

Dementia Researcher

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

January - December 2023



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, fundamental 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 120 written and narrated blogs each year, a fortnightly podcast, blogs podcast and monthly webinars on careers, research, conference outputs + more.

2023 Specials, Highlights & Collaborations



Special focus weeks on Motor Neuron Disease & Careers for New Researchers, finishing undergrads / clinical researchers.

- 6210 engagements
- 2750 podcast listens
- 1546 YouTube Live plays
- 44 countries

Covering careers, research, funding calls, jobs, training - benefits of involvement in delivery of clinical trials.



New service to record / share webinar and conference talks that would otherwise be disregarded. 3 events covered with IDEAL Study, University of Liverpool, Liverpool Neuroscience

810 plays since launch in November



Partnership with Alzheimer's Research UK to develop a new video and audio podcast series with early career researchers interviewing their more senior mentors to talk about their careers, lessons learned and what has inspired them.

10 Episodes, March - August, total of 1130 plays during release, now averaging 50 plays per month.



ALZHEIMER'S ASSOCIATION

NIHR | National Institute for Health and Care Research

Twitter / YouTube Livestreams, podcasts, webinars, and articles to promote awareness of funding calls, training and other opportunities provided by funders and research organisations.



PIA TO ELEVATE EARLY CAREER RESEARCHERS (PEERS) PROFESSIONAL INTEREST AREA



Work underway to deliver 2024 worldwide ECR careers survey (Update to 2022). Results from previous survey resulted in 3 new papers (1 published 2 draft), and 3 conference posters in 2023. Discussing careers support in government policy, sexism, why people leave research.



Special focus week on managing family life and a research career and returning to work after starting a family.

- 5 blogs
- 2 podcasts
- Q&A Livestream
- Research funding call livestream

Content focused on hearing from researching mothers & fathers discussing their tips and experiences

- Over 7,723 engagements
- 45 countries
- 15 researcher contributors

Included working with Daphne Jackson Trust.

Further work planned for 2024 - new blog series commissioned from researcher during maternity leave, and returning to work.

Other Collaborations:

- Alzheimer's Research UK
- Alzheimer's Society
- Race Against Dementia
- NIHR Evidence
- UKRI / Zinc Catalyst
- NIHR ARCs
- AAIC / ISTAART
- UK Dementia Research Institute
- Alzheimer Europe
- MND Association
- MND Scotland
- Liverpool Neuroscience

NIHR ARC Fellowship Support
BNA EDI Support



JOB

1166



FUNDING

314

Number listed in 2023



EDUCATION

82



EVENTS

398

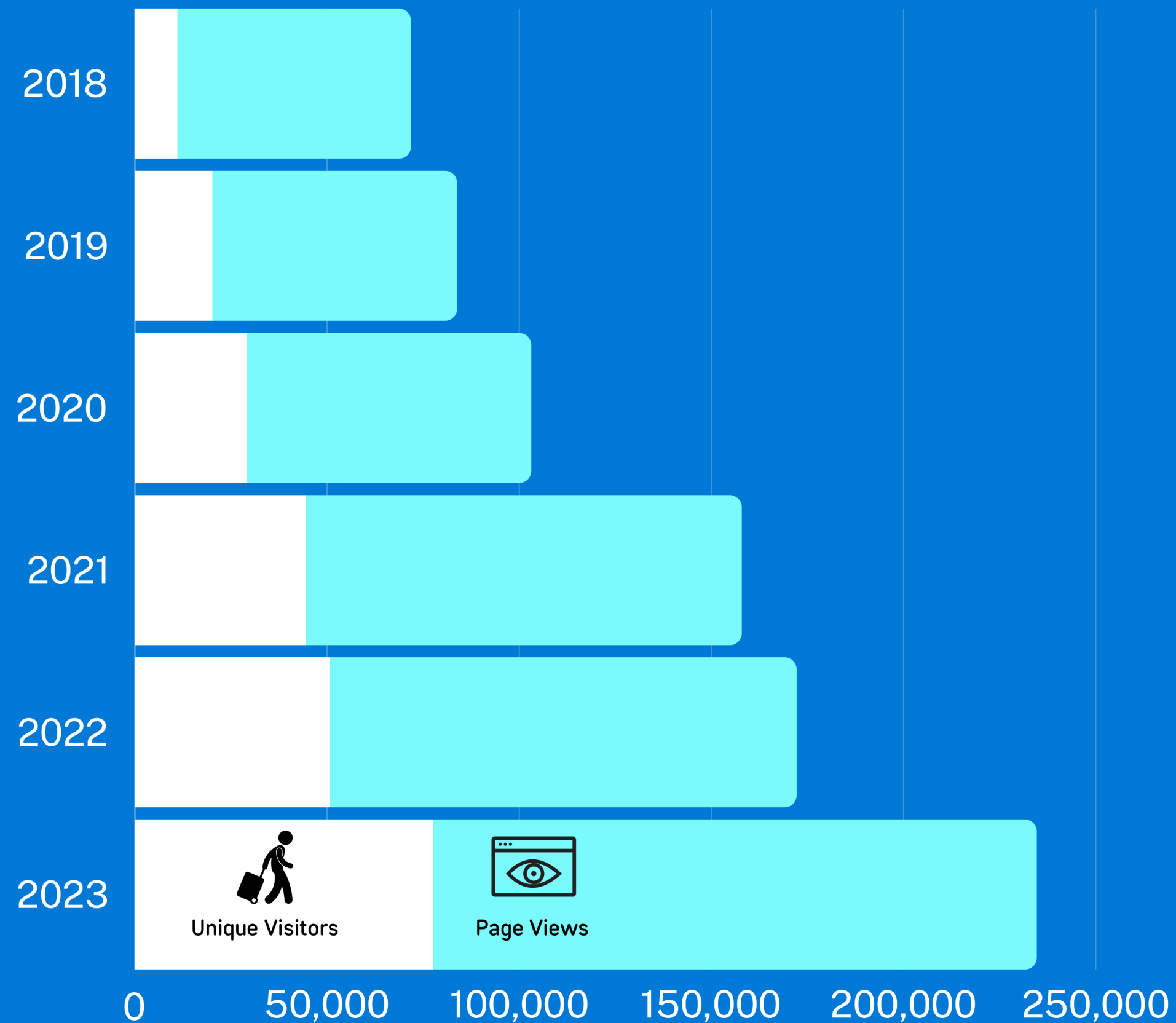
All in one Place

Jobs, Events, Funding Calls

Dementia Researcher shares jobs, events, funding calls and higher education courses to widen the reach of the opportunities, and to help researchers find everything, all-in-one place. In 2023 we extended the reach and volume of entries to included jobs worldwide.

Its Success

Year on year growth in users **+29% views** **+53% visitors**



The website experienced significant growth in terms of both page views and unique visitors in 2023. Increases came across the whole site, however funding calls pages experienced the highest growth with a **159% increase** in visits. Overall growth is due to improved search engine optimisation, focused content & increasing jobs distribution.

