

A decorative graphic on the left side of the slide consists of a network of light blue lines and small circles, resembling a circuit board or a stylized tree structure, extending from the top to the bottom of the frame.

# BLOGGING AS A VESSEL FOR KNOWLEDGE TRANSLATION: TURNING NUMBERS INTO NARRATIVE

NATASHA KOLIDA, M.ED.



ONCE UPON A TIME I WAS DIAGNOSED WITH  
BIPOLAR DISORDER...



● My  
Sanity

# Redefining Bipolar

[ABOUT](#)[RESEARCH](#)[TOOLS](#)[NEWS](#)[BLOG](#)[CONTACT](#)

# BLOG

Our bipolar blog shares the latest findings and insights from CREST.BD's research and knowledge exchange.

Weekly blogs explore psychosocial interventions, quality of life, stigma, and community engagement through the eyes of diverse CREST.BD network members.

Find blog posts by category:

[bipolar wellness series](#)[community engagement](#)[guest writers](#)[interventions and self-care](#)[other](#)[personal stories](#)[quality of life](#)[stigma](#)

## CREST CURRENTS NEWSLETTER

Stay up to date with research and knowledge exchange on bipolar disorder.

[SIGN UP](#)

# WHAT IS BLOGGING?

- Oxford Dictionary: “A regularly updated website or web page... that is written in an informal style.”
- My definition: An online platform that uses multimedia as a form of communication.



Source: Pixabay

# WHY BLOGS?

- Accessible to anyone who has an internet connection
- Freedom to use creative media
- Rapid dissemination of knowledge through other platforms
- Open for international collaboration



Source: Pixabay

# MY BLOG – REDEFINING BIPOLAR

- Goal: To provide evidence-based, meaningful conversations about bipolar disorder and related topics.
- 3 Main Categories:
  - Academic
  - Supportive
  - Personal
- All content curated and written by myself alone

## EXAMPLE POST



Credit: Porapak Apichodilok

“I’m Bipolar” or “I Have Bipolar”: Word  
Meaning and Verbal Sense

Topic: Defining bipolar through the lens of  
Vygotskian concepts word meaning and  
verbal sense.



“

VERBAL SENSE IS THE COUNTERPART IN THE DEBATE BETWEEN “I’M BIPOLAR” AND “I HAVE BIPOLAR” THAT HAS BEEN UTILIZED MOST. SOME PEOPLE FEEL VERY STRONGLY ABOUT WHAT THIS TERM HAS COME TO MEAN FOR THEM IN THE PSYCHIATRIC DEFINITION. IN A VYGOTSKIAN FRAMEWORK, WE NEED TO RESPECT THIS VERBAL SENSE PEOPLE HAVE DEVELOPED; IT IS PART OF THEIR DEVELOPMENT AND ULTIMATELY THEIR IDENTITY — THE LENS THROUGH WHICH THEY VIEW THE WORLD.

”



-“I’m Bipolar” or “I Have Bipolar”: Word Meaning and Verbal Sense

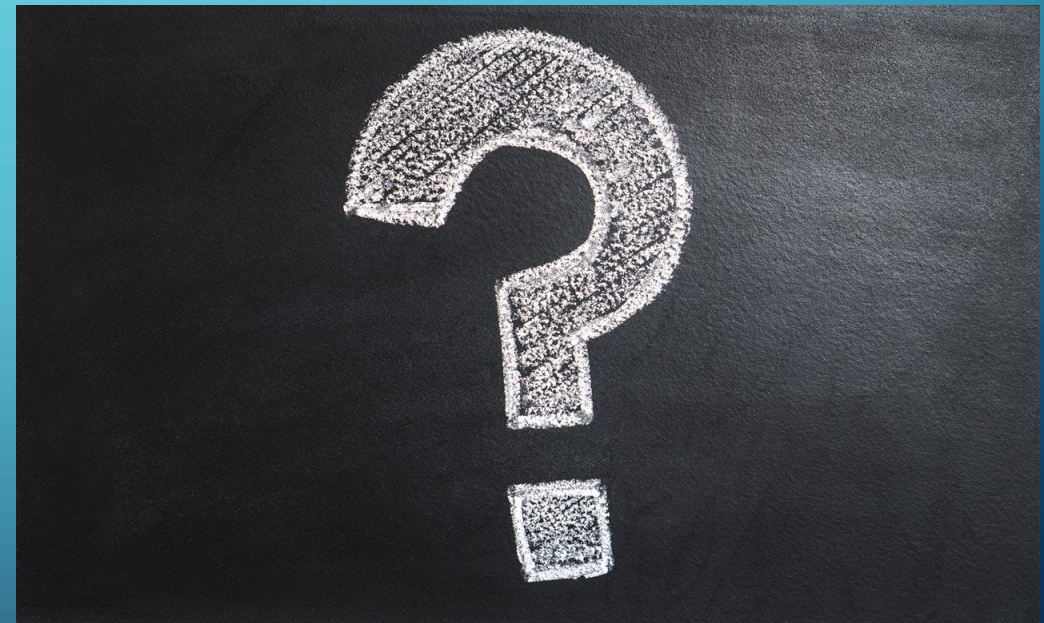


# DECONSTRUCTING KT

- Vygotsky's word meaning and verbal not necessarily easy concepts to explain
- Intersection of components of social development theories and socio-emotional components of a psychiatric condition not any easier to explain
- So what do you do if you want to do something like this?

