CREATING MEANINGFUL IMPACT

THE ESSENTIAL GUIDE TO DEVELOPING AN IMPACT-LITERATE MINDSET
CREATING MEANINGFUL IMPACT
Julie Bayley’s book, Creating Meaningful Impact, is an enlightening romp through the excitement, the pressures, the demands of doing impact well, both in terms of institutional success and in terms of a researcher’s personal and professional development. As book blurbs often suggest, the book is a rollercoaster, but one very much aimed at the fainthearted, who stand to learn a lot from Julie’s immense expertise, warmth, wit and superlative use of imagery. So, if you are tickled by the idea of becoming a more mindfully impactful researcher, swipe right on ‘Impact Tinder’ and read this book!

–Professor Ele Belfiore, Professor in Cultural Policy & Director of the Interdisciplinary Centre for Social Inclusion and Cultural Diversity, University of Aberdeen, UK

Julie Bayley never fails to achieve impact on impact. If you are already on your journey to impact literacy this book will help you grow roots into impact healthy practices. And if you are just starting out, this book will help you sow the seeds that will grow into those roots to sustain your career of research with an impact on society. ‘Creating meaningful impact’ isn’t just the title, it is the goal that Julie achieves in this important book.

–Dr David Phipps, Assistant VP Research Strategy & Impact, York University, Canada, and Director of Research Impact Canada

There are many books available to advise researcher how to ‘do’ impact but none as accessible as this. The sheer joy and enthusiasm that Julie brings to the field shines through every word which, along with insights from other researchers and partners in the field, ensures that every reader will emerge from this book enlightened, and excited about the prospect of pursuing their own ‘societal impact’.

–Dr Gemma Derrick, Associate Professor, Research Policy & Culture, University of Bristol, UK
CONTENTS

List of Figures and Tables xi
About the Author xiii
Acknowledgements xv
Contributors xvii
Introduction 1
  Structure of the Book 3

Part 1: Impact, Impact Literacy and Values

  What Impact Is 9
  What Impact Isn’t 13
  Types of Impact 14
  Proving Impact 16
  Why Do We Do Impact? 17
    Impact in Funding 18
    Impact in Assessment 20
    Impact in Missions 22
    Personal Motivation for Impact 24
  The Wonderful World of Impact Terminology 25
    Things That Sound Like Research Impact But Aren’t 30
  Dimensions of Impact 34
    Significance: How Important Is it to the Outside World? 34
    Reach: How Far or Deep Is the Effect? 35
Contribution and Attribution: How Much of the Change is Down to the Research? 37
Distance and Time: Where and When Does the Impact Happen? 38
Linearity and Dependencies: How Sequenced Does it Have to Be? 39
Disciplinary Differences? Not as Such 41
  Fundamental or ‘Discovery’ Research 41
  Philosophical Research 42
  Participatory or Engaged Research 42
  Research Which Aims to Develop a Useful ‘Thing’ 42
  Research in Contested, Sensitive, Taboo or Secret Areas 43
  Commissioned Research 44
  Research to Curate, Preserve or Order Knowledge 45
What Counts as ‘Better’ Impact? (If You Need to Pick) 45
Summary 47
What Can You Do? 48

Chapter 2: Impact Literacy 51
  What Is Impact Literacy? 53
  Evolution Of The Model 53
  Risks Of Taking A Non-Literate Approach 56
  Levels Of Literacy 58
  Summary 58
  What Can You Do? 60

Chapter 3: Impact, Values and Power 63
  How We Present Impact Skews What We Think Counts – Big, Shiny Endpoints 63
  We Don’t Talk About Failure (Or Harm) 65
  Who Determines What Impact Is? 67
Contents

Pressures on People And Institutions: Labour, Visibility and Survivalism 70
Mechanising Relationships 75
Recognising Privilege 77
Towards Fairer 78
Summary 80
What Can You Do? 81

Part 2: Eight Principles for Developing an Impact-literate Mindset

Principle 1: Chase Meaning Not Unicorns 85
  Are Unicorns a Problem? 88
  Harnessing Unicorn Energy 89
  Summary 90
  What Can You Do? 91

Principle 2: Work Out What Your Research Powers Up 93
  What Can Be Mobilised? 94
  Who Picks Up The Baton? 96
    Partner Up … 98
    … But Consider Breaking Up 100
  Why? Be an Annoying Toddler 102
  Consider How The Baton Passes… 104
    …Before Choosing The Method 105
  Prioritising (If You Have to) 107
  Summary 108
  What Can You Do? 108

