Plain Language Summaries

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The Campbell Collaboration

A webcast sponsored by SEDL's Center on Knowledge Translation for
Disability and Rehabilitation Research (KTDRR)

THE CAMPBELL COLLABORATION
What helps? What harms? Based on what evidence?

Merete Konnerup
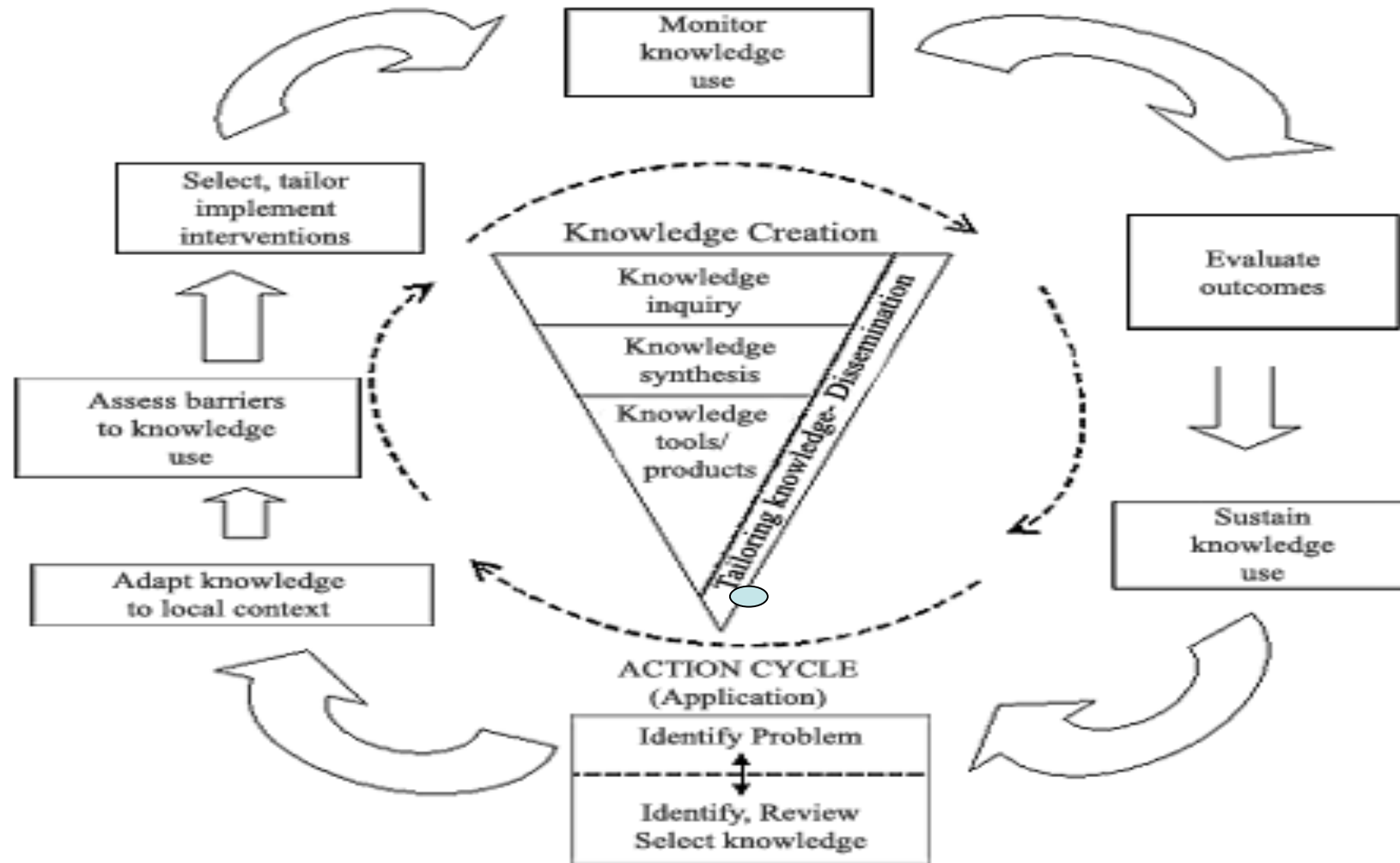
Co-chair, Campbell Collaboration Users Group

