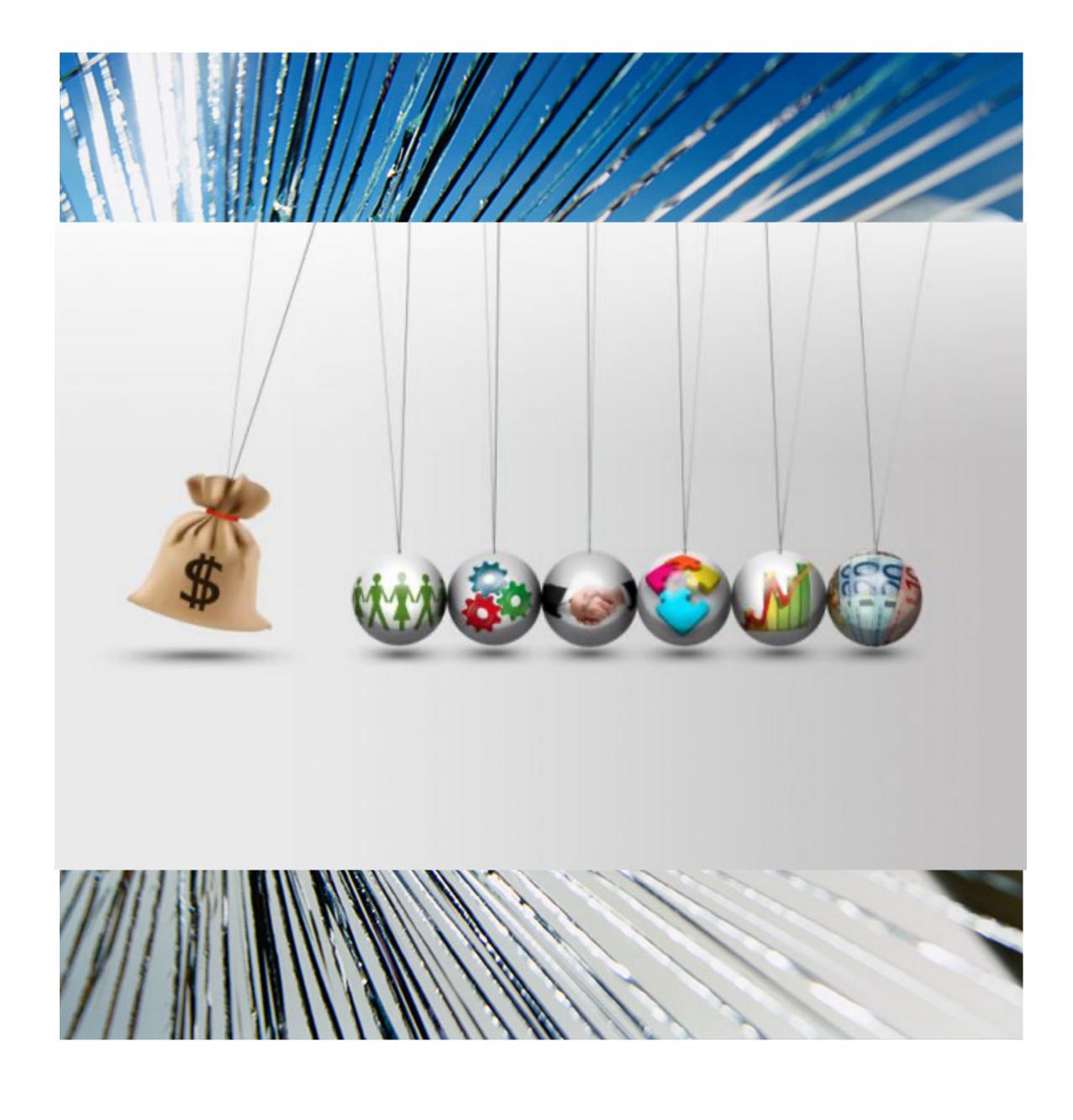
Developing Impact & Public Engagement in the MIP-Frontiers project

