

Navigating the impact landscape

Charlie Rapple | Co-Founder | Kudos

@growkudos

<https://unsplash.com/photos/NRQV-hBF1OM>



About me



 @charlierapple

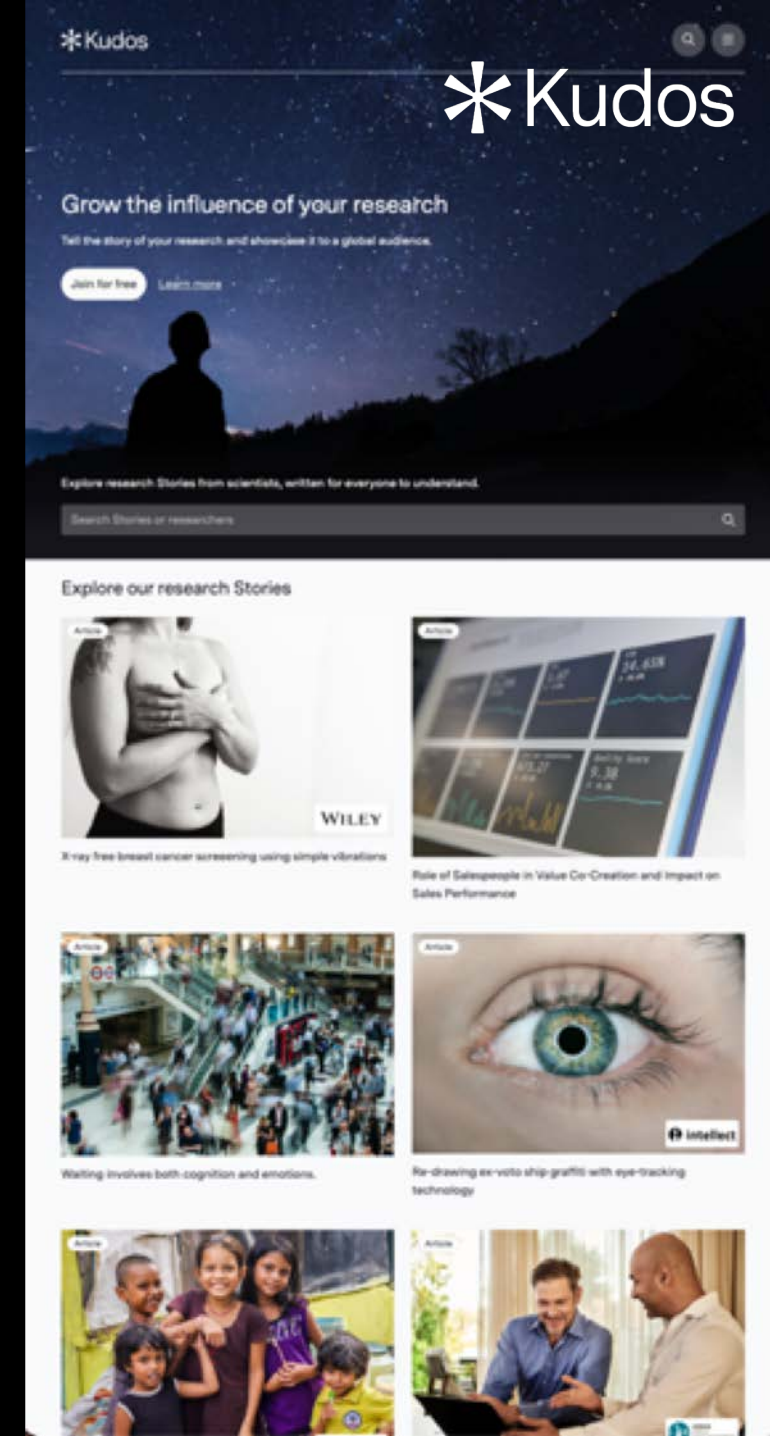
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Co-founder of Kudos

Our platform helps researchers tell Stories about their research – crossing boundaries, achieving more influence, and getting more recognition

- Free tools for researchers to increase readership of publications
- Paid tools for creating websites and communications strategies for projects / wider bodies of research
- Supporting services for universities, funders, societies, publishers

Used by 400,000 researchers in over 10,000 institutions around the world



Part 1: What is research impact?

The likelihood for the project to exert a sustained, powerful influence on the research field(s) involved.

National Institutes of Health

The potential [for your research] to benefit society and contribute to the achievement of desired society outcomes.

National Science Foundation

More people
benefiting
from
research,
more quickly

An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life beyond academia.

UK Research Excellence Framework

The contribution that research makes to the economy, society, environment or culture, beyond the contribution to academic research.

