

# COMMUNICATION OF RESEARCH

An annotated bibliography on Communication of Research for Poverty  
Reduction produced for the [DFID Research Review](#)

ActionAid (2001) Stepping Stones. ActionAid briefing note. London, UK: Action Aid.

The all too common 'ABC' approach to HIV and AIDS consists of instructing people to Abstain, Be faithful and use Condoms. Usually this is accompanied by vigorous dissemination of information about how HIV is transmitted and how it can be prevented, on the false assumption that information leads automatically to behaviour change. Of course access to information and to sexual health commodities such as condoms is important. The mistake is to assume that they are sufficient on their own to bring about change.

Allor, M. (1995) Relocating the Site of the Audience. In O. Boyd-Barrett and C. Newbold (Eds.) Approaches to Media: A Reader. London, UK: Arnold.

Several theoretical approaches have been critical of the 'passive recipient audience' implied by a linear approach to media communication. These critical approaches all analyse how the original meaning of the message is changed in the process of communicating it to an audience. As the audience engages with the message, they mould it and fill in gaps, so that in the end the message acquires specific but widely different meanings.

Argyris, C. (1992) Overcoming Organizational Defences: Facilitating Organizational Learning. Boston, USA: Allyn and Bacon.

Argyris was one of the most cited writers working on organisational learning during the 1990s. In this book based on his experience as a consultant for big companies, he argues that the primary problem facing these companies is not the ability to remember past lessons, but rather the ability to acquire new knowledge. This ability is strengthened when organisations gain an understanding of two key features of their operation: single versus double loop learning, and tacit versus explicit knowledge.

Aungst, J., Haas, A., Ommaya, A. and Green, L. (eds) (2003) Exploring Challenges, Progress, and New Models for Engaging the Public in the Clinical Research Enterprise. Clinical Research Roundtable Workshop Summary. The National Academies Press.

The Clinical Research Enterprise depends upon practitioners, policy-makers and others for participation in trials, ethical review of research, and continued support of research funding. However, the role of the public has expanded beyond this traditional model as consumers have begun to demand a role in the formulation of the research agenda and in the design, review and pursuit of research. In addition, consumers are taking a greater role in accessing health information and pushing for better translation of research into practice.

Bedimo, A.L., Pinkerton, S.D., Cohen, D.A., Gray, B. and Farley, T.A. (2002) Condom Distribution: A Cost-Utility Analysis. International Journal of STD and AIDS 13(6), 384-92.

Objective: To explore the cost-effectiveness of a condom distribution programme. Methods: We conducted a cost-utility analysis of a social marketing campaign in which over 33 million condoms were made freely available throughout Louisiana. Surveys among 275,000 African Americans showed that condom use increased by 30%. Based on the estimated cost of the intervention and costs of HIV/AIDS-associated medical treatment, we estimated the quality-adjusted life years (QALYs) saved, and number of HIV infections averted by the programme. Results: The programme was estimated to prevent 170 HIV infections and save 1909 QALYs. Over \$33 million in medical care costs were estimated to be averted, resulting in cost savings. Sensitivity analyses showed that these results were quite stable over a range of estimates for the main parameters. Condom increases as small as 2.7% were still cost-saving. Conclusion: Condom distribution is a community-level HIV prevention intervention that has the potential to reach large segments of the general population, thereby averting significant numbers of HIV infections and associated medical costs. The intervention is easy to scale up to large populations or down to small populations. The financial and

health benefits of condom social marketing support the recommendation to make it a routine component of HIV prevention services nationally.

Bourdieu, P. (1991) *On Language and Symbolic Power*. Cambridge, UK: Polity / Basil Blackwell.

Bourdieu has had a significant impact on media studies because of his argument that relations of communication are always, inseparably, power relations. The agents or institutions involved in communication have different degrees of 'symbolic power', i.e. the power to make people see and believe certain visions of the world rather than others. Those with relatively high symbolic power are able to present visions that people will conform to, or are even able to transform visions. The symbols used (the cultural codes, the buzzwords, the presentation, etc.) serve the function of creating consensus and 'glueing' society together. However, the symbols will always serve the interests of some groups rather than others, thus anyone who is able to launch or control symbols will also have (political) power. The result is that any communication is closely linked to the relative symbolic power that the communicator has to 'construct visions of reality'.

Burke, A. (1999) *Communications and Development: a practical guide*. London, UK: DFID.

Communications activities have always been central to DFID programmes. But DFID's new poverty agenda has given them a much stronger emphasis, with a growth of interest from all advisory groups and most geographical divisions. Newer, more broad-ranging programmes give far greater scope for innovative communications activities with new partners. If priority is placed on eliminating poverty, then it is vital that channels of communication involve poor and excluded people. This involves people's rights to be involved in development programmes, and in society and governance more generally. The engagement of poorer people with government involves many complex communications issues, whether it takes place at a village level or in policy debate. With a high level of interest in communications, and a growing awareness of how central they are to many new DFID priorities, there is need for good practice material from Social Development Division. This guide fulfils those aims, and complements other communications initiatives under way in DFID. This resource can be found at: <http://www.dfid.gov.uk/pubs/files/c-d.pdf>. Last accessed 4/14/2009

Chapman, J. and Fisher, T. (1999) *Effective Campaigning*. London, UK: New Economics Foundation.

International non-governmental organisations are devoting more energy to policy influence work without knowing much about what makes a campaign effective. Based on research conducted by the New Economics Foundation, and focusing on case studies of child labour in India and the promotion of breast feeding in Ghana

Chapman, R., Blench, R., Kranjac-Berisavljevic, G. and Zakariah, A.B.T. (2003) *Rural radio in agricultural extension: The example of vernacular radio programmes on soil and water conservation in N. Ghana*. AgREN Network Paper 127. London, UK: ODI.

Radio is a powerful communication tool. Experience with rural radio has shown the potential for agricultural extension to benefit from both the reach and the relevance that local broadcasting can achieve by using participatory communication approaches. The importance of sharing information locally and opening up wider information networks for farmers is explored with reference to the specific example of vernacular radio programmes based on research on soil and water conservation. This paper describes this specific experience in the context of rural radio as a tool for agricultural extension and rural development, with reference to the dramatically changing technology environment that is currently influencing information and communication processes worldwide. The implications for policy-makers of harnessing rural radio to improve agricultural extension are also discussed. This resource can be found at: [http://www.odi.org.uk/agren/papers/agrenpaper\\_127.pdf](http://www.odi.org.uk/agren/papers/agrenpaper_127.pdf). Last accessed 4/14/2009

Chapman, R. and Slaymaker, T. (2002) ICTs and Rural Development: Review of the Literature, Current Interventions and Opportunities for Action. ODI Working Paper 192. London, UK: ODI.

This paper investigates the role that information and communication technologies (ICTs) have to play in developing countries, focusing particularly on those rural areas that are currently least affected by the latest advances in the 'digital revolution'. The need for flexible and decentralised models for using ICTs is discussed in the context of 'content and control'. The challenge of achieving rural development goals by supporting knowledge and information systems is analysed through an epistemological perspective illustrated by case studies from the literature and the authors' research on the operation of these systems at the community level. The concept of building partnerships at the community level based around information exchange is explored, using ICTs to improve systems for the exchange of information sources that already exist locally and also providing established information intermediaries with the facilities to enhance their capacity for information sharing. This resource can be found at: [http://www.odi.org.uk/publications/working\\_papers/wp192.pdf](http://www.odi.org.uk/publications/working_papers/wp192.pdf). Last accessed 4/14/2009

Church, M. et al. (2003) Participation, Relationships and Dynamic Change: New Thinking on Evaluating the Work of International Networks. DPU Working Paper 121. London, UK: University College London.

This paper reviews central issues concerning the use of networks in the field of international development. Formal networks today have become a preferred organisational form for cooperation on a range of issues, and there are many advantages to a networked structure – not least the network's capacity to challenge and change unequal power relations. This resource can be found at: <http://ucl.ac.uk/dpu/publications/working%20papers%20pdf/WP121%20final.pdf>. Last accessed 4/14/2009

Clift, C. (2001) DFID's Experience with Research and Capacity Building. KFPE (Ed.) Enhancing Research Capacity in Developing and Transition Countries. Bern, Switzerland: KFPE.

Clift notes that at the time he was writing, DFID did not have an individual programme dedicated solely to research capacity building in the South. However, DFID gave support to a number of related schemes

Coe, J., Luetchford, M. and Kingham, T. (2002) id21: tracking routes towards impact. UK: id21.

This study aims to assess id21's success in increasing the influence of UK-funded research within international development policy. It begins by examining the ways in which policy-makers access and employ research. The study then uses these findings to assess the validity and performance of the dissemination methods id21 currently uses. The study draws on four primary sources: over 90 face to face, semi-structured interviews with existing and target potential id21 users located in South Africa, India and Uganda in April 2002; a survey of id21 email news subscribers; a survey of subscribers to id21's quarterly print review Insights; and a survey of researchers, mainly based in the UK, whose research has been highlighted by id21. This resource can be found at: <http://www.id21.org/id21-info/impact.html>. Last accessed 4/14/2009

Conley, T. and Udry, C. (2001) Social learning through networks: the adoption of new agricultural technologies in Ghana. *American Journal of Agricultural Economics* 83(3), 668-73.

This paper discusses and challenges the received wisdom on social learning in technological innovation in the agricultural sector in Africa. Traditionally, there has been a tendency to assume that individual farmers learn about the advantages of new technologies from each other, through a well-connected web of communication within their community. It is assumed that the village (or other community) acts as a collective unit of learning engaged in a collective process of experimentation. Each individual farmer observes the activities of the others, and notes the results

of any new or different approaches. However, in this paper Conley and Udry report the findings of a study in Ghana that strongly contradicts this assumption of how social learning operates.

Court, J. and Young, J. (2003) Bridging Research and Policy: Insights from 50 Case Studies. ODI Working Paper 213. London, UK: ODI.

As part of the first phase of the three-year Global Development Network (GDN) Bridging Research and Policy project, the Overseas Development Institute was responsible for the collection and analysis of 50 summary case studies on research-policy linkages in developing countries. This paper reports on the process, findings and implications of the case studies work. The case studies were designed to capture existing experiences and relate them to streams in the literature, and to identify specific hypotheses for further investigation in the second phase of the project. In terms of cross-cutting analysis, the cases have been examined to address the question: Why are some ideas that circulate in the research/policy arenas picked up and acted on, while others are ignored and disappear? This resource can be found at: [http://www.odi.org.uk/publications/working\\_papers/wp213.pdf](http://www.odi.org.uk/publications/working_papers/wp213.pdf). Last accessed 4/14/2009

Crewe, E. and Young, J. (2002) Bridging Research and Policy: Context, Evidence and Links. ODI Working Paper 173. London, UK: ODI.