# DECONSTRUCTING KT: SO YOU HAVE RESEARCH?

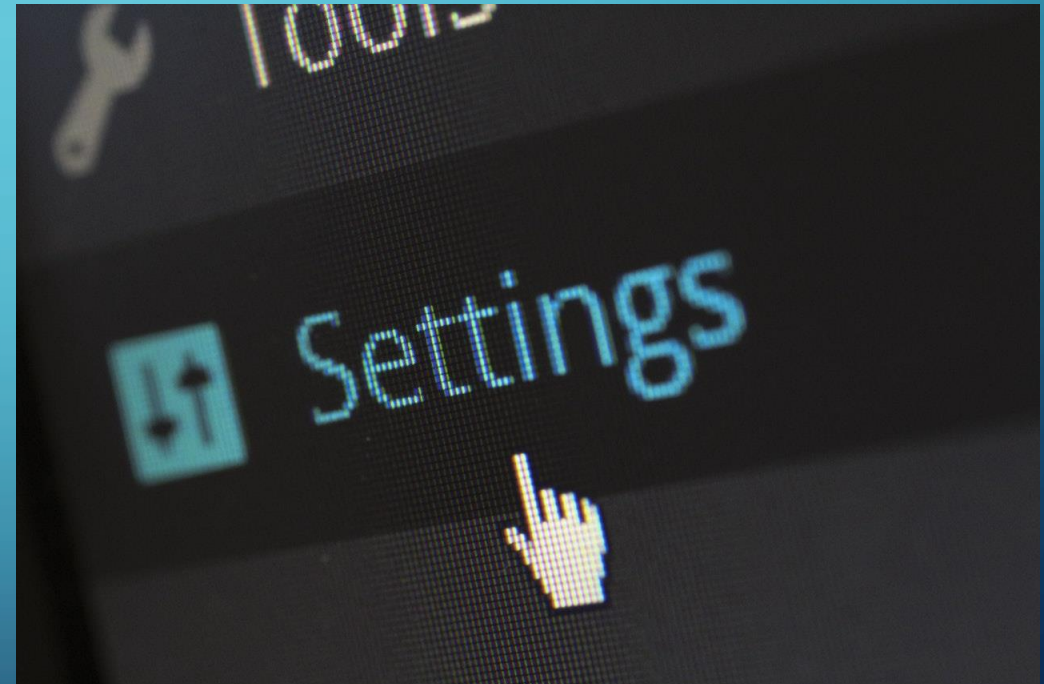
- What is the most important message you want to get across?
- If you translate your research into a blog post, what is going to make it worth your readers' time?
- Is blogging the most effective means of communication for you?



Source: Pixabay

# DECONSTRUCTING KT: GET YOUR BLOG UP

- Create (or revamp) your website
- Think:
  - Website design
  - Management of content
  - Know what else is out there
- Alternative: Contribute to a blog that is already established



Source: Pixabay

# DECONSTRUCTING KT: PREPARE YOUR CONTENT

- Write and implement KT skills
- Get an eye-catching title and elevator pitch
- Find an editor for a second opinion
- Format your post with desired quotations, pictures, etc.



The background is a blue gradient. In the corners, there are white line-art illustrations of circuit boards or neural networks, with lines connecting to small circles.

