



Dr Bron Eager

AI-Driven Research Impact

RESEARCHER TRAINING & DEVELOPMENT

APPLIED
ARTIFICIAL
INTELLIGENCE
FOR ACADEMIA

www.BronEager.com

Region: Australia + New Zealand
Version: V20230405

Course: AI-Driven Research Impact

Driving research visibility and engagement with AI tools

The *AI-Driven Research Impact* course is designed for academic researchers who want to harness the power of AI to enhance their research impact, visibility, and engagement. Participants will learn how to use AI tools to effectively communicate their research findings to various audiences, create compelling content for popular media, and develop engaging social media posts to increase exposure and reach for their work.

Course objectives

After participating in this course, students will be able to:

1. Leverage AI tools to achieve research impact and engagement.
2. Identify and select the most appropriate AI tools for specific research communication tasks.
3. Use AI tools to rephrase academic writing for different audiences.
4. Create engaging content for popular and social media.
5. Automate content delivery across multiple social media platforms.
6. Develop an effective research communication strategy.

Who should attend?

This course is specifically designed for academic researchers, scholars, and professionals who are looking to boost the impact, visibility, and engagement of their research findings. Suitable for all disciplines and research stages, the course caters to those who want to effectively communicate their work to diverse audiences, create captivating content for popular media, and amplify their research through various channels using AI tools. No prior experience or knowledge of AI is required.

Delivery options

This course is delivered in the following formats:

- 3 x 3-hour online sessions
- Full-day in-person intensive*

*National or international travel costs in addition to course fees.

COURSE: AI-DRIVEN RESEARCH IMPACT

This dynamic and interactive course helps participants gain hands-on experience in using AI tools to communicate their research findings to diverse audiences, craft compelling content for popular media, and amplify their work through social media channels. By mastering AI-driven research communication strategies, participants will be better equipped to broaden their reach and influence.

LEARNING MODULES

Module 1: Introduction to AI for Research Impact & Engagement

- Overview of AI, natural language processing tools, and current trends
- Role of AI in research impact, visibility, and engagement
- Introduction to popular AI platforms and tools for research communication

Module 2: Adapting Academic Writing for Different Audiences

- AI-driven techniques for rephrasing academic writing for popular media
- Understanding the needs and preferences of various audiences

Module 3: Crafting Engaging Content for Popular Media

- AI-assisted writing tools for generating popular media articles
- Transforming research findings into compelling narratives

Module 4: Amplifying Research Impact through Social Media

- Creating engaging social media content
- Exploring the role of hashtags, images, and Alt text
- Developing a social media strategy to promote research findings
- Optimising social media performance with automation

Module 5: Evidencing Impact and Engagement

- Data analytics for measuring engagement
- Building your impact narrative

Achieve 'real-world' impact



Dr Bron Eager

Globally recognised for achieving impact through AI and digital skills training for the higher education sector.

- Provided training to 1000+ academic researchers and educators from 50+ Universities around the world.
- Invited speaker and presenter at Quality Assurance Agency for Higher Education (QAA) events.
- Created educational resources for enhancing AI literacy, adopted globally by Universities as recommended training materials for upskilling staff to navigate the new world of AI-embedded academic work.
- Author of 'Academic Writing AI Prompts Phrasebook'
- Awarded Innovation Medal for digital pedagogy initiatives.
- Senior Lecturer in the College of Business and Economics, University of Tasmania, Australia.
- Scholarly Practitioner, with multi-disciplinary research interests spanning digital skills development, entrepreneurship, gender studies, and the scholarship of teaching and learning.
- PhD (mixed-methods, business and psychology)
- Master of Entrepreneurship & Innovation (MEI)
- Graduate Certificate in Learning & Teaching (Higher Education)
- Excellence in teaching, focusing on applied practice-based pedagogy.

Flexible Delivery Options

Individual enrolment or group bookings are available, as indicated below. All courses include tuition, learning materials, and an e-workbook.

Course	Individual	Group**
<u>AI-DRIVEN RESEARCH IMPACT</u>		
• 3 x 3-hour online sessions	✓	✓
• 1 x full-day in-person intensive*		✓

*National or international travel costs are charged in addition to course fees.

**20 participants per course delivery.

Free AI software is used in all courses, obtained via email sign-up, and is required for full participation.



Enquiries

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