Crewe and Young have developed an integrated framework for examining and understanding the relationship between research and policy. They argue that ideas percolate into development discourse and people learn about how the world is ordered through their practical experience of it. The paper fuses literature on political interests, formations of actors, and discourses, taking account of the role played by wider civil society and 'street bureaucrats', and borrowing ideas from psychology and marketing. This resource can be found at: [http://www.odi.org.uk/publications/working\\_papers/wp173.pdf](http://www.odi.org.uk/publications/working_papers/wp173.pdf). Last accessed 4/14/2009

Dagron, A. G. (2001) Making Waves: Stories of Participatory Communication for Social Change. New York, UK: Rockefeller Foundation.

In this book the Rockefeller Foundation has brought together 50 stories of instances where participatory communication has led to social change, ranging from bush radios to street theatre and local telecentres. The collection forms part of the work of the Rockefeller Foundation's Communication for Social Change initiative. In the book's foreword, Denise Gray-Felder maps out the rationale for participatory communication in the international development field. She makes the link between communication and empowerment, arguing that these 50 case studies show how people living in poor communities across the world can potentially seize control of their own life stories and begin to change their marginal and unjust circumstances. She emphasises the power inherent in local community decision-making processes and in communal action. This resource can be found at: [http://www.communicationforsocialchange.org/pdf/making\\_waves.pdf](http://www.communicationforsocialchange.org/pdf/making_waves.pdf). Last accessed 4/14/2009

Danida (2000) Enhancing Research Capacity in Developing Countries (ENRECA). Volume 1: Main Report and Volume 2: Annexes: Evaluation Secretariat. Copenhagen, Denmark: Danida.

The purpose of this independent evaluation report was to evaluate Danida's ENRECA programme (Bilateral Programme for Enhancement of Research Capacity in Developing Countries) and to make recommendations. Overall, the report suggests that the ENRECA programme is an imaginative and effective example of how a relatively small amount of money may be used to build public sector research capacity in developing countries. The Programme has been effective in terms of enhancing two of the four generally recognised forms of research capacity: tangible and human capital. More work could be done on the other two – organisational and social capital. There is cause for concern about the longer-term sustainability of ENRECA at Programme level, particularly in the case of

capacity-based projects. This is mainly due to the fact that Danish universities are faced with growing financial constraints and are increasingly insisting that the work done by staff be cost effective. ENRECA's tangible contributions are small compared with both other programmes and consultancies. Although the flexibility and problem-orientation of ENRECA management is largely credited with promoting efficiency in the field, information and knowledge management appear to be major problems within ENRECA. The report finds that such is the value of ENRECA's accomplishments, the goodwill it has created and the strength of its institutional memory, that it is a resource that should be preserved and nurtured. But this can be done only through adaptation to meet new challenges and grasp new opportunities. The following issues were identified from the great deal of evidence that was examined: (i) enthusiasm versus direction; (ii) management flexibility and management inputs; (iii) project level versus Programme level; (iv) 'capacity based' versus 'research-based'; and (v) ENRECA's place within Danida. There are three broad types of recommendation about how the Programme might be continued: (i) Continue the Programme as before without significant new funding; (ii) Increase funding significantly (e.g. to double the existing level) and make it more participatory; (iii) Option B plus integrating ENRECA more fully into a Danida-wide research strategy that pulls together the work of ENRECA, the Danish Research Centres and Sector support to research

Danida (2001) Partnerships at the Leading Edge: A Danish Vision for Knowledge, Research and Development. Report of the Commission on Development-Related Research. Copenhagen, Denmark: Danida.

The Commission on Development-Related Research in Denmark was established to learn whether anything could be done to improve learning for policy-making in a rapidly changing world, by appraising the role of the Danish development research sector and the contribution through research, teaching and consultancy to international as well as Danish development goals, and also to formulate a new strategic framework for future Danida support to guide participants in the sector. The report begins with knowledge – why it matters to development, and why the production of new knowledge (in other words research) should be funded by the public purse. An assessment is offered of development research in Denmark. The Commission then summarises the six principles that have guided their work. This resource can be found at:

<http://www.um.dk/Publikationer/Danida/Dansk/Partnerskab2000/Forskningsrapport/index.asp>.  
Last accessed 4/14/2009

DFID (2000) Doing the Knowledge: How DFID Compares with Best Practice in Knowledge Management. Department for International Development. London, UK:

This paper springs out of the recognition that 'Knowledge is a key resource for DFID and increasingly one of our products'. It also points out that apart from the Information Management Committee, KM initiatives are often not coordinated across the organisation. This is a disadvantage, as one of the central aims of KM is to contribute to 'joining up': the author of the paper argues that DFID needs to be joined up internally, within Whitehall, and with partners. This is viewed as largely a matter of creating the right environment and culture for sharing and learning, rather than a technical IT issue. The paper gives several recommendations, based on a review of best Knowledge Management practices within a number of other organisations ranging from governmental to private and non-governmental organisations

DFID (2001) Poverty Elimination: The Role of Economic and Social Research. Economic and Social Research Unit (ESCOR), Department for International Development. London, UK:

This report aims to show how DFID's support to development research contributes to poverty reduction. The foreword introduces the topic by stating that: 'Appropriate policies, tailored to national and international conditions and effectively delivered, depend on knowledge.' The

foreword points out that research not only informs policy formulation, but also acts as a reality check 'after the fact' - documenting the effect of policies as they impact upon the daily lives of people in developing countries. The report is then divided into three parts. The first part discusses the strategic role of research in international development, including issues such as development studies in the UK and the changing context for development research. The second part, entitled 'Changing Thinking, Changing Practice', presents a range of themes to which DFID research currently contributes, such as sustainable livelihoods, child labour, urban governance, exclusion, and the link between conflict and economics. The final chapter in this part presents id21, the Information for Development in the 21st century initiative, funded by DFID and hosted by the Institute for Development Studies (IDS) at Sussex. This resource can be found at: [http://www.dfid.gov.uk/searchresultspage.asp?q=Poverty+Elimination%3A+The+Role+of+Economic+and+Social+Research&cx=008932115057727372290%3A6aii\\_kaoggu&cof=FORID%3A11&ie=UTF-8#1122](http://www.dfid.gov.uk/searchresultspage.asp?q=Poverty+Elimination%3A+The+Role+of+Economic+and+Social+Research&cx=008932115057727372290%3A6aii_kaoggu&cof=FORID%3A11&ie=UTF-8#1122). Last accessed 4/14/2009

DFID (2001) eBusiness Strategy. London, UK: DFID.

This paper sets out the various eBusiness services introduced by DFID and explores how ICTs can be used to achieve the Millennium Development Goals

Edwards, M. (1994) NGOs in the age of information. *IDS Bulletin* 25(2), 117-24. Brighton, UK: IDS.

Edwards links the rise of NGOs within the development field to the emergence of the information age, and poses the question of whether NGOs have a comparative advantage in linking information, knowledge and action in an efficient and relevant way.

Edwards, M. and Gaventa, J. (eds) (2001) *Global Citizen Action*. Boulder, USA: Lynne Rienner.

Edwards introduces this edited volume by highlighting the fact that with the move away from the 'Washington consensus' there are new ideas about what partnership requires: strong social infrastructure (including social capital); pluralistic governance and decision-making; partnerships between public, private and civic organisations; and public support for international institutions. As global governance becomes less state-based, the role of civil society is certain to grow. However, many NGOs are criticised for being unaccountable, illegitimate and dominated by elites. NGOs with no membership depend on research, experience and good links with partners to justify their growing role as advocates. There is greater consensus on some campaigns (e.g. debt, landmines) than others (trade, environmental, labour rights) due to conflicting interests. Better links are needed between local and global levels, but Edwards advises it is also important to build coalitions at national levels rather than leapfrogging to officials in Brussels, for example. Information technology could allow more democratic and horizontal coalitions and networks. On the other hand, since globalisation means that certainty about solutions has become even more elusive, better research and dialogue is needed

FAO (1999) *Communication for Development Report 1996-1997*. Rome, Italy: FAO.

This report is the FAO's Communication for Development Group's status report on field activities. This Group is an integral part of the Extension, Education and Communication Service, focusing mainly on providing support to field activities, using techniques and means of communication. This resource can be found at: <http://www.fao.org/sd/CDdirect/CDre0048.htm>. Last accessed 4/14/2009

Figuerola, M.E., Kincaid, D.L., Rani, M. and Lewis, G. (2002) *Communication for Social Change: An Integrated Model for Measuring the Process and Its Outcomes*. Communication for Social Change Working Paper Series 1. New York, USA: Rockefeller Foundation.

This first paper in the Communication for Social Change (CFSC) working paper series focuses on how

communication processes might be used at a community level in order to effect social change. In this respect communication is defined as the act of people coming together to decide who they are, what they want, and how they will obtain what they want. The rationale behind CFSC is that social change will be more sustainable if the affected community owns not just the physical inputs and outputs of a development initiative, but also owns the process and content of the communication involved. This in turn means that if any external agents wish to contribute to the process of social change, they should consider shifting their approach from one of persuasion and transmission of information, to dialogue and discussion with members of the community. Several outcome indicators of social change are suggested, including: broad-based leadership that inspires without dominating; leaders that tackle conflict by using it as a stimulus for change; the extent of access to participatory processes; the degree of information equity; the capacity to solve problems as a group; the sense of responsibility that any one community member feels for issues of social change; the extent to which learning from social change processes is integrated into community interaction; and the degree of mutual trust between community members. The authors also outline sets of questions that might be used by anyone wishing to measure these outcome indicators in a particular community. This resource can be found at:  
<http://www.communicationforsocialchange.org/pdf/socialchange.pdf>. Last accessed 4/14/2009

Fraser, C. and Estrada, S.R. (2002) Community radio for change and development. *Journal of the Society for International Development* 45(4), 69-73.

The authors illustrate the role of a radio station, owned and run by a community, in providing the forum for the participatory, public dialogue which is essential for social change. The radio station is a platform for identifying and analysing problems and their solutions, thereby determining development inputs that truly meet local needs. Open access to on-air complaints from the audience can pressure local authorities to adopt practices of good governance and transparency. Cheap and easy to install and operate, community radio can also be the interface between poor communities and the Internet.

Fraser, C. and Villet, J. (1994) *Communication - a key to development*. Rome, Italy: FAO.