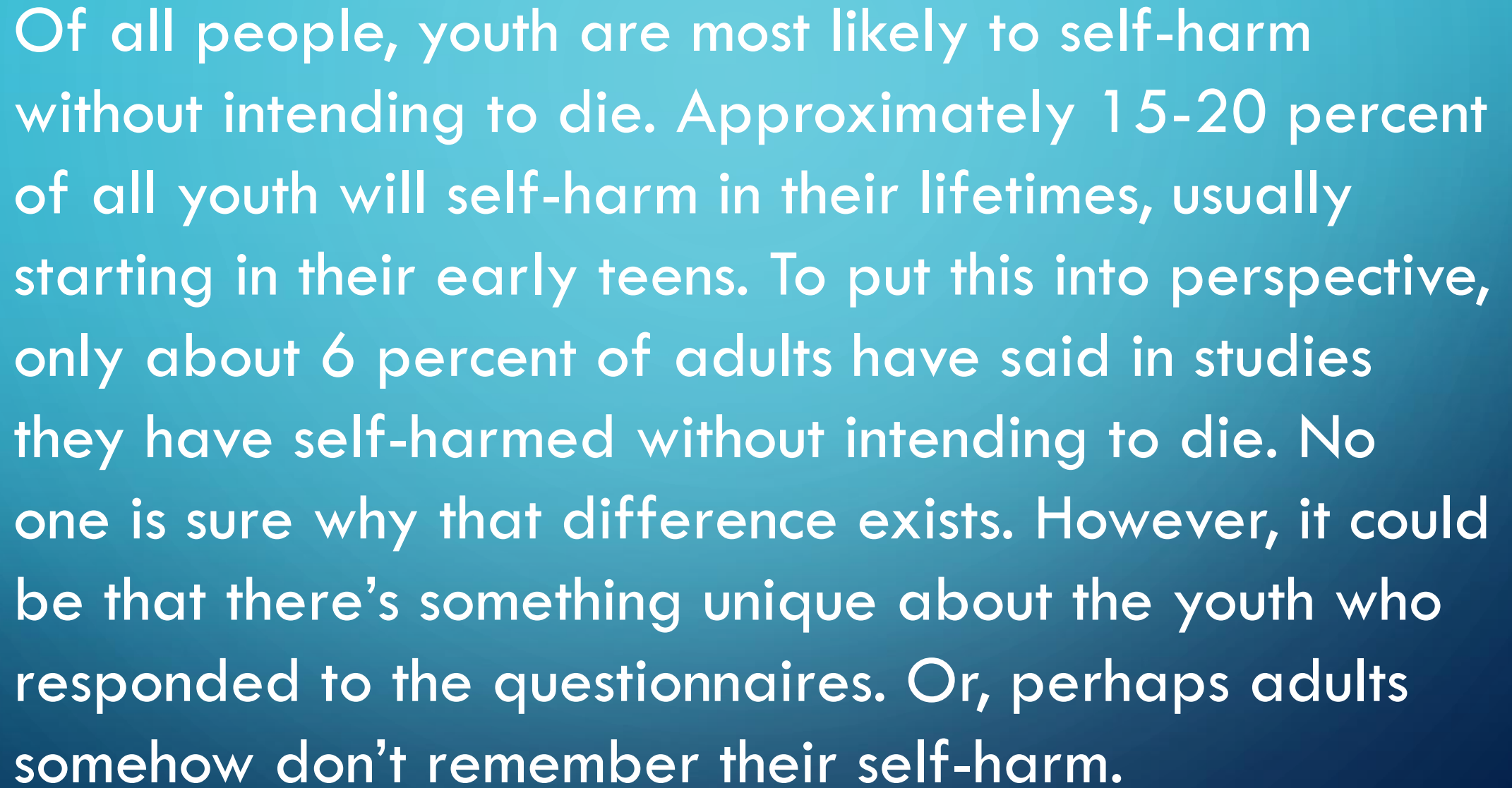
BUT WAIT! WHAT ABOUT THE PART WHERE I'M  
SUPPOSED TO TRANSLATE MY RESEARCH INTO A  
FANTASTIC NARRATIVE?

THE MEAT OF THIS PRESENTATION IS TO HELP YOU DO JUST THAT.