USER FEEDBACK

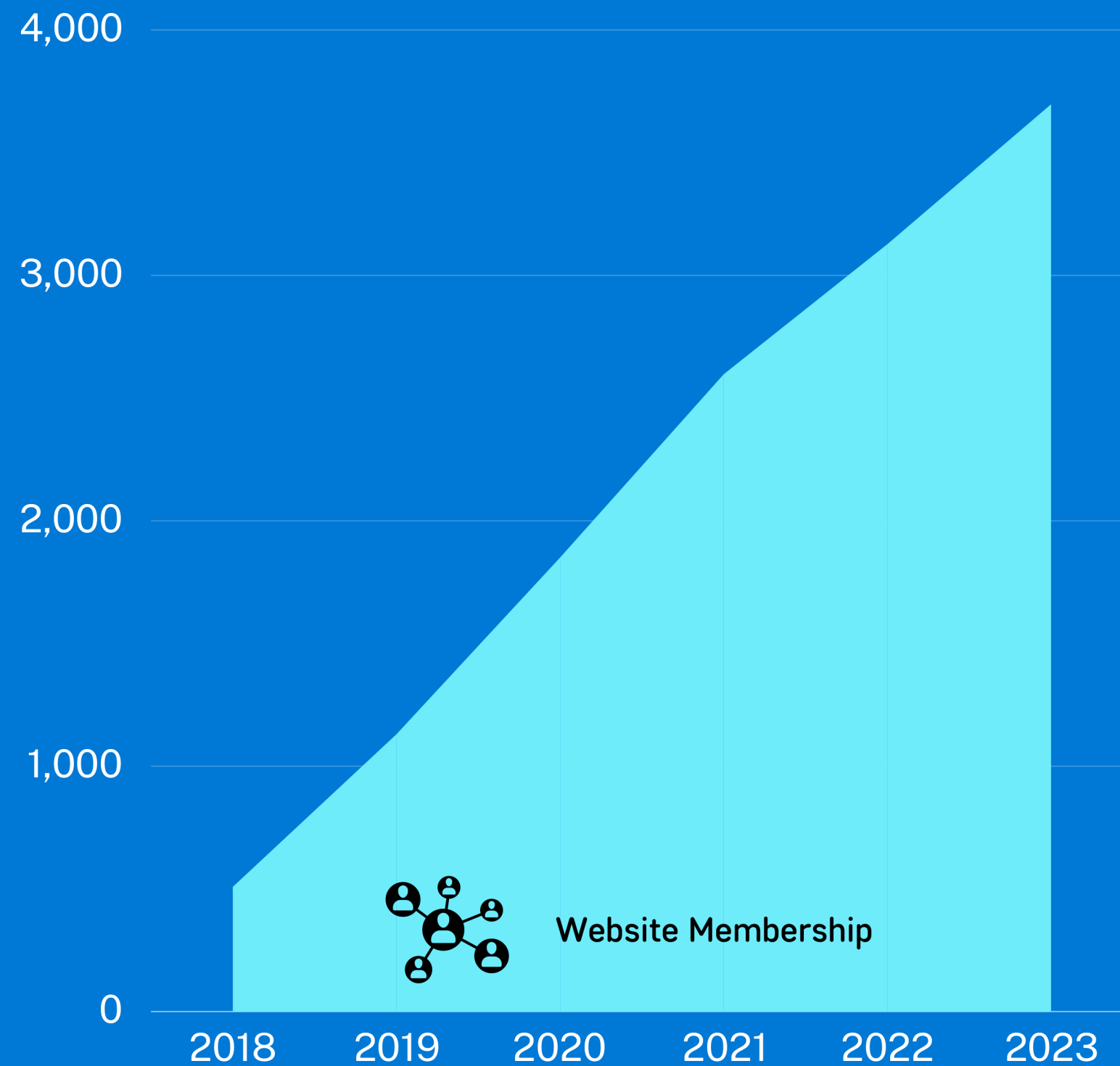
"Just wanted to let you know that I got the GBHI Fellowship for 2024/25! If it hadn't been for you encouraging me to apply, and the great podcast I never would have thought I could get it - huge, huge thank you".

"Thank you so much for adding our job to your listings. We had advertised twice before and didn't get a single applicant. After listing on Dementia Researcher, we had more than a dozen applications and have now appointed someone who is amazing - they told us they found the job on your website".

Membership Growth 18%

The website had over 3,690 registered members at the end November 2023, **from more than 64 countries.**

From 1st December we have changed the service and no longer require users to 'join' to access content (**in preparation for a new community app coming in 2024**). The newsletter mailing list is managed separately, it has 3865 entries (+24% on 2022).



USER FEEDBACK

"Since being a guest on the podcast and having my bio on the website I feel like I'm famous! I was at a conference in the summer and several people told me they heard and enjoyed the show, it was weird, but they even knew my favourite songs from my bio playlist - this turned into a great conversation starter."

"I love the narrated blogs, I always listen while walking the dog, they're full of great ideas and interesting research."

"My contract at xxx finishes in 3 months' time and having lots of jobs come to be through Dementia Researcher has saved me lots of time searching - it has also motivated me to actually do something and make some applications."



Multi-platform growth

Followers

11,716



Impressions

2.4 million



Views

35,600



Watch time

4,200 hours



Dementia Researcher users and engagements now stretch across multiple platforms as the service extends to reach a wider audience and produces more multi-media / platform content. In 2023 the service expanded to include BlueSky Social and LinkedIn.

A review is underway to decide which social media platforms to focus on in the future. The Dementia Researcher account on X experienced problems and is restarting.

