DEMYSTIFYING IMPACT: HOW WE CAN MAKE A DIFFERENCE THROUGH RESEARCH?

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My lens….

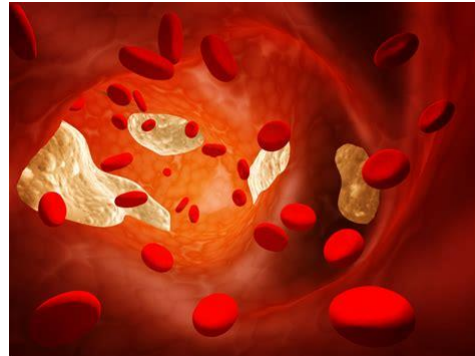The British Psychological Society
Chartered Psychologist

uk arma *(Previously)*
Association of Research Managers and Administrators

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hcpc registered
www.hcpc-uk.org

DementiaUK
Helping families face dementia

emerald PUBLISHING

The British Psychological Society
Division of Health Psychology
Policy Lead

ICHOM CONNECT

NIHR | National Institute for Health Research

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Impact:
what it is (and isn't)

Impact =

Provable effects (benefits) of research in the 'real world'

Impact is change

Increasing something

eg

Health

Wellbeing

Efficiency

Engagement

Access

Skills

STOPPING or PREVENTING something

Reduced, less, lower…

Reducing something

Eg

Mortality

Morbidity

Risk

Cost

Stress

A <u>very</u> small list of illustrative examples!

- ❖ New/changed guidelines
- ❖ New/changed policy
- ❖ New/changed strategy
- ❖ New/more jobs
- ❖ Improved health & wellbeing
- ❖ More/better service delivery
- ❖ Cost savings
- ❖ Businesses able to survive
- ❖ Sustainable industrial practices

- ❖ Improved equality
- ❖ Reduced stigma
- ❖ Animal welfare
- ❖ Community welfare
- ❖ Preservation of land/scape
- ❖ Attitudes and understanding
- ❖ Use of cultural venues
- ❖ Change in media representation
- ❖ Agricultural practices

(*and MANY MANY more*)

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Types of change

Instrumental

Change in a thing

Capacity building

Change in the ability to do something

Conceptual

Change in the way something is thought about

See: https://esrc.ukri.org/research/impact-toolkit/what-is-impact/

Impact can arise from

- **Findings**: new knowledge somehow leading to change

- **The research process**: where the practice of research (eg. coproduction) can be a catalyst for change itself.

Impact isn't a single endpoint, and doesn't only happen *after* the research (or publication)

Comparisons….

Outputs

Things produced by the research

Outputs often measured by bibliometrics (eg. citations, h-index etc) which show scholarly attention

Knowledge mobilisation

Activities to connect

Qualitative or quantitative demonstrations of activity and reach (eg. retweets, school visits, training given)
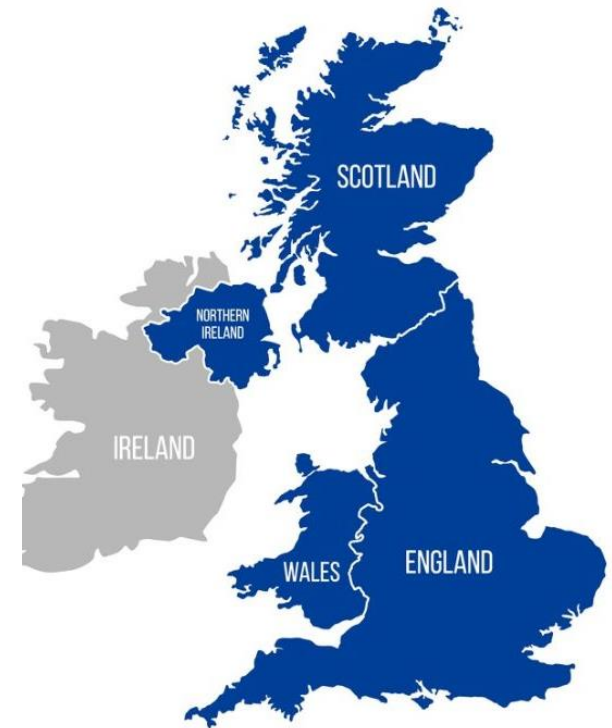
Research impact

The provable benefits of research in the real world

Qualitative or quantitative evidence which shows real world change

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The UK academic research impact context

- Funders requirements

- Research Excellence Framework

- Institutional 'mission'