Australian Research Council

What is research impact?

Types of impact

- Understanding and awareness
- Attitudinal
- Economic
- Environmental
- Health and well-being
- Policy
- Other forms of decision-making and behaviour change impacts
- Cultural
- Other social
- Capacity of preparedness



Professor Mark Reed, *The Research Impact Handbook*

Why bother with impact? Funders' expectations



UK REF: impact case studies assessment inform 25% of university funding

UK Research Councils still require proposals to include an indication of how you will achieve impact



Horizon Europe funding requires a detailed exploitation and dissemination plan



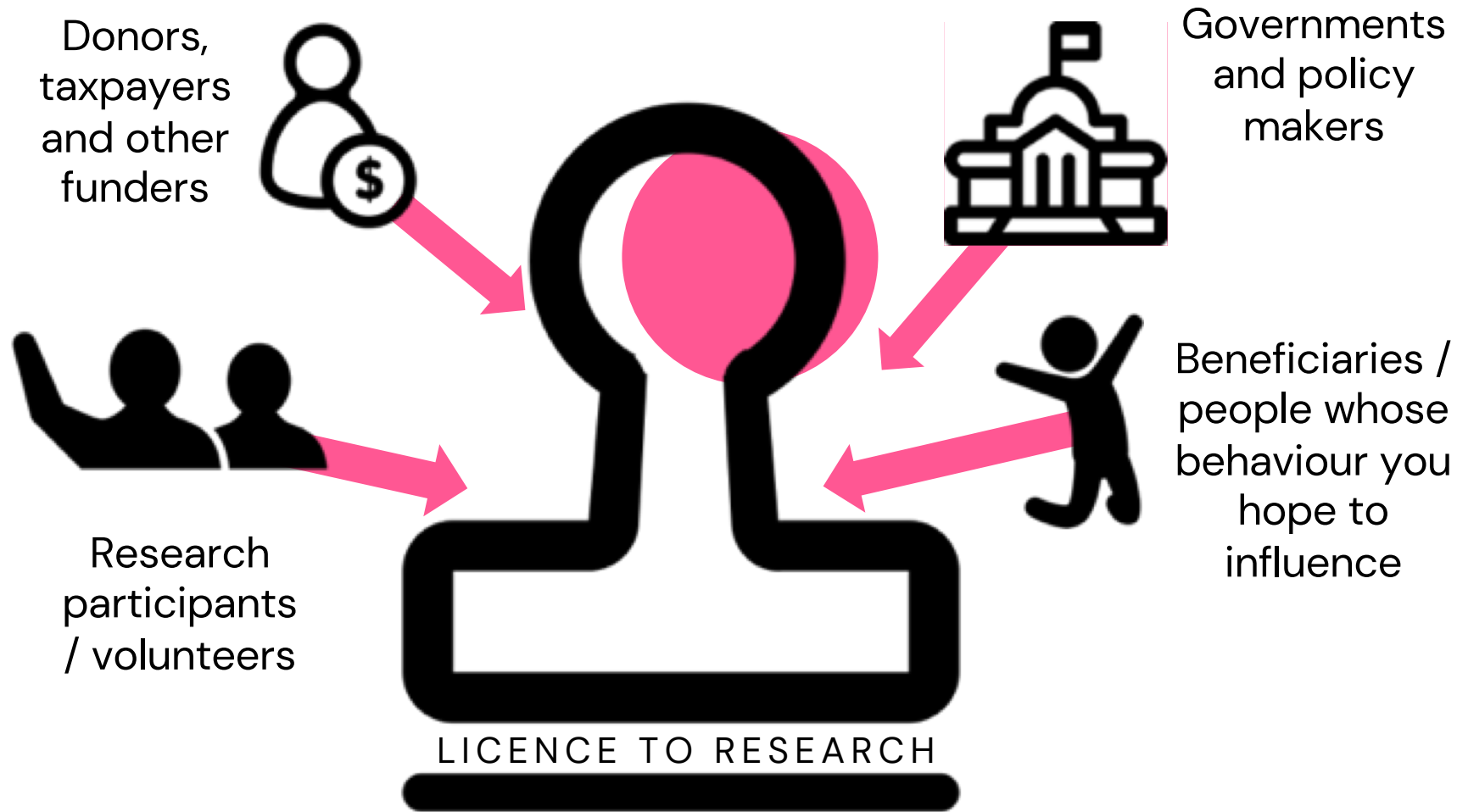
Australia ran dedicated Engagement and Impact assessment in 2018

Other countries that assess research impact include Italy, France and Belgium



The US National Science Foundation requires a statement of the potential broader impacts that a project will lead to as part of the grant submission