This paper promotes the concept of communication as the key to development. The authors note that participation is becoming the central issue of our time and argue that communication is central to effective participation. Furthermore, development programmes can only realise their full potential if knowledge and technology are shared effectively, and if populations are motivated and committed to achieve success. It is recognised that unless people themselves are the driving force of their own development, no amount of investment or provision of technology and inputs will bring about any lasting improvements in their living standards. Communication enables beneficiaries to become the principal actors in development programmes, it empowers people at all levels to recognise important issues, find common grounds for action, and participate in the implementation of their decisions. This resource can be found at: <http://www.fao.org/docrep/t1815e/t1815e00.htm>. Last accessed 4/14/2009

GDN () *Toolkit: Disseminating Research Online*. Washington, USA: GDNNet.

This toolkit provides broad tips and practical suggestions for communicating academic research using the Internet. It offers several sections covering the following topics: successful online communication; disseminating research on the web; practical hints about putting research online; the GDNNet approach to research communication; and support for online dissemination of research for organisations without websites. Each section reflects on common concerns and questions, and provides practical and easily accessible advice. For example, the toolkit suggests ways of adapting an academic paper to a concise and scannable web-based publication, and offers a downloadable PowerPoint presentation which outlines in detail the rationale for presenting academic research in a



web-friendly manner and guidance about how to do so. This resource can be found at:  
[http://www.gdnet.org/cms.php?id=disseminating\\_research\\_online](http://www.gdnet.org/cms.php?id=disseminating_research_online). Last accessed 4/14/2009

Gilchrist, A. (2000) The well-connected community: networking to the 'edge of chaos'. *Community Development Journal* 35(3), 264-75.

Complexity theory provides new insights into the behaviour and 'emergent properties' of social systems. The experience of 'community' is both an outcome and the context of informal networking. A 'well-connected community' is achieved when people feel part of a web of diverse and interlocking relationships. These networks sustain and shape an integrated and dynamic social and organisational environment representing life at the 'edge of chaos'. It supports the familiar patterns of interaction and collective organisation that characterise the voluntary and community sectors. Community development involves creating and managing opportunities for connection and communication across sectoral, identity and geographical boundaries. This is termed 'meta-networking' and is a core function of the professional role. The purpose of community development is to support and shape social networking.

Gladwell, M. (2000) *The Tipping Point: How Little Things Can Make a Big Difference*. London, UK: Little, Brown and Co.

This journalist's analysis of what makes social epidemics happen draws on history, marketing research and psychological studies. His main point is that small features can 'tip' a small trend into a huge craze. A few individuals can make a big difference if they have the necessary qualities.

Gupta, A. (1999) Science, sustainability and social purpose: Barriers to effective articulation, dialogue and utilization of formal and informal science in public policy. *International Journal of Sustainable Development* 2(3), 368-71.

Gupta begins by stating that: 'Communication among scientists, policy-makers, public policy analysts and the common people in society is often fraught with ambiguity, anxiety and sometimes plain confusion.'

Hamelink, C. (2002) Social development, information and knowledge: whatever happened to communication? *Journal of the Society for International Development* 45(4), 5-9.

Hamelink reviews the current interest in information societies in the discussions around the World Summit on the Information Society. He argues that the current emphasis on information and knowledge largely bypasses the fundamental question as to whether information and knowledge are primary resources for social development. In doing so he queries the popular myths that fuel the enthusiasm of information and knowledge societies. He warns that we have to be careful not to adopt the dialogical form of communication as the ultimate panacea for development issues.

HCP (2003) Namibia Research Shows Most Youth Don't Understand the Terms 'Abstinence' or 'Faithfulness' for HIV Prevention. HCP Press Release, Windhoek 27 May 2003. Baltimore, USA: Health Communication Partnership.

Terms used to describe some HIV prevention strategies - such as 'abstinence' or 'faithfulness' - are not understood by a large majority of young adults in Namibia, a country where current HIV/AIDS prevalence is approximately 22%. The study of 100 Greater Windhoek youth, ages 15 to 25, revealed that common HIV/AIDS prevention terms are frequently misunderstood. Most young people believe that 'abstinence' means 'to be absent' and 'faithfulness' means faith in a religious sense, not being faithful to one sexual partner. The word 'monogamy' is understood by only one-quarter, with 75% saying they had never heard the word.

Hills, M. (2000) Conceptualising the Fourth World: Four Approaches to Poverty and Communication. *Media Development* 1, 3-8.

In this paper Hills sets out four broad approaches that are used in order to understand the relationship between poverty and communication. This resource can be found at: <http://www.mediachannel.org/atissue/development>. Last accessed 4/14/2009

Ilsoe, B. (2001) *Is small beautiful? Danida's 10 years of experience with ENRECA (Enhancing Research Capacity)*. KFPE (Ed.) *Enhancing Research Capacity in Developing and Transition Countries*. Bern, Switzerland: KFPE.

A new strategy for Danish development aid was issued in 2000. The new strategy stated, among other things, that there was a need to rethink the role of research in Danish development assistance, and that research should become an integral part of Danish development partnerships. A number of background papers were produced, which fed into a final report on the topic of the research-development relationship (*Partnerships at the Leading Edge*, Danida 2001). One of the major recommendations was that Danida should focus on building and strengthening research capacity in the South. The existing ENRECA programme (Enhancing Research Capacity) aimed to do just that, and Ilsoe's paper presents a summary of an evaluation of ENRECA. The evaluation suggests that the programme has so far been able to mobilise the enthusiasm and free provision of services from researchers in both the North and South, but that in a situation of growing financial pressures, the ability to attract funding is becoming ever more important. Closer evaluation of individual research partnerships within the overall programme showed that smaller research projects were characterised by equal North-South relationships and ownership. Moreover, the research projects are demand-driven, rather than specifically requested by Danida. However, attempts to transfer full ownership to Southern partner institutions have been shown to be dependent on considerable coordinating and planning capacities as well as time and human resources. The author concludes that small is indeed beautiful: ENRECA 'has had no greater ambition than that of creating small units of excellence, and has had considerable success with that.'

ISNAR (2000) *Creating ownership of agricultural research through capacity building*. ISNAR Annual Report 1999 Theme essay. The Netherlands: ISNAR.

This annual report theme essay looks at agricultural research capacity building through the lens of ISNAR's work to strengthen national agricultural research systems (NARS) in developing countries. It focuses on two distinct levels of capacity building - the level of individual research or research manager, and the organisational level. Three guiding values underlie ISNAR's work to help developing countries build their agricultural capacity: participation, learning by doing, and respect for diversity. This resource can be found at: <http://www.isnar.cgiar.org/publications/1999-AR/theme.htm>

Jenkins, R. and Goetz, A.M. (1999) *Accounts and Accountability: Theoretical Implications of the Right-to-Information Movement in India*. *Third World Quarterly*.

The work of a small and unusual activist group in the north Indian state of Rajasthan has raised a series of practical and theoretical issues for promoting accountability more generally. The Mazdoor Kisan Shakti Sangathan (MKSS) - literally 'Workers' and Farmers' Power Organisation' - has waged a campaign to secure the right of ordinary people to gain access to information held by government officials. In the process of experimenting with methods of compiling, sharing and verifying expenditure data at very local levels - thus far, in the absence of a statutory entitlement to such information - the MKSS has developed a radical interpretation of the notion that citizens have a right both to know how they are governed and to participate actively in the process of auditing their representatives. This article examines the process by which this campaign emerged and the means by which it pursues its goals. It then analyses the implications of the MKSS experience, and the larger

movement it has spawned, for contemporary debates in three areas: human rights, participatory development and, of course, anti-corruption.

Kasongo, E. (1998) From development by effects to development by contexts via communication. *Development in practice* 8(1), 30-9.

Based on research in three rural communities in Zambia and one in a South African township in 1996-7, Kasongo outlines two major approaches to development and communication

KFPE (2001) *Enhancing Research Capacity in Developing and Transition Countries*. Bern, Switzerland: KFPE.

This book is an overview of activities related to research for development in several donor agencies, including Danida, DFID, the European Commission, NORAD, RAWOO, SDC, Sida, UNESCO and WHO. It was prompted by the acknowledged need for more equitable participation in the generation and application of new knowledge within the development field, and the associated need to promote North-South and South-South research partnerships. At the moment there are large differences between various Northern and Southern agencies in terms of their ability to process and use knowledge, and one way of addressing this imbalance is to support relevant institutional capacity building in developing and transition countries.

Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (1999) *Principles of Marketing*, 2nd edition. Prentice Hall Europe.

This book provides a comprehensive introduction to marketing, using a practical and managerial approach. Marketing is described as a process containing much more than selling or advertising, with new challenges constantly emerging. Five main philosophies that guide marketing management are outlined: Production concept (goal to bring down prices, making products more affordable); Product concept (higher quality products); Selling concept (promotion matters); Marketing concept (determining needs and wants of target markets, comparative advantage); and Societal marketing (determine needs and wants, and customer satisfaction).

Lambert, H. (2001) Not talking about sex in India. In J. Hendry and C.W. Watson (Eds.) *An Anthropology of Indirect Communication*. London, UK: Routledge.

This chapter reflects on issues of communication in HIV/AIDS prevention projects in India. The author draws on experience from rapid assessment studies of sexual relations and sexual health in two Indian cities, designed to gather information for use in the design of HIV prevention projects, commissioned by the UK Department for International Development (DFID). The author's reflections spring from the observed tension during these studies between, on the one hand, the intention to develop culturally appropriate and locally effective strategies for the control of HIV, and on the other hand, the lack of culturally appropriate and locally effective discourses to discuss sexual health and behaviour. Commentators are generally agreed that speaking about sex in India is taboo. This may be the reason for a significant lack of knowledge about the extent to which local Indian populations are vulnerable to the spread of HIV, since so little is known about sexual behaviour patterns or the prevalence of sexually transmitted infections. HIV/AIDS prevention initiatives are therefore set up largely on the basis of pre-existing assumptions and externally generated models, rather than on knowledge of the local situation.

Lambin, J. (1996) *Strategic Marketing Management*. UK: McGraw-Hill.

This book begins with the assumption that marketing is both a business philosophy and an action-oriented process. Marketing is explained as being rooted in the market economy and functioning of the firm (improve market opportunities, achieve target market share), with the main role seen to be the organisation of exchange and communication (supply/demand). Furthermore the book

emphasises the need to shift focus from marketing to market-driven management, in a context of increased competition. With the process of globalisation, more competition, and better educated consumers, mass-marketing techniques are coming of age, and customised marketing is seen as necessary. This includes sensitivity to environmental and ethical demands and socio-cultural specificities. Marketing should, importantly, be viewed as a process integrating different functions and not a separate entity within the organisation.

