

Ideas for getting motivation research to the wider (non-academic) world:

Who is your target audience? Teachers? Public at large? Is your audience local or national? Interviews and op-eds in local papers may provide more opportunity than national ones, which may be harder to reach because they are already targeted by publishers of journals and national organizations like APA, AERA, and APS.

Carol Dweck, whose research has reached an international audience, has teamed up with Jo Boaler, math educator, who was already reaching out to teachers and parents through a free online course to support students learning math. Now they integrate the learning and motivational ideas and strategies. Find Boaler's website at Youcubed <https://www.youcubed.org/>

Jo Boaler is also on Twitter <https://twitter.com/joboader>

AERA as a resource:

Ed talks at AERA. For its 100<sup>th</sup> anniversary, AERA established the Knowledge Forum. Within this framework, they "trained" major researchers to present big ideas in a short and effective presentation (much shorter version of Ted Talk, about 3 minutes). This could be done in writing, too. Go to [aera.net](http://www.aera.net) and on home page there is an option to view ed talks and fact sheets on this link: <http://www.aera100.net/knowledge-forum.html>.

AERA has resources for researchers in getting our research to the public.  
<http://www.aera.net/Newsroom/Communication-Resources-for-Researchers>

On this page you will find "Make a Better Presentation" and

"Crafting Your Work For a General Audience: Researchers and the Mass Media"



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**Scott Jaschik:** Practical Tips for Working with Journalists and Presenting Research

**Jonathan Zimmerman:** "3 P's" Strategy for Writing Op Eds

**Marc Lamont Hill:** Why Academics Should Contribute to the Public Sphere, Practical Tips for Op Eds and TV Interviews

**Holly Yettick:** How Journalists and Bloggers Decide What Type of Education Research to Cover

APA as a resource:

This link on the APA website (<http://www.apa.org/news/index.aspx>) lists options for obtaining and offering news about psychological topics. Exploring it may give you some ideas about how you could mimic their efforts.

Wade George, Director of Communications for APA Div. 15 has lots of ideas.  
[wade.george@apadiv15.org](mailto:wade.george@apadiv15.org)

Psychology Today blog is an outlet for new research; it is quickly accepted and published Psychology <https://www.psychologytoday.com/> This is sponsored by Div. 15 of APA