

Knowledge Transfer - theory and practice

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Four Models of KT

- Science Push-Pull Model
- Demand Pull Model
- Linear Dissemination Model
- Interactive Model

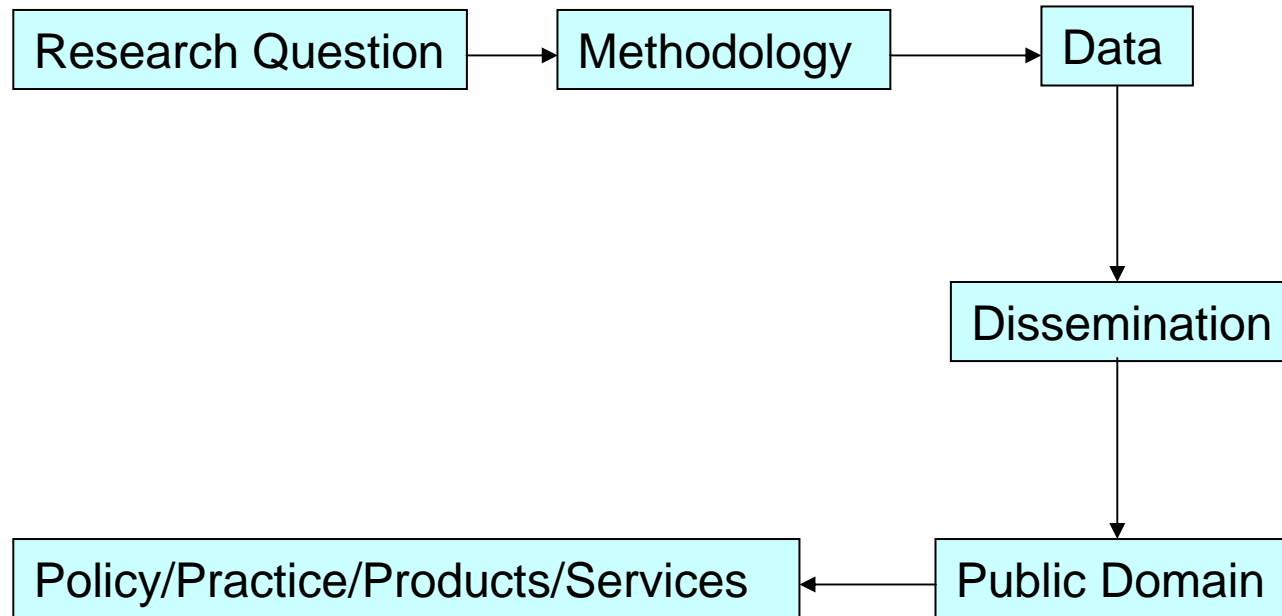
Science Push Pull Model

- Major determinant in KT is the supply of advances in research knowledge
- Major weakness – it assumes the needs of users, eg decision makers, will compel them to use research so that high quality research will be automatically captured and used

Demand Pull Model

- Users define the problems and commission and fund research
- Major weakness – the use of knowledge is only explained by the needs of the users who may reject research findings if they are incompatible with organisational need