Laurence, C. (1998) *The Impact of the Global AIDS Strategy on National Policy Networks in Zambia*. London, UK: DFID.

What impact have international AIDS interventions had on individual countries' health policies? Have international objectives been met? Research at the University of Bath assessed the impact of the World Health Organisation's Global Programme on AIDS (GPA) on Zambia's response to HIV/AIDS. The research found that though it initiated a programme that was ostensibly in line with the liberal and non-discriminatory objectives of the GPA, the UN programme goals were only partially achieved

Lefebvre, R.C. (2001) *Theories and Models in Social Marketing*. In P.N. Bloom and G. Gundlach (Eds.) *Handbook of Marketing and Society*. London, UK, New Delhi, India: Sage.

This article outlines the origins of the theory of social marketing, and describes in detail the current key theoretical approaches used in the field of social marketing. The theories presented have a health bias, as this is the area where social marketing has been taken the furthest. Behavioural change is a complex process, with dozens of theories, often too focused on individual processes. Social marketing is not an alternative to individual behaviour change strategies; rather it is a process to increase the prevalence of specific behaviour among target audiences. Other theories that also need to be looked at by social marketers include: motivational theories to inform message development; social network theories to inform message dissemination; organisational development to inform coalition and partnership development and management; and political theories to inform policy alternatives

Lindquist, E.A. (1988) *What Do Decision-Models Tell Us About Information Use? Knowledge in Society* 1(2), 86-111.

Lindquist has argued that organisations or networks are often in different decision modes - routine, incremental, or fundamental. Each involves a different level of scrutiny and debate over the integrity of its policy underpinnings

Lipsky, M. (1980) *Street-level Bureaucracy: Dilemmas of the Individual in Public Services*. New York, USA: Russell Sage Foundation.

Lipsky examines what happens at the point where policy is translated into practice, in various human service bureaucracies such as schools, courts and welfare agencies. He argues that in the end policy implementation comes down to the people who actually implement it (e.g. teachers, lawyers, social workers). They are the 'street-level bureaucrats', and they exercise a large amount of influence over how public policy is actually carried out. Lipsky suggests that they too should be seen as part of the policy-making community.

Lloyd-Laney, M. (2003) *Making Information User-Driven*. Wallingford, UK: Communication and Information Management Resource Centre.

Tailoring information to suit your audience increases the likelihood that your information will be accessed and taken up. To provide user-driven information it is important to understand who your target audience is, what information they want/need, how they access information and whether you are trying to inform or influence your audience. Questionnaires can be employed to determine your audience's information needs and the media they use. With this knowledge you can provide the

information your target audience wants, in media they can use, and place your information where your audience will look for it. If you are clear about who has produced the information, who it is intended for and its purpose, the user can make informed decisions about the value of your information. Involving end users in research is also more likely to produce outputs that are quickly disseminated and taken up. Awareness of the strategic role of information within your organisation can be enhanced by encouraging all organisation members to become involved in identifying information needs, dissemination and community building. Practices such as using a database of people who have requested information to regularly inform them about newly available materials, and ensuring that your organisation has a focal point responsible for responding to information demands will help you to reach your target audience

Lloyd-Laney, M. (2003) Making Knowledge Networks Work for the Poor: Final Report. Rugby, UK: ITDG.

Making Knowledge Networks Work for the Poor is an ITDG initiative that seeks to improve the integration and coordination internationally of information and knowledge resources on appropriate technology, and the purpose of the preliminary study was to consider the role of a network in bringing about this aim.

Lloyd-Laney, Megan, John Young and Priyanthi Fernando (2003) (2003) Knowledge Demand Assessment for the Transport and Rural Infrastructure Services Partnership (TRISP): Interim Report. Unpublished report to the Department for International Development, February 2003. London, UK.

The World Bank has identified improved decision-making and pro-poor resource allocation in transport and rural utilities as one of its goals, and through its TRISP programme - run jointly with DFID - aims to strengthen the demand for, and improve access to relevant knowledge. DFID has proposed a knowledge demand assessment to review what is already known about knowledge demand and the role of information in livelihoods and policy processes, the demand for information and knowledge by different stakeholders, and to map the knowledge and learning environments in the World Bank, DFID, and their transport information products with intended audiences, circulation and evidence of impact. The interim report provides results to date from the ongoing Knowledge Demand Assessment Project.

Lundvall, B.A. and Tomlinson, M. (2000) On the convergence and divergence of national systems of innovation. Draft of contribution to special issue of Research Policy on Innovation Systems.

The research area devoted to national systems of innovation (NSI) examines several interrelated questions. In the introduction to this paper, the authors specifically highlight three questions: Do national economies differ in terms of productivity performance, and/or in terms of where and how innovation takes places? How far are such differences rooted in systemic characteristics? And finally, to what degree do national differences tend to be eroded by globalisation? The paper discusses these questions in the light of convergence and divergence of NSIs between countries. In some cases convergence between countries is seen as a primary objective (e.g. in cases of unequal income per capita), while in other cases divergence is the goal (e.g. in cases of international trade specialisation). The political issues here are especially complex, and the authors map out historical and current issues in political economy and international economics, focusing particularly on the intriguing questions related to topics of catching up, falling behind and forging ahead. This resource can be found at: <http://www.business.auc.dk/ike/upcoming/Lundvall-NSI.pdf>. Last accessed 4/14/2009

Lush, L. and Walt, G. (1999) Beating the millennium bugs: Balancing policy and research for better health. Editorial in Insights 32.

This century has seen huge gains in health. However shadows are being cast on our achievements by the resurgence of diseases like tuberculosis believed to be long conquered, the resistance to drugs

of diseases once thought of as curable such as malaria, and the arrival of new plagues such as HIV. Research has made us aware how complex the relationships between health and disease can be. The potential of such research to guide and inform policy is great. But views differ sharply on how far its influence actually extends. Where do mismatches between research and policy, researchers and policy-makers occur? Can we do anything to improve the balance? This resource can be found at: <http://www.id21.org/insights/>. Last accessed 4/14/2009

Mattelart, M. and Mattelart, A. (1998) *Theories of Communication: A Short Introduction*. London, UK: Sage.

The first formal information theory model was Claude Shannon's mathematical model of communication, developed in the 1940s, which laid out a linear schema of production, transmission, channel, receiver, and destination. This model views technology as an instrument that is merely inserted into (human) calculations, plans and predictions. The reaction to the mathematical model came when social science researchers started emphasising the circular nature of communication. Even the smallest situation of interaction is determined by so many variables that a linear schema can only obscure more than it clarifies, and instead they suggest analysing interaction through looking at different levels (such as the communication between the actual elements of the message; the communication embodied in the human/social relations involved; the communication implied by previous messages; the communication of the message in relation to wider society). This approach argues that it is also necessary to take into account the large amount of 'silent' messages that surround every pronounced message, such as the implicit understandings of gestures, space, linguistic codes, time, ways of relating, and ways of disagreeing or reaching agreements. From this perspective, both the 'sender' and the 'receiver' are equally important actors.

Maxwell, S. (2000) *Is Anyone Listening?* Paper prepared for the Global Development Network Annual Meeting, December. Tokyo, Japan.

This paper starts from the observation that there is a lot of research activity, with an uncertain impact on policy. It briefly reviews various inputs into the debate on research/policy linkages, and highlights the need to understand the policy process and to attempt to see issues from the policy-makers' perspective. This includes the need to develop a more thorough understanding of policy that includes policy implementation; 'policy is what policy does'. It also touches on ways of making use of 'policy narratives' and 'epistemic communities', as well as entrance points into the literature on campaigning. The paper concludes that if researchers are to have an impact on policy, they need to build up an understanding of how policy is made and implemented. This resource can be found at: <http://nt1.ids.ac.uk/gdn/tools/respol.htm>

Mehta, L. (2001) *The World Bank and its Emerging Knowledge Empire*. *Human Organization* 60(2), 189-96.

This paper critically examines the emerging knowledge agenda at the World Bank. From the publication of the World Development Report 1998/99 on 'Knowledge for Development' to present discussions around the Global Development Gateway, the World Bank is attempting to carve out a niche for itself as the 'Knowledge Bank'. In so doing it appears to have shifted from merely focussing on the transfer of capital. Instead, it seeks to be a leading player in development expertise and knowledge transfers in international development. The paper examines the World Bank's conception of knowledge, the rise of knowledge enterprises at the Bank and the various tensions in its knowledge discourses. It argues that the Bank's knowledge agenda often tends to be centralised, absolutist, and draws on economic and technocratic models. These trends contribute to the emergence of a narrow knowledge agenda which both neglects socio-cultural issues and those concerning a wider political economy. Thus, the plural nature of knowledge is denied and the Bank's own problematic role in knowledge generation is not reflected upon.

Mortimore, M. and Tiffen, M. (2003) Promoting research-policy dialogues: Lessons from four studies of dryland development in Sub-Saharan Africa. Drylands Research Working Paper 41. Crewkerne, UK: Drylands Research.

Drylands Research and its research partners recently completed a study of economic, social and environmental change, between 1960 and 2000, in semi-arid districts of four Sub-Saharan countries: Kenya, Senegal, Niger, and Nigeria. The Department for International Development funded an exercise to gain endorsement of the results from the relevant constituencies, so that, if endorsed, they can enter informed debate. Endorsement and dissemination work was carried out in 2001-2 with the objective of initiating an engagement between research and policy processes in each country. This resource can be found at: [http://www.drylandsresearch.org.uk/dr\\_research\\_policy.html](http://www.drylandsresearch.org.uk/dr_research_policy.html). Last accessed 4/14/2009

NCDDR (1996) Review of the literature on dissemination and knowledge utilisation. USA: National Center for the Dissemination of Disability Research.

This review offers some frameworks for understanding the use of knowledge. Their categories are: (i) conceptual knowledge (which changes attitudes), instrumental knowledge (changes practices), strategic knowledge (achieves goals, such as increase in power); (ii) spread of knowledge (one-way diffusion of information), choice of knowledge (process of expanding access to sources), exchange (interactions), implementation (increasing use of knowledge or changing attitudes and practice). Ideas about how knowledge diffuses have not greatly changed over the years, for example, that there is a cultural and needs gap between researchers and users, but information technologies have transformed practice. The notion of learning taking place on a blank slate still prevails in many schools, whereas constructivist theories point out the obvious fact that learners filter knowledge through pre-conceived ideas and people make sense of ideas based on their prior experience. People change their beliefs only when serious discrepancies emerge in their thinking and practice. The source of information is more important than the content, for example people accept information more readily from those they trust, e.g. dairy farmers trust each other more than experts. Comprehensibility has more impact than quality. Also summarised are key ideas from social marketing, e.g. audience segmentation (dividing your audience into different groups and designing different information, training, rewards etc.). Identity and cultural differences will also play their part in deciding how information will be received. This resource can be found at: <http://www.ncddr.org/du/products/review>. Last accessed 4/14/2009

Neilson, S. (2001) Knowledge Utilization and Public Policy Processes: A Literature Review. Ottawa, Canada: IDRC.