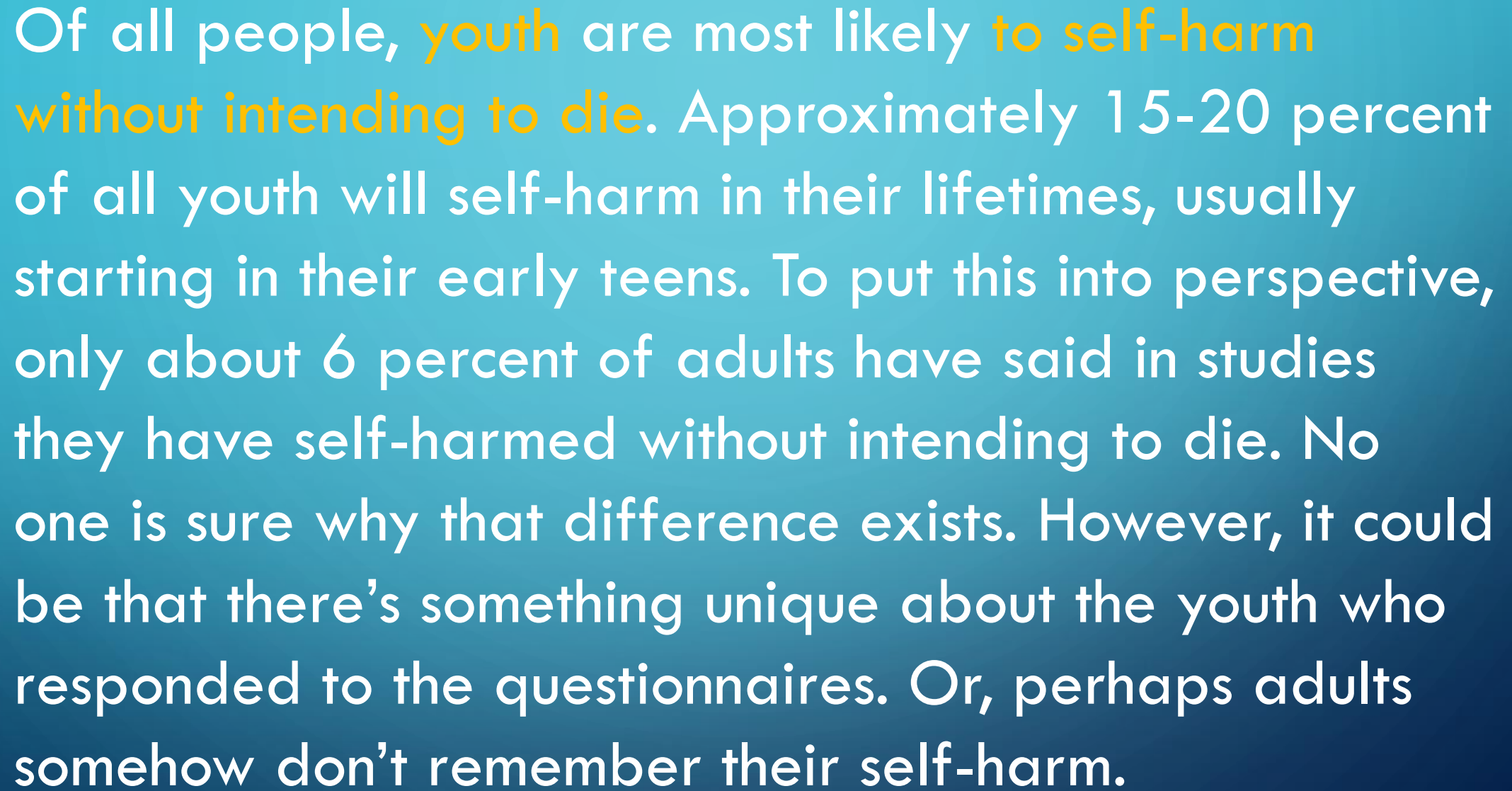
# TRANSLATING RESEARCH EXAMPLE

NSSI is most common among adolescents and young adults. Lifetime rates in these populations are about 15% to 20%, and onset typically occurs around age 13 or 14.6. In contrast, about 6% of adults report a history of NSSI. It is unclear whether the lower lifetime rate in adults reflects an increase in NSSI among recent cohorts of adolescents or an artifact of memory by which most adults who self-injured as adolescents do not recall their NSSI.

