The media and evidence – informing the public debate
Medialogic
• Media play an influential role in education policy and public opinion
• Academic research underused in media coverage of education
• A gap between research and the media: divergent time frames, different languages, different values
• ‘Medialogic’: hypes, frames, focus on incidents and league tables
• The role of the media in achieving more evidence informed policy and practice
Presentations

- The Scandinavian reception of a Campbell systematic review on bullying and the challenge of communicating research findings in the media
  - Eamonn Noonan, The Campbell Collaboration, International

- Problems in knowledge mobilisation: how knowledge changes when it moves between contexts
  - James Thomas, EPPI-Centre, Institute of Education, University of London, UK

- The Education Media Centre
  - Jonathan Sharples, Institute for Effective Education, UK
The media and research: some issues

- It is hard to control the way the media use research
- Cherry picking takes place: only some findings are highlighted
- When research outcomes are leaving the research domain they become part of a public debate
- What is solid evidence? Who is determining that?
- Can systematic reviews play a role in polarized debates?
- Are researchers responsible for the use of their results in the media?
- Do they need to take part in the public debate?
- If so, strategies are needed!
Future directions in policy

- **System level**
  - Independent institute to report systematically on the state of art of evidence and on degrees of solidness
  - A dedicated media centre: matchmaking and brokering between research and science
  - A European network of dedicated media centres

- **Level of organisations**
  - A media strategy
  - Infrastructure: dedicated unit or official
  - Capacity building
  - A round table (consisting of various professions) at the point where evidence leaves the academic domain
Future directions in practice

- User friendly summaries
- Engaging in the media arena, becoming media savvy
- Guidance for researchers
  - Media training for researchers – research training for journalists
  - Support for researchers
  - Recognition: rewards for media impact
- Rationalize the conversation with both policymakers and journalists on the nature of evidence
  - Systematic reviews might help
Future directions in research

- Research on research use by the media
  - Differentiated to various media audiences
- Inventory of good practices of connecting research and the media
- Analysis of ‘medialogic’ in the field of education policy and practice
- Two-sided interaction: media as a source of information for researchers
- The opportunities and threats of social media