USER FEEDBACK

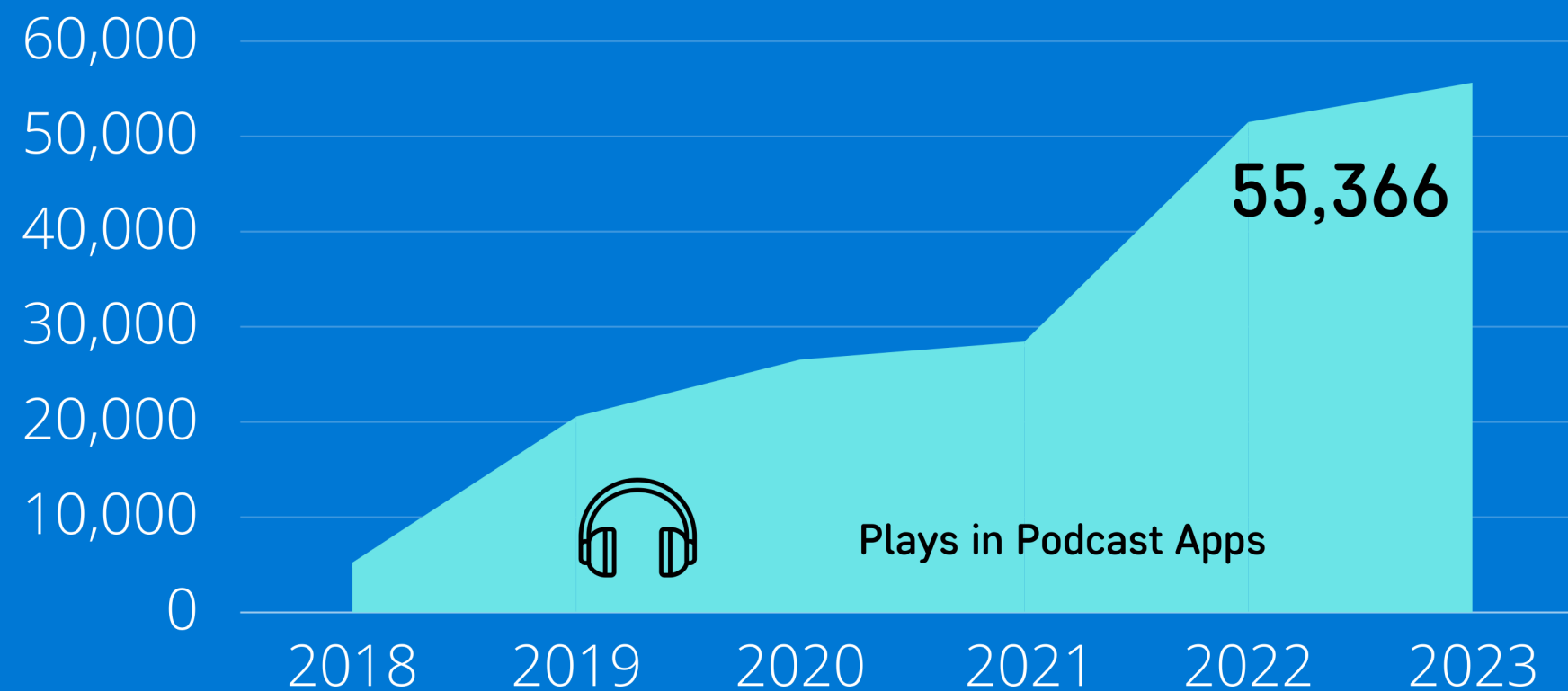
“Each week, I eagerly anticipate the newsletter, visiting the website on Friday mornings over coffee has become a ritual that's become a part of my routine. The weekly digest is a treasure trove, spotlighting content that directly aligns with my academic journey, particularly the insightful blogs about navigating a PhD. As a queer person in academia, I also really pleased to see that you now have contributions from people like me, who share the same challenges.”

Subscribers
6,000+

Monthly Plays
4,613 avg

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

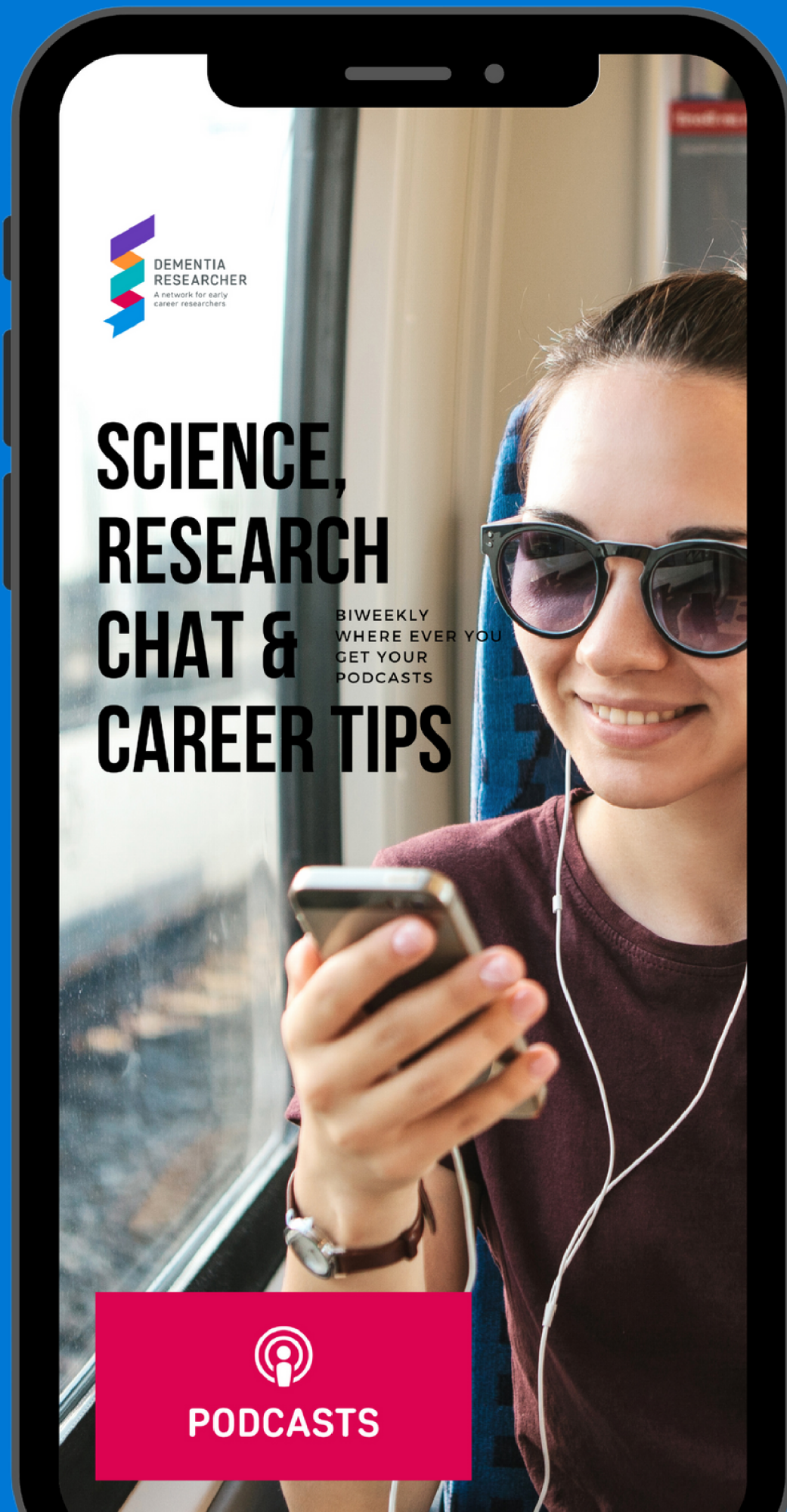
Audio Podcast 43 Episodes in 2023



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 (stats exclude separate series such as Ask Your Mentor, Video versions of the podcasts & blogs podcast - reported separately).

USER FEEDBACK

"After recording a podcast with Dementia Researcher in July 2023, one of the other guests on the show and I realised we had lots of areas of common interest. We followed up and what started as a quick coffee has now turned into working on two papers together, a grant application and co-working on a number of webinars - thank you for all you do in bringing people together."



