



Dementia Researcher

Building research capacity and supporting early career researchers, from all areas of discovery

January 2023

NIHR | National Institute
for Health Research

















Its Goals



Facilitate collaboration, provide a community of support, enable sharing while inspiring the next generation of dementia researchers and helping to retain the current generation.

What it Does

What is does

 FUNDING	 FORUMS	 CAREERS	 ESSENTIAL TOOLS	 BLOGS
 EVENTS	 GROUPS	 RESEARCH	 ASK AN EXPERT	 PODCASTS
 JOBS	 RESEARCHER BIOS			 WEBINARS
 EDUCATION				
Searches for all dementia research events, jobs, further education courses and funding calls and collates and curated them into a single directory - providing a one-stop-shop	Provides a community where researchers from different fields and countries interact, collaborate & support each other in their work & careers. Via Social media, WhatsApp and Social Meetings, and online study groups	Collates and curates content from partners on research (clinical, basic science, care, etc), methods and career topics relevant to the dementia ECR community. Partners, Journals, Charities.	Provides an online repository of tools and resources to support ECR on all areas of interest, from grant writing to datasets, and provides informal mentoring and special campaigns e.g. careers week festival	Organises and publishes over 150 written and narrated blogs each year, a fortnightly podcast, blogs podcast and monthly webinars on careers, research, conference outputs + more

2022 Specials, Highlights & Collaborations



Focus on Technology & Dementia with INTERDEM / DISTINCT Programme (Dementia: Intersectoral Strategy for Training and Innovation Network for Current Technology).

8 blogs, 3 podcasts and a Spaces discussion with additional focus on jobs, funding calls.

- 3210 engagements
- 1300 podcast listens
- 1032 spaces plays
- 52 countries

Covering careers, research, nanotech, AI, Care, Lab Research



Partnership with The National Centre for Research Methods (funded by ESRC) to deliver podcasts and resources to support improved awareness and understanding of different qualitative research methods. Podcast Series + Quick Guides accessed over 6,450 people.



Twitter Spaces discussions, podcasts, webinars and articles to promote awareness of funding calls, training and other opportunities provided by funders and research organizations.



International Research / Survey to understand challenges faced by early career researchers and what support is required - Report published, 1 paper published, 3 conference presentations, workshops at AAIC & Alz Europe.



Partnership with ISTAART & Global Brain Health Institute share work of the Professional Interest Areas + funded Researchers.

This 'Relay Podcast Mini Series'. Diverse range of ECRs and Senior + the Research Perspective Series bringing together research participants, with researchers to discuss both sides of research.

- Over 7,000 plays in 55 countries
- Participants from 10 countries

Ongoing relationship with Relay Released each July.

Other Collaborations:

