



Communicating to increase the impact of research

Part 1: Basic principles of research impact and tools for research communication

19th November

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www.inasp.info
www.authoraid.info

Our vision

Research and knowledge at the heart of development

Our mission

To support individuals and institutions to produce, share and use research and knowledge to transform lives

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Programme Specialist



Verity Warne
Head of Marketing & Communications

Today's agenda

15.35	Ice- breaker
15.45	Introduction to research impact
16.30	Tea break
16.45	Developing communication strategy
17.20	Final Q&A
17.30	Session ends

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Housekeeping



Please use chat to ask questions



Please mute your mics



Have your phone handy!



We'll send the slides separately

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Ice breaker

Go to www.menti.com and use the code 71 25 33 3

Or visit
<https://www.menti.com/vf2wr3rdq9>

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Research impact: an overview

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What is impact?



“the demonstrable contribution that excellent research makes to society and the economy”

Academic

shifting understanding and advancing scientific, method, theory and application across and within disciplines

Economic & Society

benefits to individuals, organisations and/or nations

<https://esrc.ukri.org/research/impact-toolkit/what-is-impact/>

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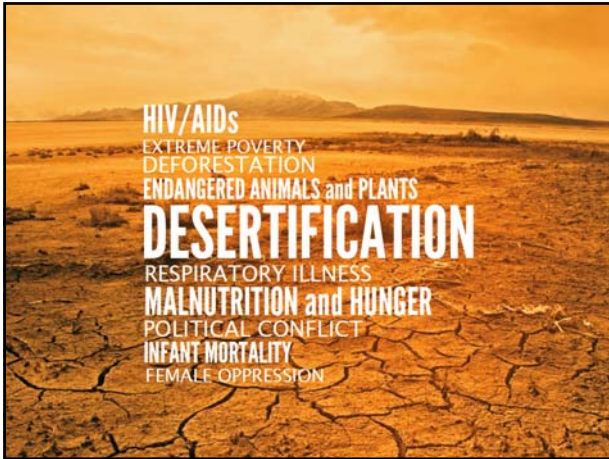


Types of impact

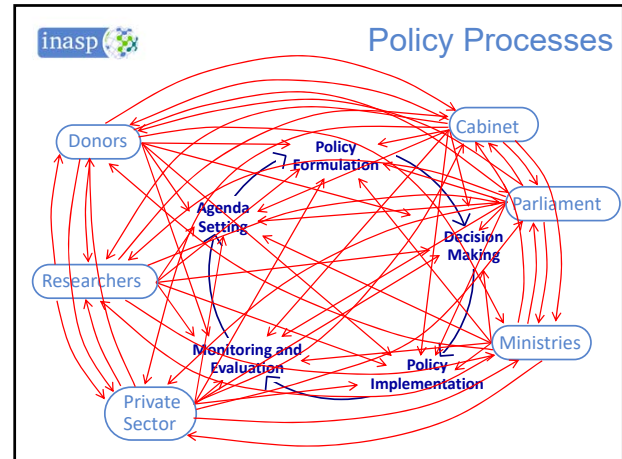
Instrumental	changes in policy & practice
Conceptual	understanding policy issues, reframing debates
Capacity building	Technical and personal skill development
Enduring connectivity	Existence & strength of networks who can make use of the research

Sources: ESRC & DFID-ESRC Growth Research Programme (DEGRP)

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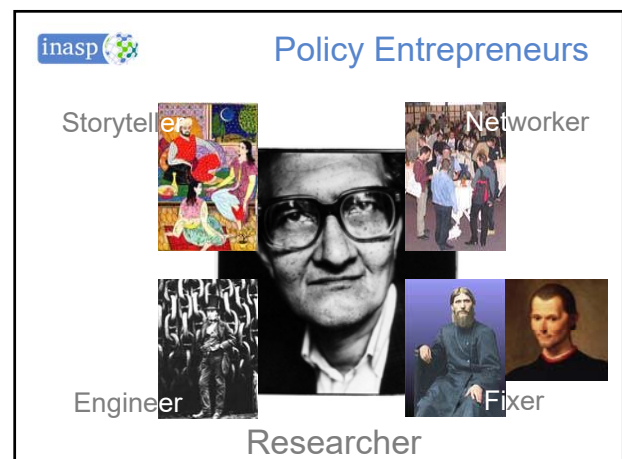
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Policy engagement:
being realistic but strategic