Audio Podcast Listens

+29% in 2020

+39% in 2021

+81% in 2022

+8% in 2023

*Four fewer episodes in 2023 was a contributing factor in lower growth, additionally the switch to video podcast watching which is separately reported.

USER FEEDBACK

"Adam knows everyone! During a conference this year he introduced me to two people who might have job advise, and immediately followed up with emails. I met both of them and got some great tips, and a lead on my first postdoc position."

"Dementia Researcher tweets and newsletter are really helpful to make sure I see things that I might otherwise miss. I applied for the RAD Fellowship after watching the livestream Q&A with ARUK and got lots of great tips."

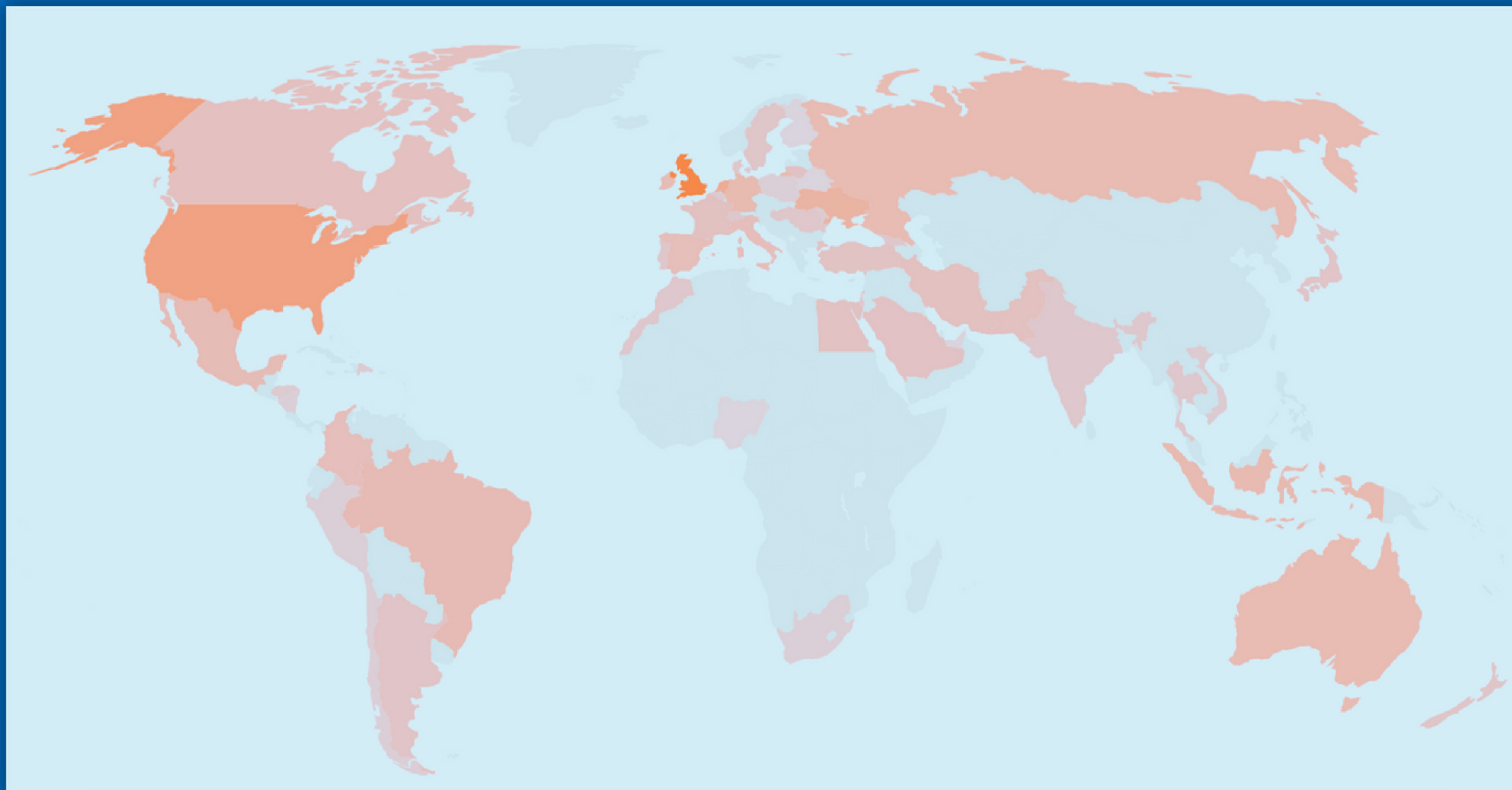
UK Listeners
44%

USA Listeners
34%

Rest of the World
22%

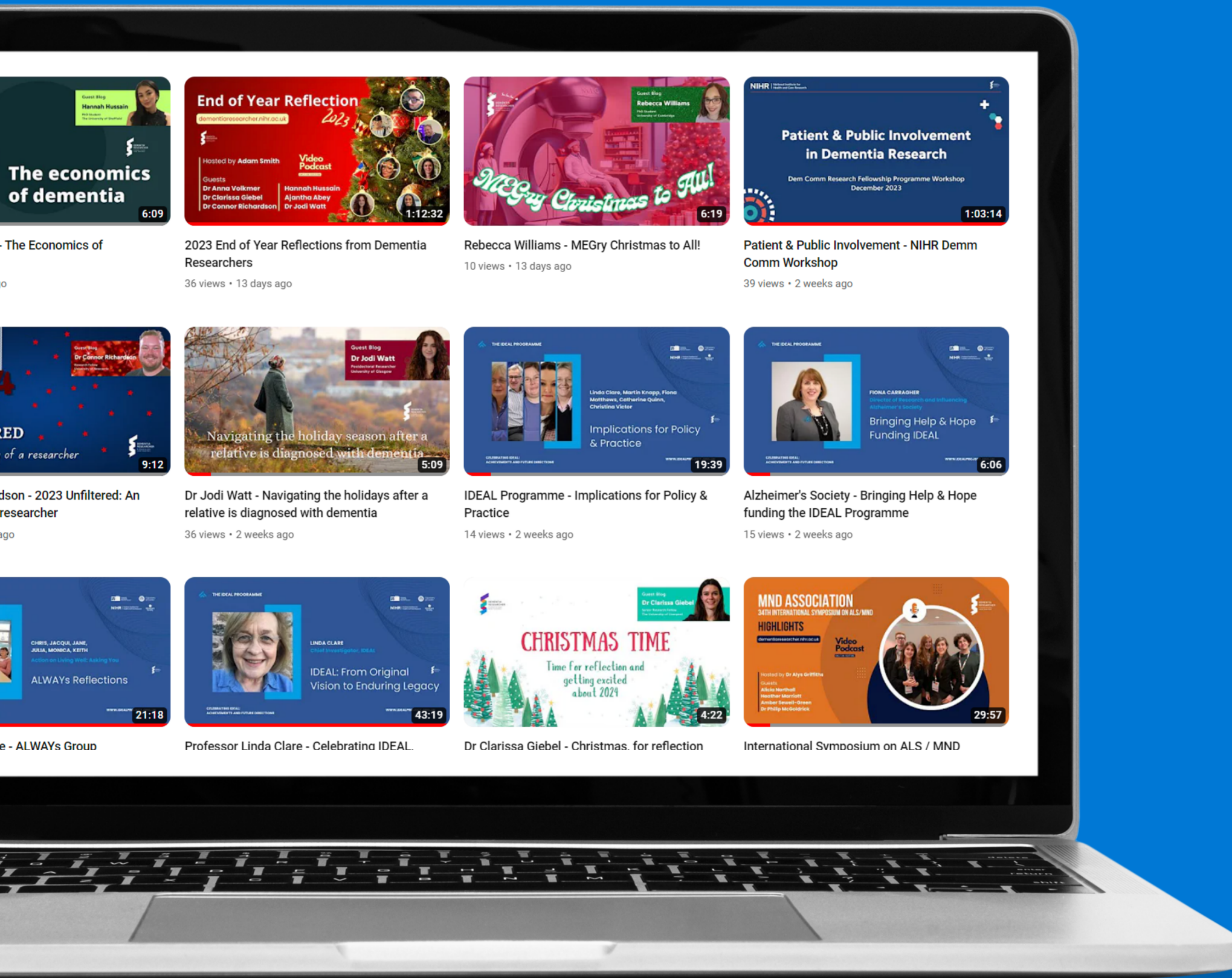
Audio Podcast Worldwide 80+ countries

The Dementia Researcher podcast is bringing ECRs from across the world together. With guests from more than 14 countries (in 2023), it is listened to in over 80 countries worldwide, and it is in the top 3% of science podcasts worldwide. From Peru and Nigeria to the UK and USA. Featured in the Goodpods top 10 all-time science podcasts, and #1 in Life Sciences.



USER FEEDBACK

"I had the pleasure of being invited onto two podcasts this year. This was a personal development point for me because I had previously lacked confidence in public speaking, particularly if I knew it was being recorded. Adam and the podcast hosts were so supportive and encouraging, and on both occasions, it was an enjoyable experience. I have expanded my professional network as a direct result of appearing on the Dementia