Making a **Real Impact**

Why research Impact matters?

Research Impact – Making a Difference in the World

Ian Boucher – Impact Services

Emerald PUBLISHING

Impact is the provable benefit of research in the real world

It is the **changes** we can see (demonstrate, measure, capture)…..

beyond academia (in society, economy, environment)…..

which happen **because of our research** (caused by or contributed to).

It is why our research really matters

Impact
Research
Influence
Society
Contribute
Practice
Make
Change
Mean
People
Work
Use
Effect
Result
New
Citation
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Positive
Idea
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Knowledge
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Policy
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Journal
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Process
Improve
Create
Number
Important
Scientific
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Life
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Social
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Event
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Industry
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Action
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Reach
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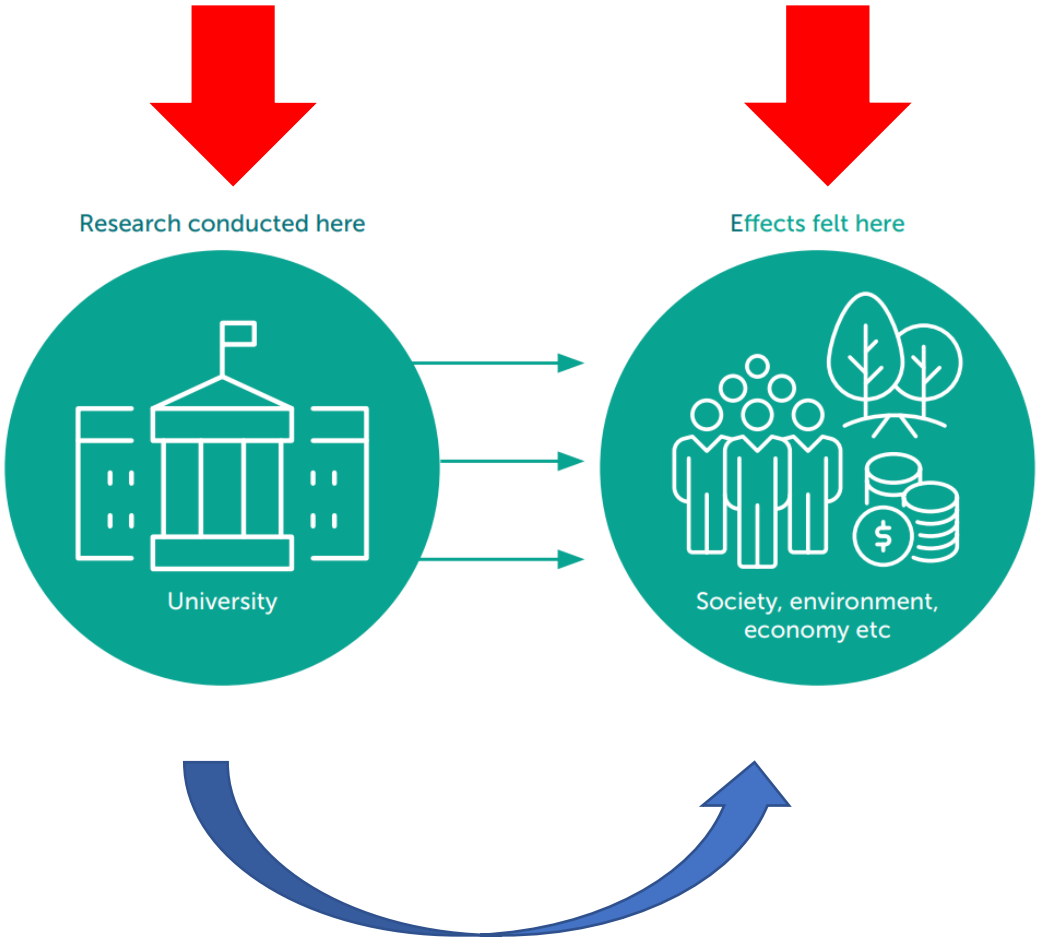
Accept

