

BRINGING RESEARCH TO THE SURFACE

MAXIMISING THE VISIBILITY AND IMPACT OF RESEARCH

WHO AM I AND WHAT DO I KNOW...?

- Founded in 2009
- Independent subsidiary of Emerald Global Publishing Group
- Innovative research communications
- Clarity from complexity





"PROFESSOR, NO-ONE IS READING YOU..."

- 90% of papers are not cited and 50% are not read (Lokman Meho, 2007)
- 50% of EU-funded projects have no article outputs (Galsworthy et al, 2012)
- 15 million person hours spent on unpublished research every year (Rubriq, 2013)
- On average, a peer-reviewed paper is read by 10 people (Biswas and Kirchherr, 2015)
- Promotion of research creates engagement (Terras, 2014)
- Outdated practices and lack of simplicity make work unfindable (Goble, 2015)
- Articles need to get noticed (Costello, 2015)
- Replacing the linear model of research (Shneiderman, 2016)

BUT...

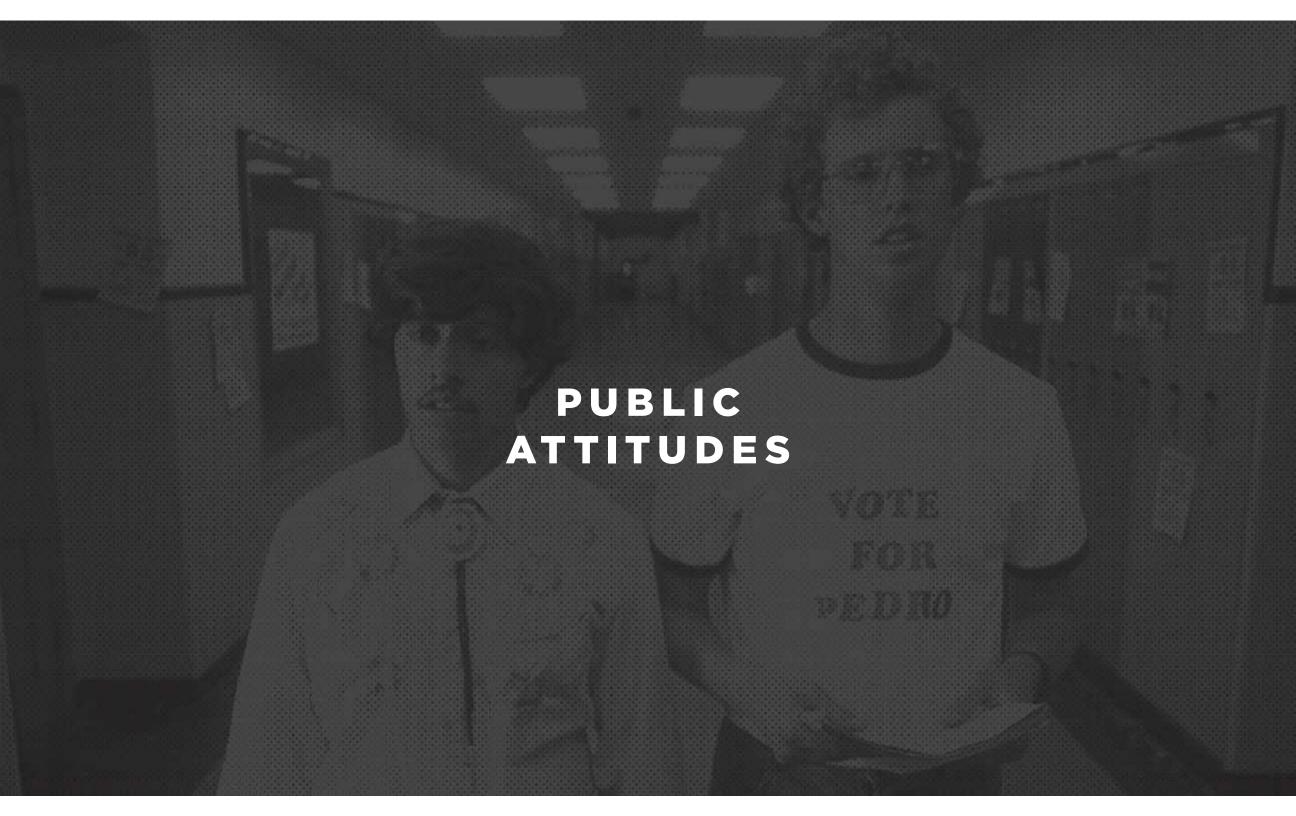
IF UNIVERSITIES STILL ONLY VALUE SCHOLARLY OUTPUTS, WHAT'S THE INCENTIVE TO UNDERTAKE BROADER COMMUNICATIONS?

THE FUNDING IMPETUS: IMPACT

- Beyond academia and peer-to-peer
- Economic, societal, political, cultural, environmental
- Knowledge and skills transfer
- Public engagement







43%	40%	72%	28%
Want to decide on science issues	Poor	Want to	Trust science
	communications	know more	journalism

58%

Too little effort is

them about research

made to inform

71%

Want to know

about research

before it happens

SOURCE: DEPARTMENT FOR BUSINESS INNOVATION AND SKILLS; BRITISH SCIENCE ASSOCIATION; ECONOMIC AND SOCIAL RESEARCH COUNCIL

55%

Science is

beneficial

THE INDIVIDUAL IMPETUS

- There's a lot of information out there...how does research stand out from the crowd?
- Communicating in different ways can help...
 - Find collaborators
 - Take an idea to market
 - Influence policy
 - Secure further funding
 - Make a difference to an individual...