Why bother with impact? Public expectations



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**HUMAN
RIGHTS**

Everyone has the right to share in scientific advancement and its benefits

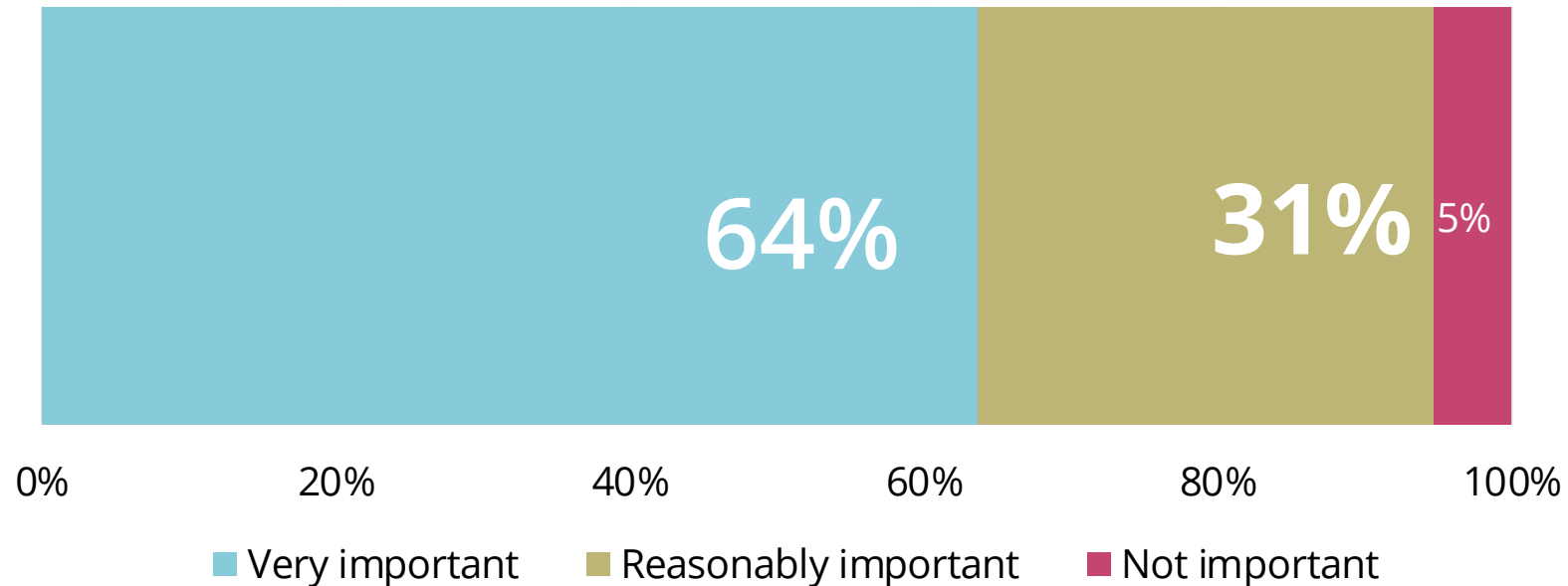


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Why bother with impact? Researchers' own expectations

In the context of your future funding and career progression, is it important to show that you are communicating your work and achieving broader impacts (beyond measures such as the Journal Impact Factor)?

n = 6,972



"Swimming Upstream"
survey of researchers'
emerging
communication needs
n = 9,449
DOI: 10.26303/6f16-8e76
[link.growkudos.com/
1ehuuttgl4w](https://link.growkudos.com/1ehuuttgl4w)