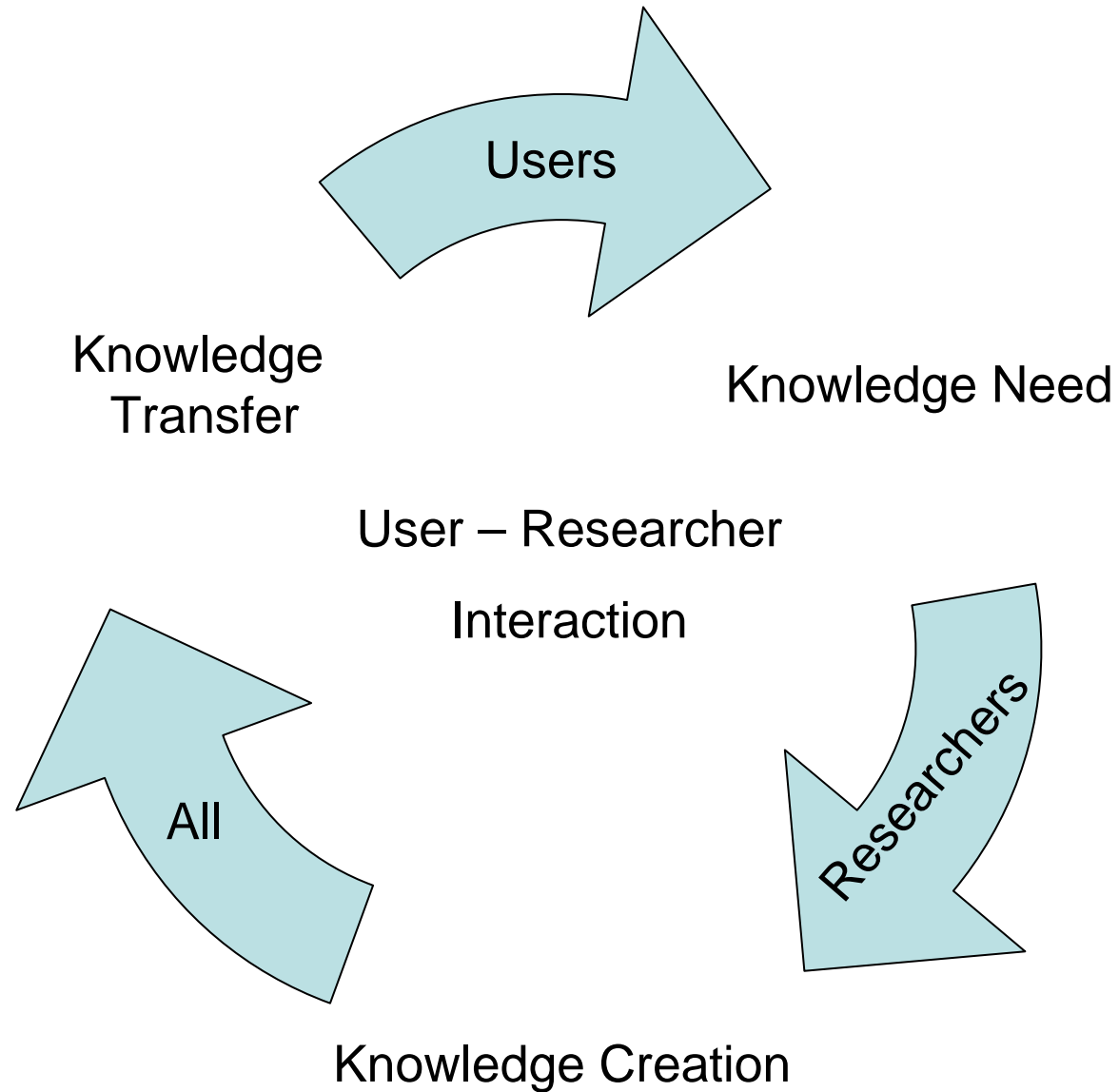
Linear Model of Knowledge Transfer



Linear Dissemination Model

- KT is optimised by the identification of useful research findings and specific transfer to potential users
- Major weakness – potential users are not involved in the selection of transferable information nor in the production of research results

Interactive Model of Knowledge Transfer



Interactive Model

- The rate limiting step for KT is the interaction of researchers and users and their knowledge of the user context
- Major weakness – the dichotomy in approach, values and culture between users and researchers

Summary

- Evidence shows (Westbrook and Boethel 1998) that models 1-3 are ineffective in optimising KT
- User involvement as a principle is now axiomatic in most funding calls and mandatory in some
- Paradigms of excellence would be: **KT_EQUAL, NDA, LLHW and FUTURAGE**

Notes on Welline

- Early identification and involvement of users
- Maintenance of the aim – transfer of tangible benefits to users
- Users must not only be involved – they should be seen to be involved *and the benefits must be reported*
- Public affairs/PR opportunities ?
- Future work should be predicated on the same principle