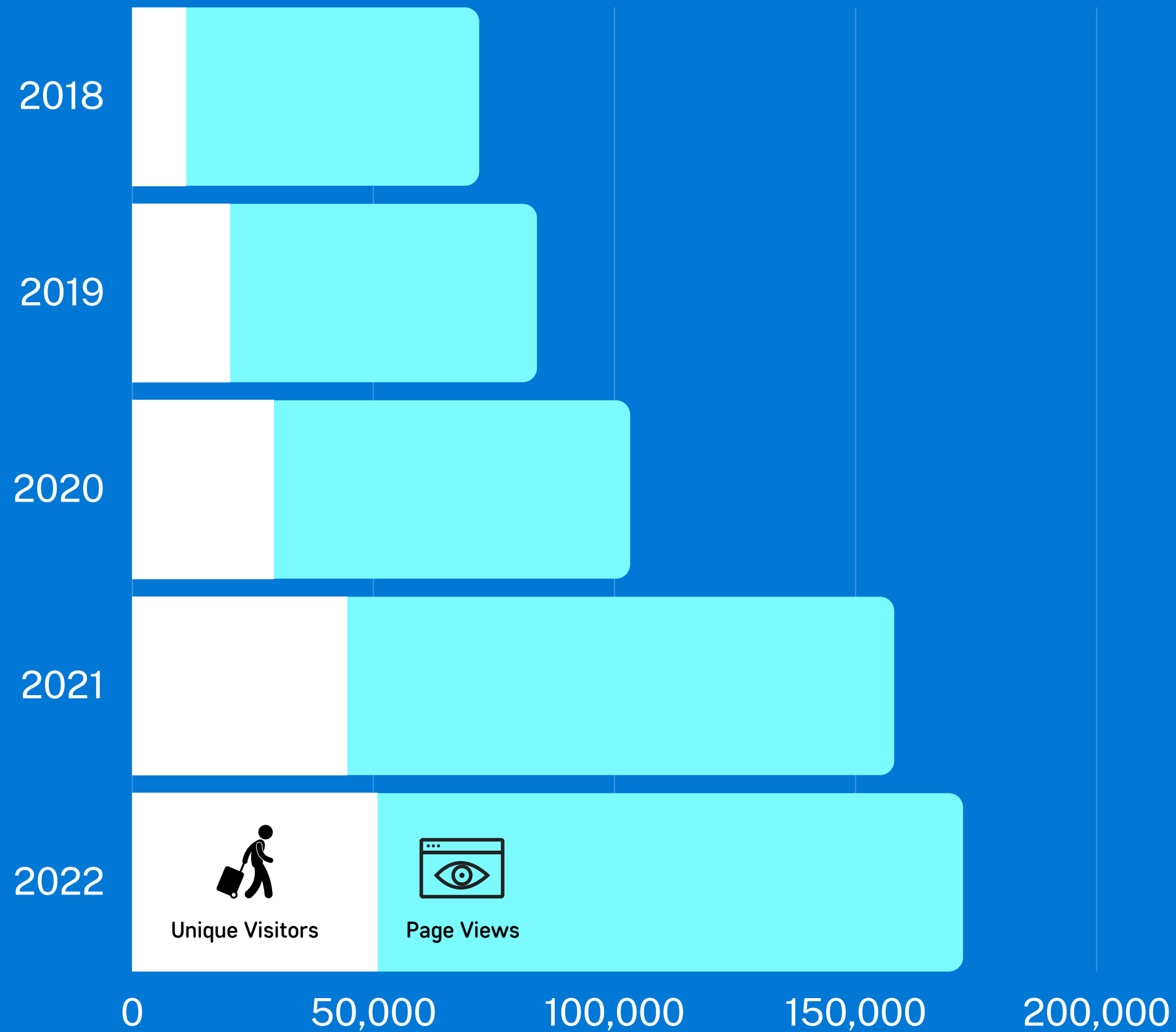
- Alzheimer's Research UK
- Alzheimer's Society
- Race Against Dementia
- NIHR Evidence
- Cochrane
- UKRI / Zinc Catalyst
- NIHR CRNCC
- AAIC
- UK Dementia Research Institute
- INTERDEM
- AMINDR - A Month in Neurodegeneration

NIHR ARC Fellowship Support
BNA EDI Support
ARUK Mentoring Support



Its Success

Year on year growth in users **+14% in 2022**



Since launch in March 2018 the number of website visitors has increased year on year. As the service is now 'multi-platform' the % increase is 103% when including other places where content is placed e.g. YouTube, Apple Podcasts.