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Part 1 recap

Impact is

Impact matters because

Proven change in
the real world

Everyone has the right to share in
scientific advancement and its benefits

Funders expect it

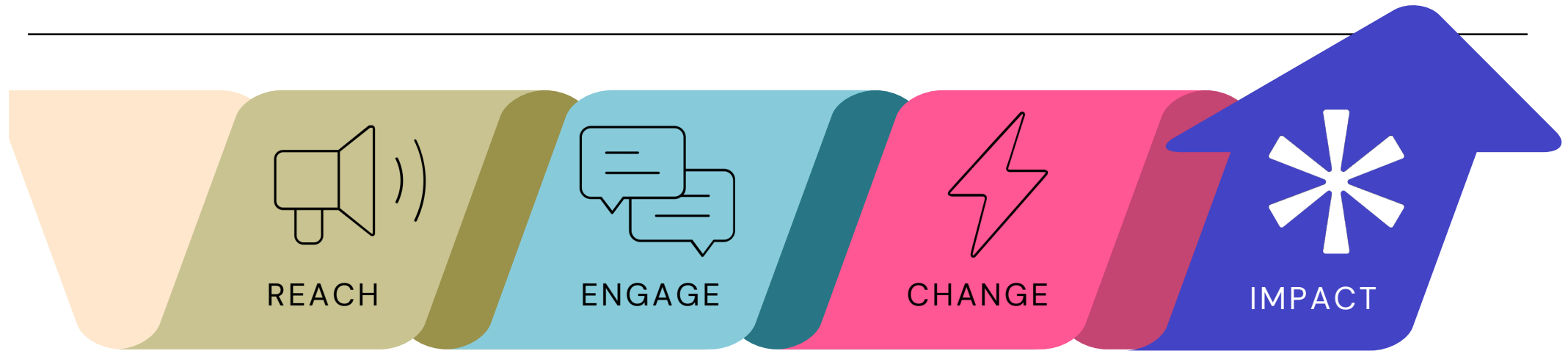


HELLO? CAN ANYBODY HEAR ME?

HELLO?
AM I HAVING
ANY IMPACT?



How do we achieve research impact?



Reach the audiences that can best build on or benefit from your work: different communication channels

Engage those audiences – help them understand your research with plain language summaries, key message, visual, video and audio materials

Change behaviours, attitudes, awareness, processes, policy and so on

Amplify that change, for example, from local to national to international

Part 2: Communicating research

(or, the secret to achieving research impact)

WHO

+

WHAT

+

WHERE

Researchers need to get better at extracting the key message for the audience they are targeting.

Some of this conversation gets quite simplistic, about you know, social media, or infographics.

We need to have a much more detailed conversation about communication: to who, about what.

Research funder, UK

What knowledge and skills do researchers need to achieve broader impacts? <http://doi.org/10.26303/qrOp-fm75>

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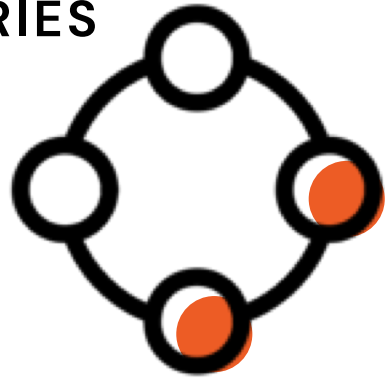
Image credit: Jake Cook, Flickr



Who, what, where

STAKEHOLDERS AND BENEFICIARIES

Industry
Clinicians
Professionals
Practitioners
Educators
Local communities
e.g. residents, patients
Funders