Optimistic	Realistic
Influencing the Minister	Influencing local change and decision making/practice
Making an impact as an individual	collaborating and teaming up, lobbying for change
Impact of one research paper	a larger body of evidence
Post-research dissemination	Early engagement, dialogue and co-creation with stakeholders

"It is quite challenging to influence policy just as a lone voice" - Chinenyenwa Ohia (Nigeria)

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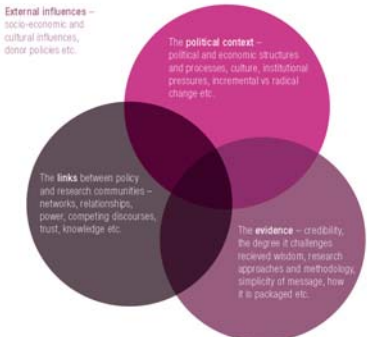
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Tools that can help to sense check your impact pathway

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1. Understand the context




External influences – socio-economic and cultural influences, donor policies etc.

The political context – political and economic structures and processes, culture, institutional pressures, incremental vs radical change etc.

The links between policy and research communities – networks, relationships, power, competing discourses, trust, knowledge etc.

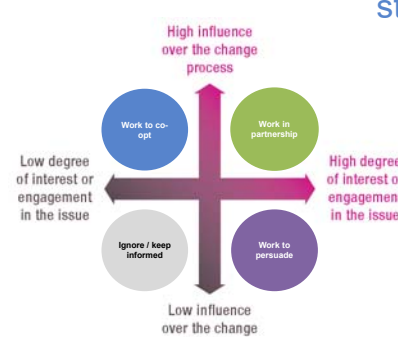
The evidence – credibility, the degree it challenges received wisdom, research approaches and methodology, simplicity of message, how it is packaged etc.

The RAPID Context, Evidence, Links Framework
www.odi.org/sites/odi.org.uk/files/odi-assets/publications-opinion-files/8854.pdf

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2. Mapping stakeholders



High influence over the change process

Low influence over the change process

Low degree of interest or engagement in the issue

High degree of interest or engagement in the issue


Work to co-opt

Work in partnership

Ignore / keep informed


Work to persuade

Alignment, Interest and Influence Matrix
www.odi.org/publications/5288-stakeholder-engagement-stakeholder-analysis-aim-alignment-interest-influence-matrix-roma

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3. What change do you want to see?



Expect to see

Early positive responses to the research


Like to see

Active engagement with the research results

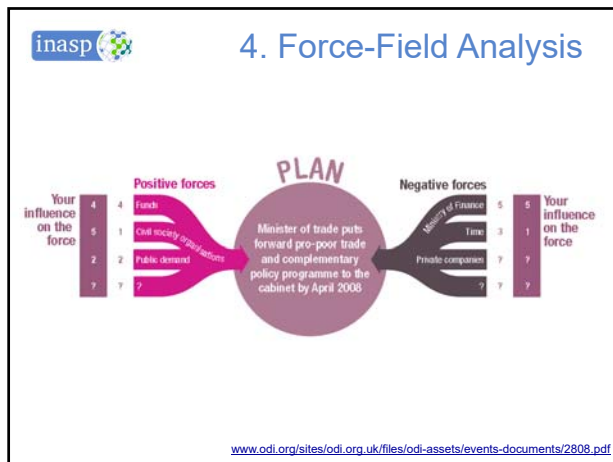
Love to see

Deep transformation in behaviour

Outcome mapping
<https://assets.publishing.service.gov.uk/media/5c48952ded915d388a7e2c98/DEGRP-impact-guidance-note.pdf>

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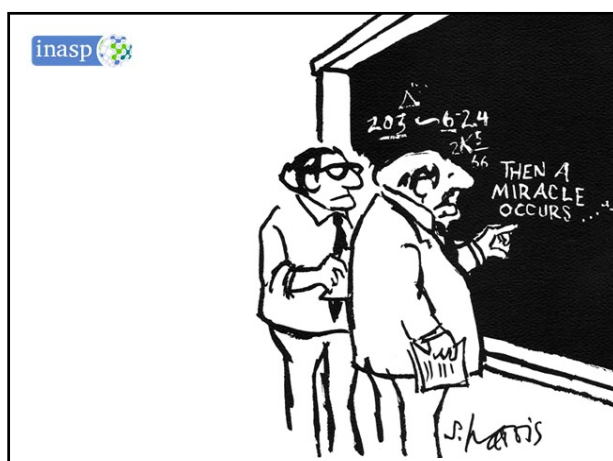
15 mins

