REVALORISE+
enhancing research impact

Evaluating your SSH Research and Capturing Impact

Module 6

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Learning outcomes

To expand our understanding of which indicators can be used to capture impact in SSH research.

- A clear idea of the types of indicators which can be used to enhance impact in SSH research in general and an insight into the conditions and approaches which can be applied to assess them.

- A clear idea of impact indicators that can be applied specifically to our projects.

- Knowledge, experience and feedback on identifying impact indicators for our own research project.

Agenda

9.00-9.10   Short introduction

9.10-9.20   Why work with impact indicators?

9.20-9.30   Identifying indicators

9.30-9.45   Sharing discussions of impact indicators

9.45-10.00   What are your project's indicators

10.00-10.15   Feedback

10.15-10.30   Sharing discussion

Marie Roloff Groth

My work centers on how to organizationally optimize the framework for research projects that are developed and carried out in collaboration with external actors, where the implementation of new knowledge is thought out from the start to ensure change and social value (impact).

- Been in the field of research and innovation since 2007.
- Started my career as innovation consultant engaging students in the field of innovation and entrepreneurship based on their academic skill set, connecting students, teachers and external partners in new collaborations, developing innovation contests and helping students build their own start up or project.
- I now works as program manager for business research; building bridge between humanistic research and companies in order to enhance dissemination of new research results, engage dialogue, raise funding, and creating a lean infrastructure for humanistic business research within the UCPH.
- Designing impact plan of new research projects.

Nicolaj Tofte Brenneche, Ph.d.

I work with attracting research funding across all main academic areas and across all types of research projects from impact-driven to curiosity-driven frontier research.

- Ph.d. in 2013 from Copenhagen Business School. Dissertation on the organisation of systemic innovation within energy technology research.
- Postdoc at the University of St. Gallen, Switzerland.
- Funding advisor since 2015 at the University of Copenhagen and, today, at University of Aalborg.
- As a funding advisor I help researchers attract funding from Danish and European funding bodies.
- Defining future impact is - in different ways - always a key element in this work.

Why work with impact indicators?

Outcome vs. Impact

Outcome: Immediate effect

Impact: Long-term change

Valorisation:

"The creation of additional value out of (academic) knowledge by making knowledge available beyond the academic field"   (Hannon et al. 2019)

Why work with impact indicators?

Impact indicators

Should be developed during your research to help inform the research process and shape next steps (e.g., future projects, dissemination routes, new funding).
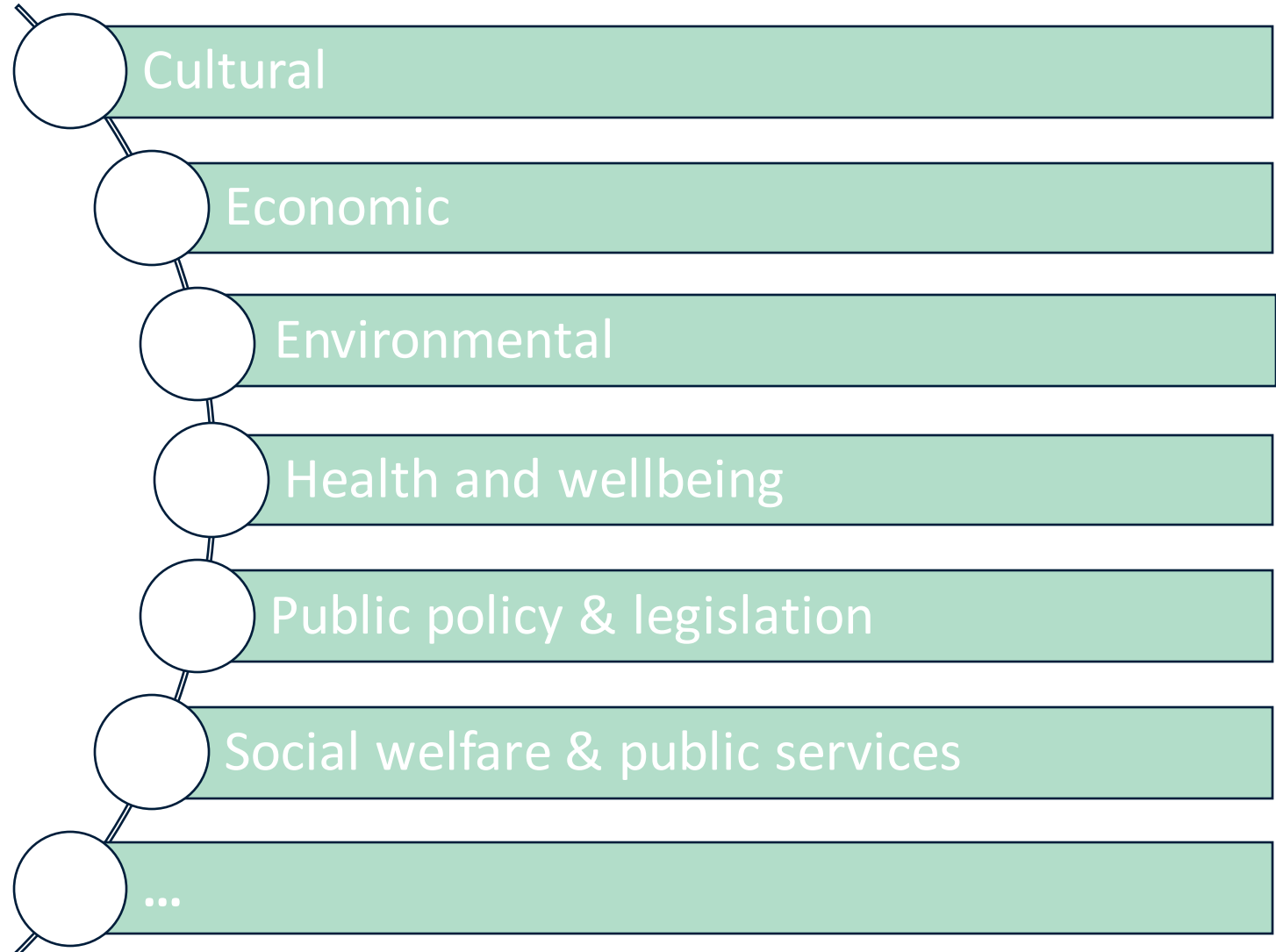
Where do indicators come from?