For many social science researchers, influencing policy-makers and/or decision-makers is an intended result or expectation of their research. Development researchers are no exception, least of all because they want to know if their research has had an impact on people's everyday lives in terms of poverty, food insecurity, malnutrition or environmental sustainability. As a result, IDRC's Evaluation Unit is undertaking a study that will examine these main questions: (i) what constitutes policy influence in IDRC's experience; (ii) to what degree and in what way has IDRC-supported research influenced public policy; and (iii) what factors and conditions have facilitated or inhibited the public policy influence potential of IDRC-supported research projects. This study will serve two main purposes: (i) to provide learning at the programme level which can enhance the design of projects and programmes to increase policy influence where that is a key objective; and (ii) to create an opportunity for corporate level learning which will provide input into strategic planning processes as well as feedback on performance. This resource can be found at: [http://www.idrc.ca/en/ev-29046-201-1-DO\\_TOPIC.html](http://www.idrc.ca/en/ev-29046-201-1-DO_TOPIC.html). Last accessed 4/14/2009

Newman, D. and de Haan, A. (2001) Southern Socio-Economic Research Capacity. Report of a DFID-sponsored workshop hosted by the School of Development Studies, 12-13 June. South Africa: University of Natal.

The workshop was organised to discuss the capacity for socio-economic research in the South, and the role that donors play and should play in supporting this. It brought together an international group of about 30 experts, researchers and representatives of funding agencies. The workshop and background papers were organised around three sets of question: (i) Why should socio-economic research be publicly funded? (ii) Where should funding go? What should be the balance between funding at home and in partner countries? (iii) What models of funding exist and have had most success?

NORAD (1999) Strategy for strengthening research and higher education in the context of Norway's relations with developing countries. Oslo, Norway: Norwegian Ministry of Foreign Affairs (NORAD).

This paper defined Norwegian Agency for Development Cooperation's (NORAD) main priorities for the various support schemes for strengthening research and higher education in the South and for development research in Norway. A further important objective of the paper was to facilitate better co-ordination between the various players involved in this field, primarily the Research Council of Norway, the Norwegian Council of Universities, the Norwegian Agency for Development Cooperation and the Ministry of Foreign Affairs. A number of measures are outlined with a view to ensuring a coherent approach in Norwegian policy formulation. The overall aim is to promote greater synergy between the various support schemes whose purpose is to strengthen competence building in the South and increase Norwegian knowledge about developing countries. The intention behind the coordination measures outlined in the present strategy is to further clarify the roles and responsibilities of the various players and to establish an appropriate division of labour between them. This resource can be found at: <http://odin.dep.no/ud/engelsk/publ/veiledninger/032001-220002/index-ind001-b-n-a.html>. Last accessed 4/14/2009

Nutley, S, Walter, I. and Davies, H. (2002) From Knowing to Doing: A framework for understanding the evidence-into-practice agenda. RURU Discussion Paper 1: Research Unit for Research Utilisation. St Andrews, UK: University of St Andrews.

This resource can be found at: <http://www.ncsl.org.uk/de/media-f7b-94-randd-engaged-nutley.pdf>. Last accessed 4/14/2009

Nutley, S., Percy-Smith, J. and Solesbury, W. (2003) Models of research impact: A cross-sector review of literature and practice. Building effective research 4. London, UK: Learning and Skills Development Agency.

This paper presents the overall results of the project 'Models of research impact: A cross-sector review', the first in a series of projects on research effectiveness undertaken by the Learning and Skills Research Centre (LSRC) at the Learning and Skills Development Agency (LSDA). The overarching goal of the LSRC is to inform policy and improve practice through research. The project objectives were to review the literature on research impact; to assess practices in comparable organisations; to characterise models, strategies and actions that would be useful in the learning and skills sector; and to develop guidance for the designers and managers of LSRC research. It examined evidence from literature and practice across the education, social care, criminal justice and healthcare sectors, with a main focus on the UK. Project findings from the literature review are presented in Walter, Nutley and Davies (2003a), and general findings have been developed into a taxonomy of interventions used to increase the impact of research (Walter, Nutley and Davies 2003b). The overall project paper by Nutley, Percy-Smith and Solesbury includes these findings and in addition presents results of five organisational case studies: Barnardos, Joseph Rowntree Foundation, Local and Regional Government Research Unit (LRGRU), Local Government Association (LGA), and MORI Social Research



Institute. The paper identifies four useful generic practices: training and development for practitioners in the use of research; building partnerships between researchers and practitioners; developing a range of communication media; and creating an information and inquiry system for research. This resource can be found at: <http://www.lsd.org.uk/files/PDF/1418.pdf>. Last accessed 4/14/2009

Olsson, B. (2001) Sida research cooperation. KFPE (Ed.) Enhancing Research Capacity in Developing and Transition Countries. Bern, Switzerland: KFPE.

This paper sets out the rationale and objectives of Sida's development research strategy and funding, as implemented through SAREC (Sida's Research Division). The author begins by asserting that 'development of knowledge for developing countries could never be more than a minor contribution towards their sustainable development, which requires development of knowledge within and by the countries, and their active participation in international research'. This is illustrated by the example of international health research, where it has been estimated that only around 5% of the US\$50bn that are spent each year on health research address the most acute health problems affecting the poor. Based on this recognition, SAREC's main objective is to strengthen the research capacity of developing countries, as well as to promote development-oriented research more generally. The author discusses various aspects of Sida support to research capacity building in the South. Sida also provides support to some development research in Sweden, but maintain that the primary responsibility for supporting development research in Sweden lies with the universities and research councils. Sida, however, works with them to increase the opportunities for development-related research.

Omamo, S.W. (2003) Policy Research on African Agriculture: Trends, Gaps, and Challenges. International Service for National Agricultural Research Report 21/2003.

This report contends that 'most policy research on African agriculture is irrelevant to agricultural and overall economic policy in Africa.' It states that agricultural economists and other members of the policy research community have failed to recognise 'real problems facing agricultural policy-makers, namely, how to assess the operational feasibility of alternative policy options, and how to promote the feasibility of the most highly valued alternatives.' The report argues that the policy research community - and the agricultural economics profession in particular - must shoulder a significant part of the blame for this state of affairs. A wide-ranging review of recent research reveals that agricultural economists have failed to put Africa's agricultural problems on the policy agenda in more than an abstract fashion. We have failed to come to grips adequately with the real problems facing agricultural policy-makers, namely, how to assess the operational feasibility of alternative policy options, and how to promote the feasibility of the most highly valued alternatives. A different approach to agricultural policy research is therefore suggested, built more on 'how' questions and less on 'what' and 'why' questions. Implications of such an approach for research design and conduct are drawn. Piloting action research in case studies of initiatives involving promising institutional innovations offers scope for identifying convincing 'how' answers. To implement such approaches, agricultural economists and other policy researchers require new skills and partnerships.

Otsyina, J. and Rosenberg, D. (1999) Rural development and women: what are the best approaches to communicating information? *Gender and development* 7(2), 45-55.

The authors present the topic of rural development and women by stating that the main problem in this area is the lack of effective communication strategies and methods. In this paper they reflect on why this is so and what might be done to improve the situation. They present the findings of a study carried out in Tanzania in 1992, charting the communication strategies employed by an extension agency in the HASHI (Hifadhi Ardhi Shinyanga) project, a soil conservation and afforestation programme under the Ministry of Lands, Natural Resources and Tourism, supported by foreign aid.

The HASHI project employed several different means of communication: village meetings, film shows, radio, school projects, seminars, neighbour contacts, and posters

Pang, T. (2001) Strengthening health research capacity in developing countries: The perspective of the World Health Organisation. KFPE (Ed.) Enhancing Research Capacity in Developing and Transition Countries. Bern, Switzerland: KFPE.

Pang introduces the topic of health research capacity by showing the profound inequalities that exist in this sector: it is estimated that less than 10% of global funding for health research is spent on 90% of the world's health problems. Against this background the World Health Organisation aims to stimulate health research through strengthening research capacity in the developing world itself. This is arguably one of the most effective and sustainable approaches towards narrowing the existing gap. However, it is still important to bear in mind that there are considerable constraints to producing research in the developing world. The conditions under which research is undertaken are frequently unhelpful, comprising a lack of political commitment, weak linkages between researchers and policy-makers, lack of resources, limited career infrastructure and incentives, low salaries and brain drain. Donor-driven research agendas may also sometimes contribute to lack of local ownership and agenda-setting power, and widespread cases of 'recipient fatigue' or 'recipient frustration'. The author argues that there is 'a clear and urgent need for some bold and imaginative thinking about novel and alternative international mechanisms to increase the productivity of health research for development'. Recommendations in the paper include national and regional networking, redirection of funds towards national research agendas, greater participation of developing country researchers, and more equitable procedures for international research sharing and communication.

Patel, S. (2001) How can poor people benefit from research results? RAWOO (2001a) Utilization of Research for Development Cooperation: Linking Knowledge Production to Development Policy and Practice. RAWOO publication 21. The Hague, Netherlands: RAWOO.

In this paper, Sheela Patel gives an account of her experiences with SPARC (the Society for the Promotion of Area Resource Centre). She set up SPARC in 1984, together with others working on issues of urban poverty, with the objective of developing more effective ways to work with, rather than for, poor communities, and to find sustainable strategies for poor communities to address their problems and aspirations themselves. SPARC began by working with communities of pavement dwellers in Mumbai, specifically targeting women in these communities. They soon realised that the pavement dwellers were ignored by the local municipalities and also by other communities in the city. There was a lot of misinformation about who the pavement dwellers were and why they were there. So SPARC set out to conduct a large survey of 6000 pavement dwelling households, mapping out where they came from, when and why they had come to the city, what work they did and how much they earned. The results showed that most of the pavement dwellers came from the poorest districts of India, that they had come to the city over 20 years ago, and that over half of them worked, but earned less than the minimum wage. This resource can be found at: <http://www.rawoo.nl/pdf/rawoo21.pdf>. Last accessed 4/14/2009

Phillpott, A. (1999) Twists in the Mwanza tale: Did one HIV research study shift global policy? Insights 32.