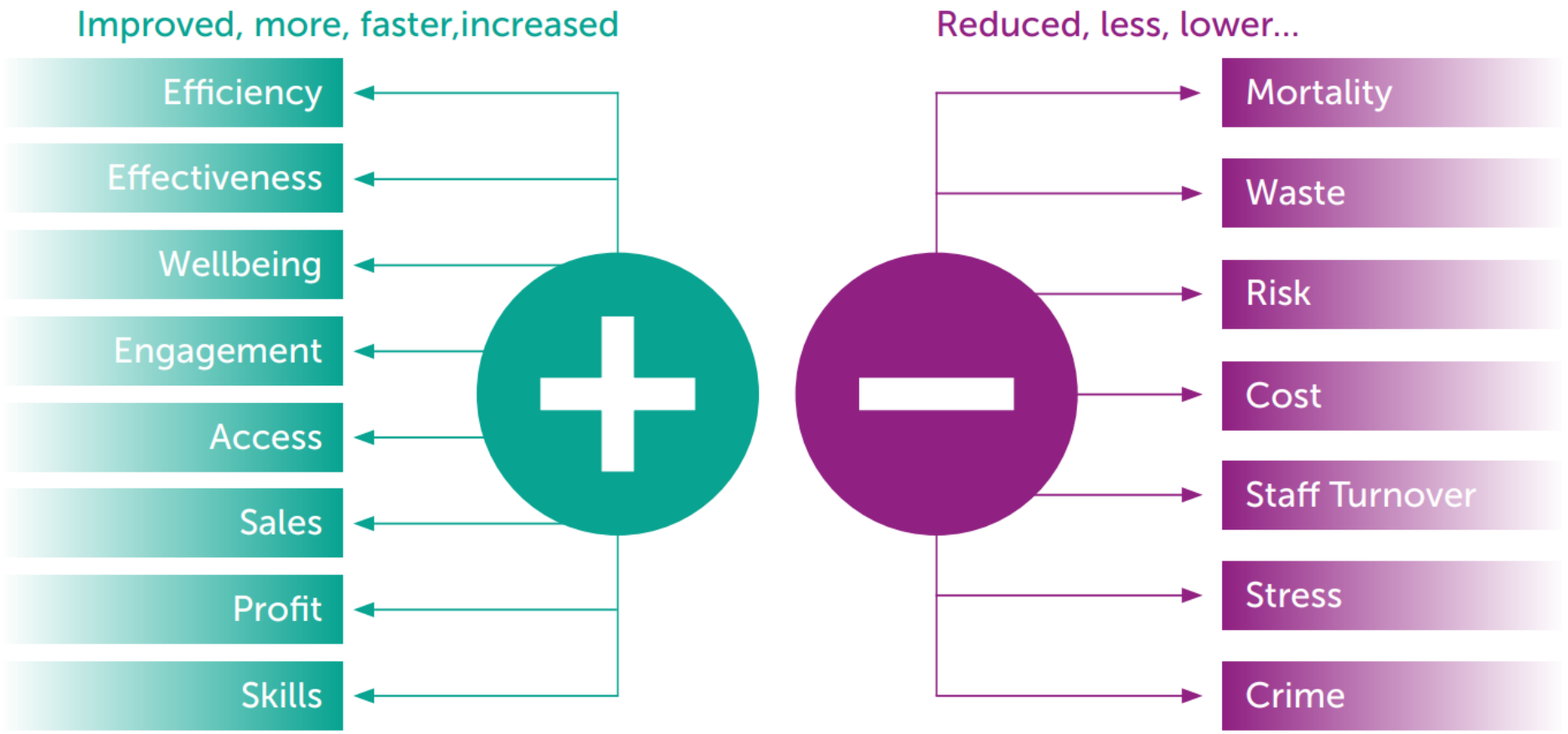
Impact is about making a difference to the world



Impact is determined by where the effects of the research are felt outside academia, for instance:

- Benefits to society
- Benefits to the economy
- Benefits to the environment
- Cultural benefits