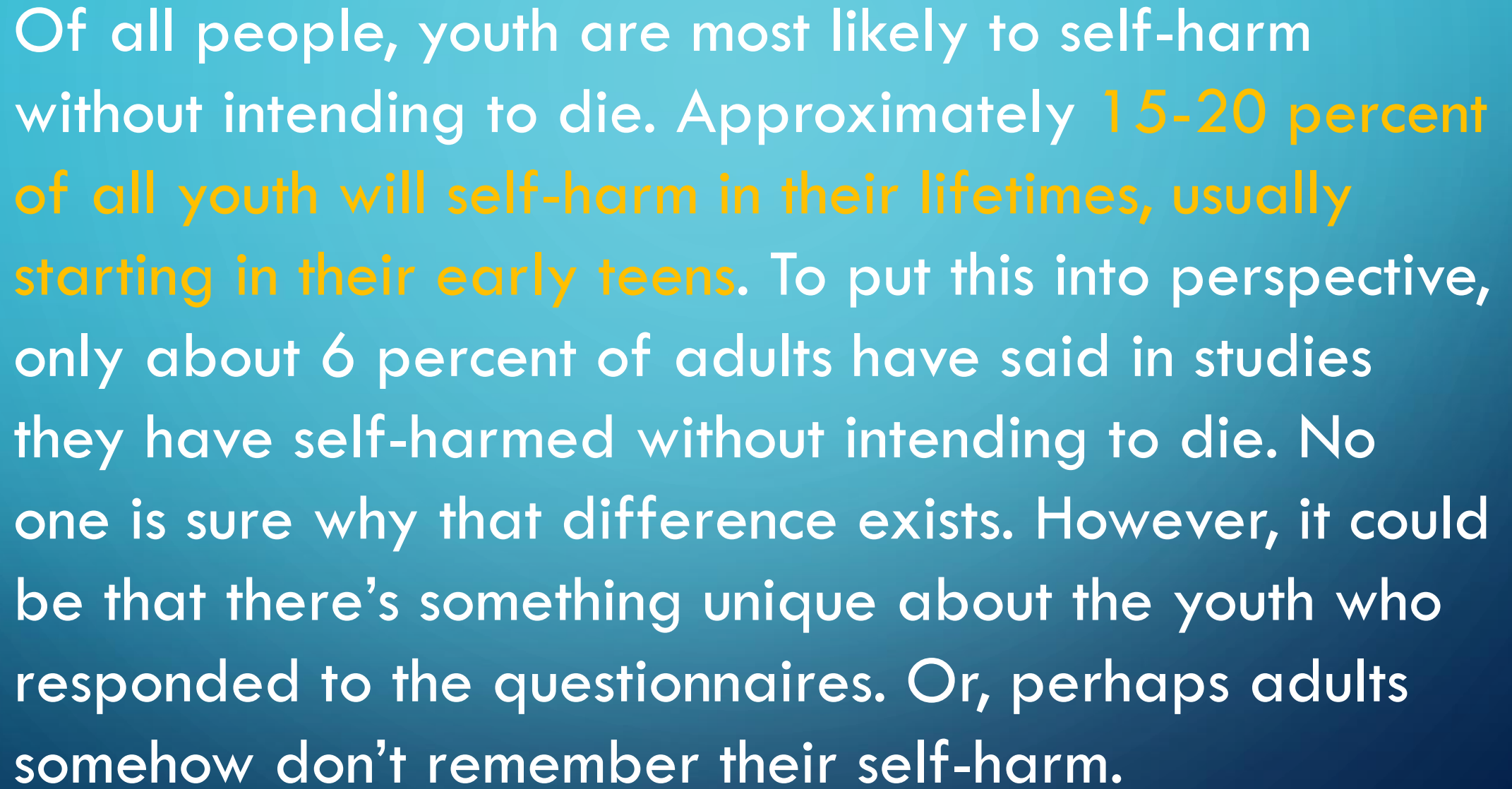
Klonsky, E. D., Victor, S. E., Safer, B. Y. (2014). Nonsuicidal self-injury: What we know, and what we need to know. *The Canadian Journal of Psychiatry*, 59(11), 565-568.

The background is a solid blue gradient. Overlaid on this are several white, stylized circuit board traces. These lines are composed of straight segments connected by small circles, resembling electronic components or wiring. They are positioned primarily along the left and right edges of the frame, with some lines extending slightly into the central area.