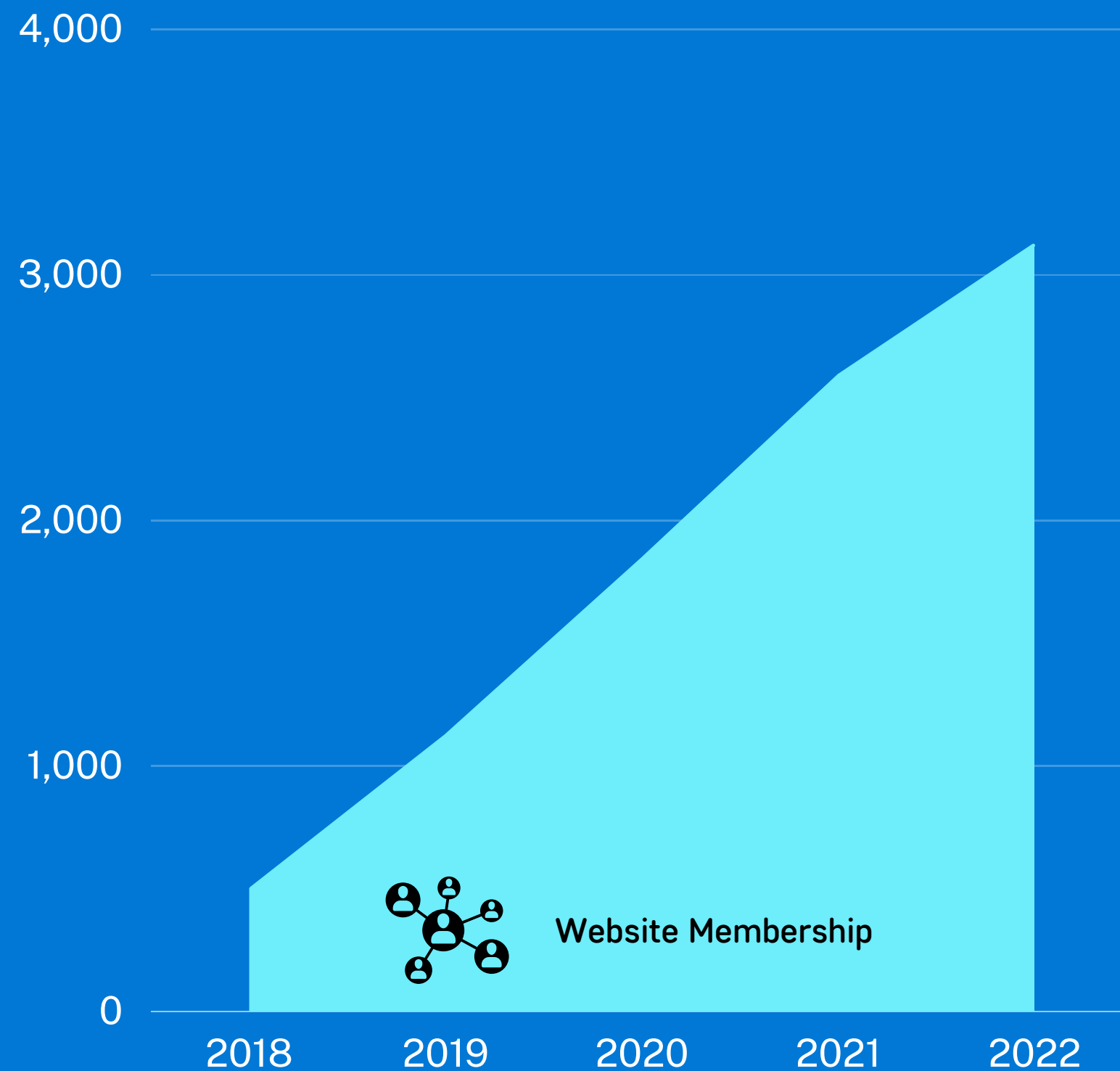
USER FEEDBACK

"I joined the WhatsApp Community at the beginning on 2022. I have found it to be a great place to ask questions. Asking if anyone knows of a paper on a particular topic or if anyone has tips on writing. I always receive fast replies, and get answers that are very helpful".

"At a recent interview I was asked to give an example of how I had contributed to the wider research community, and what science communication activities I had been involved in. I was able to point to the articles I had written for Dementia Researcher - and the panel were really impressed. It has also meant that when I google myself (which I don't do very often, honest) my name comes up, with my bio, and blogs - which outnumber my publications".

Membership Growth

20%



The website has over 3,120 registered members, **from more than 43 countries**. They have access to all content, and receive a weekly news bulletin with articles, events, jobs, funding. Other channels e.g. YouTube, Podcast App have separate membership, with some (but not all) users using both.