Intrinsic: Your research may require you 'invent' indicators yourself.

External: The funding you get or the sector you study may use certain standards you should use. E.g. UN SDG or health sector 'health and wellbeing indicators' etc.

Impact types

Academic

- Cultural
- Economic
- Environmental
- Health and wellbeing
- Public policy & legislation
- Social welfare & public services
- ...

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Building a new research centre through strategic cross disciplinary collaborations

Astrid Pernille Jespersen, Professor, University of Copenhagen

Need/Challenge
In the beginning of the 2010's many medical trials and general health studies were carried out by measuring only the physical aspects specifically related to the issues they were studying. A qualitative research looking into the general lifestyle, background and everyday life of patients and study objects was missing.

Approach
Ethnological methods which combines the qualitative and quantitative. These methods have improved medical research designs and gives a more comprehensive view on results.

Change
Outcome is improving working procedures and methods in different areas of the healthcare system, that created different valorisation products such as practical guidelines, training tools and communication material. The Impact being both within **Social welfare & public services, Health and wellbeing and Economic.**

Using AI Technology to Assist Blind & Visually Impaired People in Society

Brian Lystgaard Due, Associate Professor, University of Copenhagen

Need/Challenge/Opportunity
Technological and digital developments have led to several new AI products on the market. These have great potential for BVIP regarding their interactions, as BVIP rely more on technological aids than the general population.

Approach
Examines blind and visually impaired peoples use of AI in everyday practice such as smartphones with AI-based apps and smart speaker systems such as Google Home Assistant. Using a particular method that includes video ethnography, he records how people interact in real life settings in different situations.

