Delivering Research Impact in the Humanities and Social Sciences

Andrew Wray, Knowledge Exchange Development Manager
Lorna Colquhoun, co-Director Research and Enterprise Development
A bit about me

• Director of RED, and Head of Research Development at University of Bristol, UK
  • develop high level strategic direction of research at the University and facilitate its growth and development
  • leadership and direction for the professional team of Research Development Managers
  • support inter-disciplinary research applications, initiatives and identify new funding opportunities

• Previously Divisional Manager (Medicine) at Imperial College London, Senior Programme Manager (International Research Office, Imperial College London) and Scientific Programme Manager at the UK Medical Research Council

• PhD in Neuroscience, post doctoral research at Baylor College of Medicine and Tufts University School of Medicine.
And a bit about him

- Knowledge Exchange Manager, University of Bristol, UK
  - Develop strategies for knowledge exchange and impact across all Departments and Faculties
  - Set up collaborations with industry, public sector, NGOs
  - Guide these partnerships on specialist funding proposals
- Previously Group Publisher at Institute of Physics Publishing, led on open access publishing and partnerships incl. American Astronomical Society
- PhD in Theoretical Physics
1. Context
2. Impact in different disciplines
3. What’s different about the Humanities & Social Sciences?
4. Roles for Research Administrators
5. Discussion
Impact – it's not new

• Royal Society
• RCUK – health and wealth

• But increasing focus (UK) since 2008
• Requirement for funding (and funding explicitly provided) “pathways to impact” and formal collection of outputs and outcomes
• REF (Research Excellence Framework) 2014
• Public funding bodies need to demonstrate the value of the research they fund. It is necessary to show public value from public funding.

• In the climate of constraints on public spending there is an increased focus on demonstrating the economic, social and cultural benefits of publicly-funded research to wider society.
What is Impact (to funders)

- Research Councils UK define research impact as "the demonstrable contribution that excellent research makes to society and the economy. Research impact embraces all the diverse ways that research-related skills benefit individuals, organisations and nations."

- REF

<table>
<thead>
<tr>
<th>Element</th>
<th>Weighting %</th>
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<tbody>
<tr>
<td>Outputs</td>
<td>65</td>
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<tr>
<td>Environment</td>
<td>15</td>
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<tr>
<td>Impact (replaces Esteem)</td>
<td>20</td>
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1. Context

• Capacity building to develop topic
• Funder relationships and visits
• Intelligence; information gathering and sharing

Facilitate the process
Bid support
Institutional commitment
Partners

Finding Funding
Bid Support
- Structure and content
- Impact review
- Advice about costing
- Mock panels for interviews

Research Development
Impact Development

Finding Funding (IAA/follow on funds)

- Bid Support
  - Structure and content
  - Impact plans
  - Advice about costing
  - Mock panels for interviews

1. Context

- Capacity building to develop topic
- Funder relationships and visits
- Intelligence; information gathering and sharing

Facilitate the process
Bid support
Partners

Translation/impact
Pathways to Impact

Academic Impacts
- Enhancing the knowledge economy
  - Training highly skilled researchers
- Improving teaching and learning
- Improving health and well-being
  - Wealth creation, economic prosperity and regeneration
- Contributing towards the health of academic disciplines

Economic and Societal Impacts
- Enhancing the effectiveness and sustainability of organisations including public services and businesses
  - Attracting R&D investment
- Improving social welfare, social cohesion and/or national security
  - Commercialisation and exploitation
- Enhancing cultural enrichment and quality of life

Environmental sustainability, protection and impact
- Evidence-based policy-making and influencing public policies
- Increasing public engagement with research and related societal issues

1. Context
Pathways to impact

**Instrumental**
- Influencing the development of policy/practice
- Shaping behaviour
- Altering legislation

**Capacity-building**
- Technical/professional skills development

**Conceptual**
- Shifts our understanding of policy/practice
- Reframing debates

**Pathways to impact vary**

**Impacts range from instrumental to more subtle**

**Cultural change**
- Increased willingness to engage in knowledge exchange activities
- Changed mindsets

**Enduring connectivity**
- Establishment of enduring relationships — indicator of future impacts

1. Context
2. Impact in different disciplines
Context for industry collaboration in humanities

• Growth of devolved and specialist funding
  • AHRC Knowledge Exchange Hubs, 4 x £5m, 2012-16
  • Impact Acceleration Accounts
  • Brighton Fuse, Creative Exchange Wales Network
  • Technology Strategy Board (InnovateUK), EU H2020
  • Clusters of expertise and new companies

• Policy-facing units & institutes
  • PolicyBristol, LSE Impact Blog, Manchester KE Trial Workshops
Engineering Impact: Helitune Ltd

New algorithms to analyse helicopter rotor vibration, used by maintenance crews to adjust the rotor track and balance

- Winner of the funder’s best project award 2012
- Major new contracts with UK, South Africa and Germany
- New collaboration with manufacturer AgustaWestland
- Recruited 18+ new employees
- 9 further projects with University of Bristol!