Mapping stakeholders

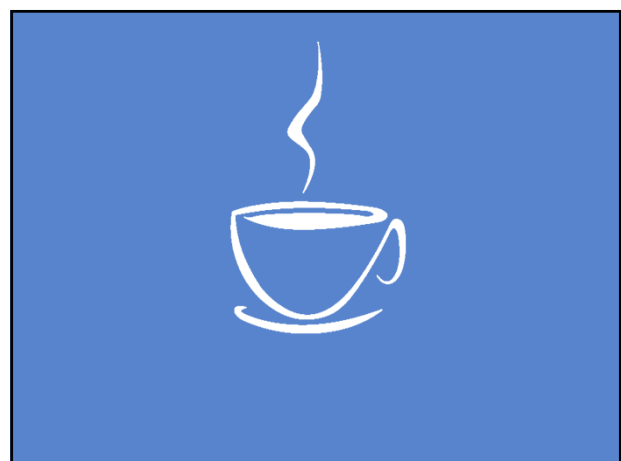
Rapid force field analysis of an impact objective

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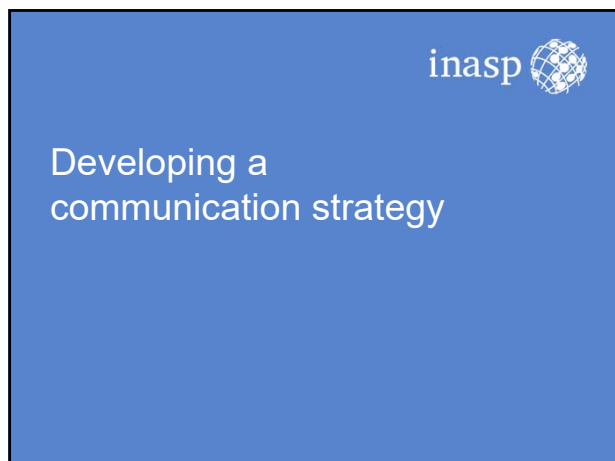
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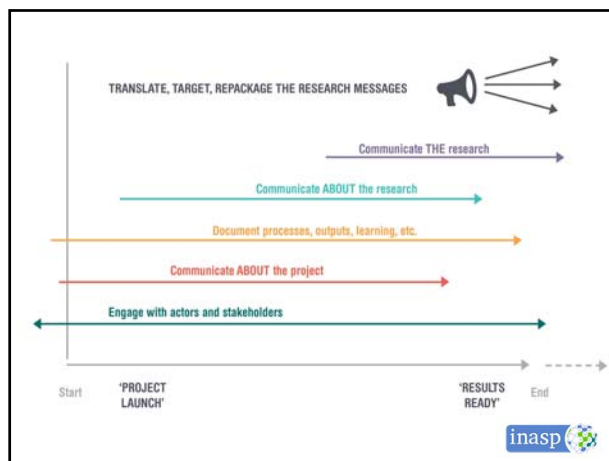
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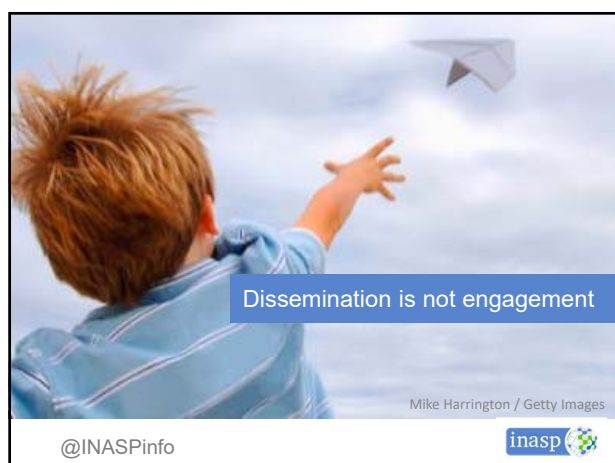
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The communications plan

1. Keep it simple
2. Keep it alive
3. Do the right things, not everything

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Communication should support
the research objectives in achieving
change



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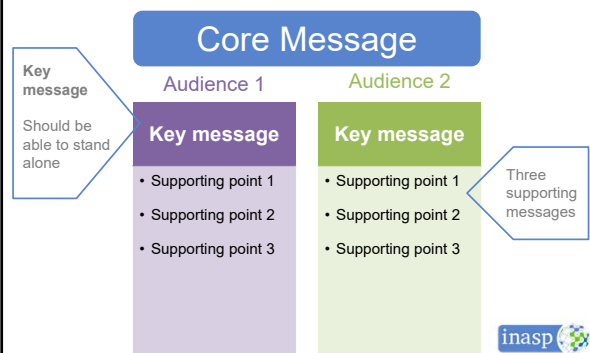
Crafting a clear message