A recent study has surveyed and analysed the ways UK-based researchers and policy-makers see linkages between research and policy, in relation to a particularly well-known case study arising from research in 1995 into HIV prevention in Mwanza, Tanzania. The Mwanza study seems to have had a dramatic impact on policy reformulation in many countries. Did it really exert such leverage? If so, how and why? Can existing theoretical models of the research-policy interface account for it? This resource can be found at: <http://www.id21.org/insights/>. Last accessed 4/14/2009

Philo, G. (1996) Seeing and Believing. In P. Marris and S. Thornham (Eds.) Media studies: A Reader. Edinburgh, UK: Edinburgh University Press.

What leads people to accept or to reject the portrayal of an event in the news? Philo analyses a case study of the television news coverage of the Miners' Strike in the mid-1980s and the extent to which the news was believed to be 'true' by the audience. The news coverage selectively focused on violent incidents, portraying an image of the picket lines as primarily violent places. In Philo's general audience sample, 54% believed that picketing was indeed mostly violent. Some important reasons given by the audience for believing the television story were the perceived credibility of the source (historically and culturally mediated trust in the BBC), as well as the impact of the visual images - seeing is believing. However, the remaining 46% of the audience sample did not accept the story as it was portrayed by the news. One of the most important grounds for rejection was direct or indirect experience of the issue, e.g. through having driven past picket lines or through knowing miners. Another ground for rejection was comparison between the television coverage and other sources of information, such as newspapers. In addition, some people were sceptical due to their perception of the political agenda of the television news

Porter, R.W. and Pryor-Jones, S. (1997) Making a Difference to Policies and Programs: A Guide for Researchers. Washington, DC, USA: USAID.

This guide for researchers presents a practical and collaborative approach to the three-way communication between researchers, policy-makers and communities. It suggests specific actions that researchers may take to communicate more effectively at different stages of the research process (defining the questions, developing the proposal, conducting the study, communicating the results). Suggestions include: involve potential users in defining the questions; establish relationships of trust; clarify which decisions the research aims to influence; choose appropriate research methods; involve users in data collection and analysis; communicate the results in appropriate ways to the different groups involved; and formulate clear recommendations.

Price, N. (2001) The performance of social marketing in reaching the poor and vulnerable in Aids control programmes. Health Policy and Planning 16(3), 231-9.

The article reviews evidence on the impact and effectiveness of condom social marketing programmes (CSMPs) in reaching the poor and vulnerable with information, services and products in the context of HIV/AIDS/STD prevention and control. Ideally, the success of CSMPs would be judged by whether they contribute to sustained improvements in sexual health outcomes at the population level. Given methodological and attribution difficulties, intermediary criteria are employed to assess effectiveness and impact, focusing on changes in behaviour (including condom use) among poor and vulnerable groups, and access by the poor and vulnerable to condoms, services and information. It remains difficult to reach definitive conclusions about the extent to which CSMPs meet the sexual health needs of the poor and vulnerable, largely due to reliance on sales data for CSMPs monitoring and evaluation.

Provan, K. and Milward, H.B. (2001) Do Networks Really Work? A Framework for Evaluating Public-Sector Organizational Networks. Public Administration Review 61(4), 414-23.

Provan and Milward start with the question: Do networks for community-based, publicly funded health services deliver what they promise? How do we evaluate network effectiveness? In principle, community-based networks would seem to be logical mechanisms for providing public services that cannot or should not be centralised. Community-based networks in the health sector typically bring together a collection of programmes and services that span a range of cooperating but autonomous (frequently private or non-governmental) organisations. However, there is still a lack of comparative network data, and the authors state that in practice it is premature to conclude that networks are

effective mechanisms for addressing complex policy problems. They then propose a framework for network evaluation that focuses on three different levels of analysis: community, network and organizational participant level.

RAWOO (2001) Utilisation of Research for Development Cooperation: Linking Knowledge Production to Development Policy and Practice. RAWOO Publication 21. The Hague, Netherlands: RAWOO.

This collection of lectures examines the utilisation of research results from different angles. They draw on Carol Weiss' concept of 'knowledge creep' and highlight that research is not present as a ready packaged set of options for policy-makers; rather, research is there as part of the constant information stream (Waardenburg). They wish to move away from the linear model of knowledge production and instead draw up a model that charts interaction between promises, anticipation and feedback, realisation, and overlapping 'knowledge reservoirs'. The combined effect of this interaction results in the co-production of knowledge. One of the main challenges emerging from this model is to facilitate various actors' access to knowledge reservoirs (This resource can be found at: <http://www.rawoo.nl/pdf/rawoo21.pdf>. Last accessed 4/14/2009

RAWOO (2001) North-South Research Partnerships: Issues and Challenges. Report on the Trivandrum Expert Meeting, October 1999, RAWOO Publication 22. The Hague, Netherlands: RAWOO.

The main goal of the Trivandrum Expert meeting was to have a collective reflection on North-South co-operation, the underlying factors and ambiguities, through a process of sharing individual experiences. The meeting began with narratives of experiences. The first presentation examined the Strategic Research Programme in Bolivia (PIEB), stressing the importance of autonomy and flexibility of approach in the process of capacity building, and exploring issues of accountability. The second looked at the case of environmental research in Kenya against the backdrop of a lack of sponsorship, poor availability of scientific journals and electronic information, the brain-drain and a lack of political support (i.e. funding). The third presentation explored the question of quality in development relevant research. The fourth presentation looked at the subject from the perspective of international research programmes, focusing particularly on the dependence and inequalities between Northern donors and Southern researchers. The case of health research in Ghana was the subject of the fifth presentation. This resource can be found at: <http://www.rawoo.nl/pdf/pub22.pdf>. Last accessed 4/14/2009

Robinson, D., Hewitt, T. and Harriss, J. (eds) (1999) Managing Development: Understanding Inter-organizational Relationships. London, UK: Sage.

This chapter begins by describing the way in which the development arena has moved from practices referred to as serial monogamy to more complex and polygamous behaviours. With more cooperation between aid agencies, a shift can be seen from aid-based to rules-based development. Attention is turned more towards defining sector-wide programmes and macro level change. In inter-organizational terms, this might be described as a move from interaction generated by operational needs, to attempts to build more enduring relationships. There are major challenges in place trying to make sense of the underlying politics of the notion of cooperation, with focus on the real conflicts of interest and agenda which persist in all areas, and how these are managed.

Rogers, E. (1995) Diffusion of Innovations. New York, USA: Free Press.

Rogers, perhaps the most widely known diffusion theorist, presents a comprehensive overview of issues and problems related to diffusion in his fourth book. These include the generation of innovations, socioeconomic factors, the innovation-decision process, communication channels, diffusion networks, the rate of adoption, compatibility, trialability, opinion leadership, the change agent, and innovation in organisations.

Ryan, J.G. (1999) Assessing the impact of rice policy changes in Viet Nam and the contribution of policy research. Impact Assessment Discussion Paper 8. Washington, DC, USA: IFPRI.

The marketing and policy research on rice of the International Food Policy Research Institute (IFPRI) is described, and the conclusions and recommendations that emerged are discussed in the context of the decision-making processes in Viet Nam. From extensive interviews the author describes the perceptions of partners and stakeholders of the influence of the outcomes of the IFPRI project. They show that the research was regarded as being of high quality, independent, rigorous, and timely. A strong foundation of primary and secondary data gathering and analysis from Viet Nam gave the modelling work on policy options a high degree of credibility among key policy-makers. Linking the spatial equilibrium model with income distribution analysis based on national household surveys allowed IFPRI to satisfy policy-makers that relaxing rice export quotas and internal trade restrictions on rice would not adversely impact on regional disparities and food security and would have beneficial effects on farm prices and poverty. These were major concerns of policy-makers prior to the project. The research on these and other policy options gave a degree of confidence to policy-makers that relaxing the controls would be in Viet Nam's national interest. They made these decisions earlier than would have been the case without the IFPRI research. A framework for the evaluation of policy research and advice is described. This resource can be found at: <http://www.ifpri.org/impact/iadp08.pdf>. Last accessed 4/14/2009

Ryan, J.G. (2002) Synthesis Report on Assessing the Impact of Policy-Oriented Social Science Research. Impact Assessment Discussion Paper 15. Washington, DC, USA: IFPRI.

This report from a conference on the impact of research notes that the key factors determining the impact of research are: quality and perception as an honest broker; timeliness and responsiveness; long-term in-depth collaboration; receptive policy environment; primary and secondary empirical data and simple analysis; trade-offs between immediate and sustainable impacts; choice of partners; consensus for change among stakeholders; and cross-country experience. One participant at the conference made the point that research is often used to confirm rather than challenge received wisdom, while another claimed that the element of surprise increases the value of research. Another explained that when engaged in negotiation with policy-makers, it can be imperative to answer questions with research findings within hours or even minutes. Strengthening the research and policy capacity of developing country institutions was seen as a priority. A small consortium on Policy-Oriented Social Science Research, led by IFPRI, was decided upon. This resource can be found at: <http://www.ifpri.org/impact/iadp15.pdf>. Last accessed 4/14/2009

Sabatier, P. A. and Jenkins-Smith, H.C. (1999) The Advocacy Coalition Framework: An Assessment. In P.A. Sabatier (Ed.) Theories of the Policy Process. Boulder, USA: Westview Press.

This chapter examines the link between research and policy in terms of an 'advocacy coalition' framework, which aims to take into account the importance of various coalitions between certain policy-makers, influential actors and pressure groups. The coalitions form on the basis of shared beliefs and values, as actors/institutions who share a similar perspective forge relationships with each other. Advocacy coalitions therefore consist of various different actors, including different government agencies, associations, civil society organisations, think-tanks, academics, media institutions, and prominent individuals.

Sandhu, H. and Allen, D. (1974) Family Planning in Rural India: Personal and Community Factors. *Journal of Marriage and the Family* 36(4), 805-13.