“The whole management team feel the value of [partnership]. The culture of the business has changed and it has given us confidence to invest in more R&D”

Peter Morrish, Technology Manager, Helitune Ltd

http://vimeo.com/63652181
Social Science: UK Adoption Agencies

- Prof Julie Selwyn’s research influenced government review of adoption
  - Positions as advisor on Government’s expert working group; to the Treasury; member of No 10’s policy group
  - Written & oral evidence to the House of Lords & House of Commons Committees

- Further research on subsequent government action led to
  - Greater capacity in voluntary adoption agencies
  - Local authorities were advised to change certain structural disincentive
  - Leading to changes in social work practice
  - Adoption numbers rose from 3,090 (2011-12) to 3,980 (2012-13).
3. What’s different in Humanities & Social Science?

• Concepts

• Cycles of Engagement, rather than linear models

• Use disciplinary Methods & Approach, not just content

• Human Experience is essential for creative technologies
Conceptual models of the processes –
From hierarchies of engagement to cycles of co-production

• Technology Readiness Levels
• Models for Technology Transfer

• ... Social sciences?
Technology Readiness Levels

1. Basic Research
2. Applied R&D
3. Demonstration
4. Pre Commercial Deployment

NSF, UK Research Councils
DARPA, UK Technology Strategy Board, Industry
Industry, Investors
Best Practice Strategies for Successful Innovation through University-Business Collaboration

http://www.ncub.co.uk/reports/best-practice-strategies-for-successful-innovation-through-university-business-collaboration.html

National Centre for Universities and Business (UK), 2013
3a. Cycles of Engagement

• Science and medicine typically aim for
  • technology transfer goals,
  • hand-over points, where a company takes over
  • well-defined commercial or clinical objectives

• Social sciences often influence society iteratively
  • Repeated engagement with policy-makers
  • Gradual changes made together with practitioners
Cyclical Co-Production Model

Translation Adaptation

Co-recognition

Co-creation

Co-design

Co-production
New Research Questions

Serendipitous Impacts

Translation Adaptation

Co-recognition

Co-Design

Co-Production

Co-Creation

Conceptual Impact

EMBEDDED NETWORKED ADAPTIVE IMPACT ACTIVITY

New Impact Opportunities

Capacity Building Impact

Co-recognition

Co-Design

Co-Production

Co-Creation
Social Science: UK Adoption Agencies

• Prof Julie Selwyn’s 2013 research:
  • Trusted relationships provide access to funding and data, AND the routes to further impact
  • Study of the continuity of adoption placements
  • Understand the factors affect adoption breakdown
  • Provide information on how breakdowns might be prevented
3b. Methodology may be impact

- Reflecting the past - Professor Tim Cole
  4 minute film

- Visualising China and Know Your Bristol
3b. Methodology may be impact

• Tim researches the Holocaust in Hungary
  • places where the Holocaust was enacted, experienced, resisted and has been variously remembered and forgotten; the Holocaust as a place making event – ghettos and camps, forests and roads; places of movement and stasis.
  • Applied this approach to British country houses, to explore new ways of revealing their past and understanding their history
3c. Human experience and technology

• Humanities interpret and understand human experience
• For more than 2,500 years!

• Can apply this expertise to new forms of experience in digital and creative technology
3c. Human experience and technology

- Jekyll 2.0
  - Using participants' bio-data to shape a pervasive media adaptation of Robert Louis Stevenson's Jekyll and Hyde – a reclamation of the novel's transgressive power and a reframing of its central themes for the age of the bio-hacker.
  - [http://vimeo.com/65236882](http://vimeo.com/65236882)
Jekyll 2.0

What makes us human? Do our minds control our bodies or are we compelled by urges, compulsions and appetites? When gothic novels were first written, their pace and content were designed to raise heart beats and send shivers down the spine. Games company SlingShot and Anthony Mandal of Cardiff University are setting out to find the contemporary equivalent to the phantasmagoric form.

Using participants’ bio-data to shape the experience, Jekyll 2.0 is a pervasive media adaptation of Robert Louis Stevenson’s Jekyll and Hyde – a reclamation of the novel’s transgressive power and a reframing of its central themes for the age of the bio-hacker.

Anthony Mandal is Senior Lecturer in English Literature, Cardiff University.

Simon Evans is Director of pervasive games company SlingShot.