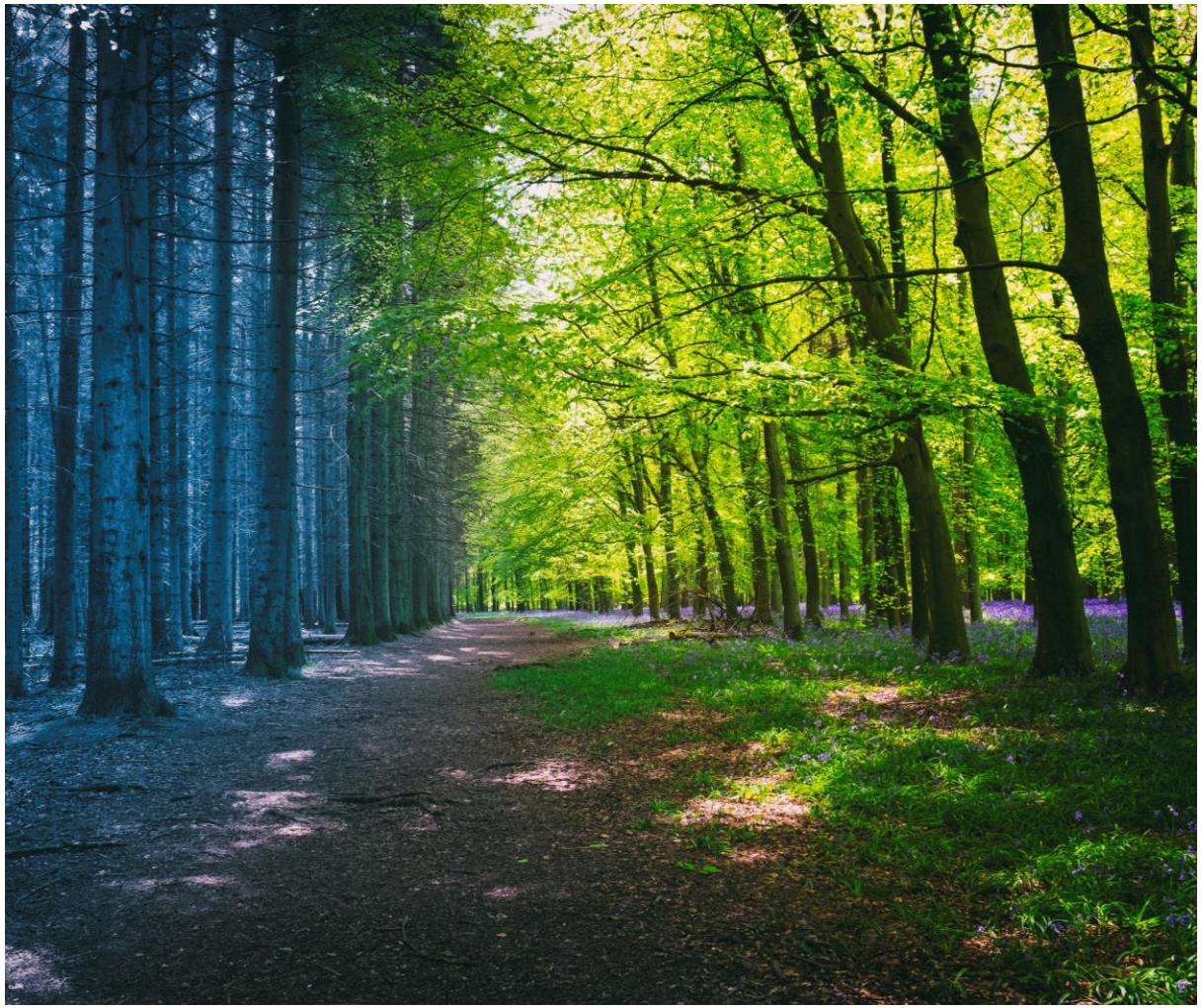
Impact = change



Impact examples

Areas of impact	Examples
Health and wellbeing	• Outcomes for patients/users or related groups have **improved** • Misleading health claims identified by research are **not included** on food packaging • Health and social care training guidelines have **changed**
Understanding, learning and participation	• **Changes** to education or the school curriculum have been informed by research • The awareness, attitudes or understanding of (sections of) the public have been informed, and their ability to make informed decisions on issues **improved**, by engaging them with research.
Public policy, law and services	• Policymakers make use of research-based critical evidence synthesis in **developing** policy. • The work of an NGO, charitable or other organisation has been **influenced** by the research.

The research landscape is changing



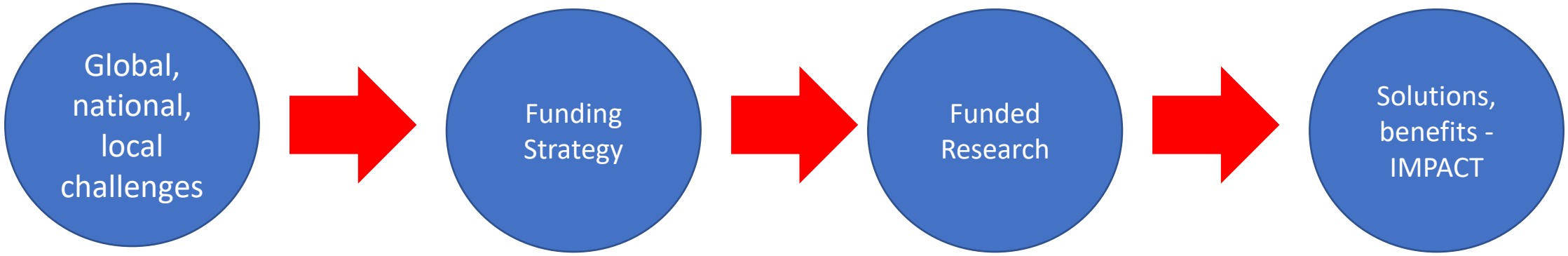
And specifically, its assessment with a move away from purely quantitative metrics such as JIF or citations to

An increased importance paid to the societal impact of research as seen with the COVID-19 pandemic

The need to demonstrate impact is driven either centrally by assessment exercises such as the REF (UK) but also research funders' requirements to respond to a global and local challenge driven agenda.

So, impact, or the need to explain how research will benefit society, the economy, people or the wider world is likely to become more and more important.

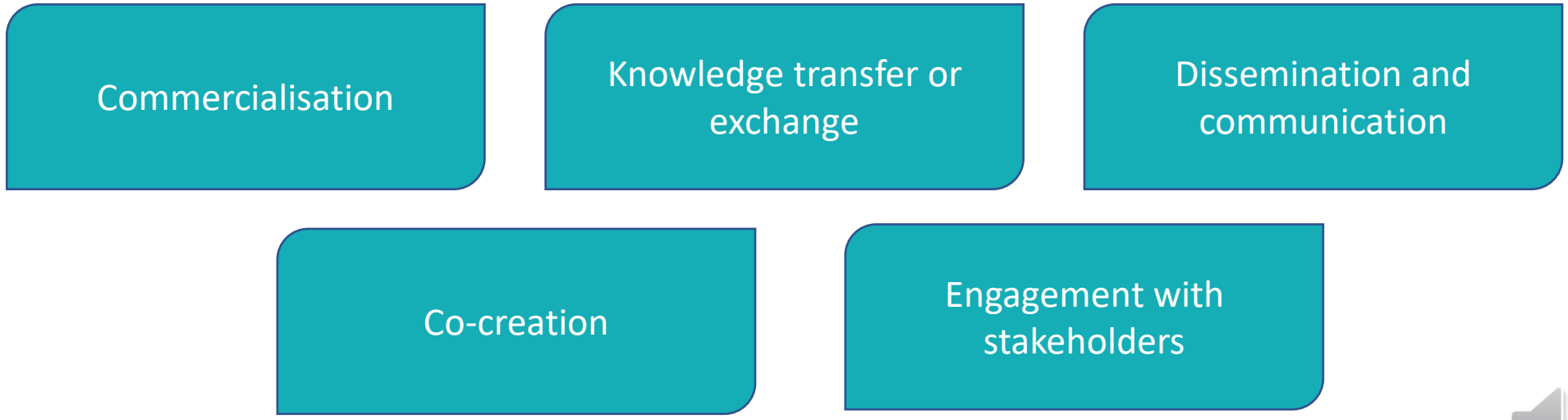
Impact addresses challenge focused funding strategies



