Solutions for dissemination problems

Sociology

The solutions offered include education scholars making their ideas stick and make effective dissemination strategies such as simplicity, concreteness, credibility, emotion, unexpectedness, and stories (Cook et el, 2013).

I think the solutions offered are effective because by making dissemination simple, it is easier to remember and apply compared to detailed messages that are not clear. Through making dissemination unexpected, it makes meaningful change compared to predictable and boring dissemination. When dissemination is concrete then it avoids vague messages that do not influence recipients. Practitioners tend to struggle with information that is not concrete. The practitioners can trust credible dissemination thus it can stick. By making dissemination emotional, it creates a personal connection thus making the ideas stick. Lastly, by using stories, ideas of dissemination tend to stick.

The suggested communication strategies include the use of persuasive and informative strategies. They provide effective dissemination techniques because they help practitioners make dissemination ideas stick.