



*Welcome to **Day 3** of the international course on*

# **Advancing Societal Impact of Social Sciences and Humanities**

**12, 14, 19, 21 & 26 May 2020**

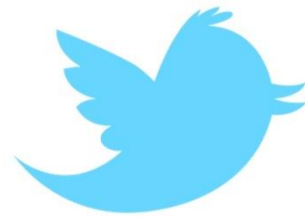
## **AESIS**

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE



Advancing Societal Impact of  
Social Sciences and Humanities  
12, 14, 19, 21 & 26 May 2020

DAY 3



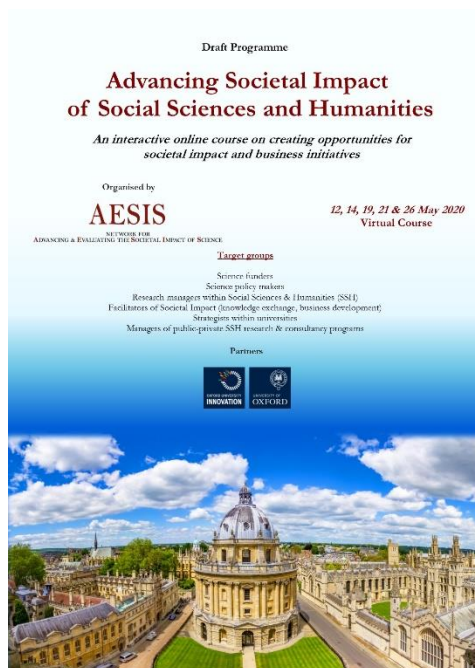
#OXCO20  
@AESISNET

AESIS

# Advancing Societal Impact of Social Sciences and Humanities

12, 14, 19, 21 & 26 May 2020

## OVERVIEW OF THE COURSE



Tuesday 12 May - Introduction, Spin offs and IP policies

Mark Mann & Marc Sedam

Thursday 14 May - Identifying and Developing Business Opportunities

Frank Zwetsloot & Mikkel Rasmussen

Tuesday 19 May - Implementing an Impact Strategy in your SSH University  
Unit

**Thomas König & David Budtz Pedersen**

Thursday 21 May - Structures for Mapping and Assessing Impact of SSH

Adam Luqmani, Catherine Kerfoot & Alis Oancea

Tuesday 26 May - Consultancy Opportunities for SSH

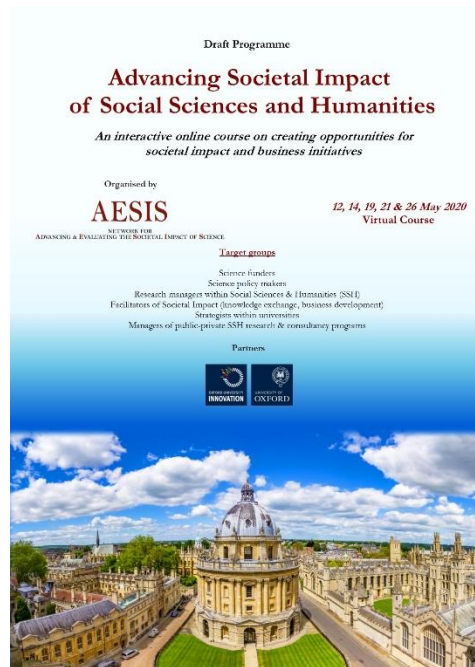
Oliver Cox

Case study presentations

# Advancing Societal Impact of Social Sciences and Humanities

12, 14, 19, 21 & 26 May 2020

## OVERVIEW OF THE PROGRAMME



### Part 1

#### Recap

#### Introducing today's theme

#### **Thomas König**

Conditions and Bottlenecks for Structuring an  
Impact Strategy in your Institute

### Part 2

#### **David Budtz Pedersen**

Creating Business Alliances and Institutional  
Incentives

## Summary of Day 1 – Mark Mann

- Conditions for spinoffs and entrepreneurship
- Multiple pathways for research commercialization: 1) straight to expert consultancy, 2) commercialized at existing company, 3) form new startup/spinoff
- *“Academics are being shoehorned into the hard sciences”*
- Selling SSH – what is being sold often comes in the form of technology, but the knowledge and idea behind the technology is where the value resides

## Summary of Day 1 – Marc Sedam

- How to develop IP policies and practice with a focus on SSHA
- Tech Transfer – a collaborative, creative endeavor that translates knowledge and research into impact in society and economy.
- Suggestions for SSHA commercialisation:
  1. Clear policy on copyright ownership
  2. Allow commercialization to be a consideration on promotion and tenure
  3. Require “alternative metric” in tracking SSHA project success