With over 80% of India's 600 million people living in rural India today (in the mid-1970s), efforts to tackle the problem of population explosion are to be concentrated in rural villages. India's government is trying to disseminate knowledge and give advice on birth control methods through

block development offices and primary health centres. These two organizations also arrange the free distribution of contraceptives as well as frequent sterilization campaigns for vasectomy and tubectomy. This study intended to assess the knowledge, attitude and practice of birth control through the use of Standard 'Knowledge, Attitude and Practice' (KAP) questionnaires among the Punjabi farmers. In 93 villages of three districts in Punjab, 495 farmers were interviewed and administered a questionnaire. All of these farmers were married and had at least two children at the time of this study. The study also investigated the personal characteristics of the farmers and the community factors favourable to birth control measures. Although about 90% of the farmers hold attitudes favourable to birth control, only 48% of them practiced it to some degree (34% used condoms, 10% vasectomy, 3% made their wives use IUDs and in 1% of the cases the wives were sterilized through tubectomy). According to these statistics, birth control in India was mainly left to men's devices and the women played a relatively insignificant role (only in 4% of the families had the wife used either the IUD or had surgical sterilization). Punjabi society has some structural features conducive to birth control and family planning - a relatively low ratio of females and a limited practice of polyandry in certain farming communities. These features are insufficient to reduce the growth rate. Personal characteristics conducive to birth control are the education of the farmer individually and to some extent the state of education of the entire family. Among the community factors, the prime movers behind family planning are information communication and peer emulation.

Saywell, D. and Cotton, A. (1999) *Spreading the Word: Practical guidelines for research dissemination strategies*. Loughborough, UK: Loughborough University.

This DFID-funded book offers a literature review of sources that have provided insights on research dissemination both in and outside the UK. They conclude that researchers should consider the potential impact of their outputs much more carefully before producing reports. They identify organisational, practical and psychological barriers to the effective dissemination of information and four explanations of how information influences policy: the 'rational' model (making information available sufficient); the limestone model (information trickles like water through porous rock); the gadfly model (information gets through because dissemination is prioritised as much as research itself); and insider model (researchers exploit links with policy-makers). This resource can be found at: <http://www.eldis.org/vfile/upload/1/document/0803/ID2248a.pdf>. Last accessed 4/14/2009

Scott, A. (2003) *Research and Policy Development*. POSTnote. Parliamentary Office of Science and Technology. London, UK.

This briefing for the UK Parliamentary Office of Science and Technology explores the connections between research and policy, and the work being undertaken in the UK - especially in Whitehall - to improve the connections. The report notes that in spite of the recent focus on evidence-based policy, the use of research in policy-making still varies widely across Whitehall. The largest ever survey of policy-making across government (Better Policy-Making, Cabinet Office CMPS, 2001, [www.cmps.gov.uk](http://www.cmps.gov.uk)), found that there was still a long way to go before the goal of evidence-based policy would become more of a reality. However, despite the mixed results in practice, the issue of research-policy links is high on the agenda in various policy formulations, including the 1999 Modernising Government White Paper. This resource can be found at: [www.parliament.uk/post/e10.pdf](http://www.parliament.uk/post/e10.pdf)

Sida (2001) *Research Co-operation: Social Sciences and the Humanities*. SIDA Subject Facts Sheet. Stockholm, Sweden: SIDA.

In recognition of the increasing connectedness of issues and people around the globe, and the growing web of intellectual interaction between social scientists in many different countries, Sida decided to channel much of its development research funding into Southern regional research

networks, as well as institution building and national research capacity development in the South This resource can be found at:

<http://www.sida.se/sida/jsp/sida.jsp?d=118&a=2041&searchWords=research%20co%20operation:%20social%20sciences%20AND%20the%20humanities>. Last accessed 4/14/2009

Smith, M.J. (1997) Policy networks. In M. Hill (Ed.) *The Policy Process: A Reader*. London, UK: Prentice Hall.

Smith suggests various ways to distinguish between different policy networks. The first distinction is based on the theory that policy networks can be arranged along a continuum from a policy community to an issue network. At the policy community end one would find networks that were well defined, with formal membership and frequent interaction among the members. At the issue network end of the continuum, one would find a large and loosely defined network of various people, with fluctuating levels of activity and interaction

Söderbaum, F. (2001) Networking and capacity building: the role of regional research networks in Africa. *European Journal of Development Research* 13(2), 144-63.

Söderbaum begins by briefly describing the connectedness of the world today. All active researchers necessarily maintain various types of contact outside their particular department, university, or research centre. Research cooperation, networking and communication are crucial to the research process - and often transcend national frontiers. However, there is still little analysis or understanding of which types of research networks are most effective. This is particularly the case with regional research networks (RRNs). This article therefore seeks to contribute to a more nuanced understanding of this neglected area of study, focusing in particular on their influence on capacity building in Africa

Sole, D. and Edmondson, A. (2002) Situated knowledge and learning in dispersed teams. *British Journal of Management* 13, 17-34.

The paper reports on analyses of 44 learning episodes that involved identifying and engaging situated knowledge, and draws from these data to identify implications for research and practice. This qualitative field study explores how geographically dispersed teams learn and accomplish challenging work by drawing on knowledge situated in the multiple physical locales they span. We propose the construct of situated knowledge as important for understanding the learning process in dispersed teams. Data collected on seven development projects, each spanning multiple sites, reveal that situated knowledge is at the same time a valuable resource and a source of communication difficulty for dispersed teams. We find that, because their members understand and participate in locale-specific practices, dispersed teams can easily access and use unique locale-specific knowledge resources to resolve problems that arise in those same locales. However, when dispersed teams need knowledge situated at a site other than where the problem occurred, they must first recognize and adjust for locale-specific practices within which that knowledge is embedded before it can be used.

Song, S. (1999) *Guidelines on the use of electronic networking to facilitate regional or global research networks*. Ottawa, Canada: IDRC.

Recent developments in information and communications technologies - including the rapid spread of telecommunications infrastructure and the growth of the Internet - have dramatically lowered the barriers to research collaboration in the developing world. Electronic networking offers the potential for researchers anywhere to communicate with peers in their field and to gain access to valuable research information via the Internet. However, while the problem of access is a substantial hurdle which has been overcome, there are many other barriers to successful electronic collaboration. This paper highlights some key issues to be aware of in fostering electronic collaboration. This resource

can be found at: <http://www.idrc.ca/books/focus/890/15aSong.html>

Stacey, R. (1995) *The Role of Chaos and Self-Organization in the Development of Creative Organizations*. In A. Albert (Ed.) *Chaos and Society*. Amsterdam, Netherlands: IOS Press.

Drawing on chaos theory (transported from the physical sciences to social science issues), Stacey discusses the possibilities of moving away from 'equilibria' models of organisation to models that focus on nonlinear dynamics. In this paper he sets out the argument that organisations are nonlinear feedback networks. He argues that the 'nonlinearity' of networks is precisely what makes networks such valuable sites for innovation - e.g. the spontaneous relations formed between people, the irregular sharing of information, the informal learning processes that occur through interaction, etc. In formal institutions, the networks that form often function as 'shadow organisations' that creatively interpret and modify official strategies. More importantly, the informal networks continuously generate new and alternative strategies. Those unofficial strategies that survive and are picked up by various actors through the informal channels and networks, will normally after a time become institutionalised, thus making them official. This reinforces the control of the formal management and provides some stability. However, new unofficial ideas and responses will already be forming. Stacey argues that this constant interaction between stable organisational elements and unstable informal networks is vital if an organisation wishes to succeed.

Stone, D., Maxwell, S. and Keating, M. (2001) *Bridging Research and Policy*. An international workshop funded by DFID, 16-17 July. Warwick University.

This paper is about the relationship between research and policy - specifically about how research impacts on policy, and about how policy draws on research. It might be thought that the relationship is straightforward, with good research designed to be relevant to policy, and its results delivered in an accessible form to policy-makers - and with good policy-making securely and rationally based on relevant research findings. In fact, this is far from the case. Sometimes research is not designed to be relevant to policy. Sometimes it is so designed, but fails to have an impact because of problems associated with timeliness, presentation, or manner of communication. Sometimes (probably quite often) policy-makers do not see research findings as central to their decision-making. The relationship between research and policy is often tenuous and quite often fraught. This resource can be found at:

[http://www.gdnet.org/cms.php?id=research\\_paper\\_abstract&research\\_paper\\_id=3338](http://www.gdnet.org/cms.php?id=research_paper_abstract&research_paper_id=3338). Last accessed 4/14/2009

Surr, M., Barnett, A., Duncan, A., Speight, M., Bradley, D., Rew, A. and Toye, J. (2002) *Research for Poverty Reduction: DFID Research Policy Paper*. London, UK: DFID.

This paper proposes policies and principles to guide DFID's research work over the longer term. The critical issue for the future is how to improve researchers' effectiveness in producing outputs that directly and indirectly change both policy and practice, are truly relevant to poor people's needs, and are effectively taken up. The report argues that to be effective, 'research' must be located more securely in the context of wider 'knowledge' or 'Innovation systems'.

Sutton, R. (1999) *The Policy Process: An Overview*. ODI Working Paper 118. London, UK: ODI.

This paper offers an introduction to analysis of the policy process. It identifies and describes theoretical approaches in political science, sociology, anthropology, international relations and management. It then reviews five cross-cutting themes: (i) the dichotomy between policy-making and implementation; (ii) the management of change; (iii) the role of interest groups in the policy process; (iv) ownership of the policy process; and (v) the narrowing of policy alternatives. The paper concludes with a 21-point check-list of 'what makes policy happen'. A glossary of key terms is also provided. The key argument of the paper is that a 'linear model' of policy-making, characterised by



objective analysis of options and separation of policy from implementation, is inadequate. Instead, policy and policy implementation are best understood as a 'chaos of purposes and accidents'. A combination of concepts and tools from different disciplines can be deployed to put some order into the chaos, including policy narratives, policy communities, discourse analysis, regime theory, change management, and the role of street-level bureaucrats in implementation. This resource can be found at: [http://www.odi.org.uk/publications/working\\_papers/wp118.pdf](http://www.odi.org.uk/publications/working_papers/wp118.pdf). Last accessed 4/14/2009

Tizot, JY (2001) The issues of translation, transferability and transfer of social policies: French and British 'urban social policy': Finding common ground for comparison? *International Journal of Social Research Methodology: Theory and Practice* 4 (4), 301-18.

While international comparative studies of social policies is a well-established and fairly long-standing branch of social science (at least since the post-war development of the various configurations of the so called 'Welfare State' in Europe), there has clearly been a renewed surge of interest for this question in the past 10 to 15 years, a fact perhaps not unrelated to the institutional trend of 'European integration'. The resulting literature has thus become a successful and thriving sub-species within policy studies, in which disciplinary research is often subordinated to, and geared towards, the search for transferable 'good practice'. Yet be it for scientific or political and administrative purposes, this research field - 'policy transfer' - seems to be riven both by doubt about the sheer relevance of and the real scope for international comparison on the one hand, and on the other hand by a now long-drawn-out debate about the feasibility of effective policy-transfers.

TRL (2000) Strategy for Dissemination of DFID Funded Transport Research. Unpublished project report, UK Department for International Development and Transport Research Laboratory (TRL), International Division.