The very very big picture

"Knowledge from all the sciences is relevant to policy choice… Making "use" of scientific knowledge is what people and organizations do. And what people and organizations do is the focus of social science….Our research framework argues for more careful study of **policy argumentation***, as well as for increased roles for the* **psychology of decision making** *and for* **systems perspectives***."*

National Research Council. (2012). *Using science as evidence in public policy.* Committee on the Use of Social Science Knowledge in Public Policy. Washington, DC: The National Academies Press.
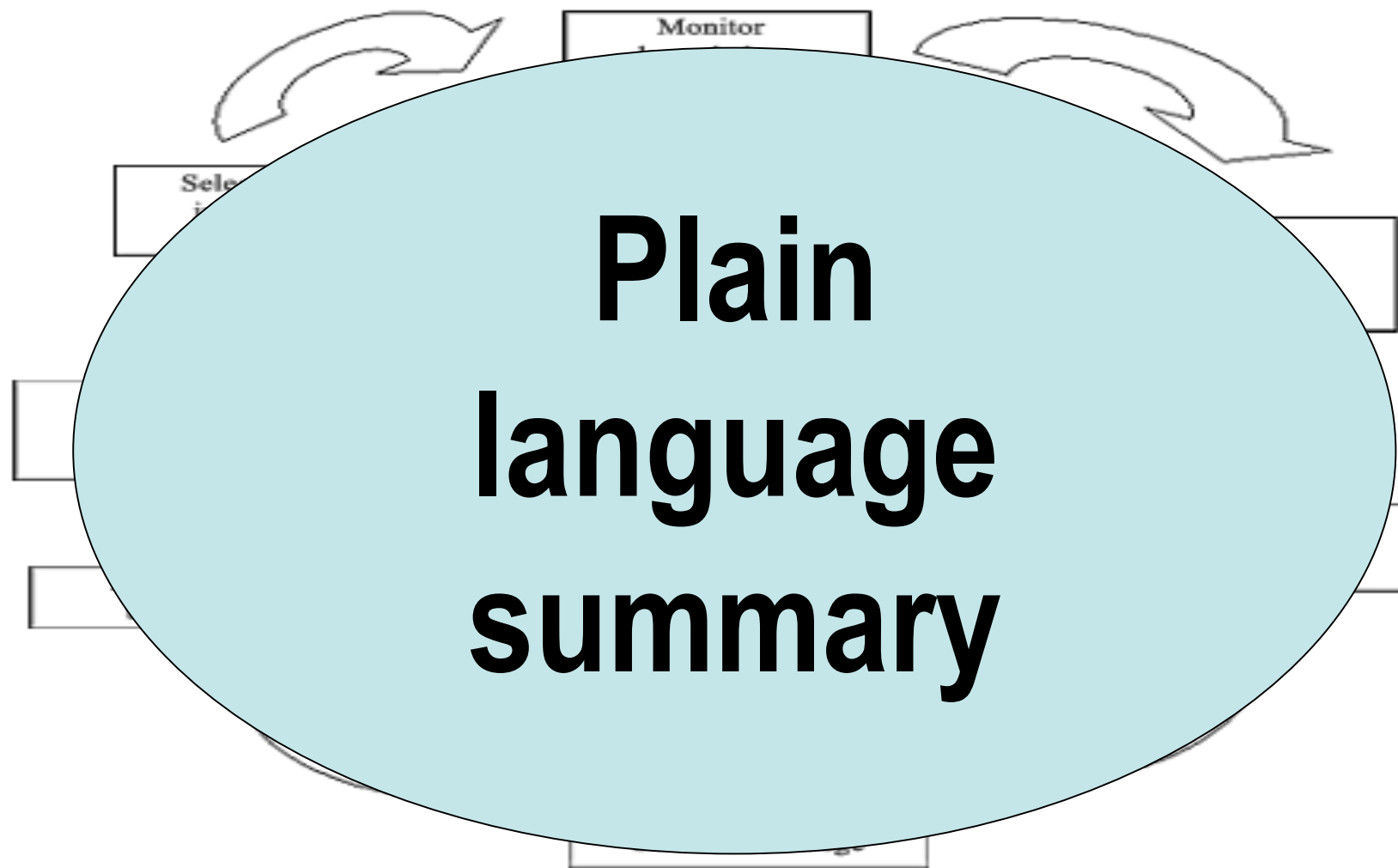
The big picture