- Sustainable Development Goals

- Regional/ local priorities

- Impact as purpose

Universal Declaration of Human Rights

freedom and equality · rights and freedoms for all · life, liberty and security · ban on slavery and servitude · ban on torture · recognition of the legal personality

equality before the law · legal assistance · ban on arbitrary detention · fair and public trial · presumption of innocence · private and family life · domestic and international freedom of movement · asylum

nationality · marriage equality and protection of the family · private property · freedom of thought, conscience and religion · freedom of opinion and expression · freedom of assembly and association · democratic participation · social security

work and right to unionisation · rest and leisure · health and well-being · education · culture · social and international order · community · respect for the rights and freedoms set forth in this Declaration

Terminology from the *Terminologia dels drets humans*
UNITED NATIONS, Universal Declaration of Human Rights [online]. Geneva: OHCHR, cop. 1996-2017.

Article 27

1. Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

https://www.un.org/en/about-us/universal-declaration-of-human-rights

Research Excellence Framework (REF)

- UK Dual funding structure

- 7(ish) yearly assessment of research + environment + impact

- 'Units of Assessment'

- Impact Case Studies: accounts of **research at the institution → impact** within certain dates & other eligibility requirements

- Assessed by academics / non-academics

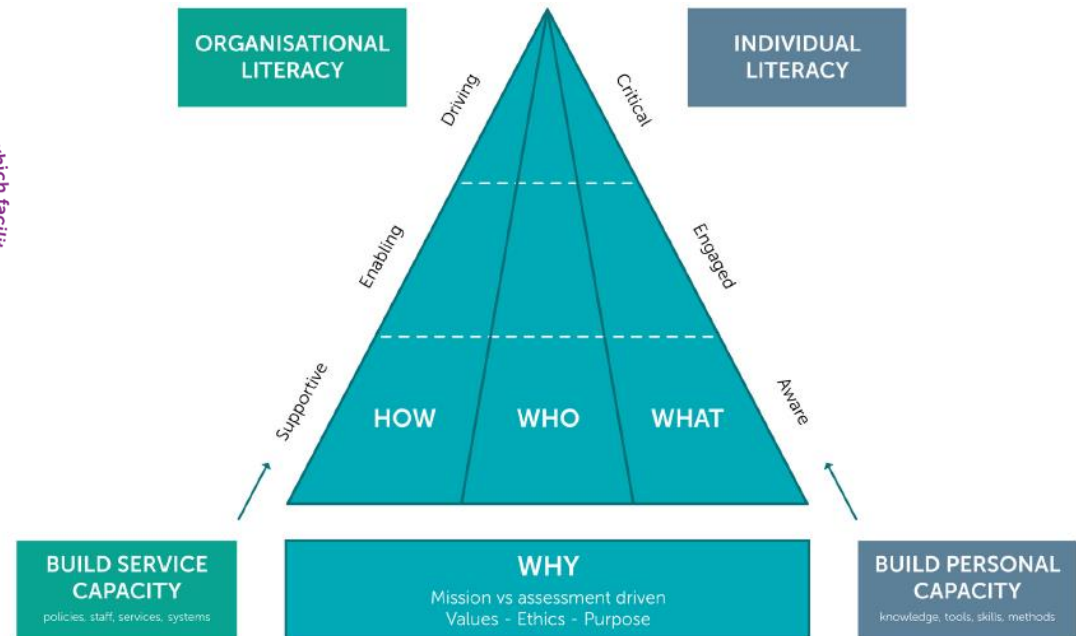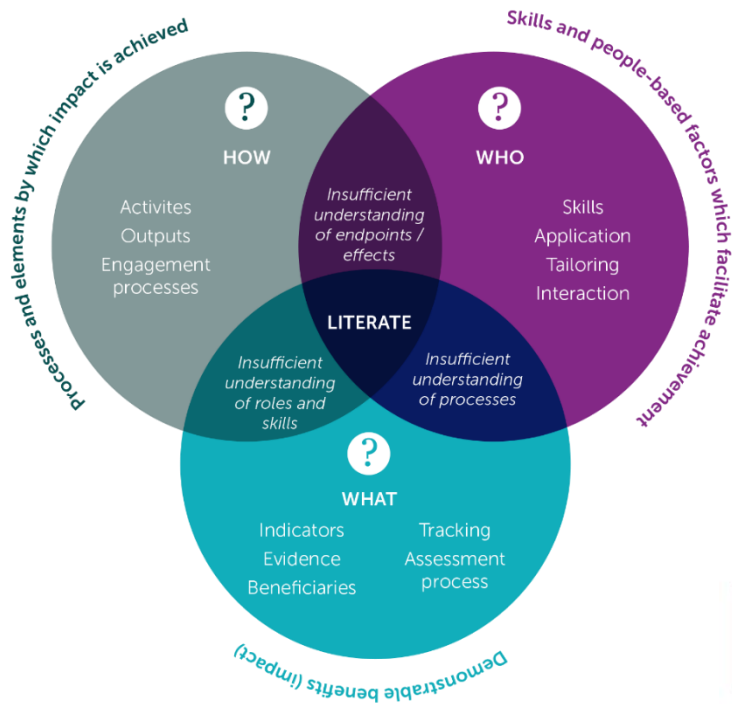- Marked on Reach and Significance (Unclassified to 4*)