Principle 3: Think Directionally Not Linearly 111
  Why Is Thinking Directionally Useful? 112
  From ‘Problem’ to ‘Better’ 112
Step 1: Describe the Baseline – ‘What’s the Problem’? 114
Step 2: Describe the Impact Goal(s) – If That’s the
Problem, What Does Better Look Like?’ 116
Summary 118
What Can You Do? 119

Principle 4: Evidence? Think ‘What Would Jessica Fletcher Do?’ 121
How do we Prove Impact? 123
Hard Proof: There Is No Doubt 124
Softer Proof: It’s Provable When Combined 125
Proxy Measures: It Indicates But Doesn’t Prove 126
Logical Proof in Uncertainty: We Can Claim If We
Eliminate All Other Explanations 127
Identifying Onward Routes; Using Events as Evidence
Waypoints 128
What Counts As Evidence Of Impact? 129
Summary 135
What Can You Do? 136

Principle 5: Create a Healthy Space 137
Why Is The Research Environment Important? 138
A Moment on Challenges and Resistance 140
Institutional Impact Literacy 142
WHY (The Purpose) 143
WHAT (The Policies) 144
HOW (The Processes) 144
WHO (The People) 145
Institutional Risks of Taking a Non-Literate Approach 146
Levels of Institutional Literacy 148
Institutional Health 149
The 5Cs of Institutional Impact Health 151
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LIST OF FIGURES AND TABLES

FIGURES

Figure 1. What Is Impact? 11
Figure 2. Original Impact Literacy Diagram 54
Figure 3. Revised (Extended) Model of Impact Literacy 55
Figure 4. Impact as Up, Down or Steady 113
Figure 5. How We Make a Difference in Academia 157
Figure 6. Knowledge Mobilisation and Impact Competencies 160

TABLES

Table 1. Levels of Individual Impact Literacy 59
Table 2. Sliding Scale of Stakeholder Energies 97
Table 3. Characterising Baseline Problems and Impact Goals 117
Table 4. Common Evidence Types and What They’re Best Suited To 131
Table 5. Levels of Institutional Impact Literacy 148
Table 6. Comparison of Healthy Versus Unhealthy Practices 153
ABOUT THE AUTHOR

Julie once got lost in a bathroom. She spends her spare time belting out 80s tunes, watching cozy murder mysteries and documentaries about Alaskan Bush people. She once ordered fake designer underwear whilst on a lot of post-surgery medication.

She is also a world expert on impact.

Vicky Williams, CEO, Emerald Group

Dr Julie Bayley is an international expert on research impact and has been immersed in the world of impact as an academic and research manager for many years. She is currently the Director of Research Impact Development at the University of Lincoln (UK) and founder and Director of the Lincoln Impact Literacy Institute – the University’s strategic unit for impact – leading impact capacity building and strategy across the institution and wider university sector. She is passionate about equality and diversity within research, and is Director of Impact for the Eleanor Glanville Institute, the University of Lincoln’s Strategic Unit for Equality and Diversity.

She is a regular contributor to conferences, consultations and round tables and, since 2017, she has been commissioned as Emerald Publishing’s Impact Literacy Advisor to support their ‘Real World Impact’ programme. She sits on a number of Committees and Advisory Boards, including as Policy Lead on the British Psychology Society Division of Health Psychology Committee, and previously as both Director of Qualifications for the Association of Research Managers and Administrations (ARMA) UK, and Co-chair of the International Network of Research Management Societies (INORMS) Research Impact and Stakeholder
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As well as an impact expert, she is a Chartered Health Psychologist, registered with the Health and Care Professions Council, and has been an applied researcher in behaviour change since 2003. Much of this time was spent researching sexual health, as well as healthcare staff development, public health interventions and evaluations of health and care services. Recent research has focused on improving patient-centred research, developing patient outcome measures, delivering public health evaluations and creating novel ways to review impact in funding applications and in health innovation research. Having had far too many blood clots since 2008, she is an advocate for vascular health and is a patient representative on the International Consortium for Health Outcomes Measurement (ICHOM) Central Advisory Board.

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To Dad. You won’t read this, and you won’t understand what it’s about, and that’s fine. Just know I did it and please stop complaining about my coffee.

To those contributed to this book, more on you later you lovely lot.

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This book is for those we bumble along with, those we love and those we want to throw pies at. It’s a fascinating world isn’t it?

And now, tea.
There are wonderfully kind and fabulous people around, some of whom I’ve been lucky enough to have contribute to this book. A MASSIVE thanks to them for offering their energy, time, thoughts and comments, from whichever bit of the research and impact world they represent. Some of them were even willing to be seen with me in public to discuss things over coffee. Others less so but I’ll hang around until they relent. The glorious people you’ll hear from and to who I’m indebted are:

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