Change
The outcome of the BlindTech project is to deliver specific training material to consultants and practitioners for teaching BVIP about new technologies and how they can be utilised. The Impact being both within **Social welfare & public services, Health and wellbeing and Economic.**
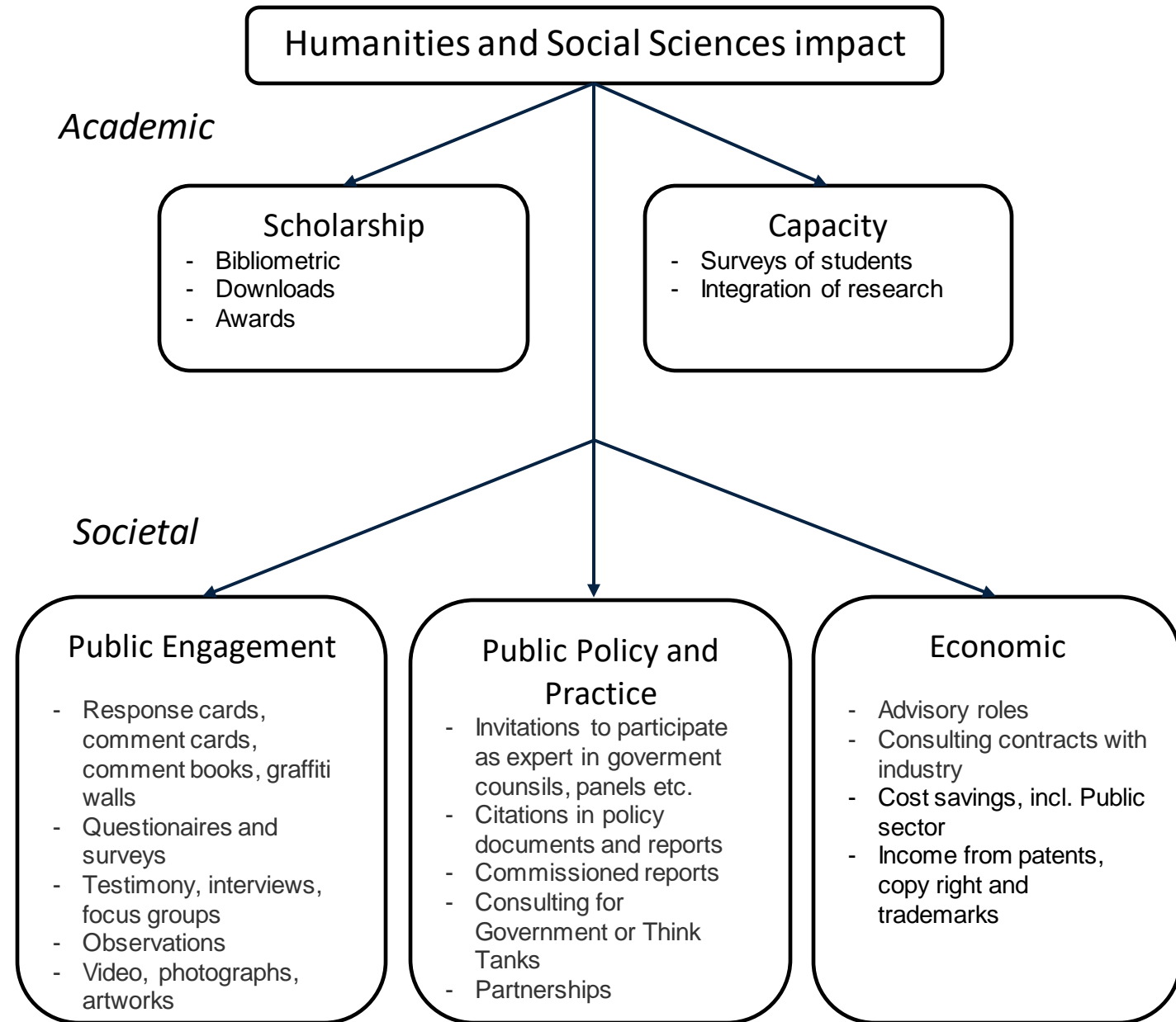
Impact indicators

BREAKOUT ROOMS:

Identify examples of indicators which can be used to make impact mesurable in *Good practice cases.*

If you miss one indicator in the list, formulate you own.

Humanities and Social Sciences impact

Academic

Scholarship
- Bibliometric
- Downloads
- Awards

Capacity
- Surveys of students
- Integration of research

Societal

Public Engagement
- Response cards, comment cards, comment books, graffiti walls
- Questionaires and surveys
- Testimony, interviews, focus groups
- Observations
- Video, photographs, artworks

Public Policy and Practice
- Invitations to participate as expert in goverment counsils, panels etc.
- Citations in policy documents and reports
- Commissioned reports
- Consulting for Government or Think Tanks
- Partnerships

Economic
- Advisory roles
- Consulting contracts with industry
- Cost savings, incl. Public sector
- Income from patents, copy right and trademarks

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Impact indicators

Pitch Structure

Need/Challenge/Opportunity

Approach

Change (hypothese)

Impact identicators

Individually:

Identify the indicators which can be used to enhance impact in your personal research project.

Why share your impact stories?

SSH impact indicators are often complex and multiple

By better articulating the value of our work, SSH scholars can more effectively encourage its use to address important societal challenges

Benefits :

- Increased attention from decision-makers
- Increased use of research supported evidence in the setting of public policy
- Adoption of practices and principles validated by SSH research in the private sector or civil society
- Improvement of equity, inclusion and social cohesion due to increased cultural understanding
- Increased influence with non-academic stakeholders, better access to government decision-makers, more secure funding for scholarly activities
- Attraction of new talent to the SSH community

Storytelling and communication strategy to be continued in module 10

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