A PERIOD OF SIGNIFICANT CHANGE?

- Long periods of relative stability and protection
- Unprecedented change over the last ~5 years in the scholarly market
- The internet woke us up...but didn't start really disrupting until recently
- Financial crises sharpened the eye on return on the research budget
- Students became purchasers
- Globalisation lowered barriers to mobility
- The education market opened



- Challenging funding dynamics (globally?) flat or declining need to demonstrate VFM, ROI and greater public accountability
- Will it lead to further funding concentration on an elite few?
- A system that focuses on long-term deliverables can't cope with peaks and troughs
- Also need to find innovative funding solutions
- Increased focus on private funding and crowd-sourcing?
- STEM remains a focus for funding BUT only research that clearly demonstrates economic and social value will be prioritised
- Increased drive for inter- and multi-disciplinary research
 - do traditional subject classifications break down?



- Impact is here to stay
- Intrinsically linked to funding dynamics, increasingly so globally
- Expectation that research will impact positively on society, policy and the economy
- Grand challenges are global in nature collaboration across borders will be the norm
- But impact should also be felt on the labour market as HE becomes the primary entry point to work
- Innovation and knowledge exchange also expected, working in partnership with industry and society

STUDENTS AS CONSUMERS

- Students are internationally mobile, paying consumers they want prospects and VFM, and have high purchasing power. They choose:
 - Their institution
 - Their subject
 - Their preferred mode of delivery
- User needs and expectations are increasing
 - Demand for same experience as in their consumer lives
 - Demand for real-time information
 - Expectation of interactivity, choice and personalisation
- Ageing population and globalisation means a more diverse student body
- Ignore students at your peril...



- Increased digital divide millennial expectations
- Digital technologies 3D, gesture / facial / voice recognition becomes standard, changing methods of interaction
- Growth of distance/virtual learning?
- Open access increased "democratisation of content", more user-generated content, self-publishing
- Research publications e-only, data only? Research in a constant state of "beta testing"

THE BUSINESS OF UNIVERSITIES

- Competing for talent staff and students
- Competing for funding and partners
- Judged on multiple fronts
 - Promotion is not a dirty word...
 - What is your institutional identity?
 - What gives you the distinctive edge?
 - How do you transfer knowledge into practical outcomes and communicate this to maximise its transformative impact?
- Removal of ivory towers?

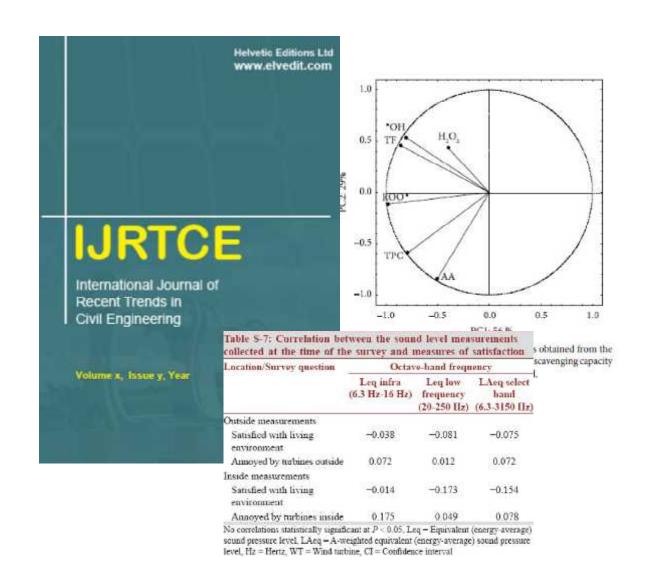
OUTREACH AND WIDER ENGAGEMENT

- Linked to Impact, but also more widely to raising the profile of both institutions and research
- How do you engage beyond the academy the public, policy-makers, industry leaders, even other researchers outside of a particular discipline?
- The academic record needs to be supplemented in order to engage
- They also need a different language and different media

TO CHANGE EVERYTHING, START ANYWHERE

ACADEMIC OUTPUTS

- Academics write for other academics
- Peer-to-Peer language rarely translates to impact for a wider audience
- Language isn't SEO-friendly



STORYTELLING

- Contextualise the research
- Highlight the impacts, applications and next steps
- Assist understanding need to talk in a language your audience is familiar with
- Tell:
 - The What
 - The How
 - The Why





5 STEPS TO SHOWCASING RESEARCH

- Build a comms plan
- Build a network
- Write a lay summary
- Think about visual aids
- Engage

CHANGE AGENTS





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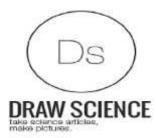












SH4FT HAPPENS

YOU ARE THE KEY TO CHANGE

THANK YOU FOR LISTENING ANY QUESTIONS?

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