Researcher podcast. Finally, it was a great way of disseminating some of my research to groups of people I might not have otherwise engaged with, such as Speech and Language Therapists and other Early Career Researchers who were researching related topics."



YouTube Video Podcast Plays 35,560

Since 2022, all audio podcast recordings are also published in video format they alone attracted 20,576 plays, 2810 hours of watch time - other content contributed to a total of 35,560 plays.

USER FEEDBACK

"Dementia Researcher has become a vital tool for the ECR community. The podcasts, blogs and all the work it does is incredible."

"I met Adam at a conference this year, we talked about my work, and he encouraged me to apply for the GBHI Fellowship - I start in Dublin next summer."

"I had no idea that researchers in the UK would be eligible to apply for Alzheimer's Association funding until I watched the livestream - I applied earlier this year and am awaiting the outcome."

Blogs Published in 2023

124

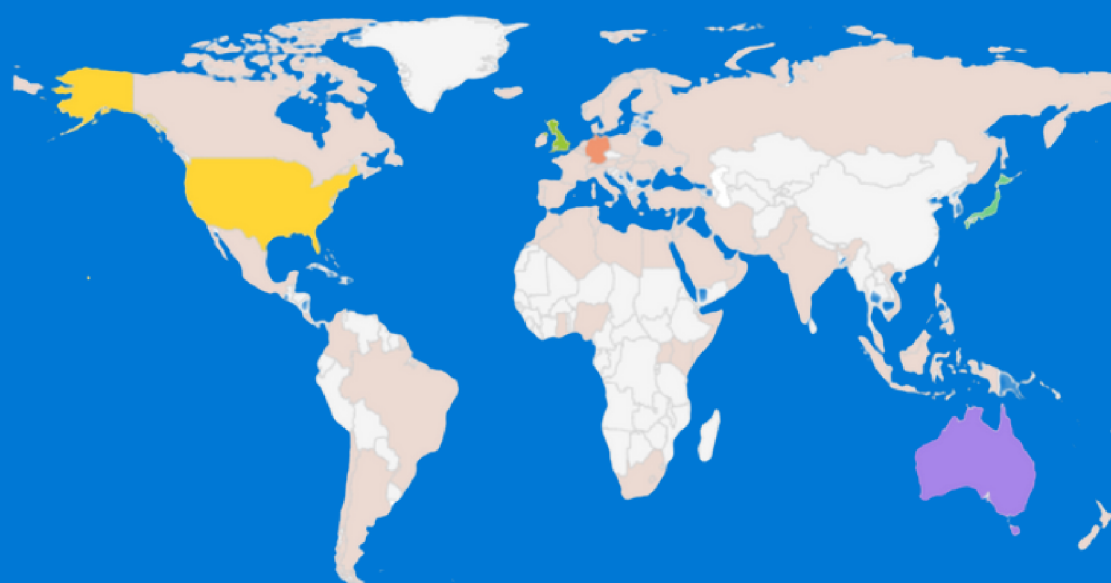
27 people contributed blogs to the service in 2023, we increased our number of paid staff bloggers to broaden our range of topics to include researchers starting families and those working in trial delivery. These cover a variety of topics, from personal updates to careers advice, news and their own research. Blogs are published with narrations - there were 13,978 listens in 2023, and over 80,000 reads. Each blog receives between 50-300 reads in their first week, and an average of 300 - 1200 within 18 months.

Number
2-3 per week

Narrations on
all podcast
platforms +
smart home
devices

Listens
13,978

(up from 6,100 in 2022)