ADVOCATES

Research participants
Community organizations
Service providers
Policy makers



AMPLIFIERS

Policy makers
Media
Press office
Influencers



TARGET AUDIENCES FOR RESEARCH



THE PUBLIC

Citizen scientists
Schoolchildren
Local communities



ACADEMICS

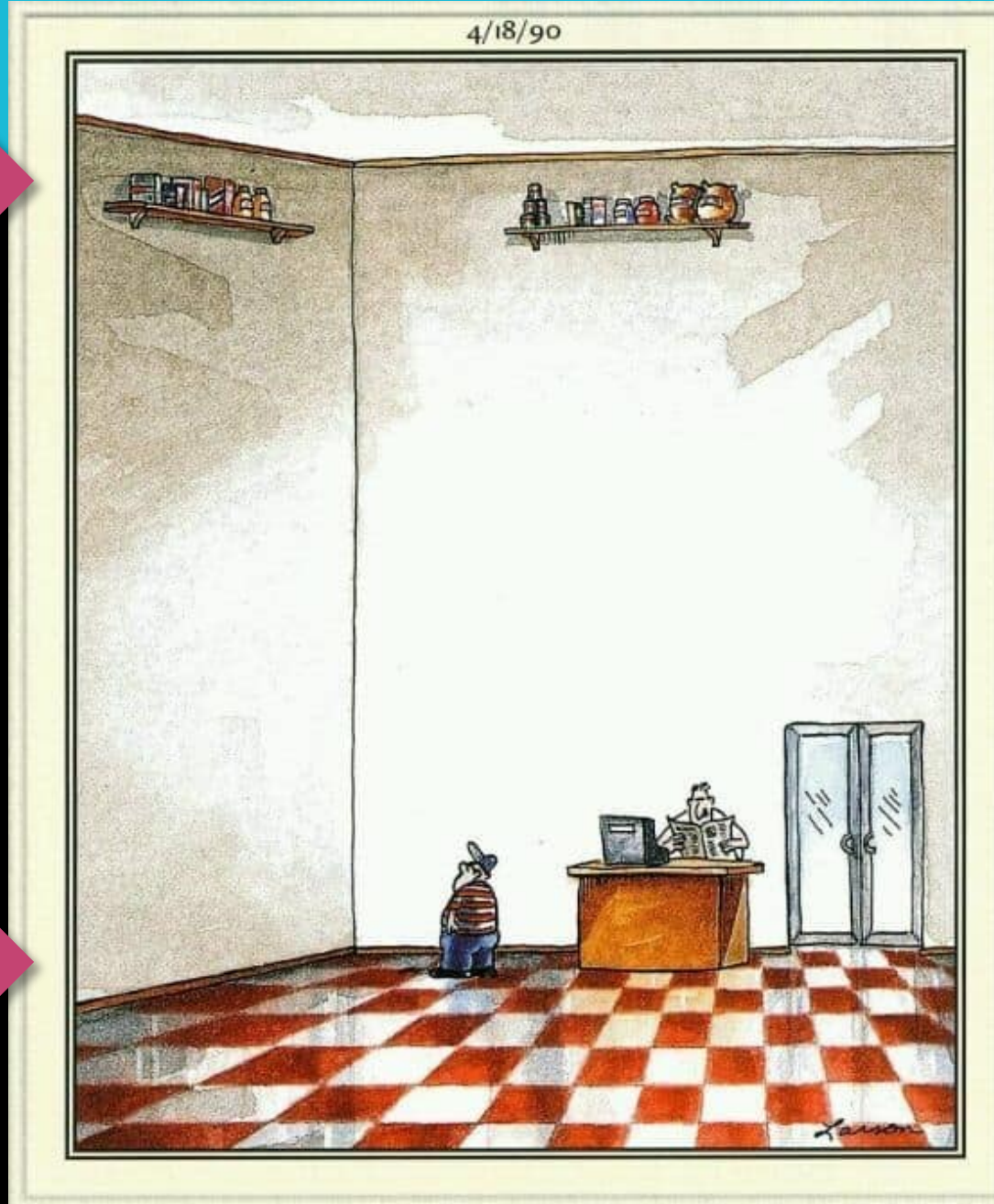
Potential collaborators
Open peer review
Conference organizers

Who, what, where
MOST RESEARCH

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MOST PEOPLE

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Inconvenience stores

Image credit:
Gary Larson

Who, what, where

To make yourself
understood,
you have to
think plain
and write plain

William Feather

@growkudos



Image credit: Paper Attic Collectibles

Different audiences need different messages

"Communicating research and innovation guidance for project participants"



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See through your audience's eyes

What do they already know about your topic?

What do they think about it?

Do they need information, or persuasion?

Tell a story, don't just list facts

Stir your audience's imagination and emotions

Relate your work to every day life or broader societal issues

Don't just share results – explain the beginning, middle and end

Is it news?

What makes the issue urgent?

What solutions are you offering?

What will change?

Different audiences need different channels



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Image credits: iStockPhoto



The thing that keeps us awake is working out which channels to use to have the impact that we want.

We know the audience, and we know what we want to say, and we have a good idea of which channels we can use, we just don't really know what works.

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Industry researcher, UK

Image credits: Shutterstock

Stakeholders	Advocates	Amplifiers	Public	Other academics
Email updates			Online consultation	
	Science fairs / museum talks / visits to schools			Academic conferences
	Public debates			
Targeted briefings (relevant recommendations, in appropriate language, format, channel) for each audience				
Project websites		Blogging	Social media, podcasts	Academic network
Collaboration / co-production		Infographics, visual summaries		Journals, books
	Stakeholder workshops			
Consultancy, partnerships		Press releases	Radio, TV	
Training and materials			Print media	

Part 2: recap

WHO

+

WHAT

+

WHERE

Target audiences:
people who need to
know about your
research because
they can act on it or
will benefit from it

Tell the story of your
research to those
people, in language
they can understand
– what do you want
them to know / do

Tell the story of your
research in a place
they will find it! and
Use formats / media /
channels they use

Part 3: measuring impact



how to measure research impact



All



Images



Videos



Shopping



News

More

About 1,200,000,000 results (0.42 seconds)

Three key measures of research impact are:

1. quality of the journal – journal rankings such as *Journal of the American Medical Association*.
2. quality of the publication/article = times cited, *alternative*.
3. personal or departmental measure = h-index.



Part 3: measuring impact

Improved understanding and awareness; changes in attitude and behaviour

- Before and after survey results

Improved economic outcomes

- Government statistics e.g. lower unemployment, increased spending, improved business activity

It depends...