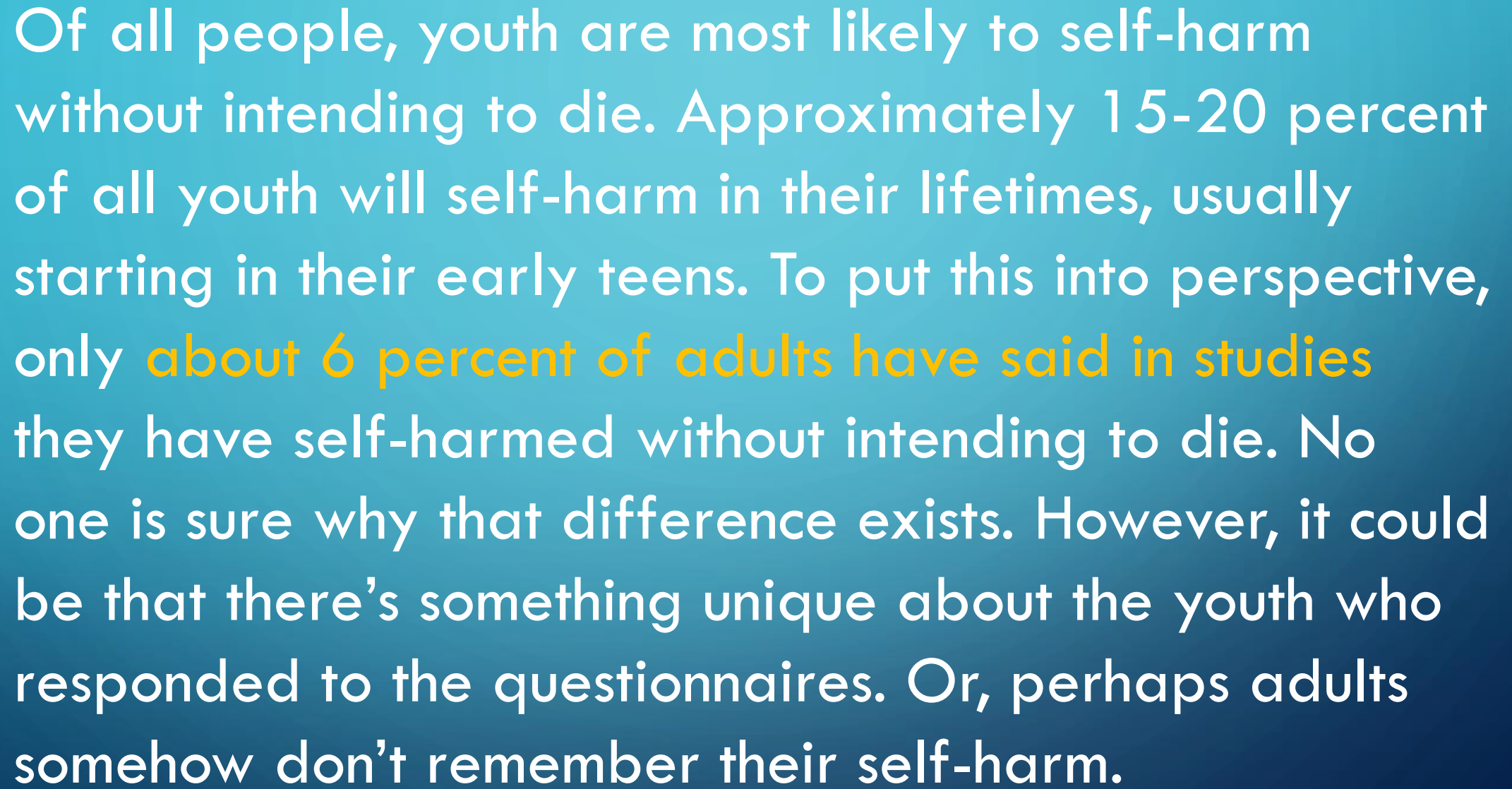
Of all people, youth are most likely to self-harm without intending to die. Approximately 15-20 percent of all youth will self-harm in their lifetimes, usually starting in their early teens. To put this into perspective, only about 6 percent of adults have said in studies they have self-harmed without intending to die. No one is sure why that difference exists. However, it could be that there's something unique about the youth who responded to the questionnaires. Or, perhaps adults somehow don't remember their self-harm.