Impact plays a role in the outcomes from research bids across the world

Impact doesn't happen in isolation

- After all, researchers don't make change happen - the end users do
- So getting research into the hands of those that can make use of it is imperative
- If impact is *what* we want to do, these are *how* we can get there



Common impact myths

Impact is something big which happens at (or beyond) the end of a research project.

Only applied research has impact

Research to impact pathways are linear

Our commitment to real-world impact

2018

Real Impact Manifesto

2019

DORA signatory

Launch of Emerald Open Research - advance open publishing solutions

Launch of Emerald Insight - reimagine content beyond the article and surface mission-led content

2020

UN SDG Publisher Compact – aligned to our Real Impact Manifesto and our new Domain Strategy

2022

Renewal of Real Impact Manifesto – Are you in?

Our intent is to be a facilitator of research impact rather than a publisher of articles.

The need for impact literacy

Given the breadth of impact possibilities it's important to be able to understand, appraise and make decisions about how to connect research to the outside work. This understanding can be called *impact literacy*.

What changes (impacts) happen, for whom, and how it can be demonstrated

How research can be mobilised into action.

Who is involved in this, for what purpose, and with what skills

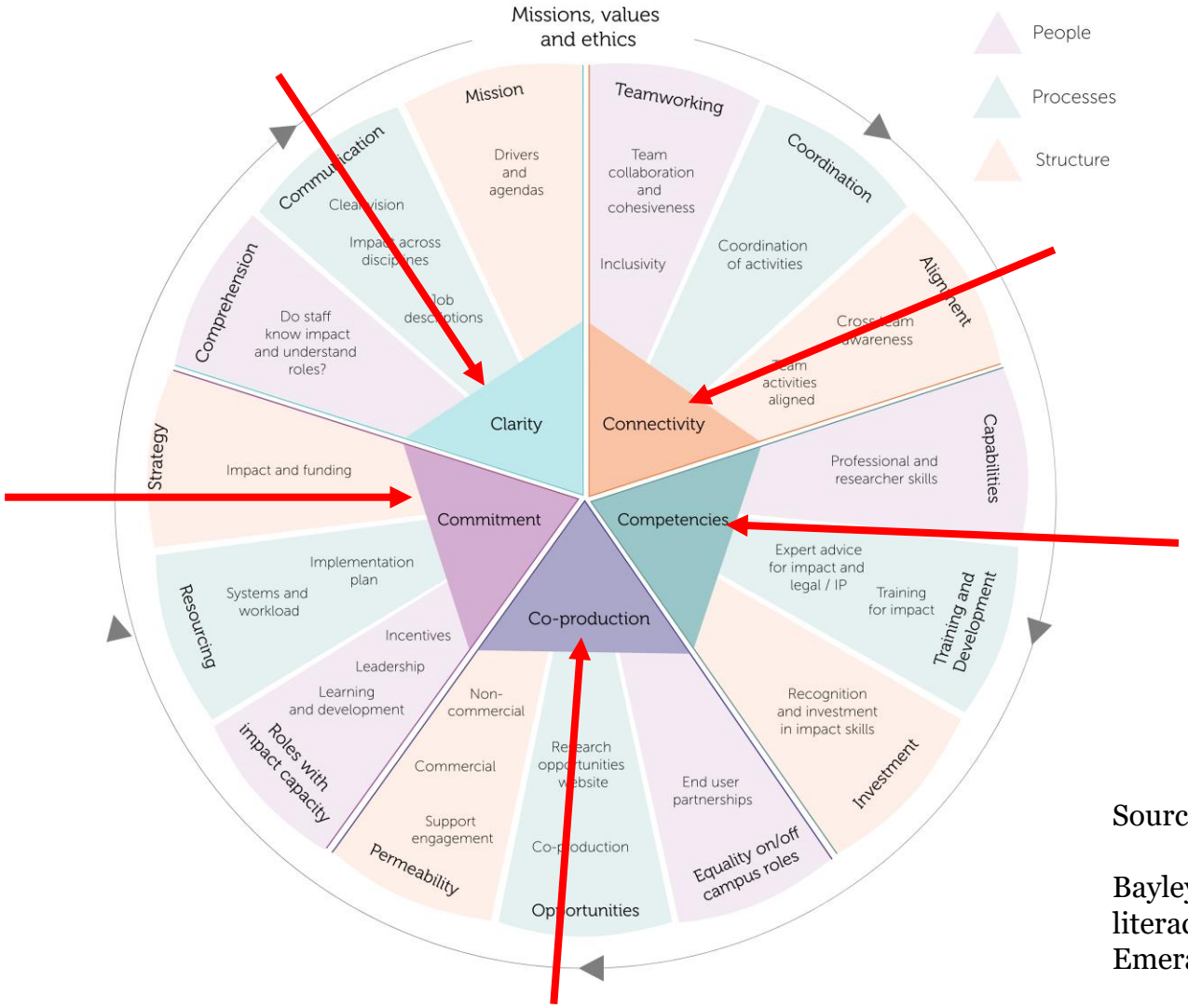
Why impact is being pursued, for what purpose, and with what ethical considerations.