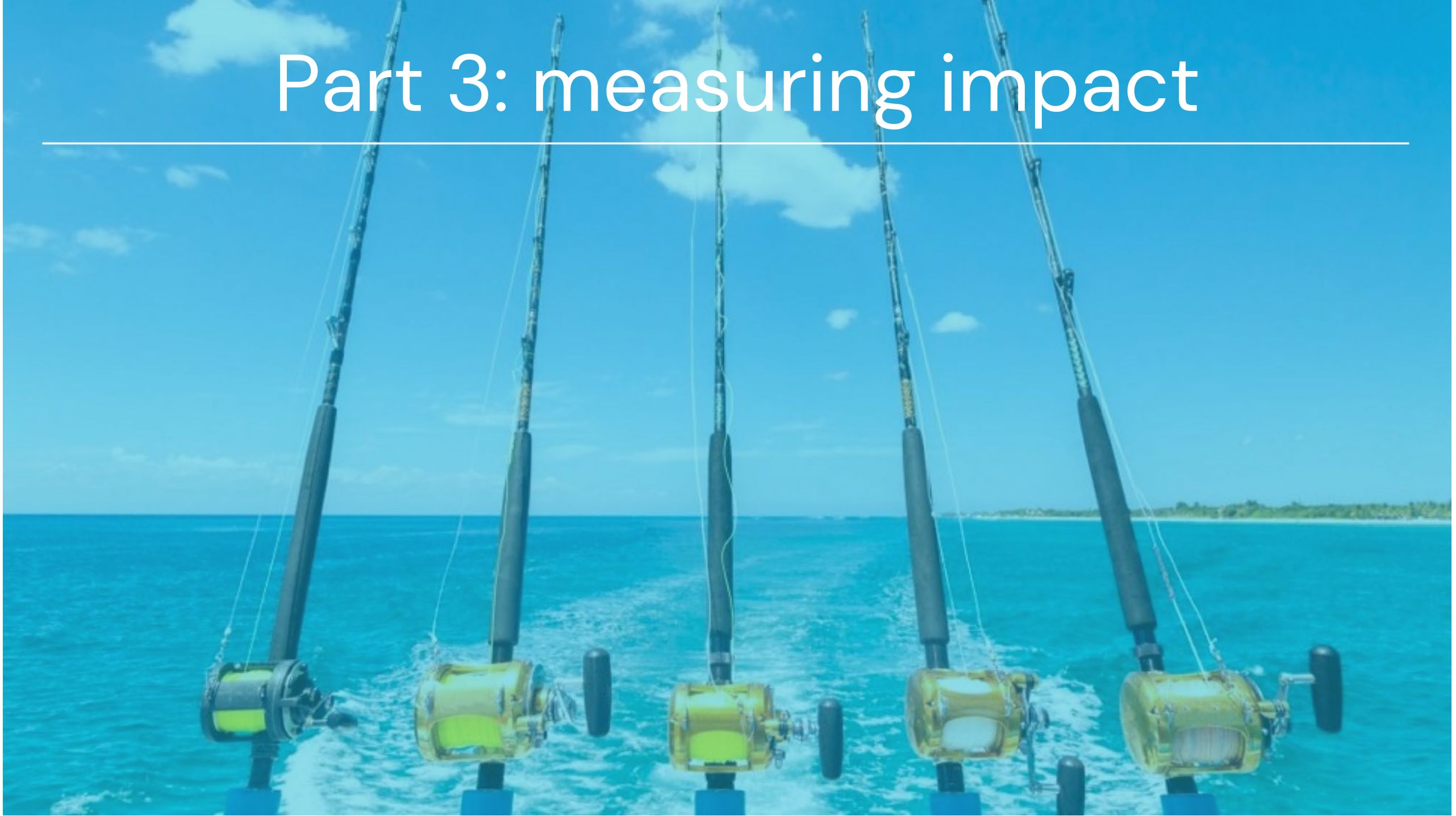
Improved environmental outcomes

- Before and after metrics about e.g. energy use, waste quantities, pollution levels

Better health outcomes

- Before and after data about e.g. deaths, patient numbers, survival rates

Part 3: measuring impact



Measuring impact = planning impact



- A. Ensure good management
- B. Define your goals and objectives
- C. Pick your audience
- D. Choose your message
- E. Evaluate your efforts

Communicating EU research and innovation guidance for project participants



- Who** will you / who did you engage?
- Why:** What is / was the purpose of the engagement activity?
- How** will you / did you engage audiences?
- How well:** how will you know if it has made a difference?

EI 2018
Assessment Handbook



- Is the **plan** well organized?
- Is the audience being targeted **clearly described**?
- Are the intended **impacts** of the activities described?
- How** will the audience be recruited [reached]?
- How will the outcomes be **measured**?

