

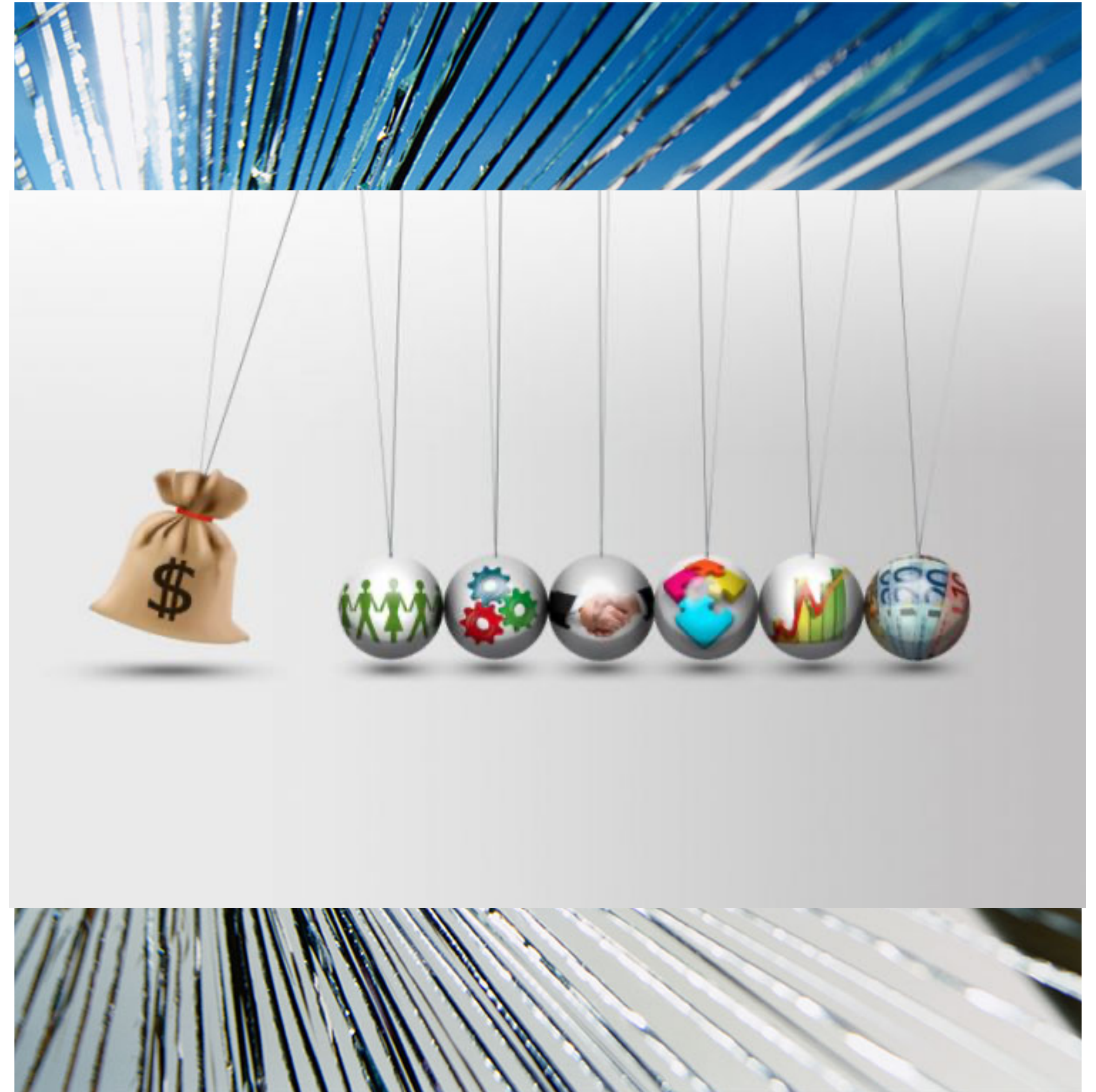
Developing Impact & Public Engagement in the MIP-Frontiers project

Mark Sandler 3 November 2020

What is Impact?