The concept of ***impact literacy*** is attributed to Julie Bayley and David Phipps.

Bayley J and Phipps D. Extending the concept of research impact literacy: levels of literacy, institutional role and ethical considerations, *Emerald Open Res* 2019, 1:14

ORGANISATIONAL LITERACY

The importance of a culture of impact



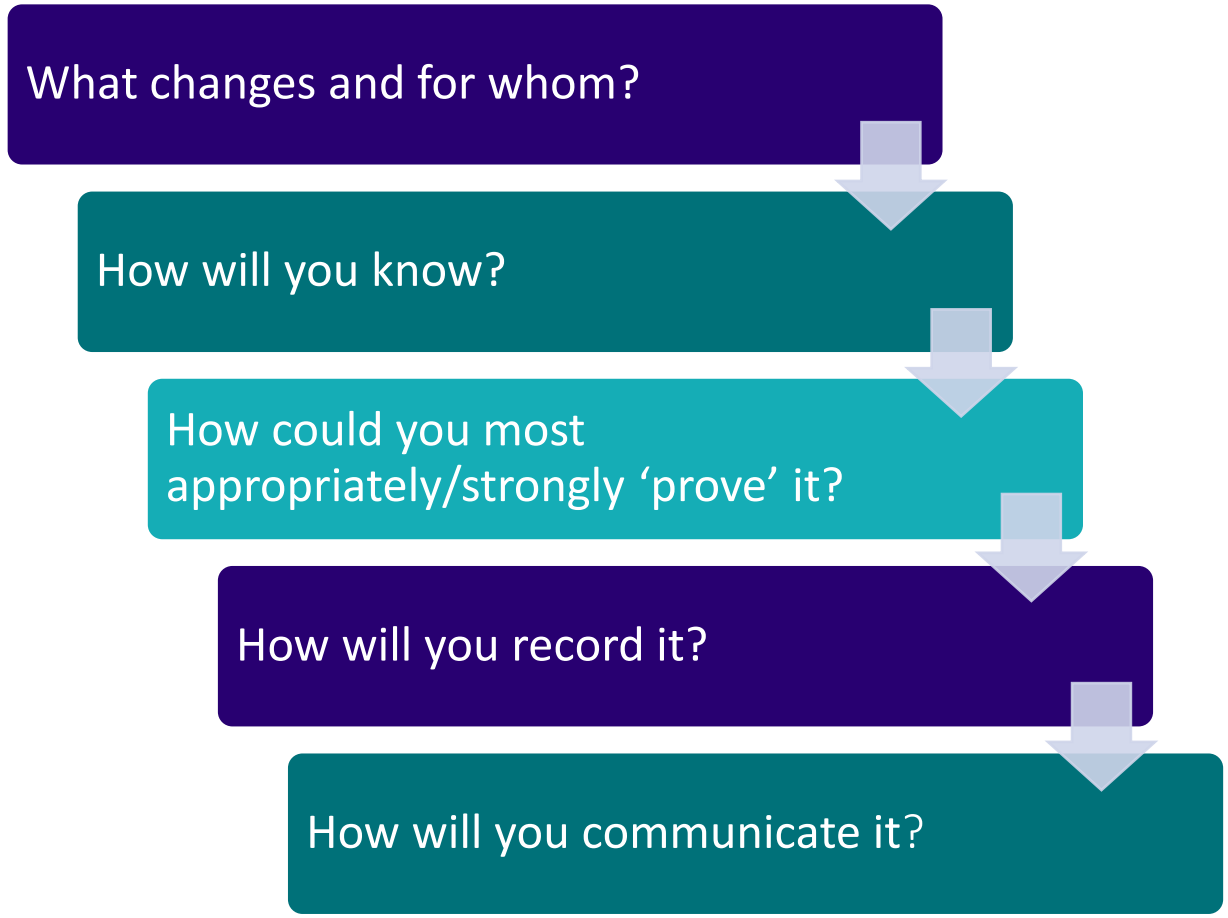
Source: Image extended by Bayley and Phipps from original source:

Bayley J and Phipps D. Extending the concept of research impact literacy: levels of literacy, institutional role and ethical considerations, Emerald Open Research 2019, 1:14

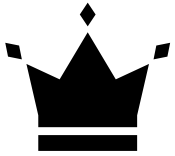
Planning for impact

It's also a myth that you can't plan impact

- Outlining stakeholders and associated activities increases the chances of research being used meaningfully
- Consider audience need, resources, people
- Set up means to monitor effects
- Plans might change and new opportunities arise
- A map by which impact can be navigated.