James Wheale is a poet and Junior Creative at SlingShot.
4. Roles for Research Administrators

- Pre and post award
- Provide support to develop and design projects, as well as for the application processes (this has a cost in time and money)
- Challenge the academic to think creatively about impact
- Develop new models of sandpits and brainstorm
• Look for new hybrid outputs – Jekyll 2.0
• Bring an approach, not content – Mirrors
• Explore opportunities in the experience economy
• Build long-term partnerships for cycles of research and engagement
• **Be open to the skills and expertise of your collaborators:** professional identities have a strong hold in shaping how participants approach collaborations and what they expect to be contributing. “You are not who you think you are”

• **Create protected space:** Successful collaborations occur in a setting that gives both time and opportunity to work together; this is constituted as a protected space in which expertise, mentorship, advice and expertise are available.

• **Collaboration is a journey:** Collaboration, especially rapid collaboration, is an emotional process. The outcome of that journey might not always be apparent during the process.

• **Curate people as much as projects:** collaborative work cultivates embodied skills, personal dispositions and acknowledges emotions. It is important not to assume specific approaches of participants as a consequence of their institutional or disciplinary affiliation.

• **Recognise your own fingerprints.** Curation is an important process but it is not neutral. Organisational self-awareness is important in order to understand the consequences of methods, and to make sure they can adapt where necessary.

www.react-hub.org.uk
Start on familiar ground

• What is the motivation for the research?
• Why ask these research questions?
  • In any discipline there are an infinite number of possible research questions – why choose these?
• Why do it now?
• Who might be interested?
Tools for planning impact

1. Public audiences for research
2. Business Planning Canvas
3. Mind-mapping
Business Model Canvas

• Questions to be answered by the researcher
  • Who are you? What do you have?
  • What do you do?
  • Who could you help? (customers)
  • How do they know you? How do you deliver?
  • How you help? (value provided)
Using a ‘mind-map’ to develop ideas
Brainstorm potential uses and users of research

Mind-map

• Different sectors of culture, society and business
• Organisations you know, and would like to know
• What they want, need, buy, sell
• What are their problems and challenges
• What the research might offer; how might it help
• Technical aspects: methods, results, approach, data
Brainstorm potential uses and users of research

• Hand-outs
  1. Planning tools
  2. Suggestions of possible impacts & activities

• Electronic files – Andrew.wray@bristol.ac.uk
Do we need evidence of impact?

• To demonstrate value to our partners
  • Was it worth their investment of time, money, reputation?
  • Has anything changed?

• To demonstrate value to ourselves
  • What approaches and activities work best?
  • How do we plan? What can we control / not control?

• To create a shared understanding of what works
  • Best practice guides, local experts

• For government and funders (REF in UK)
How can we support impact in the Research Office?

• Encourage humanities & social science scholars to consider potential impacts of their work
• Be open to public & professional outreach
• Offer examples of success
• Offer a smorgasbord of ideas and routes to impact
How can we support impact in the Research Office?

- Help people to design projects and find ‘natural’ partners
- Identify funding sources: gov’t, private, trusts
- Help to write strong funding proposals
- Start small and build networks
- Build communities of practice
- Tell brilliant stories
Thank you for listening
Extra material
Examples

- [http://blogs.lse.ac.uk/impactofsocialsciences/](http://blogs.lse.ac.uk/impactofsocialsciences/) - full of good ideas
- [www.react-hub.org.uk/](http://www.react-hub.org.uk/) - many examples and videos
USA Examples

- [http://www.measureofamerica.org/blog/2012/08/moa-life-expectancy-data-featured-in-california-billboard-campaign/](http://www.measureofamerica.org/blog/2012/08/moa-life-expectancy-data-featured-in-california-billboard-campaign/) - Measure of America published *A Portrait of California* examining well-being of California residents using the American Human Development Index (AHDI). The study, which has already been well-received within the academic and philanthropic communities and is a frequently quoted source for the media, has now become the basis for a California-wide public health campaign.


- [http://humanitiesshowcase.wix.com/4humanities-showcase#!timeslips/c1k5z](http://humanitiesshowcase.wix.com/4humanities-showcase#!timeslips/c1k5z)

- [http://libraries.ucsd.edu/hlhw/](http://libraries.ucsd.edu/hlhw/)
Resources

• Research and Enterprise Development: http://www.bristol.ac.uk/red/
• Center for Public Engagement: http://www.bristol.ac.uk/public-engagement/
• ESRC Impact Toolkit www.esrc.ac.uk/funding-and-guidance/impact-toolkit/
• AHRC Impact Summary and Pathways to Impact FAQ www.ahrc.ac.uk/Funding-Opportunities/Documents/ImpactFAQ.pdf
• Examples of (Economic) Impact from AHRC-funded projects www.ahrc.ac.uk/Funding-Opportunities/Documents/Examples%20of%20Impact%20from%20projects.pdf
• NCCPE - www.publicengagement.ac.uk/
• REACT Hub, AHRC funding for humanities and creative tech - www.react-hub.org.uk/