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

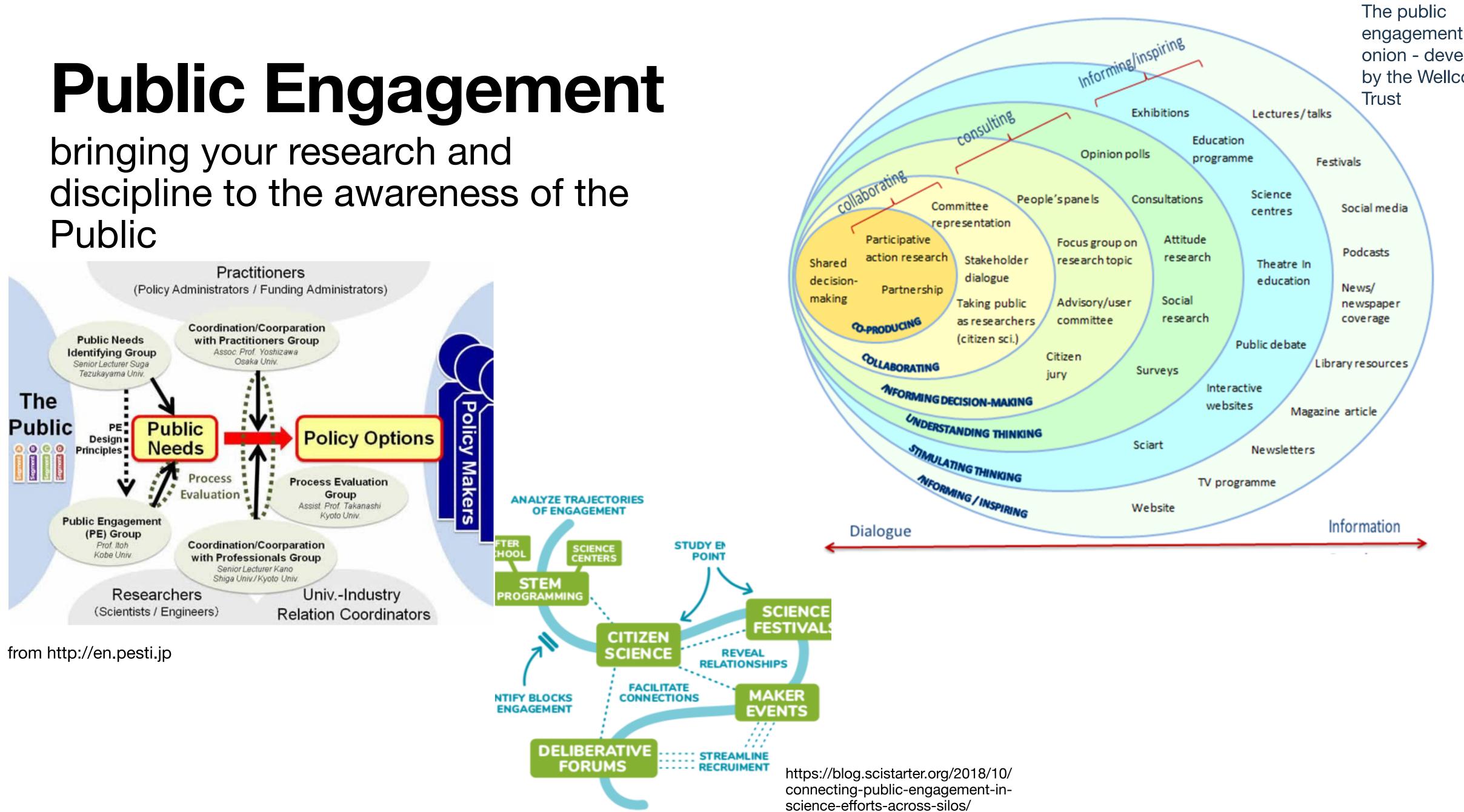


What can Impact be?

- 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

 - eq via some of QM's Council, your MP, or the Parisian, Barcelonan, Linzian equivalent • @QM: participate in STEM 2021 (deadline 11/12/20)









What Public Engagement is possible what channels exist

- Schools:
 - write an article for <u>cs4fn</u>. (ask Prof Paul Curzon @QM)
 - TeenTech <u>activities</u> for ~14 year olds.
 - about UPF, TPT, JKU?
- Science and Arts festivals: Cheltenham, Big Bang, Pint of Science, <u>Sonar...</u>
- Videos on a YouTube or Vimeo channel: should we set one up?
- - Can MIPF fund work with artists? Are there other local resources?

QMUL has strong ties to at least 2 schools (St Pauls and Drapers Academy) - what

• Creative outputs: concert or other artistic output to demonstrate research outcomes

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
- event perhaps QM can coordinate a grant from them

QM's <u>Centre for Public Engagement</u> offers grants too - for different types of



homework - some things to think about how does your research make a difference?

- what difference does it make?
- will use it?
- why will they use it?
- how can they find out about it?

thanks to Josh Reiss for these

who does it make a difference to? whose life is affected or impacted? who

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 <u>briefing document</u>

Let the world know about MIP-Frontiers



Public Engagement

Check sheet

Need

Who has a stake in the research, 'beyond academ'

What need is the research able to address?

Research input & media

What is the research and h is it being mediated to mak accessible to potential user

Research uptake

What happens as a result? What is influenced as a res 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?

	PATHWAY ONE Understanding Exploring meaning and values	PATHWAY TWO Capability Enhancing skills, behaviour & networks	PATHWAY THREE Innovation Improving policies and practice and the way the world works
י 	RESEARCH / EXPERTISE • Expression • Critique • Re-framing debate	 RESEARCH / EXPERTISE Tools and training Resources Networks 	 RESEARCH / EXPERTISE Evidence Inquiry Deliberation
	 Conversation Debate Representation Interpretation 	 Professional practices Social practices Connectivity Ethics 	 Policy making Planning Decision making Measurement routing
1	CONCEPTUAL & ATTITUDINAL OUTCOMES Building awareness, reflexivity & understanding	CAPACITY BUILDING OUTCOMES Building skills, networks and community	INSTRUMENTAL OUTCOMES Stimulating innovation and practical change
E	 videnced changes to Discourse Knowledge & awaren Attitudes & values Meaning / sense mak Enjoyment 	 Access & involvement 	 Strategies and plans Practices Policies / regulations Products and service Budgeting & investment
	 Civic Civolvement Volunteering Trust in others Social cohesion Human capital Education & skill Social mobility Participation in learning, sport and culture 	Quality of lifeHealthsPersonal well being (happiness, life satisfaction)• Effectiveness of services• Access to services • Relationships• Esperience of services• Safety	Prosperity Environmedian s • Wealth creation Enhanced • Income equality • Natural • Efficiency • Built • Personal • Heritage finances • Lived environ