Developing skills for impact



Leading impact

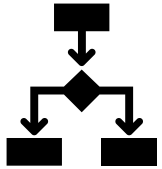
Delivering impact

Effective communication

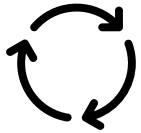
Impact partnerships

Strategy and planning

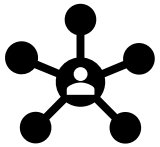
Impact training



Evaluating impact

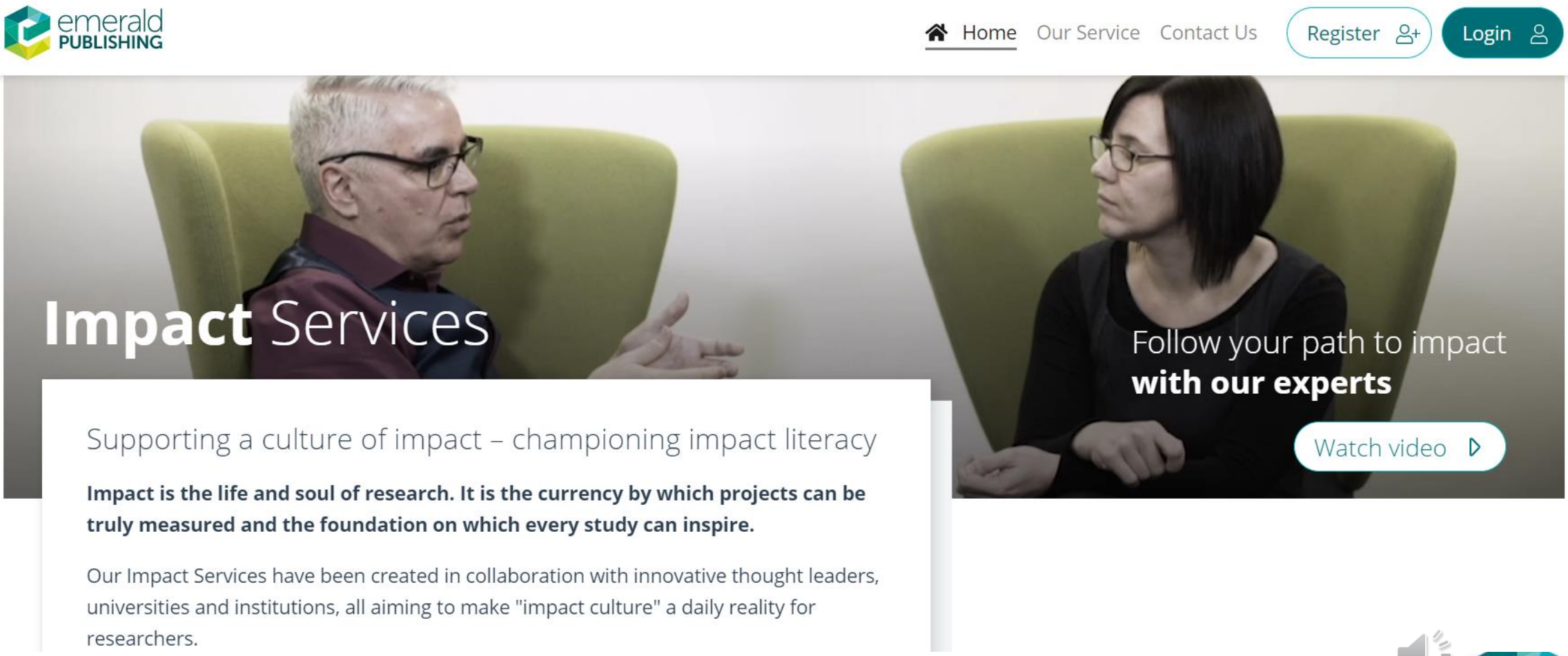


Implementing impact strategy



Building and engaging networks

Introducing Emerald Impact Services



Emerald Impact Services

"Emerald's Impact Services provide globally leading, evidence-based resources to help plan for impact and build individual and institutional research impact literacy.

Using these resources, universities and other research institutions can facilitate impact on local and global communities."

Dr David Phipps,
Assistant Vice-President, Research Strategy & Impact at York University, Canada and Network Director, Research Impact Canada

Dr Julie Bayley,
Director of Research Impact Development at the Lincoln Institute of Impact Literacy at the University of Lincoln

- An ***Impact Planner***; equipping individuals to build realistic, appropriate and achievable impact plans for their work
- An ***Impact Skills***; strengthening the range of skills within the sector to join research with society.
- An ***Impact Healthcheck;*** supporting institutions to build healthy research impact environments

Impact Planner

Introduction | **Change** | People | Evidence | Challenges | Plan

Change

Submitted

- Introduction
- Overall Change
- Specific Change
- The Proof

Introduction

Are you clear on the problem your research is related to? What are the changes that your research is looking to affect?

Understanding the reason your research is important, who can confirm it is actually needed and the gap into which you work offers a contribution, is start of your path to impact.

This is a two-part process. First you will look at the overall and specific problems and then flip them individually to identify the changes you are looking for

1 Identifying the Need

Firstly, imagine the problem at two levels

The overall problem
The bigger picture

The specific problem
The focus of your research within the bigger picture

Take a look at this video before we work through the problem.

Framing the Problem
Dr. Julie Bayley

In this video, Julie talks through the process of framing the problem your research is related to.