See https://results2021.ref.ac.uk/impact for 2021 Case Studies

Changes for REF2028 include a change in name & weighting for the three components, and for impact adding Engagement and a Structured Explanatory Statement

Impact
Literacy

Impact Literacy

- Bayley, J. and Phipps, D. (2017) **Building the Concept of Impact Literacy**, Evidence and Policy (available online) https://doi.org/10.1332/174426417X15034894876108

- Bayley J and Phipps D. **Extending the concept of research impact literacy: levels of literacy, institutional role and ethical considerations [version 1; peer review: 2 approved]** Emerald Open Research 2019, **1**:14 (https://doi.org/10.12688/emeraldopenres.13140.1)

- Bayley, J., 2023. **Creating Meaningful Impact: The Essential Guide to Developing an Impact-Literate Mindset**. Emerald Publishing Limited. https://books.emeraldinsight.com/book/detail/creating-meaningful-impact/?k=9781804551929

- **Impact Literacy workbook**: https://www.emeraldgrouppublishing.com/about/our-stance/our-impact

WHY?

Impact is in the eye of the beholder

I am 5'1". I asked my 6'2" husband to hang a mirror for me...

User experience

Design

Continue watching on Twitter
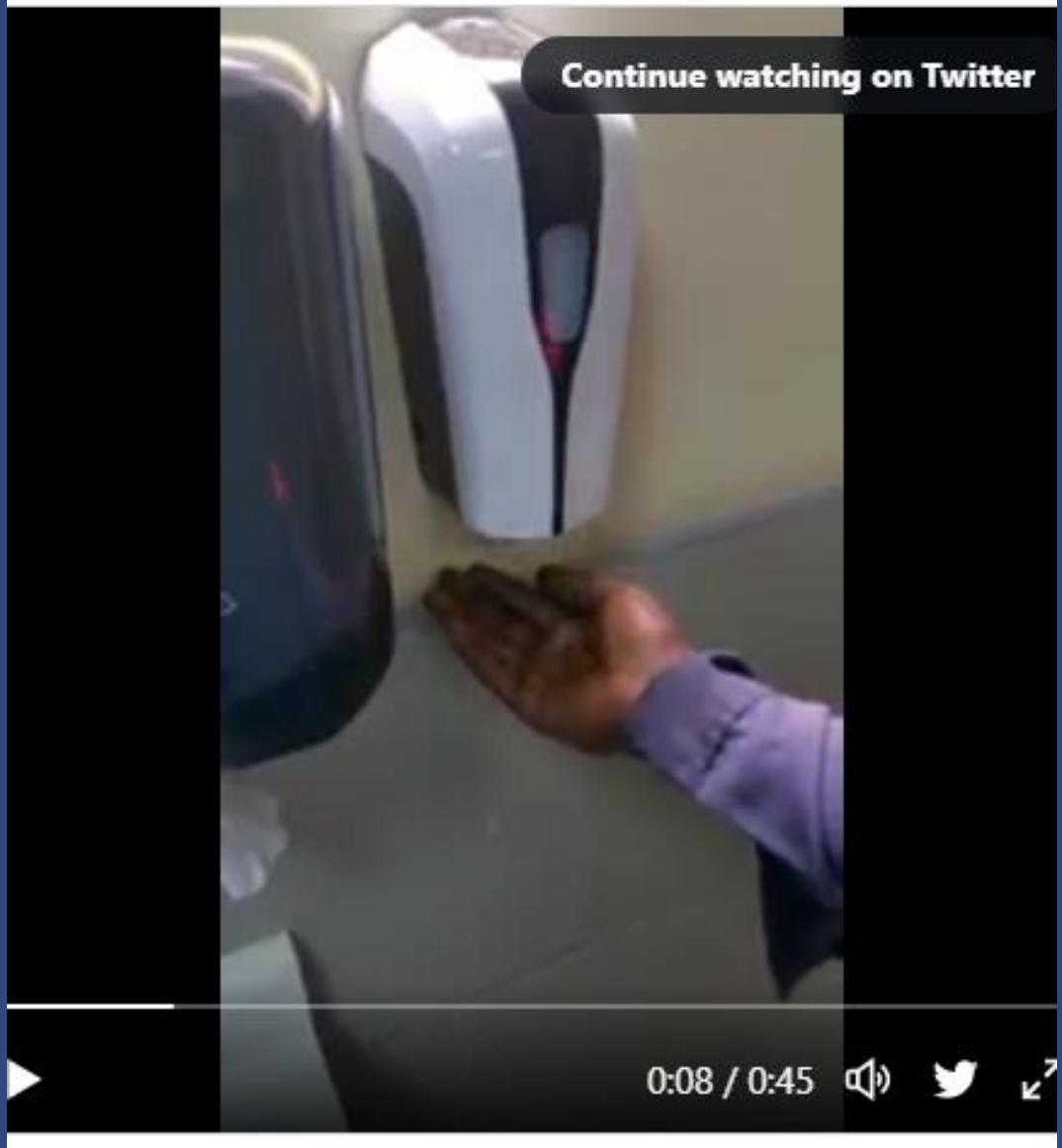
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WHAT?

