Capturing and utilising information on the impact of research

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Repository Fringe
Edinburgh 1st August 2016
Impact…

- is academic endeavour *beyond* the traditional research outputs
- is evidence (demonstrable) of robust engagement with users
- was worth 20% in REF 2014; expected to increase in future REFs but no less than 20% → **STRESS**!
- not ‘done’ by academics -- they do the activities (that may be impactful, hopefully!)
Impact...

- is *not* linear; it is a process
- has no ‘end-point’
- is *not* off-the-shelf; you have to find it sometimes…
- Is every repository’s nightmare…
Impact…

- is personal, but is also a team effort
- sometimes comes from academic events…
- is not new but we’ve forgotten this!
- is now part of your personal academic development in most organisations…
Finally, some consensus:

In the following table we explore the advantages and disadvantages of different impact evidence types and provide the types of contextual evidence that may support each type. As we have mentioned previously each piece of impact evidence is only as strong as the narrative.

<table>
<thead>
<tr>
<th>Evidence Types</th>
<th>Guidance</th>
<th>Advantages</th>
<th>Disadvantages</th>
<th>Related evidence</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Awards</strong></td>
<td>- Include comments from competition judges and other experts demonstrating how the research led to recognition from stakeholders.</td>
<td>- Awards and other recognition show best performance following direct comparison with other similar projects.</td>
<td>- There needs to be clear evidence that the awards are as a result of the research.</td>
<td>- Comments from awarding bodies.</td>
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<td><strong>Commercial impact</strong></td>
<td>- These should be independent and within the relevant time frame. It should be clear how the research led to changes in valuations.</td>
<td>- Demonstrates the value that the research has accumulated. Sales revenues or investment gains also show impact whereas the registration of companies and agreements to work with industry without actual sales should be considered outcomes.</td>
<td>- It may not be clear how this directly links to the research without additional testimonials or other qualitative evidence.</td>
<td>- Intellectual property records specifically that the research led to the creation of the business.</td>
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<td>- Evidence about spin-outs should show that the companies are commercially active not only their registration, for example sales revenue, investment raised or numbers of employees.</td>
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<td><strong>Numbers qualifying new skills</strong></td>
<td>- Using the statistics about those gaining new qualifications can show impacts on professional ability or capability.</td>
<td>- It is relatively cheap to collect this data for example one can survey alumni or use online tools such as LinkedIn.</td>
<td>- A survey will only give a sample of responses.</td>
<td>- Testimonials.</td>
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<tr>
<td><strong>IP- Patent, licences</strong></td>
<td>- Patents can be used as proof of the innovative nature of research while licenses/sales show the commercial viability of the offer.</td>
<td>- These may show how innovative the research is.</td>
<td>- They may not show whether the innovation has been exploited and therefore actually made a difference.</td>
<td>- Evidence of funding to support exploiting the research.</td>
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<td><strong>Legal</strong></td>
<td>- Changes to legislation as a result of research or researchers advice.</td>
<td>- Changes to the legal process or regulations can have a wide impact.</td>
<td>- Further evidence may be needed to show the difference made e.g. increase in prosecutions or fewer accidents.</td>
<td>- Further stakeholder reports about the impact of the legal changes.</td>
</tr>
<tr>
<td><strong>Media</strong></td>
<td>- The best examples are those mentioning or directly linking the research to a change.</td>
<td>- This can show how awareness about a topic has been raised.</td>
<td>- This does not show what has changed as a result of this awareness.</td>
<td>- Quantitative reports e.g. market data showing increase in purchases of technology.</td>
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<td>- Media coverage could also show how research has informed public debate.</td>
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<td>- Some stories may be seen as sensationalist.</td>
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<td>- Focus on the beneficiary.</td>
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<td><strong>Related evidence</strong></td>
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### Where are we at?

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<td>Public policy</td>
<td>• Documentation directly mentioning research’s contribution specifically or a series of documents showing a change as a result of researchers’ advice.</td>
<td>• Public policy changes could have wide-reaching impacts for example on a wide geographical region or large population.</td>
<td>• It may be necessary to show how the policy changes are adopted and the difference this makes.</td>
<td>• Further reports about the impact of the legal changes. &lt;br&gt;• Testimonials relating the research to the changes. &lt;br&gt;• Petitions data. &lt;br&gt;• Campaigns data.</td>
</tr>
</tbody>
</table>

| Practice Guidelines  | • Provide a narrative that shows that research informed guidelines.       | • The professional body offering the guidelines is often well respected and has a robust process e.g. National Institute for Clinical Excellence. <br>• This can also be a good way to show the prevention of risky activity or behaviour. | • The guidelines may not be followed in practice.                         | • Data showing the take up of the guidelines in practice. |