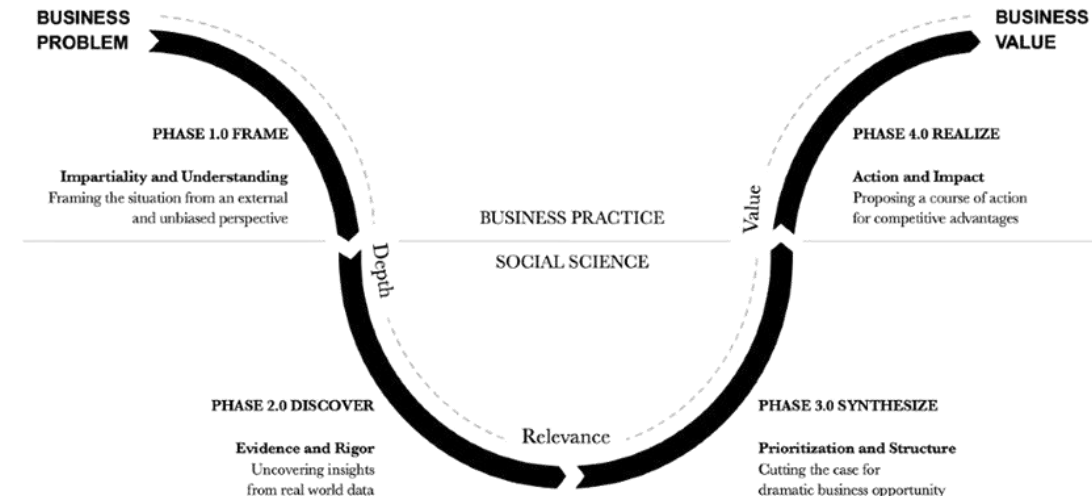


## Summary of Day 2 – Frank Zwetsloot

- How to analyze potential and develop potential for impact?
- How are your SSH disciplines related to innovation clusters? Consider your founding history.
- What can SSH add? 1) Add to interdisciplinary approach, 2) Define societal challenge, 3) Advise government policy.
- Does your university deliver infrastructure for SSH?
- Setting up of the World Legal Forum in 1997, an intermediary between academia and society

## Summary of Day 2 – Mikkel Rasmussen

- “All big business decisions are bets on human behavior.”
- Businesses need SSH to provide deeper insight into the *why's* of human behavior, to look beyond just *what* people are consuming
- Sensemaking – when little information is at hand and no hypotheses can be made (e.g. with the COVID-19 situation); utilizing a bottom-up approach, Sensemaking is what SSH can add
- Final comment – *“Worry less about being nuanced and be less afraid to have a voice and make a change in the world”*







Advancing Societal Impact of  
Social Sciences and Humanities

12, 14, 19, 21 & 26 May 2020

# Thomas König

*Head of Strategy & Scientific Services*

*Institute for Advanced Studies*

*Austria*



Advancing Societal Impact of  
Social Sciences and Humanities  
12, 14, 19, 21 & 26 May 2020

QUESTIONS?

AESIS

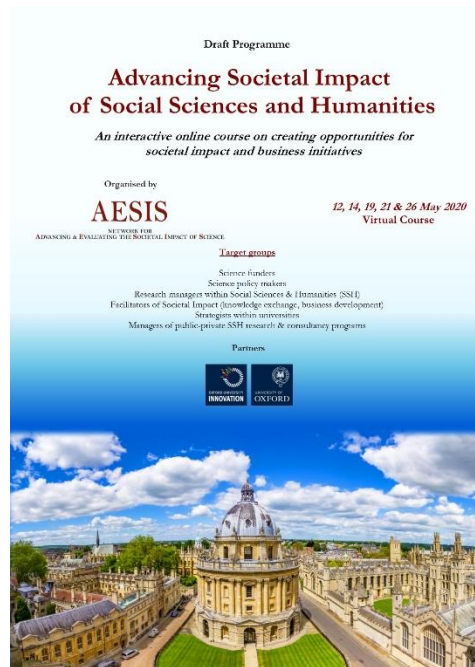
# Break

*We will be back at 11.15 (BST)*

# Advancing Societal Impact of Social Sciences and Humanities

12, 14, 19, 21 & 26 May 2020

## OVERVIEW OF THE PROGRAMME



### Part 1

**Recap**

**Introducing today's theme**

**Thomas König**

Conditions and Bottlenecks for Structuring an  
Impact Strategy in your Institute

### Part 2

**David Budtz Pedersen**

Creating Business Alliances and Institutional  
Incentives



Advancing Societal Impact of  
Social Sciences and Humanities  
12, 14, 19, 21 & 26 May 2020

# David Budtz Pedersen

*Director*

*Humanomics Research Centre*

*Denmark*



Advancing Societal Impact of  
Social Sciences and Humanities  
12, 14, 19, 21 & 26 May 2020

QUESTIONS?