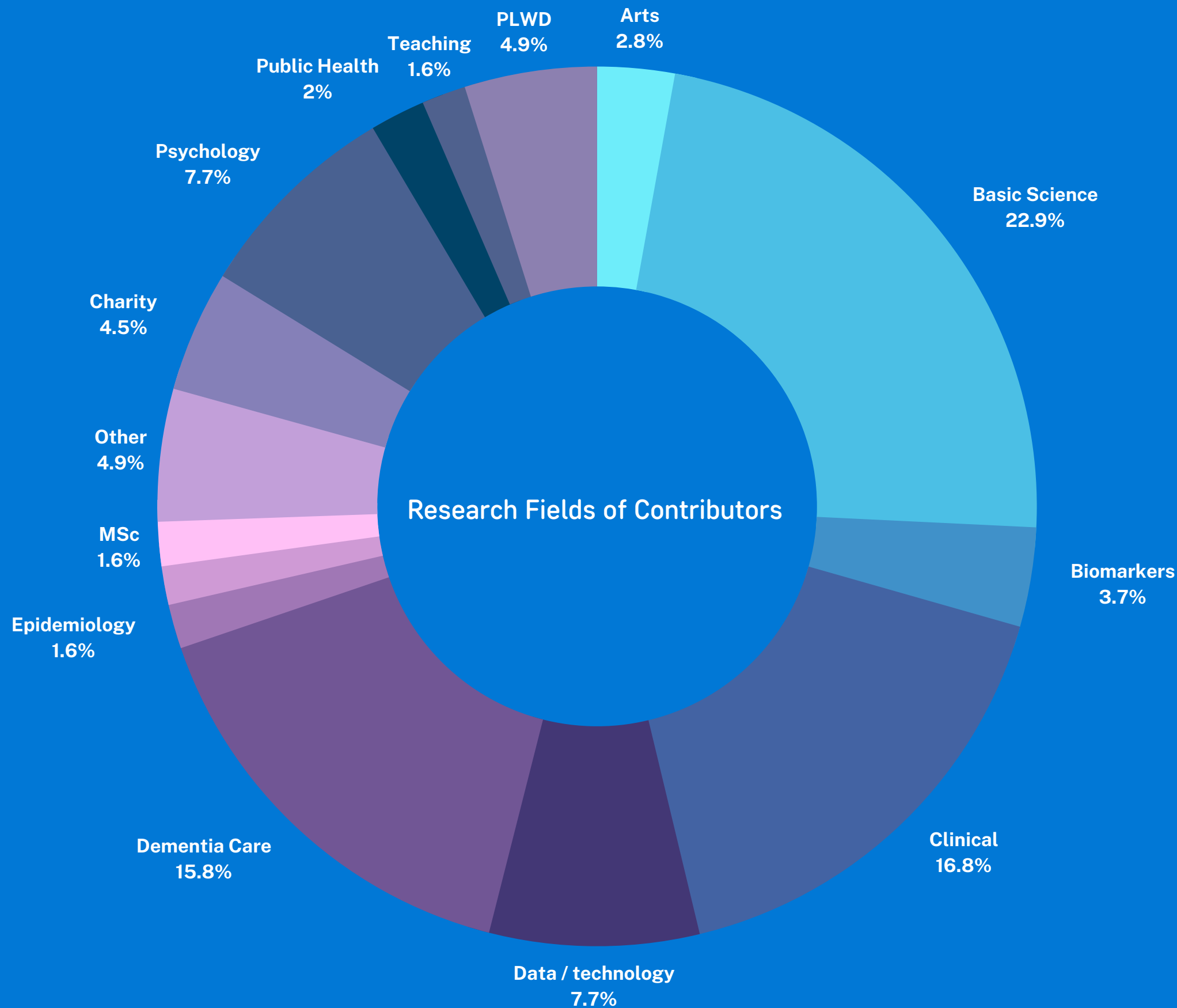
USER FEEDBACK

“I visit the website most weeks. The weekly bulletin highlights the content which is relevant to me, particularly blogs about undertaking a PhD. It has helped to realise that I am not the only one facing particular challenges, and the people writing the articles have great tips. I hope to submit blogs of my own once I have finished writing my thesis”.

Diversity

438

Contributors



Contributors report that this helps raise their own profile, contributes to raising awareness of their work & helps others. This is a unique service that brings together ECRs from all areas of discovery + growing by around 8 each month (Bloggers, Podcasters, Presenters). Around 2/3 contributors are female.

* From 1st January 2023 all new contributors will be invited to complete a demographic form, to enable the service to monitor and report on sex, ethnicity, country etc. - results this will be published in our next report

Equity & Inclusion

Accessible Content

Dementia Researcher works hard to ensure that contributors come from a diverse range of backgrounds, cultures and ethnicities. In 2022 the service became a partner of the British Neuroscience Association to support its scholars programme, and sign their EDI charter.

All content is created and published to be full inclusive - with all written content provided with audio narrations, all audio content provided with accessible transcriptions and closed captions.

Additionally all images represent people from a range of background, and those along with reports come with alt tags. As a result the service works on all forms of screen readers.



USER FEEDBACK

"I'm sure I won't even remember all the ways it has helped. From being able to bounce research ideas off people, finding peer support, ideas for different technology/tools that can make life easier, advice when I was having an issue with my institution, career development advice and opportunities, info on funding calls & learning about dementia from different viewpoints than my own discipline & networking with people I would never have met otherwise... it's all been amazing! I now have a charity in a different country interested in collaborating with rolling out my intervention, after hearing me discuss on Dementia Research - this has added so much to my PhD and it's an opportunity I never would have had without Dementia Researcher."