Figure 1 : Knowledge to action process

Monitor knowledge use

Select, tailor implement interventions

Evaluate outcomes

Knowledge Creation

Knowledge inquiry

Knowledge synthesis

Knowledge tools/ products

Tailoring knowledge- Dissemination

Assess barriers to knowledge use

Sustain knowledge use

Adapt knowledge to local context

ACTION CYCLE (Application)

Identify Problem

Identify, Review Select knowledge

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Source: Canadian Institutes of Health Research

Today's picture

Figure 1 : Knowledge to action process

Monitor

Sele...

Plain language summary

Ex of plain language summaries in Campbell

- **Personal assistance offers people with impairments choice of service and greater quality of life**

- **Programs against school dropout help**

- **Effect unknown of employment services for adults with autism**

- **Benefits of crime fighting are contagious**

- **Education programmes may reduce bullying and conflicts among children**

- **Mindfulness can relieve stress**

Best practices and principles of how to write a plain language summary

- **Psychology of decision making**
  - The "slow brain" talking to the "fast brain"
  - Know your intended audience: Who can/should act on your findings?

- **Systems perspective**
  - What organization and larger system do they move in?

- **Policy argumentation**
  - What policy and practice discussions are you potentially engaging?

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From [Cartoon] by M. Richter, (1987, June 15). *New Yorker, 63.*
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"Then we've agreed that all the evidence isn't in, and that even if all the evidence were in, it *still* wouldn't be definitive."

"In the interest of streamlining the judicial process, we'll skip the evidence and go directly to sentencing."

From [Cartoon] by J. B. Handelsman, (1995, January 16). *New Yorker, 70*(45). Reprinted by SEDL with fee-based permission of Condé Nast Licensing.

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- **Bounded rationality** – limits on optimization and rationality
  - **Prospect theory** , **Mental accounting**
  - **Adaptive bias** – basing decisions on limited information and biasing them based on the costs of being wrong.
- **Attribute substitution** – making a complex, difficult judgment by unconsciously substituting it by an easier judgment **Attribution theory**
  - **Salience**, **Naïve realism**
- **Cognitive dissonance**, and related:
  - **Impression management** ,**Self-perception theory**

- **Heuristics in judgment and decision making**, including:
  - **Availability heuristic** – estimating what is more likely by what is more available in memory, which is biased toward vivid, unusual, or emotionally charged examples
  - **Representativeness heuristic** – judging probabilities on the basis of resemblance
  - **Affect heuristic** – basing a decision on an emotional reaction rather than a calculation of risks and benefits
- Some theories of emotion such as:
  - **Two-factor theory of emotion**
  - **Somatic markers hypothesis**
- **Introspection illusion**
- Misinterpretations or **misuse of statistics**; **innumeracy**.

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- **The Research-based Practitioner Model**

  It is the responsibility of the individual practitioner to identify and implement research. Easy access to research is provided. Professional training is research-based. *Example:* Health/medicine

- **The Embedded Research Model**

  The individual practitioner does not engage in research use. Research is embedded in systems, processes, standards etc. by management. *Example:* Employment agencies, criminal justice system

- **The Organizational Excellence Model**

  Engages in local experimentation, evaluation, and practice development based on research. *Example:* The practice organizations working with Chapin Hall, Chicago University

Source: Nutley et al (2007), *Using evidence: How research can inform public services*

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THE SCIENCE OF SCIENCE COMMUNICATION

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May 21-22, 2012

www.nasonline.org/programs/sackler-colloquia/completed_colloquia/science-communication.html

- *Upcoming:* The Science of Science Communication II

September 23-25, 2013 - Washington, DC

Wrapping Up *Thank you for participating!*

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- Share your thoughts on future webcasts topics
- Contact the C2 Users Group (C2UG) on LinkedIn:

www.linkedin.com/groups/Campbell-Collaboration-Users-Group-C2UG-3746081/about

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