Why use such an ill-defined term?

- The striking of one thing against another
- An impinging
- The effect or impression of one person or thing on another
- What governments want to prove that spending on research is worth doing



It's what funders want **your research** to have! and maybe you want it too

- **Societal** - does it make a difference to an aspect of society?
- Environmental - Does it have a (preferably positive) effect on the environment?
- **Economic** - is it helping make or save money, create jobs, increase investment?
- **Policy** - on any of the above
- But it is not about Academic Beneficiaries.
 - This is a nuance, because of course, they are part of society, and your research outcomes should have an impact on them too.
- And it is not Public Engagement - though they are closely related

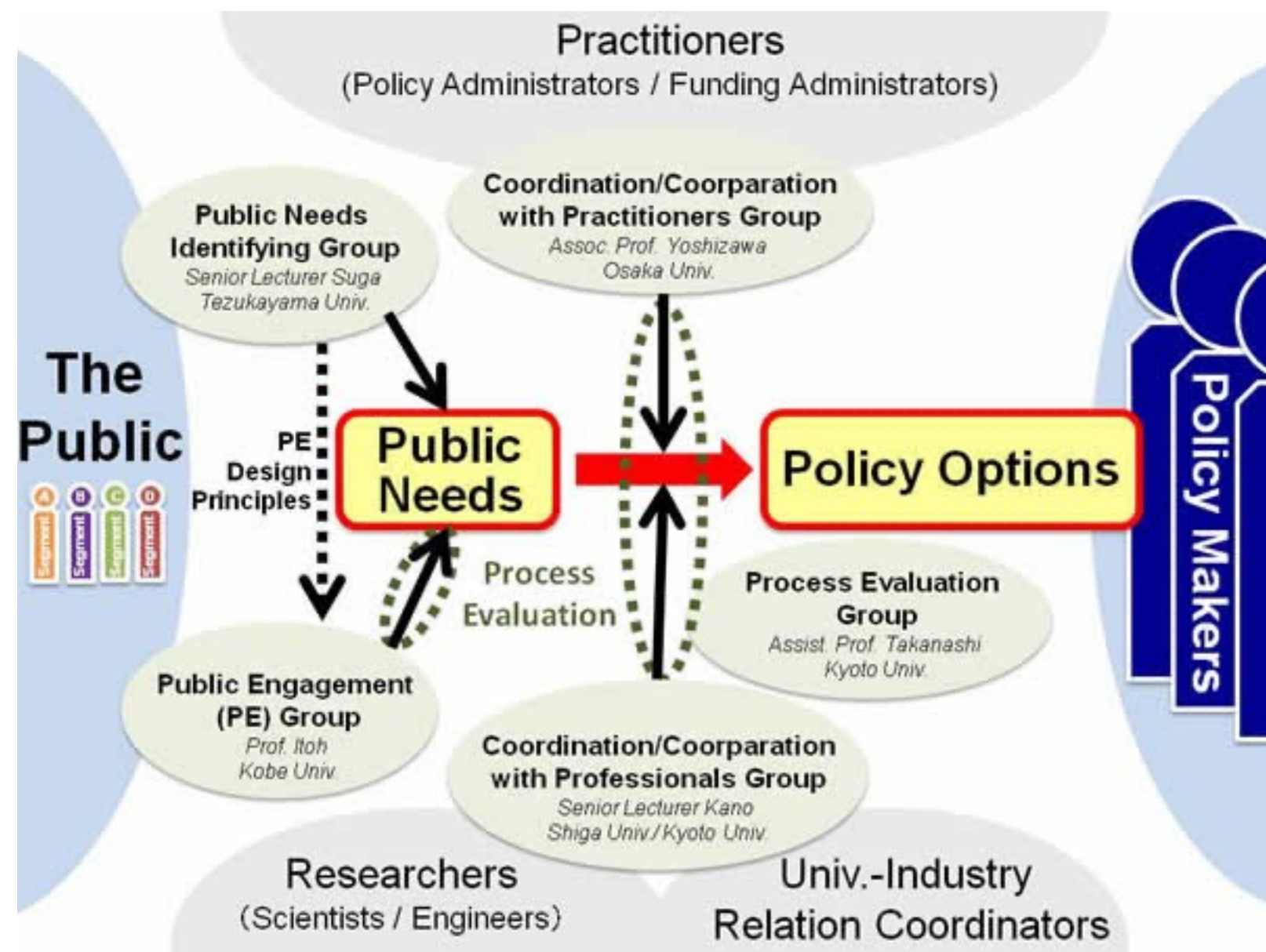
What can Impact be?