| Reports published by organisations e.g. company report, statistical report | • These should be from an independent body, directly mentioning the research and how it has affected stakeholders. <br>• Where reports mention audience figures it is helpful to also have evidence showing the difference made to the audience. | • These are independent and may include useful quantitative descriptions. | • They may not specifically show what difference the specific research has made. | • Testimonials may be needed to describe the link between the reported impacts and the research. |

| Social media         | • Statistics on viral spread, followers, impressions or shares can help to show engagement with a particular topic with a specific audience. | • This can show how awareness about a topic has been raised or informed public debate. | • This does not show what has changed as a result of this awareness. <br>• Maybe seen as shallow. | • Quantitative reports e.g. market data showing increased purchases of technology |

| Testimonials         | • These should be from an independent, well-respected figure, directly mentioning the research work and how it has affected them. Where possible, the statement could include quantitative examples of impact. | • These can show specifically how the research led to the impact. | • Ideally these should be from senior figures in organisations. <br>• These can be seen as inherently biased in favour of the researcher. | • Quantitative reports showing the difference made. |

| Web Links            | • The best examples of the use of web links are where they are independent, and there is meta-data showing their reach, for example in-page visits. | • Web links can show how effective public engagement has been. <br>• They may also be easy to find. | • They do not show what actions have been taken as a result of increased awareness. | • Meta-data about the numbers of views and potentially any purchasing data or data showing take up of specific activities. |
The system

- Awards & Funders
- Staff Details

Take feeds from (as per current Enlighten)

IMPACT

Link to

- PUBLICATIONS ON ENLIGHTEN
- OTHER STUFF ON WEB

Send data to / Export

- P&DR
- Staff Profiles
- Impact Case Study Template
- Excel Exports

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Impact and EPrints

Item Type

- Article
  An article in a journal, magazine, newspaper. Not necessarily peer-reviewed. May be an electronic-only medium, such as an online journal or news website.

- Knowledge Exchange & Impact
  Activity details and evidence records.

- Book Section
  A chapter or section in a book.

- Book Review
  A book review.

- Monograph
  A monograph. This may be a technical report, project report, documentation, manual, working paper or discussion paper.

- Conference or Workshop Item
  A paper, poster, speech, lecture or presentation given at a conference, workshop or other event. If the conference item has been published in a journal or book then please use “Book Section” or “Article” instead.

- Book
  A book or a conference volume.

- Thesis
  A thesis or dissertation.

- Patent
  A published patent. Do not include as yet unpublished patent applications.

- Artefact
  An artist’s artefact or work product.

- Show/Exhibition

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### Lead Glasgow Academic(s)

<table>
<thead>
<tr>
<th>Family Name</th>
<th>Given Name / Initials</th>
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More input rows

### Collaboration

#### Internal Collaborators:

1. [More input rows]

#### External Collaborators:

1. [More input rows]
Impact and EPrints

View Item: Knowledge Exchange & Impact #117786

This Item is in the repository with the URL
http://eprints.gla.ac.uk/117786/

Authors: Dalgliesh, C.

Project Code: g669
Project Name: Transforming Practice: interdisciplinary research into the philosophies, methods and impacts of the ways in which we value landscapes
Principal Investigator: Christopher Dalgliesh
Funder’s Name: Royal Society of Edinburgh
Funder Ref: UNSPECIFIEDDU
Lead Dept: ARCHEOLOGY

The historical research for Phase I focused on the Scottish Highlands and on its historical links to the Caribbean and this research was linked to the present-day situation in the Highlands to provide a foundation for the impact activities detailed in the next section. In Phase II, which will build on the success of Phase I and be more ambitious, the research will concern: the history of Highland communities and landscapes and of Highland diaspora communities in the Caribbean, India and Canada; and the links between this history and present-day problems in the Highlands and rural Canada (Nova Scotia). A larger programme of impact activities will be delivered in the Highland and Argyll & Bute areas (led by Dalgliesh) and in Nova Scotia (led by Keiloe). A special issue of the journal Northern Scotlan’s collection of papers by project contributors, edited by Dalgliesh and Keiloe and containing a joint paper by Dalgliesh & Keiloe). The journal has agreed to publish this special issue (in 2022) and papers are currently being submitted for peer review.

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Final push:

- Intuitive GUI so that recording activity (and potential evidence) is not ‘an admin task’ but belongs to the academic

- Share with community: embed in professional development planning, and in higher-level impact monitoring processes
Thank you for your attention

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