AESIS





Advancing Societal Impact of  
Social Sciences and Humanities  
12, 14, 19, 21 & 26 May 2020

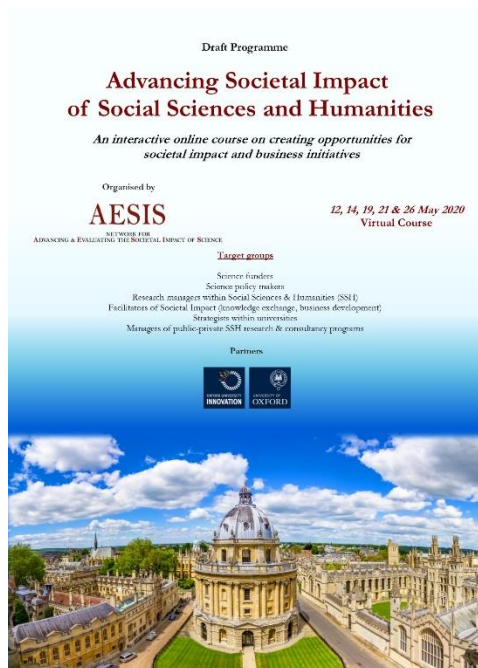
**Thank you**

*Enjoy lunch!*

# Advancing Societal Impact of Social Sciences and Humanities

12, 14, 19, 21 & 26 May 2020

## OVERVIEW OF THE COURSE



Tuesday 12 May - Introduction, Spin offs and IP policies

Mark Mann & Marc Sedam

Thursday 14 May - Identifying and Developing Business Opportunities

Frank Zwetsloot & Mikkel Rasmussen

Tuesday 19 May - Implementing an Impact Strategy in your SSH University Unit

Thomas König & David Budtz Pedersen

Thursday 21 May - Structures for Mapping and Assessing Impact of SSH

Adam Luqmani, Catherine Kerfoot & Alis Oancea

Tuesday 26 May - Consultancy Opportunities for SSH

Oliver Cox

Case study presentations



INSTITUT FÜR HÖHERE STUDIEN  
INSTITUTE FOR ADVANCED STUDIES  
Vienna

# Conditions and bottlenecks for structuring an impact strategy

Thomas König

# „Learning exercise“

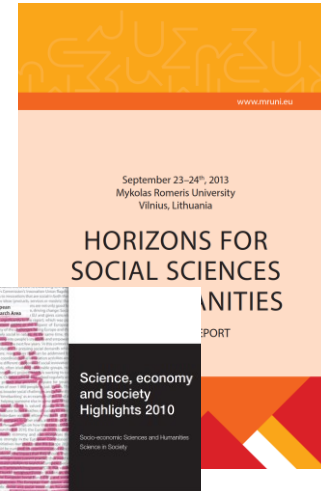
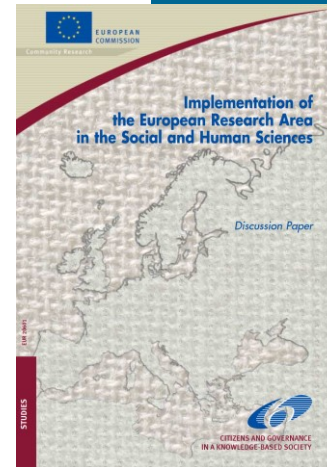
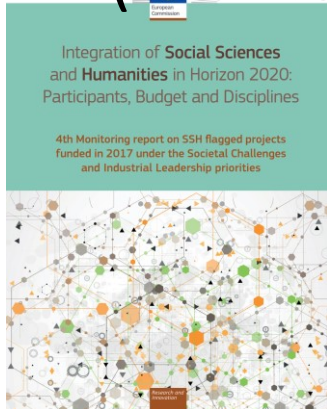
- Input
- Breakout session with guided questions
- Discussion
  - Strategy
  - Impact
  - Context
- Wrap-up

# A few words about myself

- Trained in political science, history
- PhD on Fulbright Program (US exchange program)
- Working for the president of ERC
- Head of strategy at IHS

