

What does research impact mean to you?

Improved lives

Learning

646733 Policy and practice changes
positive difference

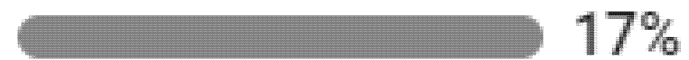
the magnitude of research contribution

making a difference Action

The product I am working on is
changing/improving

Should funding for tackling social challenges be based on impact?

Yes



No



Depends on the funder



Depends on the subject area



How can we best measure or track real-world impact over time?

Statistics, stakeholder/community feedback, policy change/implementation

Citation metrics

Social media

Depends on what you are trying to measure



Breakout Room 1

Question 1:

What would make an impactful policy brief for your research?

What would that look like? What would the goal of this document be? Where would you disseminate it? What images might accompany it? How would you know it was effective?

When goals
can be
achieved

Images:
infographic?
Things that
can be shared
in social media

working
placement at
the
public/third
sectors

Executive
summary

Research
applications
can be
summarised
efficiently

Short
film

Timescale

Press
release

Blog

Stakeholders

Question 2:

What would constitute impactful social media coverage of your research?

What form would this output take? Content and target audience? Where would you disseminate it? How would you know it was effective?

A good image

A hashtag that
draws people in

TAG#

Write to the
public sectors
(e.g. DfE?)

Engagement,
retweets, etc

Use e.g.
targeted
advertisement?

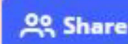
Pretty
Branding

Succinct
summary

Click
through
(blogs,
videos)



Breakout Room 2



Question 1:

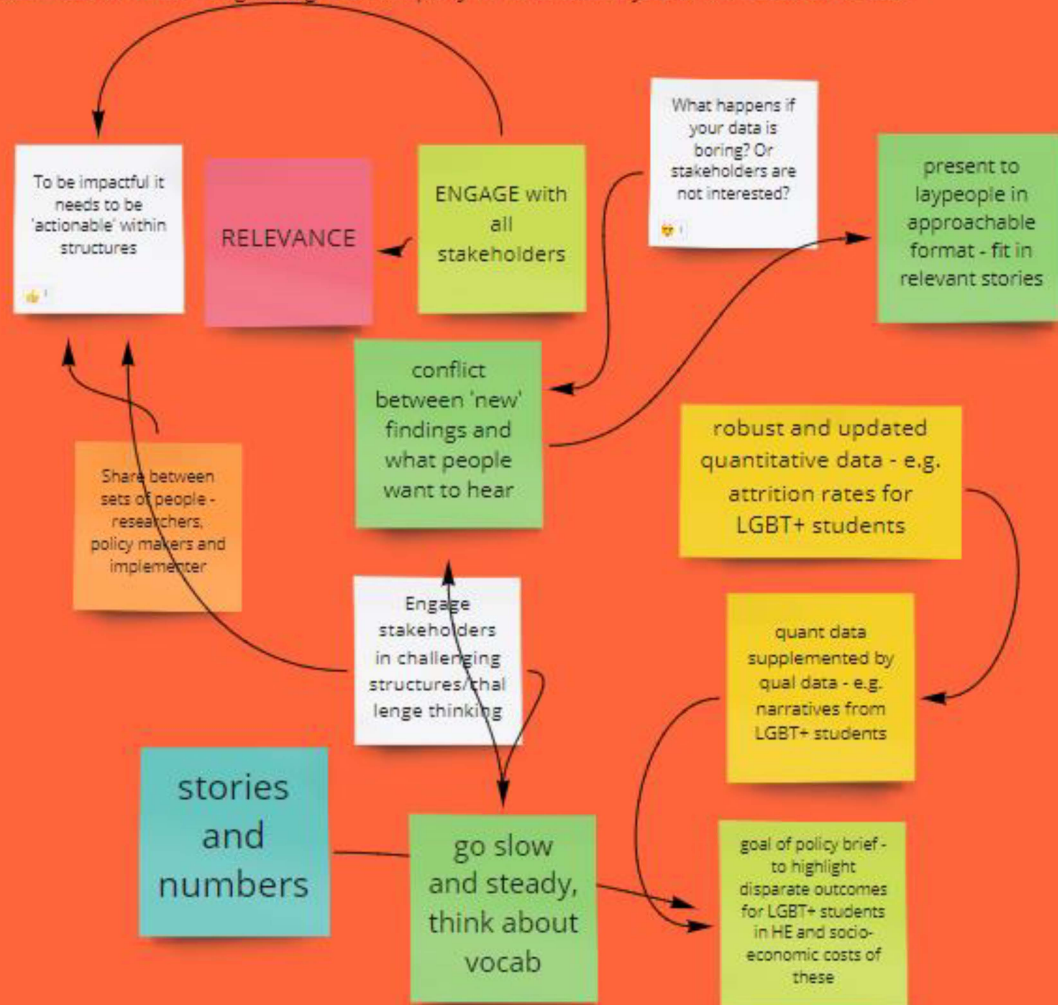
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Twitter? Does social media actually work?

Youtube? Most used social media