Followers

9,109



Engagements

2.0 million



Views

34,700



Watch time

5,400 hours



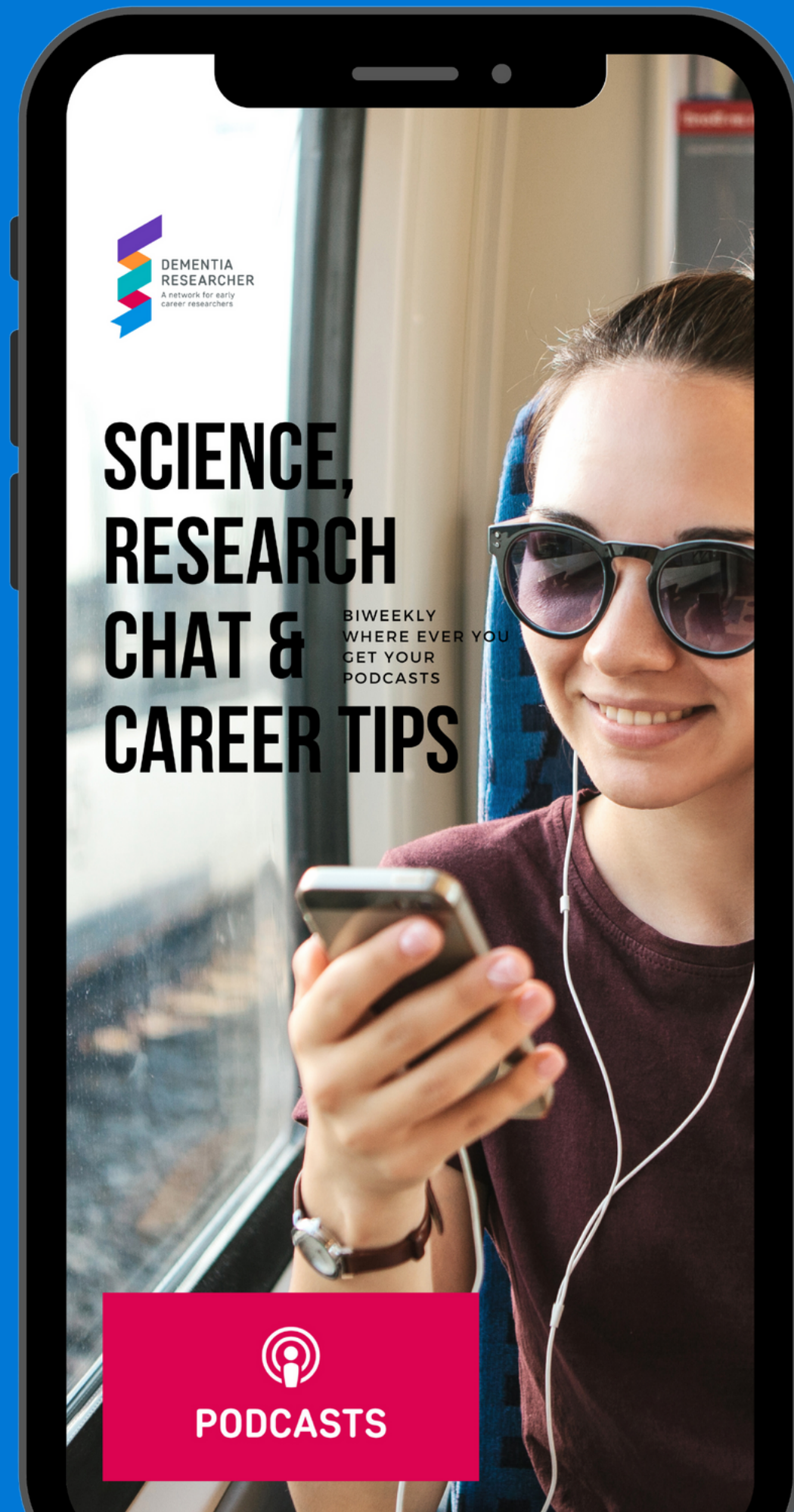
Multi-platform growth

Dementia Researcher users and engagements now stretch across multiple platforms as the service extends to reach a wider audience and produces more multi-media content e.g. narrated blogs, webinars etc. YouTube has provided the largest growth area with an almost 100% increase in watch time, views and subscribers

USER FEEDBACK

"After being on the podcast I have been invited (by a journal) to write on the topic I spoke about, and invited to chair a session at a major conference - all because the organisers heard the show"

"I joined as a podcast guest in 2021, and didn't know any of the other panelists. Through the conversation and follow-up emails, I established a collaboration with one of the other guests, which has resulted in two grant applications, one of which was funded in 2022"