Narration Listens

UK 30%
USA 18%
Australia 16%
Japan 10%
Germany 7%
India 4%
Rest of the World 25%

90+ countries

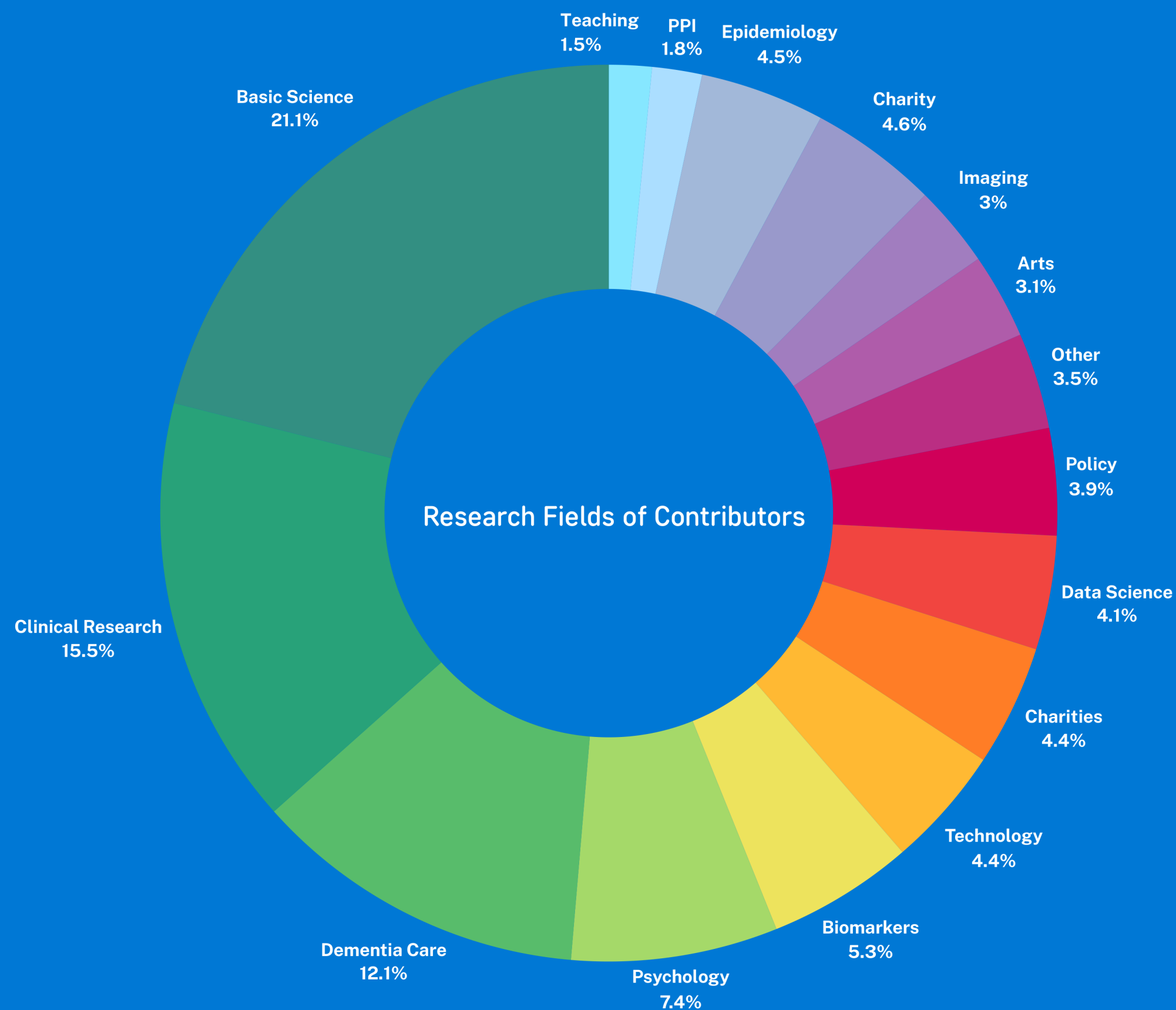
USER FEEDBACK

"Dementia Researcher has been a game-changer for me. I stopped using social media, but worried that I was missing out on news and opportunities. The website and weekly newsletter now keep me up to date."

"The Dementia Researcher platform has been a cornerstone in my continuous learning. The podcasts have been particularly enlightening, offering insights from my own research area and others I knew nothing about. It has provided lots of ideas for new projects."



Delivering EDI



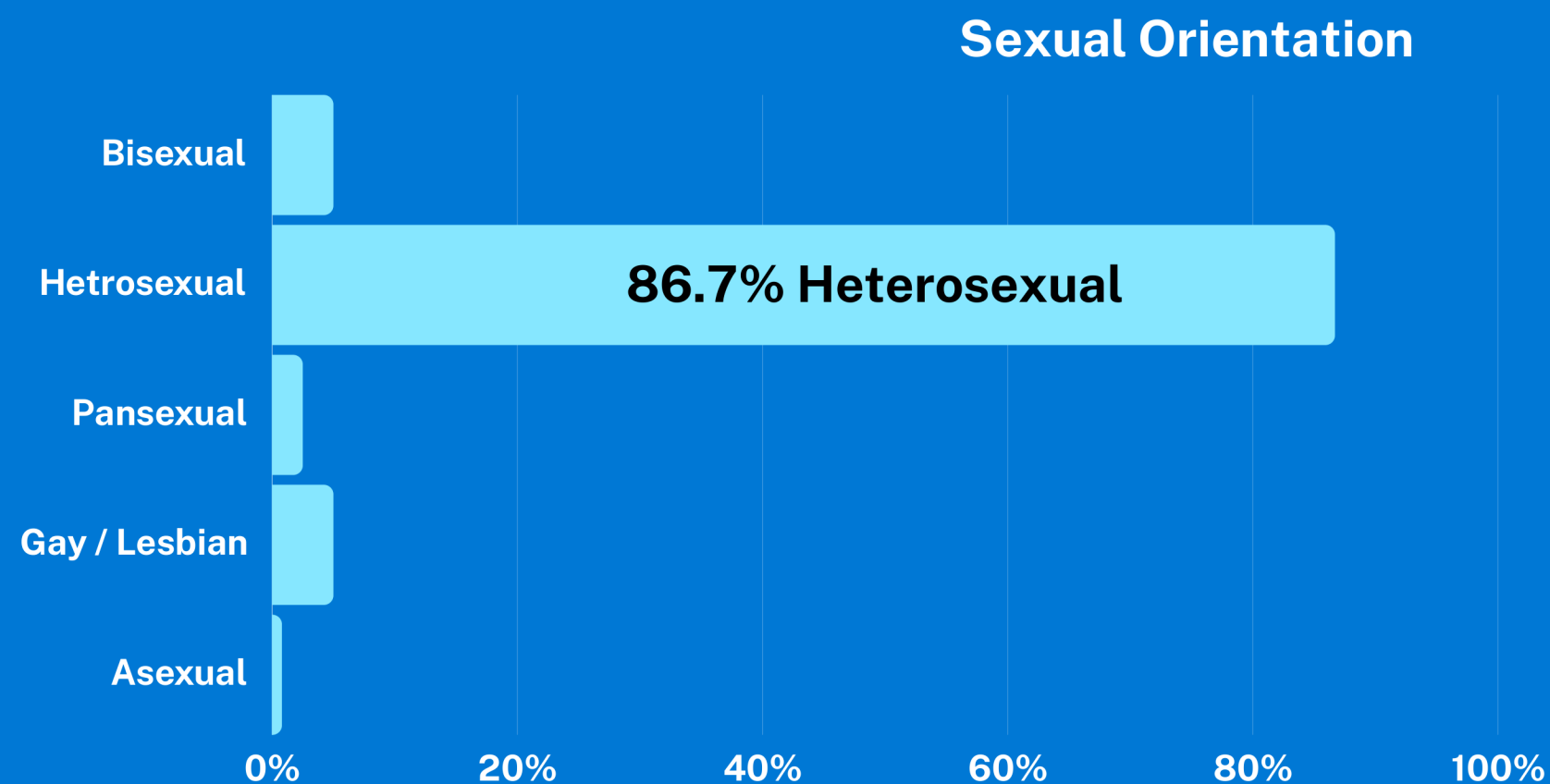
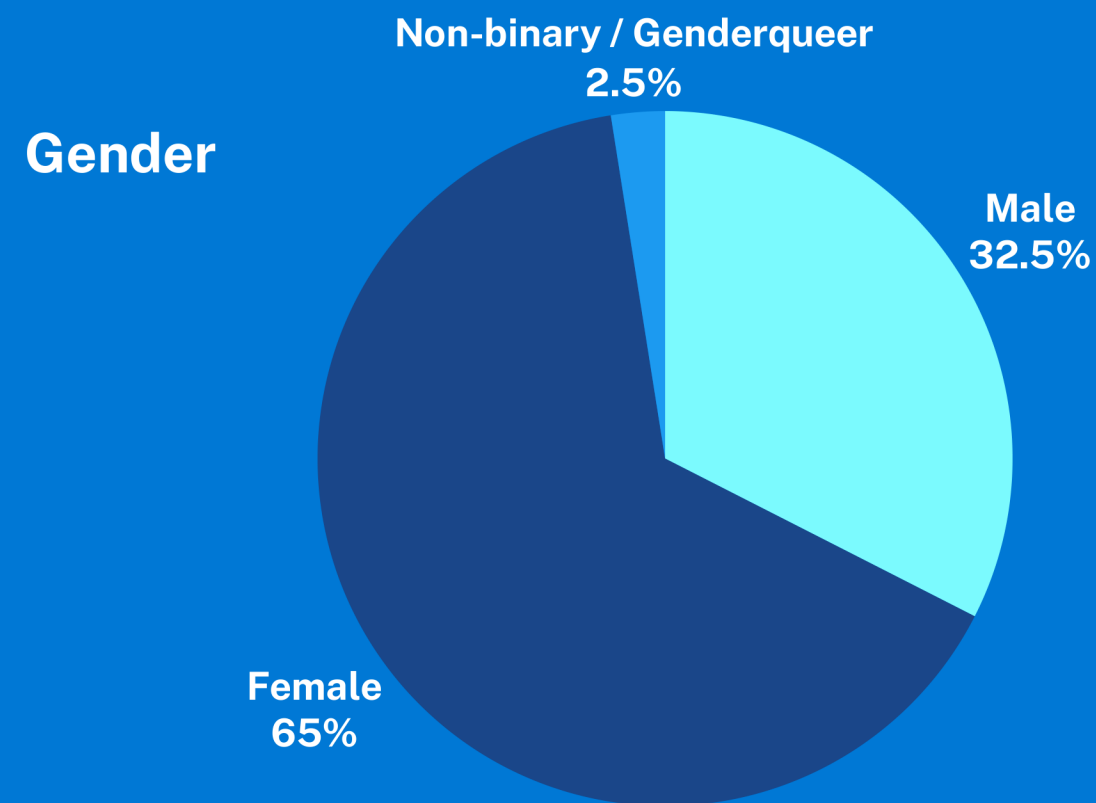
Research Diversity

