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The Higher Education Technology Agenda

“If it doesn't spread, it's dead”: Scholarship, social media and popular digital platforms

Peer-reviewed journal articles, book chapters and books remain the 'gold standard' for scholarship. Since 2013, social and digital media have matured and now play a crucial role in supporting and communicating research and scholarship.

This new found maturity of platforms and uses signals a move in publishing beyond on what Dunleavy has called “unnecessarily obscure platforms” and into the embrace of popular solutions.

Using Medium and Creativist as examples, this presentation will investigate the impacts and implications of using multiple media to increase research visibility and amplify awareness of traditional scholarly record.

Using “Pest Controller, Shock Absorber: 40 years of the Prime Minister's Chiefs of Staff” digital project (2014)- <http://t.co/WJ4Ru0eZvD> as a case study, I will show how using these platforms and employing interactive features – especially as a supplementary/support resource of traditional scholarship – can enhance the scholarly narrative and further, how the distribution networks at play across both platforms can amplify its visibility to both academic and non-academic audiences.

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