This report reviews the ways in which dissemination of DFID funded transport research is currently being accomplished by TRL and the efficacy of present procedures and practices. This review takes place against a rapidly changing background: the growth in electronic means of storing and distributing information; the rise in networking and partnerships; the move towards different organisational models, which involve the participation of private enterprise and non-governmental organisations; the need for sustainable solutions; the cross-sectoral nature of so much of the information generated, etc

UNAIDS (1999) Communications framework for HIV/AIDS: A new direction. UNAIDS/Pennsylvania State University.

The Joint United Nations Programme on HIV/AIDS (UNAIDS) responded to the increasing epidemic of HIV/AIDS by initiating a participatory research process conducted through five consultative workshops to examine the global use of communications of HIV/AIDS prevention, care, and support. The primary aim was to examine the adequacy of existing communications theories and models for HIV/AIDS in Africa, Asia, and Latin America and the Caribbean against a backdrop of contemporary communications uses in Western societies. In the five consultative workshops (two global and three regional), 103 leading researchers and practitioners from different parts of the world were invited or consulted by UNAIDS in collaboration with The Pennsylvania State University. This resource can be found at:

<http://www.unaids.org/publications/documents/supporting/communications/unacomm.pdf>. Last accessed 4/14/2009

Varey, R.J. (2002) *Marketing Communication: Principles and Practice*. London, UK, New York, USA: Routledge.

This book takes an interesting look at traditional marketing communication theory and seeks to challenge the models used. It points to the relative stagnation in the understanding of

communication issues in marketing theory, and the need to draw lessons from communication and cultural theory in order to arrive at a more useful and interesting approach to communications. The author is particularly critical of the linear transmission (transactional) approach to communication (as seen for instance in Kotler's work). Furthermore, he emphasises that communication must be seen as a social process consisting of individual and collective communicative activities, with tangible and intangible exchanges in social relationships by creating, maintaining or altering attitudes and/or behaviours. Whereas the traditional models emphasise individual behaviour, Varey points to the fact that identity, meaning and knowledge do not arise in the individual's mind in isolation from their environment.

Vyas, A. (2002) Connecting voices and expanding horizons. *Journal of the Society for International Development* 45(4), 55-60.

Anju Vyas describes the genesis, developments, doubts, dilemmas and challenges of moderating an electronic discussion list on gender issues in South Asia. She elaborates on the contents, subscribers' profile, methodology and technical issues relating to the discussion list. She strongly feels that e-discussion lists have immense potential for resource sharing, networking and advocacy activities which need to be fully explored and utilized by the women's groups and researchers in the South Asian region. She further shares her optimism about how this simple e-mail technology can connect researchers globally, forge collaborations and share information through the e-mail networks, and connect the people.

Walter, I., Nutley, S. and Davies, H. (2003) *Research Impact: A Cross-Sector Review*. Literature Review: Research Unit for Research Utilisation, University of St Andrews, part of the ESRC Network for Evidence Based Policy and Practice. St Andrews, UK: University of St Andrews.

This literature review was originally carried out as part of a wider project entitled 'Models of Research Impact: A cross sector review', funded by the Learning and Skills Development Agency (LSDA). See Nutley, Percy-Smith and Solesbury (2003) for the overall project summary, and Walter, Nutley and Davies (2003b) for a presentation of the findings in the form of a taxonomy of interventions to increase the impact of research. The literature review had three objectives: to gain an overview of the conceptual frameworks and models used to guide research impact interventions; to document the varying success of different practices in this area; and to examine how research impact can best be assessed. The review focused mainly on the health, education, social care, and criminal justice sectors in the UK. Out of an initial total of 5,800 references, 341 papers were selected to be included in the review. These 341 were divided into four categories: conceptual papers on history, theory and models (155); methodological papers on definition and measurement (2); background papers concerning specific cases, though without evaluation (59); and empirical papers reporting on specific cases, with attention to and some evaluation of the effectiveness of the research impact (125). The empirical papers were seen as particularly valuable for the review. They reported on various changes that had followed from research impact, including changes in access to research, changes in the extent to which research is considered and referred to, changes in knowledge and understanding, changes in attitudes and beliefs, and finally changes in behaviour.

Walter, I., Nutley, S. and Davies, H. (2003) *Developing a Taxonomy of Interventions Used to Increase the Impact of Research*. Research Unit for Research Utilisation, University of St Andrews, part of the ESRC Network for Evidence Based Policy and Practice. St Andrews, UK: University of St Andrews.

This paper was written based on a wider project entitled 'Models of Research Impact: A cross sector review', funded by the Learning and Skills Development Agency (LSDA). See Nutley, Percy-Smith and Solesbury (2003) for the overall project summary, and Walter, Nutley and Davies (2003a) for the project literature review. Drawing on the analysis of the literature review and evidence of successful practices in various organisations, the taxonomy first presents eight mechanisms that are currently

used to enhance research impact (mainly across the health, education, social care, and criminal justice sectors in the UK).

WEDC (2000) Dissemination pathways and indicators of impacts on development: a review of the literature. Loughborough, UK: Loughborough University.

This paper was written for the second phase of a DFID-funded study on research dissemination. It develops further some of the themes and issues which emerged from the first phase of the study, constituted by the report of Saywell and Cotton (1999). This second paper offers a review of the literature on the different dissemination pathways and dissemination impact indicators from both development-related and other disciplines. It suggests that for dissemination to be interactive, efforts should be made to facilitate a cyclical model of communication that reaches as many stakeholders as possible. The paper outlines the debate surrounding the use and promotion of ICTs in low and middle-income countries and explores the potential of more traditional methods of dissemination. Decisions about which pathways to use should be informed by what can be known about users' information use environments, based on a checklist of questions about the users, the source, the content and the medium. It provides examples of several factors that have been used to indicate dissemination impact, including the SMART list (Specific to intended changes, Measurable, Attainable, Relevant, Timebound) and the SPICED list (Subjective input from participants, Participatory, Interpreted, Cross-checked, Empowering, Diverse). Methods used in monitoring impact will vary depending on the indicators being used, but can range from 'bean counting' and website hits, to follow-up telephone calls, interviews and focus groups. In conclusion, it is suggested that the results of such monitoring activities should themselves be disseminated and used to modify and improve current dissemination projects, to complete the cycle of communication flow. This resource can be found at: [http://wedc.lboro.ac.uk/projects/proj\\_contents0/WEJX6%20-%20DFID%20Dissemination/www/outputs/lr6.pdf](http://wedc.lboro.ac.uk/projects/proj_contents0/WEJX6%20-%20DFID%20Dissemination/www/outputs/lr6.pdf). Last accessed 4/14/2009

Weiss, C. (1977) Research for Policy's Sake: The Enlightenment Function of Social Research. *Policy Analysis* 3(4), 531-45.

For a long time the perception of how research related to policy was strongly influenced by linear and rational models, which focused on overcoming the distance between 'knowledge-producers' (researchers) and 'knowledge-consumers' (policy-makers). The assumption was that research is directly useful to policies, and therefore the solution lies in engineering the flow of knowledge from researchers so that it reaches policy-makers intact. Weiss disputes the traditional model, and instead argues that social science research influences policy in other and less direct ways. Importantly, research introduces new concepts and thus incrementally alters the language used in policy-circles. Also, glimpses of new ideas and approaches may slightly alter the perception and understanding of policy-makers and advisors. Therefore, even though research findings are not directly employed in a specific policy, on the whole they still exert a relatively powerful influence over the terms used and the way issues are framed and understood. Weiss calls this the 'enlightenment function' of research. She also introduces another visual image to describe the process, namely 'percolation', which refers to the way in which research findings and concepts circulate and gradually infiltrate policy discourse.

Williamson, J. (1996) Decoding Advertisements. In P. Marris and S. Thornham (Eds.) *Media studies: A Reader*. Edinburgh, UK: Edinburgh University Press.

Since different product brands within any one category (deodorants, paper towels, chocolates, etc) are not actually very different, the first thing an advertisement must do is to create a differentiation. This is done through constructing an image attached to the commodity itself. The image (e.g. 'French sophistication') conjures up a range of properties that the commodity (e.g. a perfume) is then implicitly associated with. This is a process of transferring meaning from one realm and attaching it to a product. Advertisements attempt to transfer meaning, for example, through the way they locate

images next to each other on a page. This meaning transference only works if the target group are able to understand the meanings of the implied associations (the associations to French sophistication), and are able to make the meanings their own (identifying with the ideal type as desirable, and making it confirm attributes of one's own identity). In sum, advertisements work because they do not attempt to sell a product; instead they sell an image, associations, meaning, ideal identity, and confirmed identity.

World Bank (1999) World Development Report 1998/99: Knowledge For Development. Washington, DC, USA: World Bank.

Knowledge is like light. Weightless and intangible, it can easily travel the world, enlightening the lives of people everywhere. Yet billions of people still live in the darkness of poverty - unnecessarily. Knowledge about how to treat such a simple ailment as diarrhoea has existed for centuries - but millions of children continue to die from it because their parents do not know how to save them. Poor countries - and poor people - differ from rich ones not only because they have less capital, but because they have less knowledge. Knowledge is often costly to create, and that is why much of it is created in industrial countries. But developing countries can acquire knowledge overseas as well as create their own at home. 40 years ago, Ghana and the Republic of Korea had virtually the same income per capita. By the early 1990s Korea's income per capita was six times higher than Ghana's. Some reckon that half of the difference is due to Korea's greater success in acquiring and using knowledge. Knowledge also illuminates every economic transaction, revealing preferences, giving clarity to exchanges, informing markets. And it is lack of knowledge that causes markets to collapse, or never to come into being. This resource can be found at: <http://www.worldbank.org/wdr/wdr98>. Last accessed 4/14/2009

Zaman, F. and Underwood, C. (2003) The Gender Guide for Health Communication Programs. CCP Publication 102. Baltimore, USA: Center for Communication Programs (CCP).

This is a practical guide to help development and health workers in the field communicate more effectively by taking gender differences into account. It has been produced by the Center for Communication Programs (CCP) at the Johns Hopkins Bloomberg School of Public Health. CCP, funded by USAID, aims to help people worldwide make important decisions about their health behaviour. Part of their work relates to communication needs assessments and training. Their gender guide for health communication programmes reflects on issues around gender, different experiences of women and men, and basic audience questions, before going through a five-step plan for effective communication. The five steps are entitled: analysis; strategic design; message/materials development, pretesting and production; management, implementation and monitoring; and finally, evaluation. The guide ends with several examples of good gender practice. This resource can be found at: <http://www.jhuccp.org/pubs/cp/102/102.pdf>. Last accessed 4/14/2009