Audio Podcast Listens

+39% in 2021

+81% in 2022

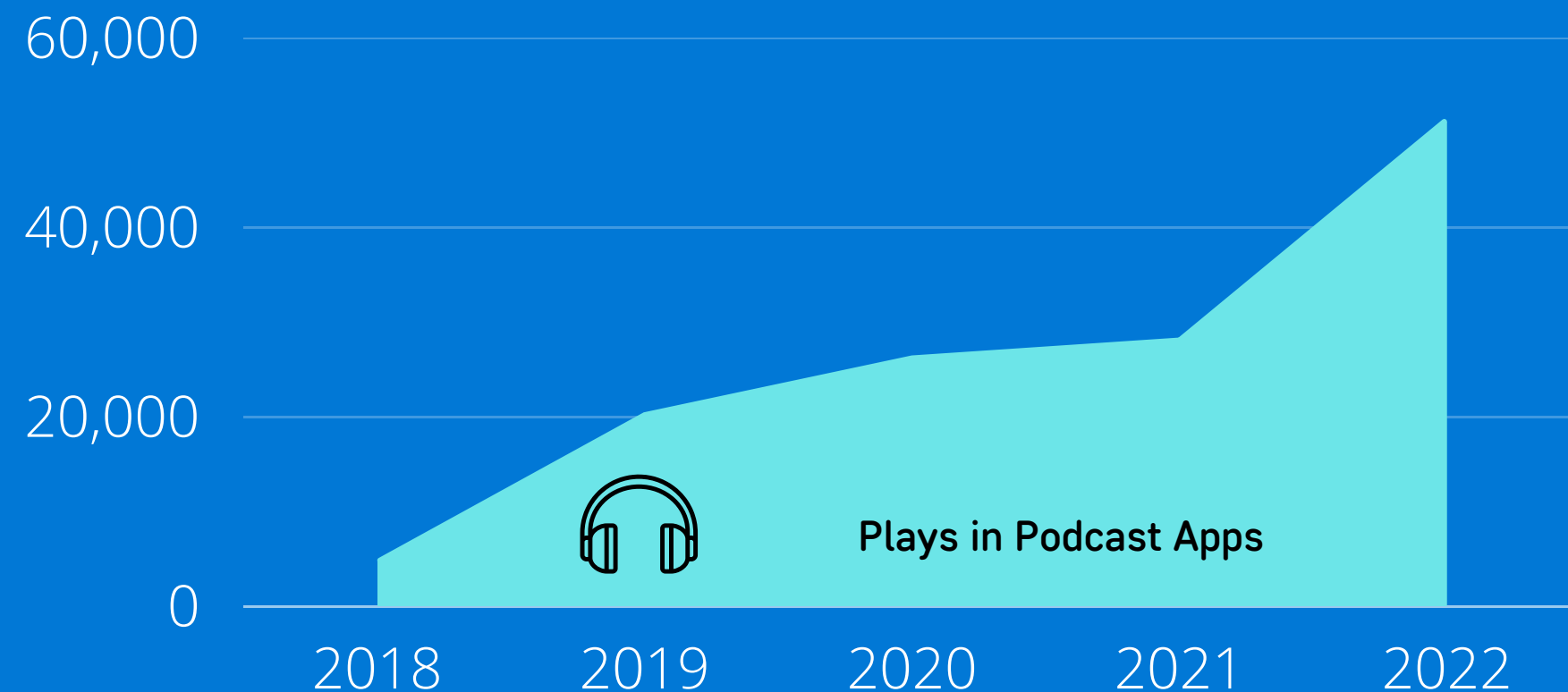
Our subscribers have responded positively to behind-the-scenes content we share on our page.

Subscribers
5,000+

Monthly Plays
4,268 avg

**On all podcast
platforms +
smart home
devices**

Audio Podcast 45 Episodes in 2022



Podcast topics cover everything from Fundamental Science to Care Research and Careers + Conference Reviews and special mini series, collaborations. Shows features guest hosts + varied panels from across the world.

