Navigating the impact landscape

Charlie Rapple | Co-Founder | Kudos
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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

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

More people benefiting from research, more quickly

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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

Donors, taxpayers and other funders

Governments and policy makers

Beneficiaries / people whose behaviour you hope to influence

Research participants / volunteers

Licence to research

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)?

64%

31%

5%

Very important

Reasonably important

Not important

n = 6,972

“Swimming Upstream” survey of researchers’ emerging communication needs

n = 9,449

DOI: 10.26303/6f16-8e76

link.growkudos.com/1ehuuttl4w

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### Part 1 recap

<table>
<thead>
<tr>
<th>Impact is</th>
<th>Impact matters because</th>
</tr>
</thead>
<tbody>
<tr>
<td>Proven change in the real world</td>
<td>Everyone has the right to share in scientific advancement and its benefits</td>
</tr>
<tr>
<td></td>
<td>Funders expect it</td>
</tr>
</tbody>
</table>

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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

A model for acceleration of research impact, by Kudos
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/qr0p-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

ACADEMICS
- Potential collaborators
- Open peer review
- Conference organizers

ADVOCATES
- Research participants
- Community organizations
- Service providers
- Policy makers

AMPLIFIERS
- Policy makers
- Media
- Press office
- Influencers

THE PUBLIC
- Citizen scientists
- Schoolchildren
- Local communities

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Who, what, where

MOST RESEARCH

MOST PEOPLE

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Image credit: Gary Larson
To make yourself understood, you have to think plain and write plain

William Feather
<table>
<thead>
<tr>
<th>Who, what, where</th>
</tr>
</thead>
<tbody>
<tr>
<td>Different audiences need different messages</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>See through your audience’s eyes</th>
<th>Tell a story, don’t just list facts</th>
<th>Is it news?</th>
</tr>
</thead>
<tbody>
<tr>
<td>What do they already know about your topic?</td>
<td>Stir your audience’s imagination and emotions</td>
<td>What makes the issue urgent?</td>
</tr>
<tr>
<td>What do they think about it?</td>
<td>Relate your work to every day life or broader societal issues</td>
<td>What solutions are you offering?</td>
</tr>
<tr>
<td>Do they need information, or persuasion?</td>
<td>Don’t just share results – explain the beginning, middle and end</td>
<td>What will change?</td>
</tr>
</tbody>
</table>

“Communicating research and innovation guidance for project participants”

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Who, what, where

Different audiences need different channels

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

Three key measures of research impact are:

1. quality of the journal – journal rankings such as those of Elsevier.
2. quality of the publication/article = times cited, although this can still be
   influenced by institutions.
3. personal or departmental measure = h-index.
Part 3: measuring impact

Improved environmental outcomes
• Before and after metrics about e.g. energy use, waste quantities, pollution levels

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

Better health outcomes
• Before and after data about e.g. deaths, patient numbers, survival rates

It depends...
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

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?

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?

Communicating EU research and innovation guidance for project participants

EI 2018 Assessment Handbook

Broader Impacts Guiding Principles and Questions for National Science Foundation Proposals

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# Measuring engagement

<table>
<thead>
<tr>
<th>Activity / channel</th>
<th>How to measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email, blogs, social media</td>
<td>Include a trackable link to more information; count how many of the recipients / participants / readers click through</td>
</tr>
<tr>
<td>Online consultation</td>
<td></td>
</tr>
<tr>
<td>Talks / visits / debates / workshops</td>
<td>Count attendees. Create a simple handout with a trackable link to more information and count how many people click</td>
</tr>
<tr>
<td>Academic conferences</td>
<td>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.</td>
</tr>
<tr>
<td>Targeted briefings</td>
<td>Include trackable links to briefings for the appropriate audience when sending emails, giving talks or providing information in handouts / business cards</td>
</tr>
<tr>
<td>Project websites Graphics, audio, video</td>
<td>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</td>
</tr>
</tbody>
</table>

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Measuring engagement
Planning and reporting

What are the project's target audiences?
Select one or more suggested audiences from the list, or type your own audience below:
- Peers in our field
- Researchers in other fields
- Public
- Policy makers
- Practitioners
- Educators
- Journalists
- Funders
- Industry
- 812 math teachers

What are your impact and engagement goals?
Select one or more suggested goals from the list:
- Increasing understanding and awareness
- Changing attitudes or behaviours
- Enhancing policy
- Improving environments
- Improving health or wellbeing
- Creating economic benefits
- Creating cultural or social impact
- Advancing knowledge in this area

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

Activities

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

Activities
- Conference and events
- SSP in Boston
- Project brochure
- First update to project
- Poster decks for
- Conference
- Blogs and Social Media
- Blog on Scholarly Kitchen
- Follow up to SSP contacts

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# Planning and reporting

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

**Overview**

- **Project**
  - Views: 1230
  - 50% increase in last 7 days
  - People Reached: 740
  - 50% increase in last 7 days

- **Outputs**
  - Views: 1346
  - 50% increase in last 7 days
  - People Reached: 756
  - 50% increase in last 7 days

**Views over Time**

**Views by Country**

- Corona Barometer provides insights into...
  - Researchers investigate corona in ha...
  - Increased leptin levels increase th...
  - An immunotherapy against COVID-19
How to navigate the impact landscape

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.

*Kudos*