Problem: What's wrong?

Impact: What changes?

Evidence: What demonstrates the change?

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An impact case study is essentially a detailed version of this:

"We did research on _____. We connected this research to society by_____. Because of this research, _____ changed, as demonstrated by_____"

Qualitative or quantitative information from a legitimate (external) source to corroborate the claim.

May consist of a single or multiple pieces, with typical formats being testimonials, organisational reports, citations in policy documents or other such materials which show the influence of the research

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HOW

Engage with society early	Assess capacity in (eg) organisations	Establish a line of sight to <u>impact</u>
Check (not presume) need	Check if there are barriers (and how to get past them)	Plug into expertise within the institution
Be active; *go beyond dissemination*	Choose engagement methods that match the context	Map realistic pathways

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Some mechanisms for 'how'

Mobilising research — Dissemination and communication, websites, blogs, seminars, outreach, engagement (etc

Mobilising researchers — Eg. outward secondments, knowledge transfer partnerships, 'in residence'

Mobilising non-academics — Eg. inward secondments, 'artist in residence', use of University labs

Impact case studies show the sausages, not the sausage factory

WHO: impact is a team sport

Within the organisation

- Researchers, research managers, leaders etc

Outside the organisation

- Those who might benefit

- Those who share the same goals

- Those who can implement

- Those who advocate for change

- Those can see if the change happens

Including competition and opposition

You, impact and principles for practice

Weaving impact into your career

As a researcher

As a practitioner

As a teacher

As a mentor

As a leader

As a *mix*

- Connect into networks which are focused on change

- Skill-up

- Shift beyond dissemination

- Dive into implementation science

- Check out examples of impact

- Connect with the people who are making a difference

WORK OUT WHAT YOUR RESEARCH POWERS UP

What would be different if your research didn't exist?

BE YOU

Always, and with pride.

Unless you're a jerk

THANK YOU

CREATING
MEANINGFUL IMPACT:

JULIE BAYLEY
CREATING MEANINGFUL IMPACT
THE ESSENTIAL GUIDE TO DEVELOPING AN IMPACT-LITERATE MINDSET
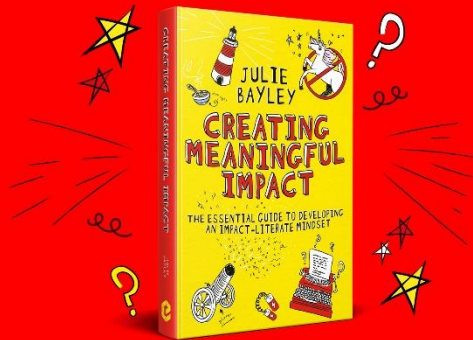
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JULIE BAYLEY, UNIVERSITY OF LINCOLN

AVAILABLE NOW IN PAPERBACK & EBOOK

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