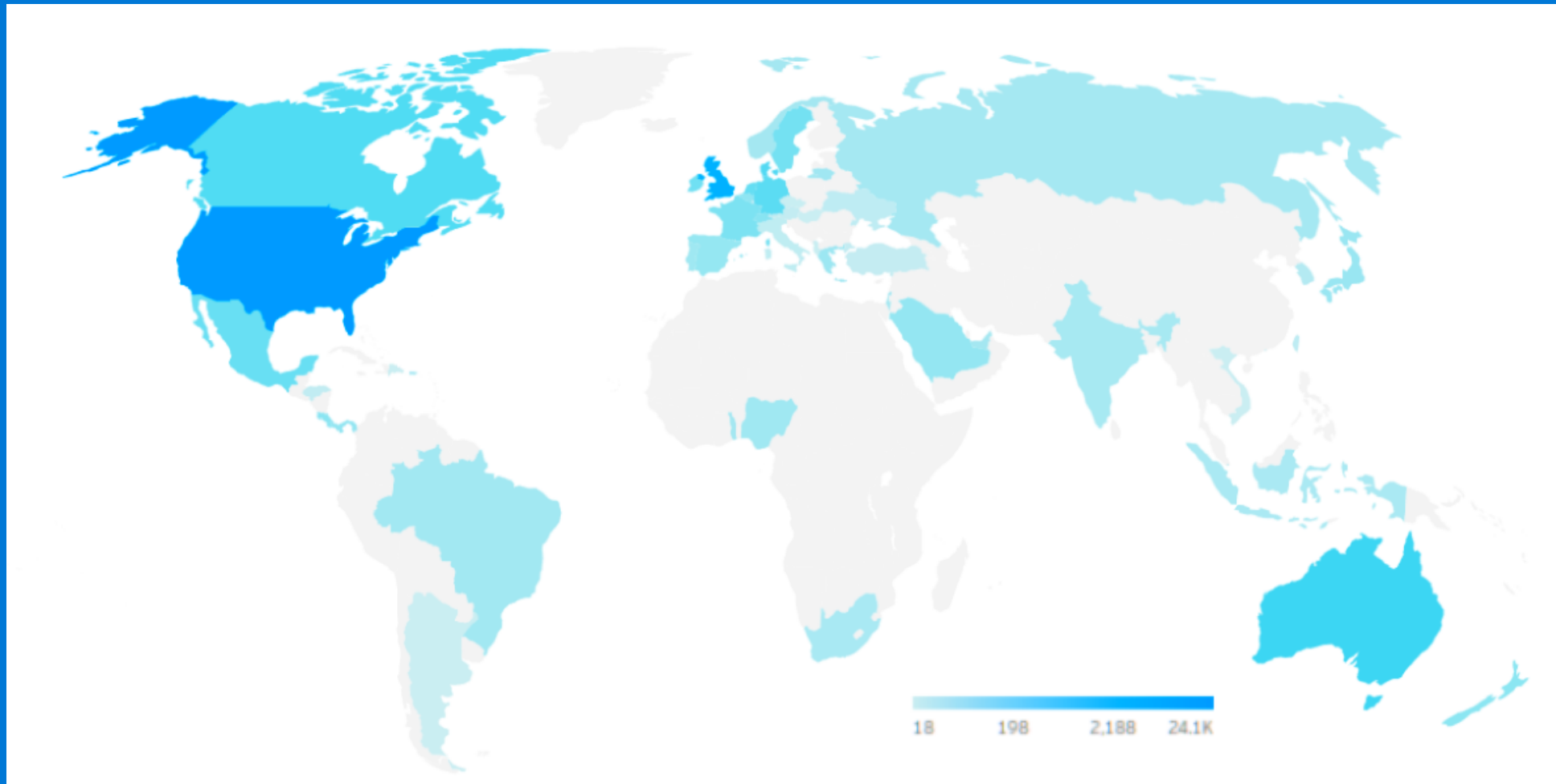
USA Listeners
44%

UK Listeners
36%

Rest of the World
20%

Audio Podcast Worldwide 60+ countries

The Dementia Researcher podcast is bringing ECRs from across the world together. With guests from more than 12 countries (in 2022), it is listened to in over 60 countries worldwide, and its in the top 3% of science podcasts worldwide. From Vietnam and Albania to the UK and USA





YouTube Video Podcast Plays 34,698

New for 2022, all audio podcast
recordings are also published in
video format

USER FEEDBACK

"I started my first postdoc position in the Summer, and I only found it after seeing a listing on the Dementia Researcher website. I don't use social media, and the service has been a great way to keep in touch - the content on narrative CV's was invaluable to helping me get my application ready"

"Just heard the latest Dementia Research podcast on my afternoon run... so inspiring and great to hear I'm not alone"

"I joined the study group to help me remain focused while writing. Such a great idea and very helpful to find people in the same position as me"