- Startups, Licensing
- Company growth, increased employment, items sold
- **Open** - software, data etc: GitHub? e.g. SonicVisualiser, essentia, FreeSound, ..
 - @QM: see also isophonics.org for net visibility, data sets, our free software, ...
 - @QM: Turing Data Study Groups
- Influence government policy
 - eg via some of QM's Council, your MP, or the Parisian, Barcelonan, Linzian equivalent
 - @QM: participate in STEM 2021 (deadline 11/12/20)

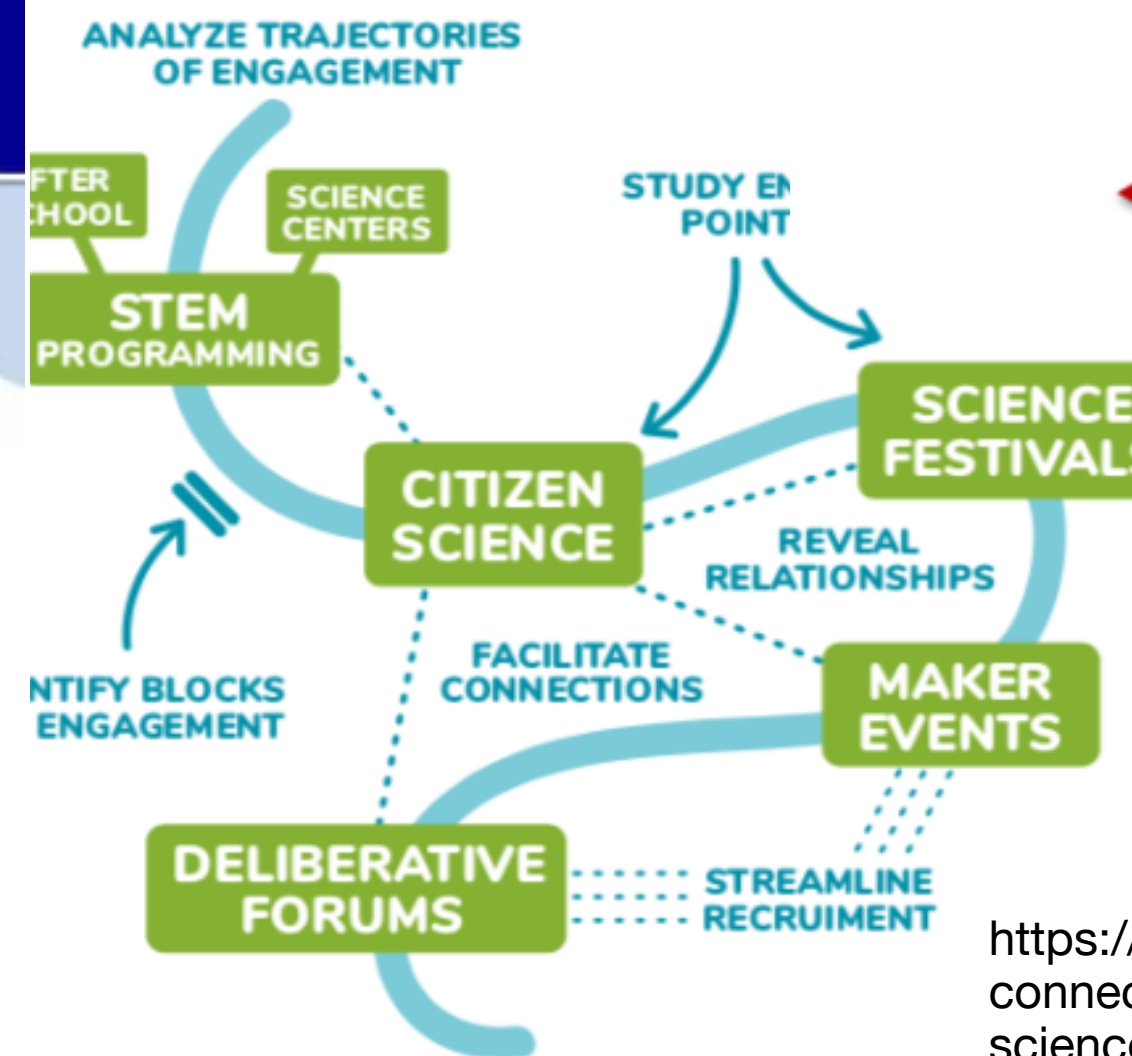
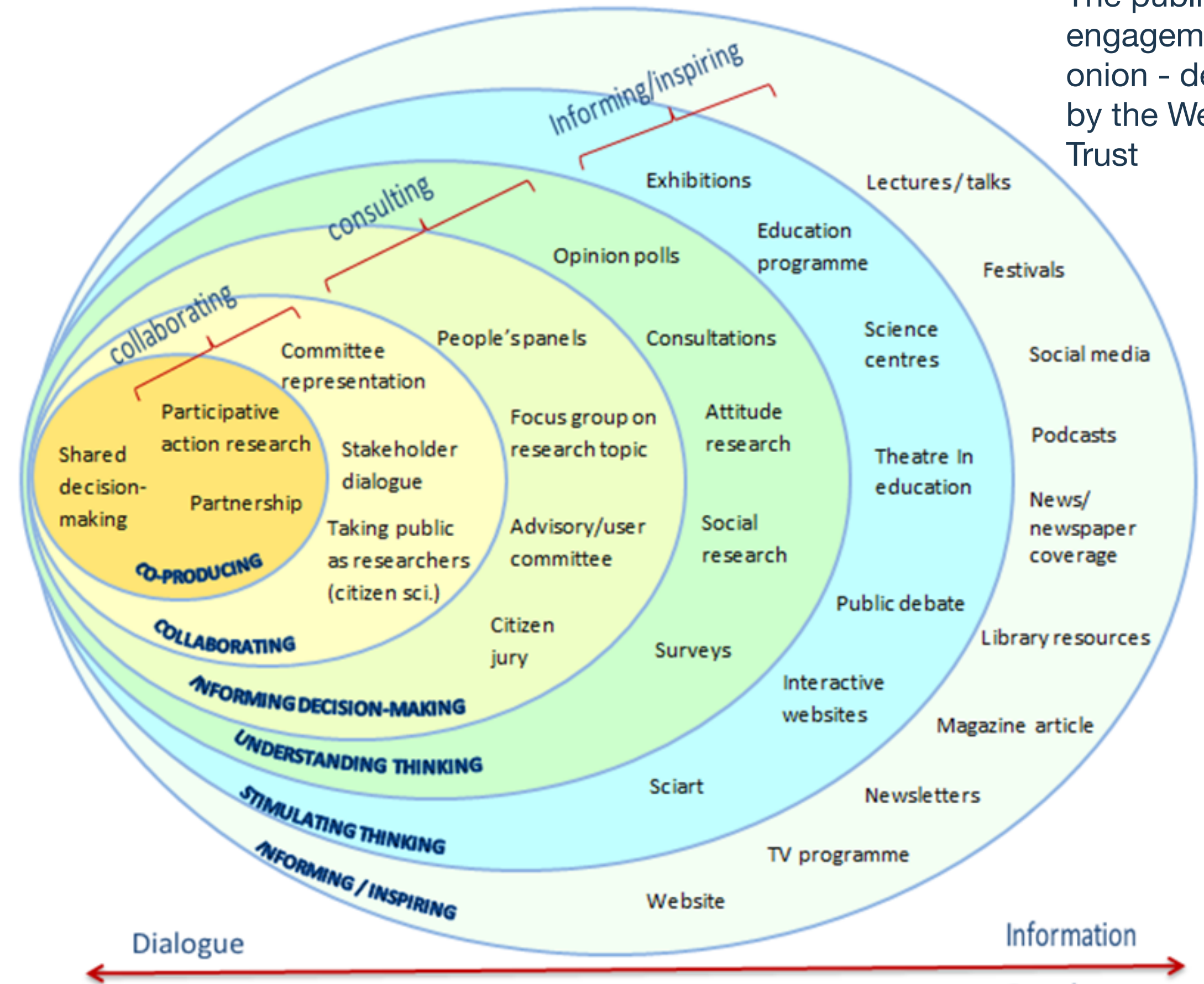
Public Engagement