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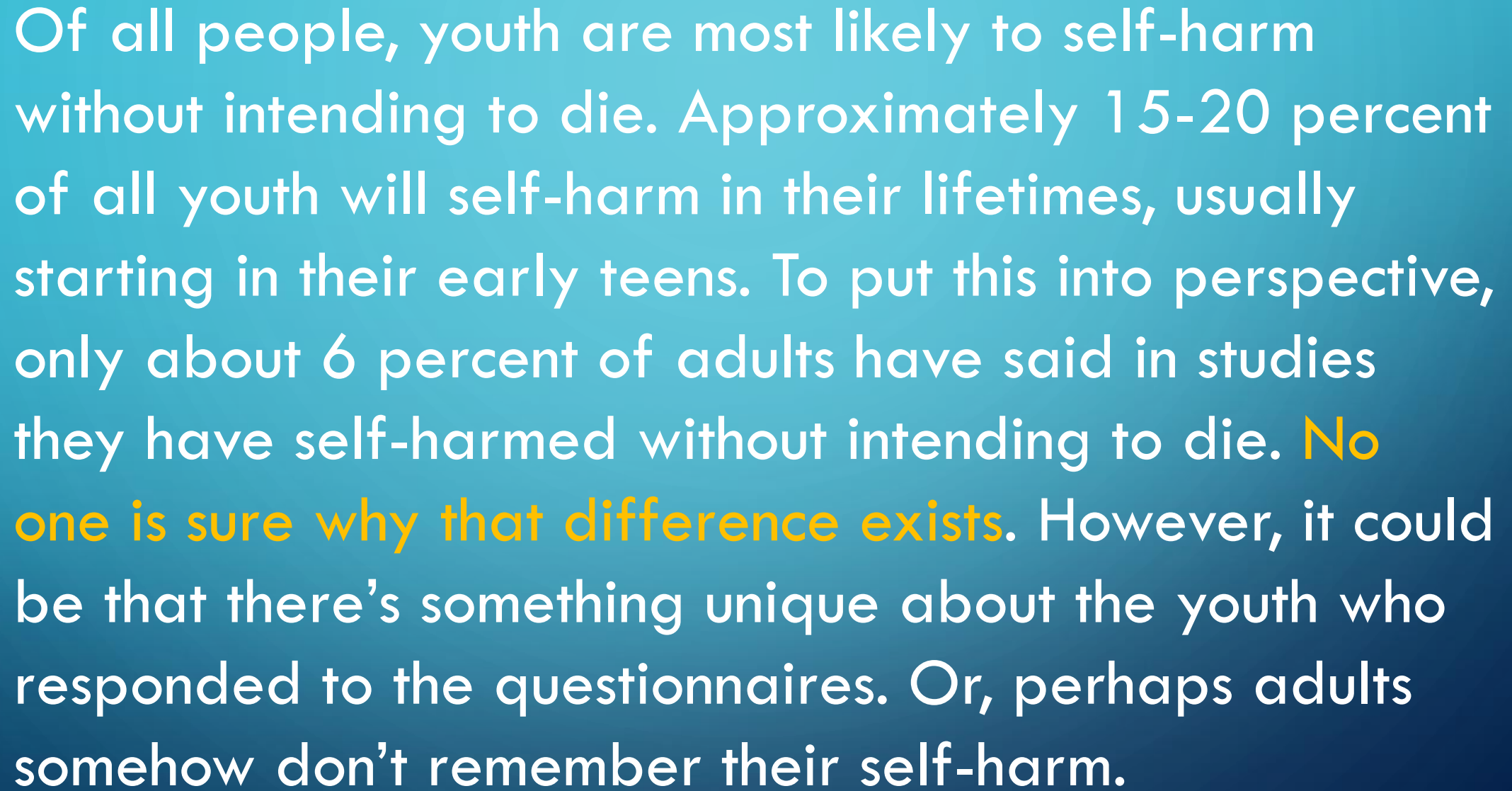
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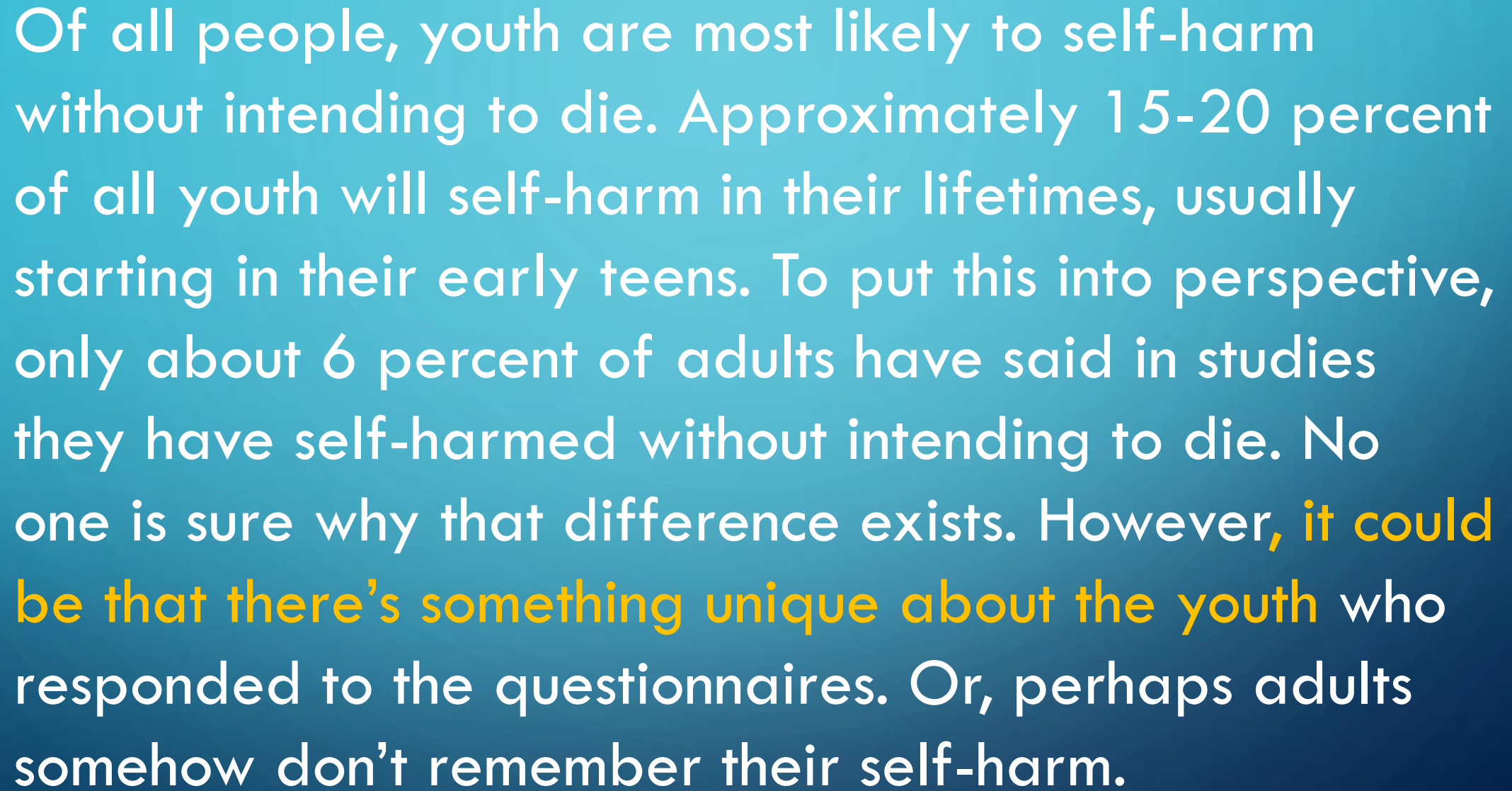
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The image features a dark blue background with decorative white circuit-like lines in the corners. These lines consist of small circles connected by straight lines, resembling a stylized electronic circuit or neural network. The lines are more prominent in the top-left and bottom-left corners, with some extending into the top-right and bottom-right corners.