535 Contributors

2018-2023
Contributors

Contributors report that this helps raise their own profile, help raise awareness of their work, results in new collaborations & helps others. In 2023 the service had **120 new contributors** writing blogs, taking part in podcasts or delivery of talks or livestreams, this is a **33% increase** over the year.

*All contributors have a profile page, which appear in top positions on Google Search:
<https://www.dementiaresearcher.nihr.ac.uk/meet-the-researchers/>



Reporting equality, diversity & inclusion

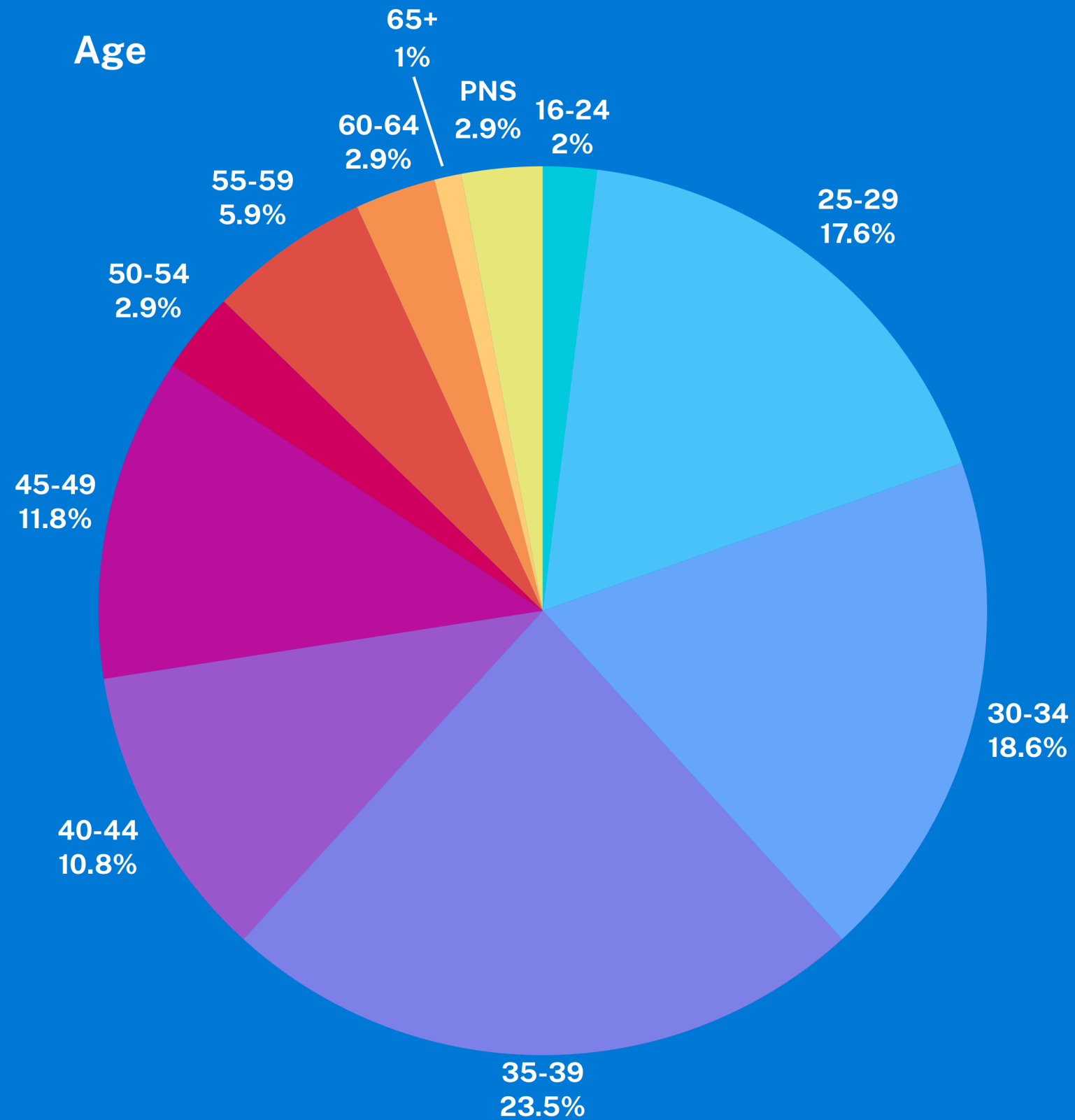
2023
Contributors

In 2023 all **new** contributors were invited to complete a voluntary EDI monitoring form to understand the gender, age, sexual orientation, ethnicity, and disabilities / health conditions. This information is reported monthly on the website.

