes, 2008	x	✓	✓
Johnson, 2012	x	✓	✓
Vachon, 2010	x	✓	✓
Baumbusch, 2008	✓	✓	✓
Deas, 2013	✓	✓	✓
Dobrow, 2006	✓	✓	✓
McWilliam, 2009	✓	✓	✓
Palmer, 2011	✓	✓	✓



**HOW**  
do you want to  
mobilise knowledge?







How do you want to mobilise knowledge?	Con	Di	Int
Alin, 2011	✓	x	x
Clavier, 2012	✓	x	x
Kramer, 2005	✓	x	x
Farkas, 2003	x	✓	x
Graham, 2006	x	✓	x
Campbell, 2010	x	x	✓
Masuda, 2014	x	x	✓
McWilliam, 2009	x	x	✓
Palmer, 2011	x	x	✓
Smits, 2008	x	x	✓
Vachon, 2010	x	x	✓



I want to help **frontline service providers** to mobilise their **factual knowledge, technical knowledge and practical wisdom** by **facilitating interactive learning** in order to **solve practice-based problems**

**How about you?**



## Dr Vicky Ward

NIHR Knowledge Mobilisation Research Fellow

 0113 343 0848

 [v.i.ward@leeds.ac.uk](mailto:v.i.ward@leeds.ac.uk)

 @VLWard

 [kmbresearcher.wordpress.com](http://kmbresearcher.wordpress.com)



Vicky Ward is funded by a National Institute for Health Research Knowledge Mobilisation Research Fellowship. This presentation represents independent research funded by NIHR. The views expressed are those of the author and not necessarily those of the NHS, the NIHR or the Department of Health.

**NHS**

**National Institute for  
Health Research**