It will also give you insight into other areas you will want to consider on your path to impact.

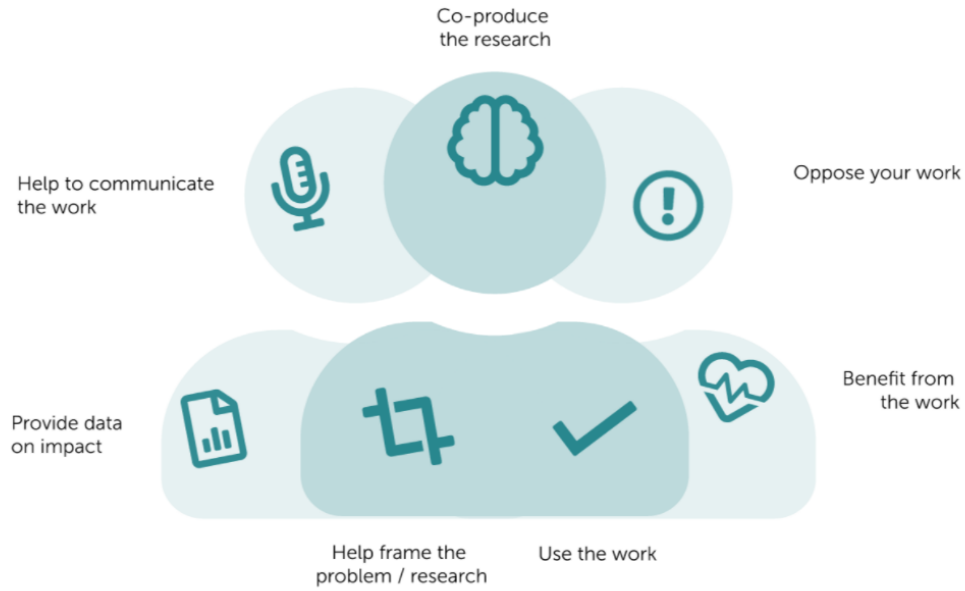
Running time: 2:11

Who will be involved?
Think about the people involved to figure out when and how the changes occur

When will this happen?
In a month, a year, in 10 years?

How will you know the change(s) have happened?
What indicators will tell you that change(s) have occurred?

People or groups can:



Impact Skills

Plans | Skills

Skills

Here you will find a selection of over 150 pieces of content to help develop your impact literacy. To access relevant skills, you can use the skills drop-down or search in the keyword bar. For each skill, there is an estimate of how long it will take you to complete.

All skills

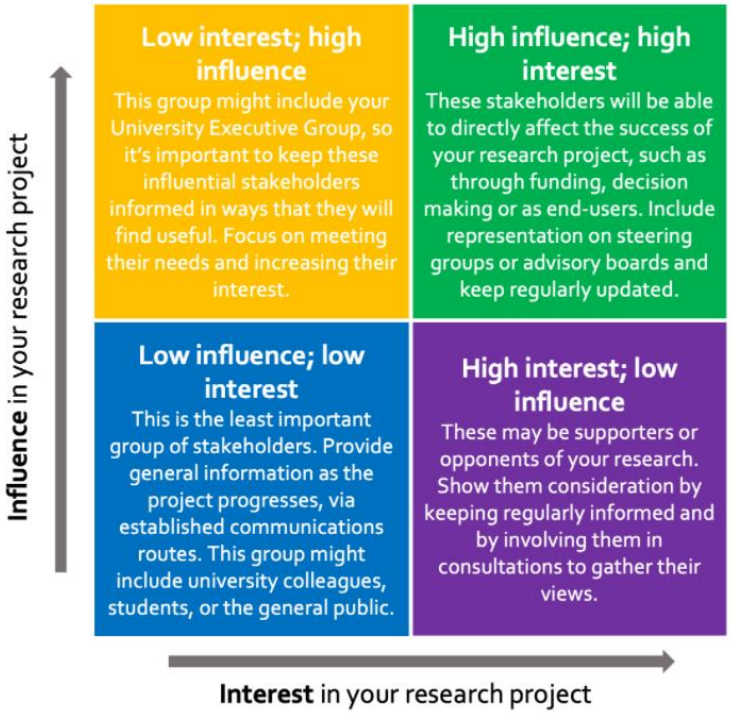
Search phrase...