Dementia Researcher aims to improve contributions from the LGBTQ+ community to 20% by end 2024.

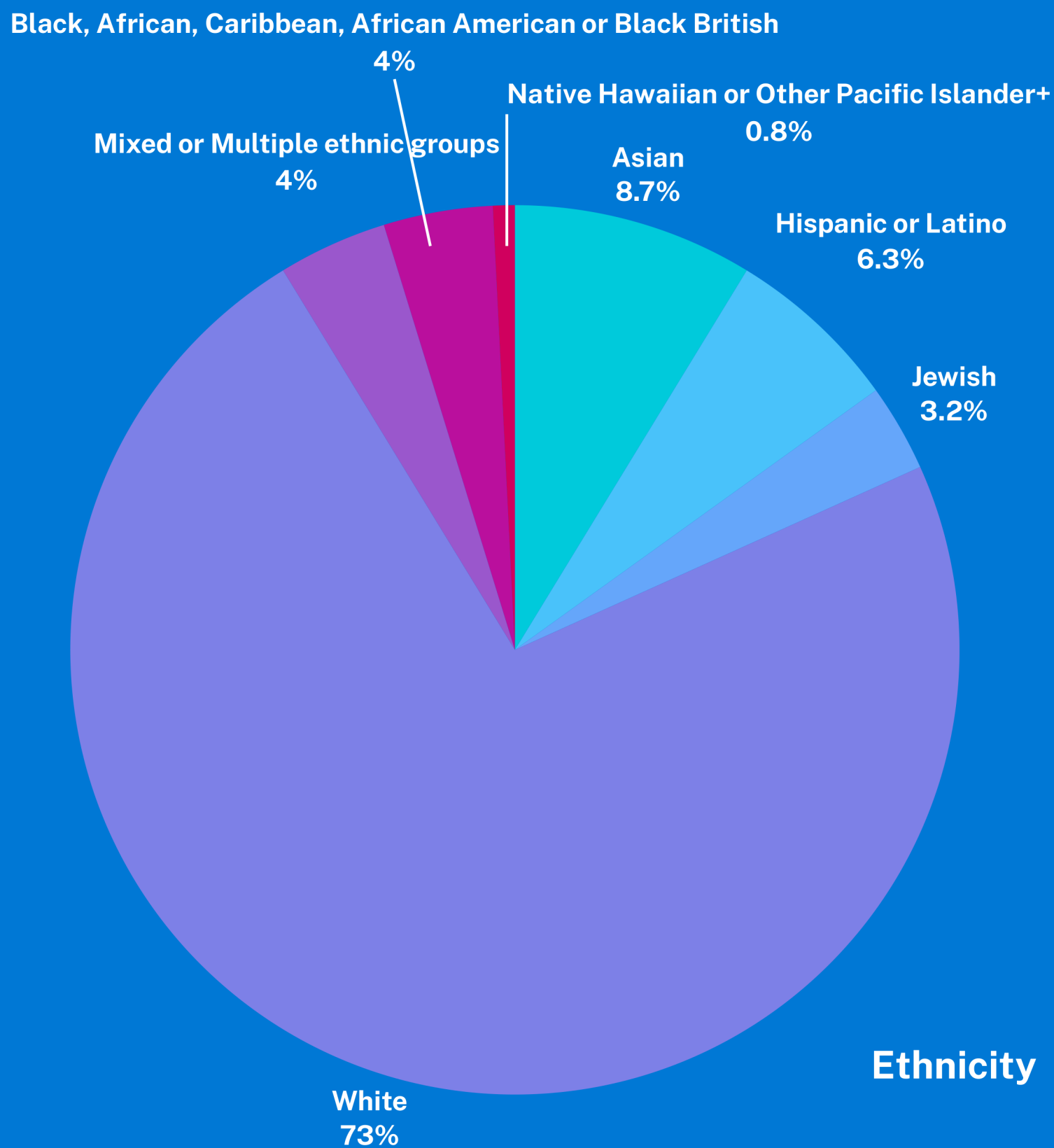
Reporting equality, diversity & inclusion

2023
Contributors



Health issue / disability

10%



Reporting equality, diversity & inclusion

2023
Contributors

While Dementia Researcher does have some representation from various ethnic groups, the high percentage of White individuals shows that there could be more done to enhance diversity. **By end 2024 we expect to increase contributions from people from other ethnicities to at least 35%, and will continue to improve upon this.**

Equity & Inclusion

Accessible Content

Dementia Researcher has continued to work on ensuring that all content across all platforms is fully accessible to those who are deaf, live with hearing loss or who are blind or visually impaired.

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 (human not AI created) 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.

Including this report, which is available in a basic screen reader format.





The Future

Delivering for & with partners 2024 plan

+ with your input



Inspire

Promoting dementia research careers across all areas of discovery, with a particular emphasis on people from under-represented backgrounds and those working in the health service. Through stories, blogs, webinars, podcasts, films and conference attendance and improved connections with educational institutions and healthcare providers.

International

Increase contributions from the wider international community, and jobs / events listings from elsewhere in the world. To ensure that the service supports all, and that ECRs relate to the stories and experiences of our contributors. Engage researchers in LMIC to ensure they are aware of all international opportunities.

Community

Launching new Community App which delivers common social media platform functionality, specifically for dementia researchers - timelines, updates, dedicated interest groups. Also available, for free, to trusted partners to allow private discussion forums, online discussion / webinar / livestream events. Plans include study groups, weekly careers workshops and methodology discussion.

Sharing

Extending the offer to record, disseminate and distribute research presentations that otherwise would reach a low audience, not be recorded, and not shared beyond the initial event. Using Dementia Researcher website, and YouTube and extending accessibility with addition of adding other language and closed captions. In addition to sharing event listings, funding calls, jobs + more.

Delivering for & with partners 2024 plan

+ with your input



Careers

Partnerships



Using our new online Community App, we will deliver further careers workshops, peer to peer mentoring and one-to-one support.

*Plans will be expanded subject to outcome of DTC / Dementia+ Network Grant Applications.

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

NIHR | University College London Hospitals
Biomedical Research Centre



ALZHEIMER'S ASSOCIATION

NIHR | National Institute for
Health and Care Research



**ALZHEIMER'S
RESEARCH UK FOR A
CURE**

**RACE
AGAINST
DEMMENTIA**

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Thank you!