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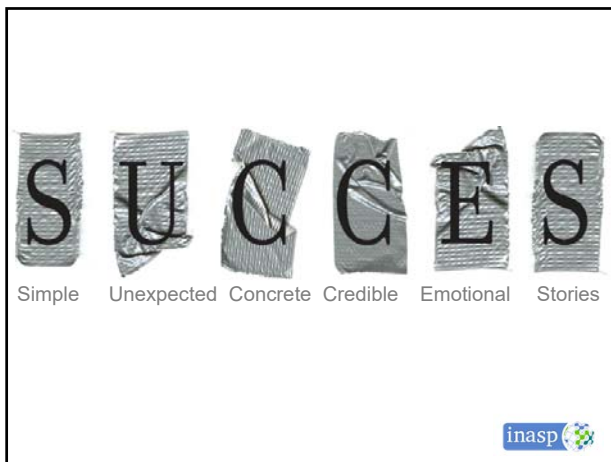


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Message Mapping



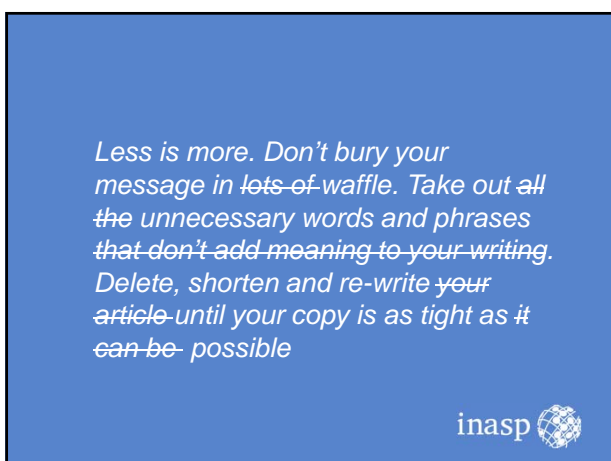
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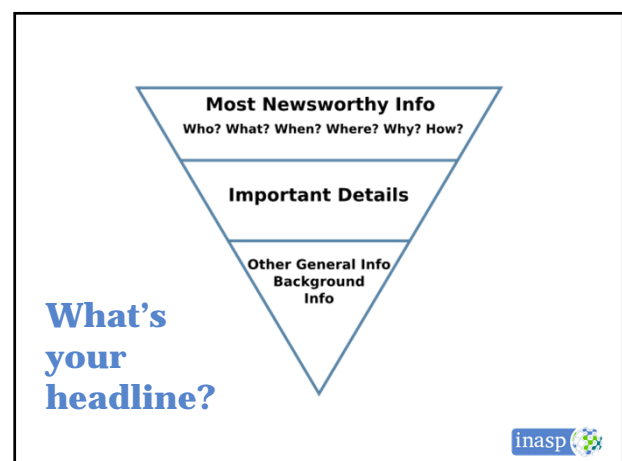
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15 mins

Step 1: Go to
<https://flipgrid.com/37c34592>
 and watch 3 videos

Step 2: Go to
<https://www.menti.com/51oszy4r4x>
 and answer the questions



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The How Choosing channels and outputs

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How do these organisations or individuals find and digest information (which communication channels do they use?) 



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Events



Technical advisory groups
 National dissemination events
 Face-to-Face events
 Workshops, national
 Conferences, international

Publications



Reports
 Journal articles
 Project brochure
 Policy brief
 Fact sheet
 Case study

Digital



Website
 E-newsletter
 Social media
 Multi-media
 Blogs
 Infographics & visualisation