bringing your research and discipline to the awareness of the Public

The public engagement onion - developed by the Wellcome Trust



from <http://en.pesti.jp>



<https://blog.scistarter.org/2018/10/connecting-public-engagement-in-science-efforts-across-silos/>

What Public Engagement is possible

what channels exist

- Schools:
 - write an article for [cs4fn](#). (ask Prof Paul Curzon @QM)
 - [TeenTech](#) [activities](#) for ~14 year olds.
 - QMUL has strong ties to at least 2 schools ([St Pauls](#) and [Drapers Academy](#)) - what about UPF, TPT, JKU?
- Science and Arts festivals: Cheltenham, Big Bang, Pint of Science, [Sonar](#)...
- Videos on a [YouTube](#) or [Vimeo](#) channel: should we set one up?
- Creative outputs: concert or other artistic output to demonstrate research outcomes
 - Can MIPF fund work with artists? Are there other local resources?

Public Engagement

- Social Media
 - [LinkedIn](#)
 - [Twitter](#)
 - Press releases
 - Blogs
- Industrial Partners:
 - Can promote your work through their networks.
 - Offer space at a Trade Show...

Notice that ..

- although **Impact** and **Public Engagement** are different
- Public Engagement influences Impact, especially when it uses marketing channels like LinkedIn
- Some of the interpersonal skills are similar: especially being a good public communicator
- Creative outputs *can* have economic impact, e.g. if you work with professional artists

so how much money is there to spend on this

- Ask your local academic team
- Possibility for concerted action across the project
- QM's Centre for Public Engagement offers grants too - for different types of event - perhaps QM can coordinate a grant from them

homework - some things to think about

how does your research make a difference?

- what difference does it make?
- who does it make a difference to? whose life is affected or impacted? who will use it?
- why will they use it?
- how can they find out about it?

- thanks to Josh Reiss for these

Next steps

Breakout groups to discuss scripts for the video

- 5 groups of three students each
- Led by the 5 who volunteered to help shape the video
- Alvaro will assign you very shortly
- Here's the [briefing document](#)

**Let the world know
about MIP-Frontiers**

Public Engagement Check sheet

Need

Who has a stake in the research, 'beyond academia'?

What need is the research able to address?

Research input & mediation

What is the research and how is it being mediated to make it accessible to potential users?

Research uptake

What happens as a result?
What is influenced as a result of this interaction?

Outcomes and impacts

What has changed as a result, to which aspects of public life?

Impacts

What contribution have these changes made to the world 'beyond academia'?
What public benefit has been realised?

Who has benefited?

