

Dissemination Approaches: Pros and Cons

Approach	Pros	Cons	Audience
Blog	<ul style="list-style-type: none"> • Can share the progress of the project. • Accessible language. • Opportunity to include voice/perspective. • Helps to build relationships. 	<ul style="list-style-type: none"> • Lack of depth. • Lack of access to feedback. • Electronic dissemination platform needed. • Self-selecting audience. • Potential for technical issues. • Credibility may be questioned. 	<ul style="list-style-type: none"> • Any audience
Data dashboard	<ul style="list-style-type: none"> • Summarizes key information while providing access to details. • Makes information available and accessible. • Interaction with data. • Opportunity to customize one-stop shopping. • Sharing multimedia. 	<ul style="list-style-type: none"> • Cost to create. • Expertise needed to develop. • Required maintenance. • Potential for overwhelming audience. • Potential for technical issues. • Need for data protection. 	<ul style="list-style-type: none"> • School, district, or state personnel • Researchers
Evaluation brief	<ul style="list-style-type: none"> • Can focus on implications. • Can share quickly. • Accessible length for multiple audiences. 	<ul style="list-style-type: none"> • Lack of details. • Electronic dissemination platform needed. • Lack of access to feedback. 	<ul style="list-style-type: none"> • School, district, or state personnel • Researchers • Funders
Evaluation report	<ul style="list-style-type: none"> • Can share in-depth information. • Creates a lasting resource. • Focuses audience attention. • Provides organization and interpretation. 	<ul style="list-style-type: none"> • Need to store report. • Costly to produce high-quality report. • Difficult to update. 	<ul style="list-style-type: none"> • School, district, or state personnel • Researchers • Funders

Approach	Pros	Cons	Audience
Infographic	<ul style="list-style-type: none"> Summarizes complex data. Easy to access and read. Reaches a broader audience. 	<ul style="list-style-type: none"> Difficult to summarize data. Requires specialized expertise (graphic designer). Limited to a small, focused set of data. 	<ul style="list-style-type: none"> Any audience
In-person meeting	<ul style="list-style-type: none"> Real-time commenting. Seeing nonverbal reactions. Sharing multimedia. Building relationships. 	<ul style="list-style-type: none"> Cost and availability of resources. Limited number of attendees. 	<ul style="list-style-type: none"> Any audience
Media release	<ul style="list-style-type: none"> Reaches a broad audience. Opportunity to control the message. No-cost sharing. 	<ul style="list-style-type: none"> No lasting record. Lack of depth. Lack of access to feedback. 	<ul style="list-style-type: none"> Any audience, particularly suited for outside a district Funders
Podcast	<ul style="list-style-type: none"> Easy to access. Reaches a broader audience. 	<ul style="list-style-type: none"> Electronic dissemination platform needed. Requires recording software. 	<ul style="list-style-type: none"> Any audience
Social media (for example, Twitter, Facebook)	<ul style="list-style-type: none"> Quick and low-cost sharing. Capable of reaching a younger audience. Useful for gathering potential feedback. 	<ul style="list-style-type: none"> Does not create a lasting record. Has potential for unauthorized use. Lack of depth. Difficult to track feedback. 	<ul style="list-style-type: none"> Any audience
Video	<ul style="list-style-type: none"> Easy to access. Reaches a broader audience. 	<ul style="list-style-type: none"> Electronic dissemination platform needed. Requires editing software. 	<ul style="list-style-type: none"> Any audience

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Webinar	<ul style="list-style-type: none"> • Real-time commenting. • Archival allows for reaching a larger audience in the future. • Opportunity to share multimedia. 	<ul style="list-style-type: none"> • Audience availability. • Inability to read audience reactions. 	<ul style="list-style-type: none"> • School, district, or state personnel

This handout was prepared under Contract ED-IES-17-C-0005 by Regional Educational Laboratory Central, administered by Marzano Research. The content does not necessarily reflect the views or policies of IES or the U.S. Department of Education, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.