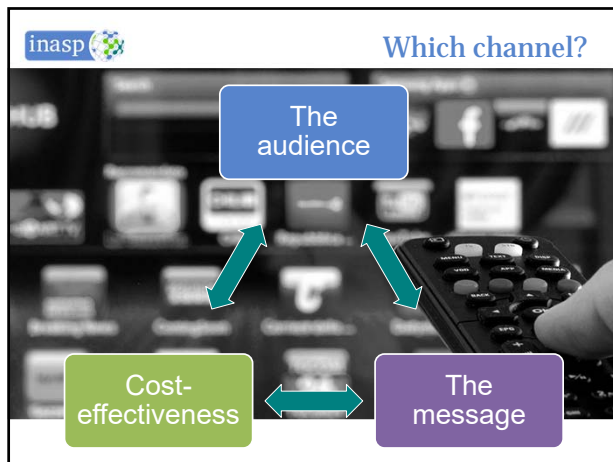
Media



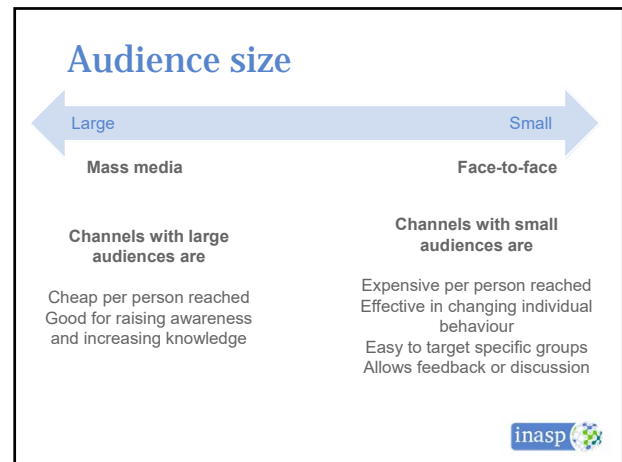
Press
 Radio
 Tv



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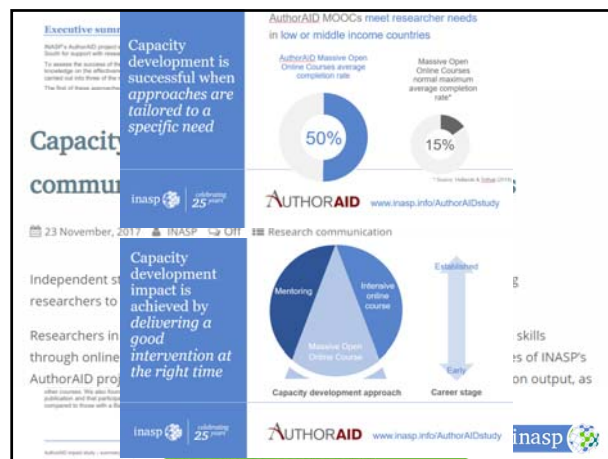
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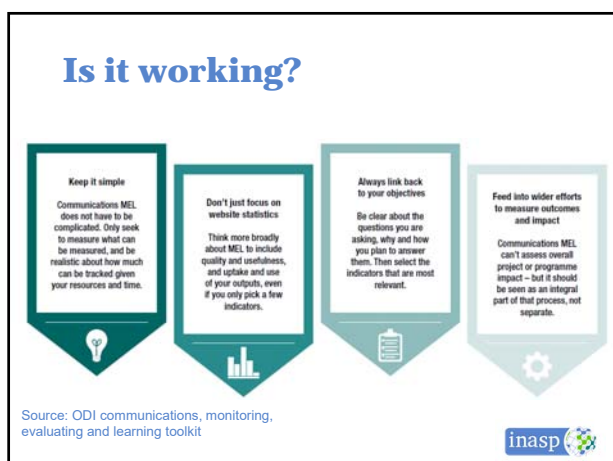
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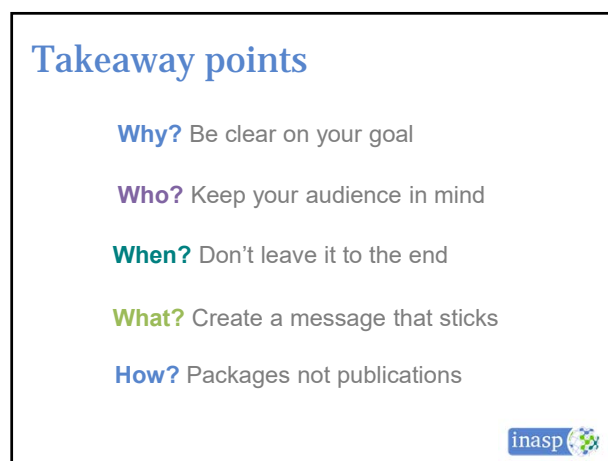
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Your questions?



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Don't forget to record your learning in your learning portfolio

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Your Feedback

What have you found most useful?

What can we improve?



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Next session: 26th November

Research writing for academic audiences



Haseeb Irfanullah



Andy Nobes

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