Broader Impacts Guiding Principles and Questions for National Science Foundation Proposals

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Measuring engagement

Activity / channel	How to measure
Email, blogs, social media	Include a trackable link to more information; count how many of the recipients / participants / readers click through
Online consultation	
Talks / visits / debates / workshops	Count attendees. Create a simple handout with a trackable link to more information and count how many people click
Academic conferences	Find out the approximate number of delegates. Include trackable links in posters and slides. Take business cards with trackable links to information about your project.
Targeted briefings	Include trackable links to briefings for the appropriate audience when sending emails, giving talks or providing information in handouts / business cards
Project websites Graphics, audio, video	Count views and (unique) visitors. Track at both project level but also the level of individual outputs hosted / linked to on the site to gauge which create most engagement

Measuring engagement



What is it about?

Foster carers look after distressed children and teenagers. Although they receive training, they often do not have direct support when they need it most, when their child is really struggling and difficult to care for. This research suggests that in addition to training, foster carers are likely to benefit from regular ongoing reflective peer support and supervision.

Why is it important?

There is a UK shortage of foster carers and many feel isolated and unsupported. Providing foster carers with regular reflective supervision would help them during difficult times and help stabilise vulnerable placements. This is important as changes in placement can be detrimental to children and teenagers.

Perspectives



An embedded culture of reflective practice is a powerful way to enable therapeutic carers to manage the intense feelings evoked by looking after distressed children and adolescents. If this was regularly available to all foster carers then fewer placements would break down and foster homes could care for these needy children and young people in home settings.

— Dr Caryn Onions
The Mulberry Bush Organisation



Publication

Retaining foster carers during challenging times: the benefits of embedding reflective practice into the foster care role

Foster carers are more likely to help children and teenagers when the going gets tough if they themselves are fully supported using reflective practice.



Poster

Findings of qualitative study of parent and carer experiences of having a child in a therapeutic residential special school

Poster at Woodbrooke Conference, Birmingham 2019



Setting up a successful secondary school for fun group



The culture of reflective practice at the Mulberry Bush



EPA Score: The Social Being, Emotional Adjustment Scale



Retaining foster carers during challenging times



Keeping the children close: Towards an understanding of therapeutic provision at The Mulberry Bush School



Child witnesses at The Mulberry Bush School: UK a quantitative study



The Mulberry Bush School Success Project: Sharing understanding of children's communication for emotionally successful schooling

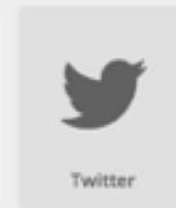


Attachment, trauma and play: The Mulberry Bush



The position of being with the unknown: The Mulberry Bush School, an exploration of a therapeutic approach to residential care

Share and post to multiple channels, monitor our trackable links to understand which channels and actions give the best results!



Label

Type your own label...

Presentation at Marine Bio World 2020 (January)

Generate link

Planning and reporting

What are the project's target audiences?

Select one or more suggested audiences from the list, or type your own audiences below:

Peers in our field Researchers in other fields Public

Practitioners Policy makers Educators

Journalists Funders Industry

16-12 math-Sci teachers Cancel Add

Cancel Save

Log Engagement
Marine Biology World 2020

Capture information to help you record the audience reached, interest generated, or engagement achieved via this activity. In order to simplify your future efforts to track and report impact.

Estimated people reached: 200

Main audience: Peers in our field

Where were they found? International

Notes

Exchanged cards with Jerry from Invaling who is interested in sponsoring a follow-up study. I was also introduced to Sam H. who sits on the government's policy committee and asked for a copy of our recommendations.

Links

Add link

My Slide Added by Peter Lohmann-War on 13 Jan 2020

Conference web site Added by Peter Lohmann-War on 13 Jan 2020

Cancel Save

What are your impact and engagement goals?

Select one or more suggested goals from the list:

Increasing understanding and awareness Changing attitudes or behaviours

Influencing policy Improving environments Improving health or wellbeing

Creating economic benefits Creating cultural or social impact

Advancing knowledge in this area

Specific goal:

Train 16-12 math-Sci teachers to introduce principles of dataset analysis and get more students excited about a career in math.

Cancel Save

Edit activity

Type: Conferences and Events

Name: SSP in Boston

Choose audiences

Peers in our field Policy makers Journalists Industry

Add / remove owners

Add / edit date

Remove date

Cancel Save

Swimming Upstream: researchers' emerging communications needs

Kudos Demo Group

Communication Plan

This page allows you to create a communication plan. This can help you win grants, manage actions and generate reports.