Number
2-3 per week

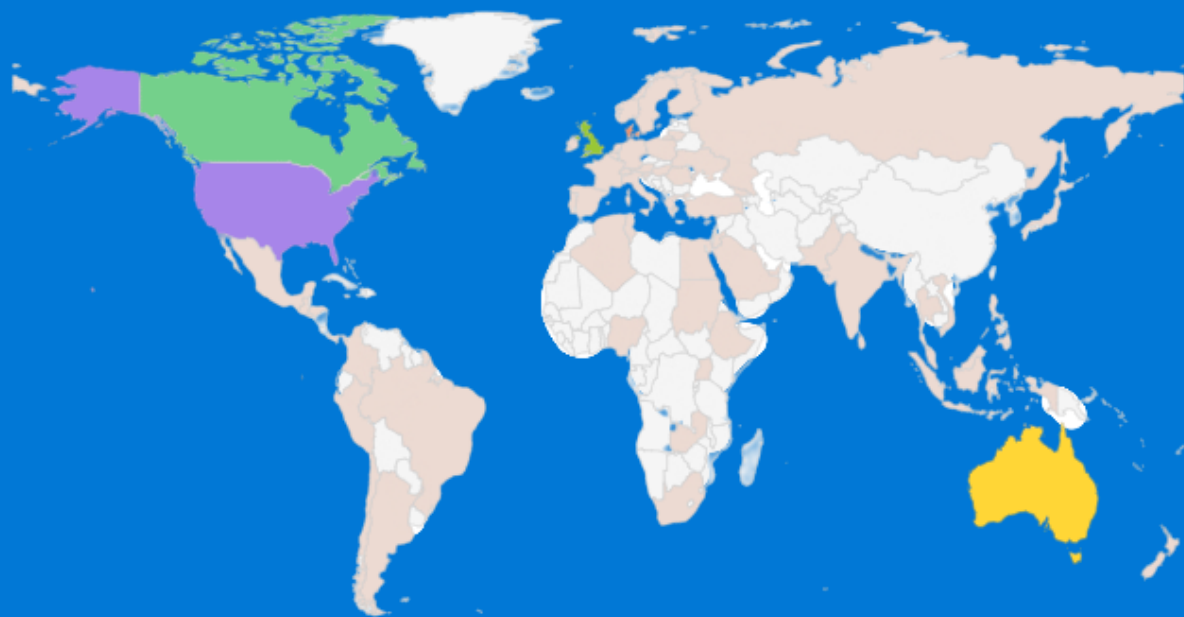
Listens
6,100

Narrations on
all podcast
platforms +
smart home
devices

Blogs Published in 2022

116

Over 50 people contributed blogs to the service in 2022, this includes 11 'staff' bloggers who are paid for their contributions. These cover a variety of topics, from personal updates, to careers advice, news and their own research. All blogs are published with narrations into the website, podcast apps and YouTube - there were 6,100 listens and each blog receives between 50-300 reads in their first week, and an average of 300 - 1200 within 24 months.



UK 34%
USA 23%
Canada 9%
Australia 9%
Rest of the World 25%

66 countries

USER FEEDBACK

"I attended my first dementia researcher webinar during the careers festival in 2021, and hearing one of the panelists talk about her passion for research is one of the things that inspired me to think about studying again. I am now supporting a clinical trial in my trust, and am hoping to apply for an NIHR Clinical Doctoral place in 2022"

"After hearing the RAD Fellows speak on a podcast earlier this year, I decided to apply for their fellowship... fingers crossed for 2023"



The Future

Delivering for & with partners 5 Year plan



Inspire

Promoting dementia research careers across all areas of discovery, with a particular emphasis on people from under-represented backgrounds. Through visual imagery, stories, blogs, webinars, podcasts, films and improved connections with educational institutions.

International

Increase contributions from the wider international community. To ensure that ECRs relate to the messages, the people they see and the contributions they make. This will extend to blogs, webinars, events, job listings and funding calls + encourage cross Atlantic relations.

Community

Increase opportunities for face to face and online interactions between researchers. Establish supportive groups to foster collaborations, improve connections between research fields and to provide peer-to-peer careers guidance.

Experts

Ask an expert, working with experts and leaders to share their insights and to work towards improving research culture and sharing of technical expertise, from exploring research methods, to practical how-to guides on everything from lab techniques to interviewing.

+ with your input

Delivering for & with partners 5 Year plan



Research

Partnerships

2023 - 2028 Funders



Working with Early Career Researchers to understand the support they require and issues relating to research culture to develop and publish research on 'what works' and how issues effect careers, and retention of researchers.

Build on existing partnerships and develop new relationships with organisations who share the same overall goals and ambitions of Dementia Researcher.

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**Alzheimer's
Research
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Make breakthroughs possible

**RACE
AGAINST
DEMENCIA**


**Alzheimer's
Society**
United
Against
Dementia

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Thank you!