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# COMPARISON

NSSI is most common among adolescents and young adults. Lifetime rates in these populations are about 15% to 20%, and onset typically occurs around age 13 or 14.6. In contrast, about 6% of adults report a history of NSSI. It is unclear whether the lower lifetime rate in adults reflects an increase in NSSI among recent cohorts of adolescents or an artifact of memory by which most adults who self-injured as adolescents do not recall their NSSI.

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# LANGUAGE CONSIDERATIONS

- “I’m bipolar” vs. “I have bipolar”
  - Both are correct and valid from a service user perspective
- Deconstruct the scholarly voice
- Knowledge translation is just like any other language translation

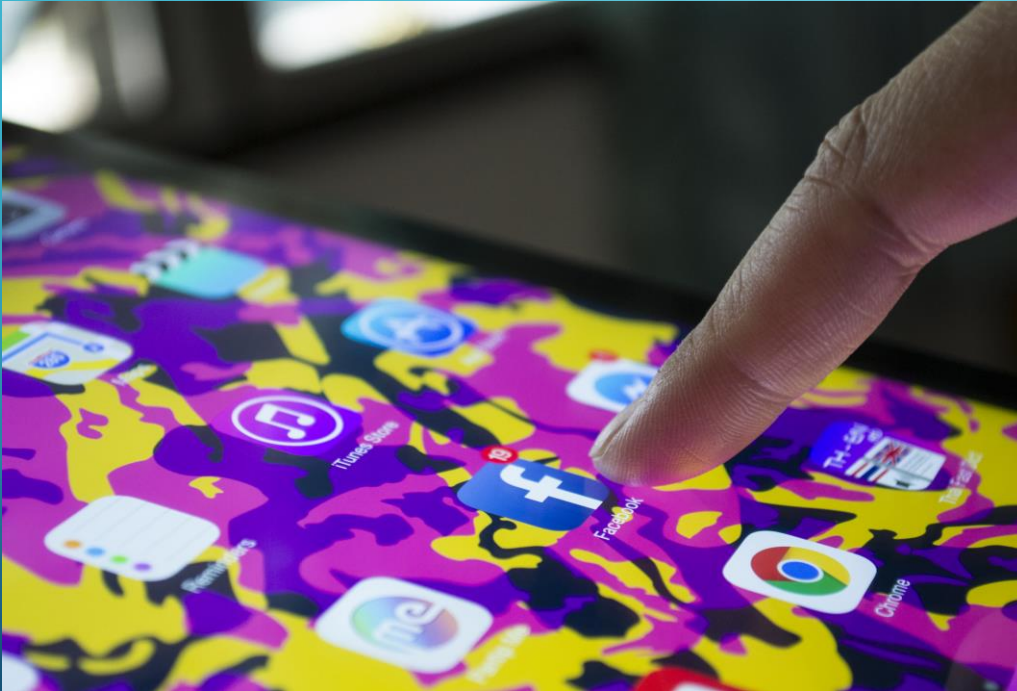


Source: Gratisography

# ETHICS

- Translating health research to a more public domain has unique considerations
- New standard: Engage and empower vulnerable populations
- Acknowledge and utilize the people behind your statistics
- Even more qualitative research should rethink narrative for online translation

# SOCIAL MEDIA



Source: Fancycrave

- Social media is your knowledge dissemination toolkit
- Get to know your target audience's social media usage
  - Youth vs. adults
  - Facebook vs. Twitter
  - Instagram vs. Snapchat

# RESOURCES

- Starting a blog:
  - Wordpress has one of the greatest functionality for blogging
- Look at other blogs in your field
  - Example of where I started: <https://www.healthline.com/health/bipolar-disorder/best-blogs-of-the-year>
- Trial and error is okay! There is no one way to approach a blog.

# CLOSING COMMENTS



“You’re not  
getting to know  
*someone with bipolar*  
...you’re getting to  
*know someone.*  
Just think about that”

**NATASHA KOLIDA**



People First Media

## CONTACT INFO

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Twitter: [@redefinebipolar](https://twitter.com/redefinebipolar)



Redefining  
Bipolar