Audience

Peers in our field Policy makers Journalists Industry

Impact and Engagement Goals

Increasing understanding and awareness Changing attitudes or behaviours







Improving health or wellbeing

Improve MDS patients' self-management of e.g. fatigue, nutrition

Activities

Show activities for All owners

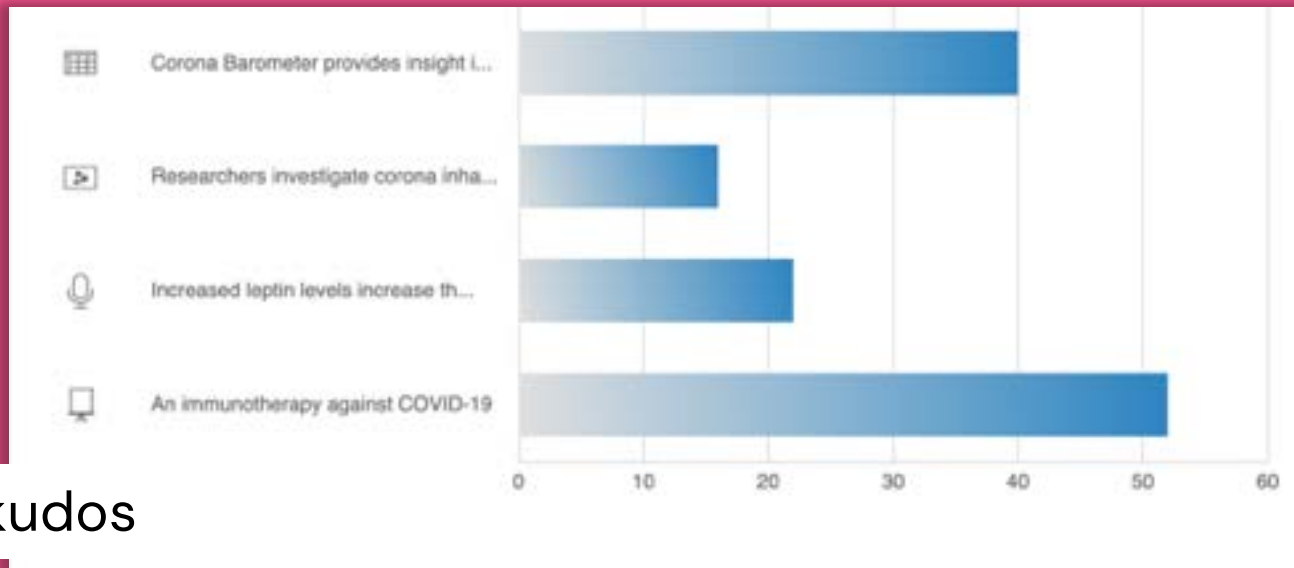
+ Add Activity

Conferences and Events	21 Nov 2019		Audiences: Peers in our field No goals	Log engagement Share link
Printed / Offline Materials	21 Nov 2019		Audiences: Peers in our field No goals	Log engagement Share link
Emails	24 Nov 2019		No audiences No goals	Log engagement Share link
Printed / Offline Materials	25 Nov 2019		Audiences: Peers in our field No goals	Log engagement Share link
Blogs and Social Media	27 Nov 2019		Audiences: Peers in our field No goals	Log engagement Share link
Emails	28 Nov 2019		No audiences No goals	Log engagement Share link

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Planning and reporting

Share Date	Clicks on Share	Share Channel	Share Label
Dec 6, 2019	11	Link	KLPW3 webinar - slide 6
Oct 21, 2019	2	Link	NW3 engagement webinar - slide 8
Sep 25, 2019	14	Link	Handout for sponsor workshop
Sep 25, 2019	7	Link	QR code used on poster at SSP Annual Meeting
Sep 25, 2019	25	Twitter	#STMAssoc
Sep 25, 2019	17	Link	Link shared during presentation at STM Conference
Sep 25, 2019	15	Link	Vitae Conference Poster



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How to navigate the impact landscape

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Funders, stakeholders, the public and researchers themselves are all keen for more to people to benefit from research, more quickly

Research communication is key to bringing this about

Making sure that people know about research from which they can benefit, or on which they need to act

Building the awareness and trust that will increase and accelerate uptake

Just making publications and materials available is not enough; impact comes from taking active steps to reach people:

Identifying who can use or benefit from your research

Explaining your findings and recommendations in language they can understand

Making info available in formats and places they are familiar with

Don't throw spaghetti at the wall! Take a scientific approach – plan, measure, make sure you only spend time and budget on what works



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Science needs Stories