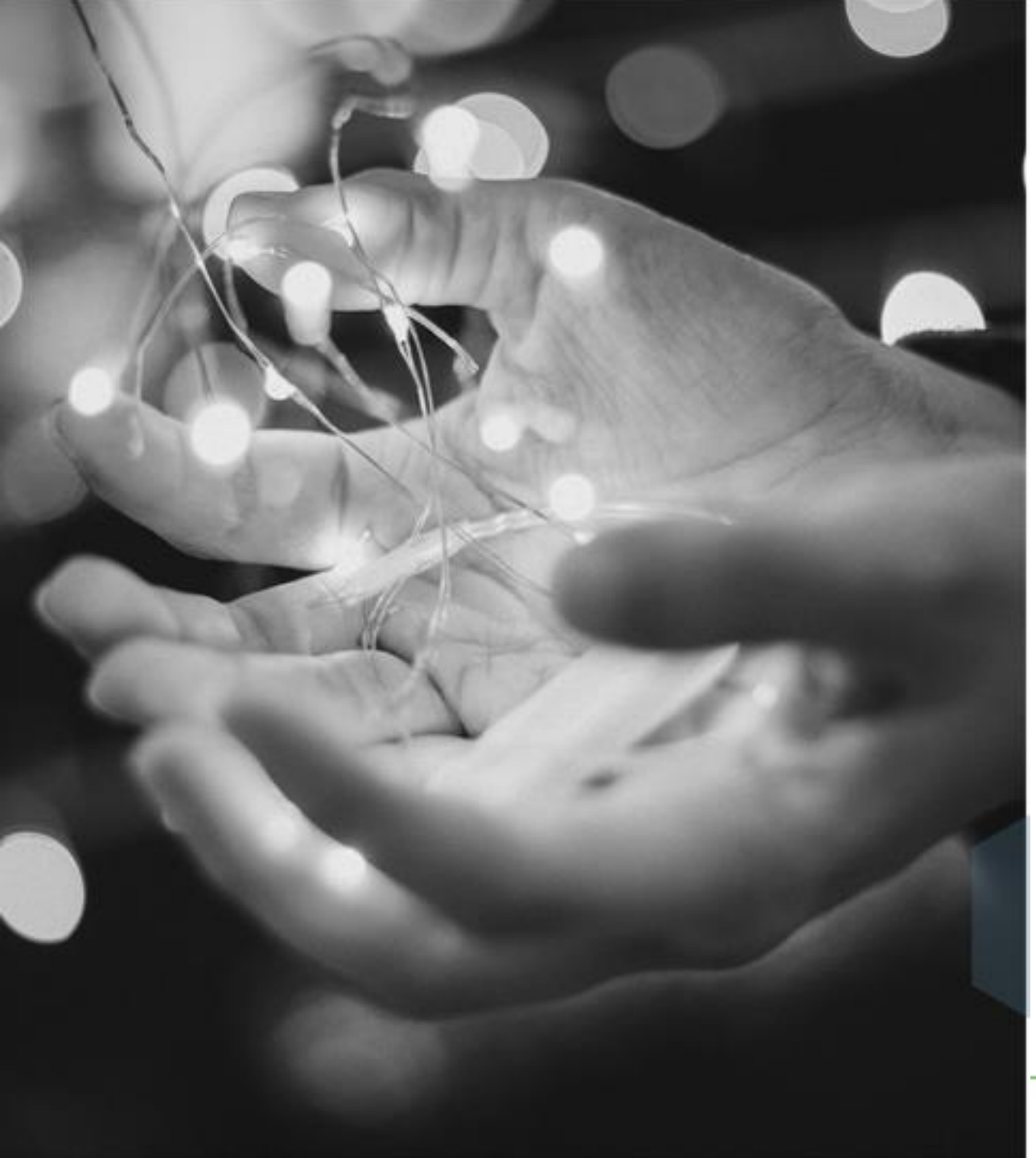
All skills

In this section you will find all the skills we offer. You can refine your selection by using the search bar above or by selecting filters on the left

Delivering Impact	Evaluating Impact	Effective Communication	Leading Impact
An Introduction to Commercialisation	Creating and Mapping Theory of Change	Understanding and Managing Stakeholder...	Putting your research into context
0 - 5 minutes	5 - 10 minutes	0 - 5 minutes	5 - 10 minutes
Commercialisation is one very effective route to knowledge mobilisation.	A theory of change comprises three main elements, and these elements are produced through three key...	The first step in building relationships with your stakeholders is to begin to understand what...	The value of putting your research into context cannot be overestimated.
Start	Start	Start	Start

Leading Impact	Strategy and Planning	Impact Partnerships	Leading Impact
Change Management: Making Organizational...	Tracking Indicators and Evidence from Project Level...	Establishing A Research-Practice Partnership for Re...	Kotter's Eight Step Change Management Model
0 - 5 minutes	5 - 10 minutes	10 - 15 minutes	0 - 5 minutes
Change management is a structured approach for ensuring that changes are thoroughly and smoothly...	After looking at indicators and methods of evidence gathering, this article asks a series of questions to...	Action Research Transformations is an inclusive and collaborative research strategy.	John Kotter's eight step model offers a roadmap for successful change.
Start	Start	Start	Start

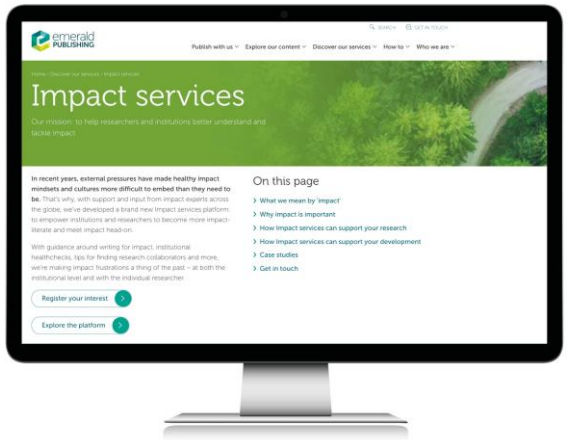




For more information:

https://www.emeraldgrouppublishing.com/about/our-stance/our-impact

https://impactservices.emerald.com/



Thank you for listening

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