# What is „SSH“ anyways?

- „Two cultures“, three cultures ...
- Invention of bureaucrats (counterpart to STEM)





## When we talk about „the“ SSH ...

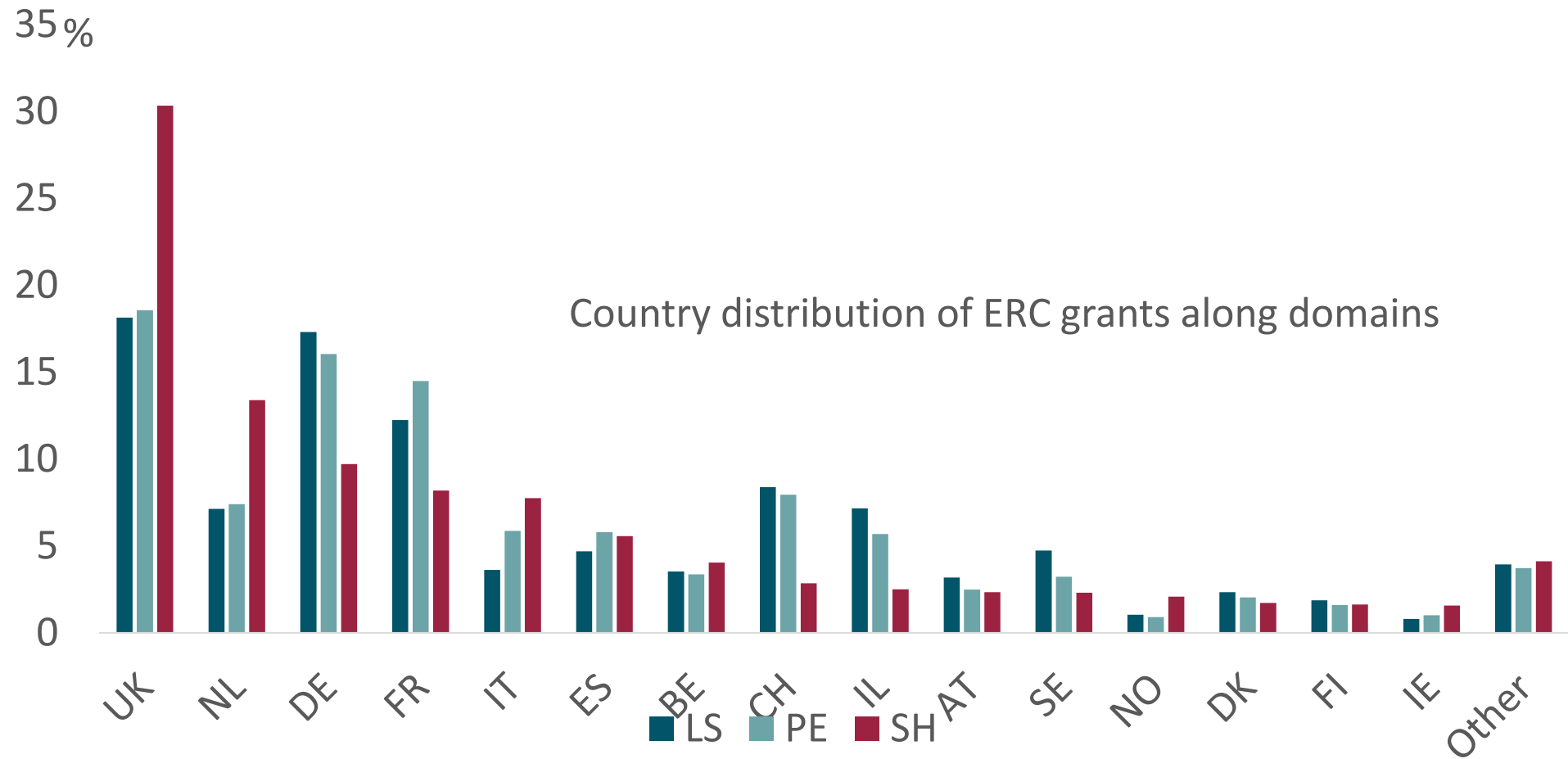
- it may falsely project that there is an common (theoretical, conceptual, ...) underpinning
- It may falsely project interdisciplinarity already achieved
- It may falsely project that all disciplines are in the same situation
- It may falsely project the same about institutions

*Fig. 2: Analysis of Horizon 2020 advisory panels of six challenges<sup>18</sup>*

<b>Group</b>	<b>Title</b>	<b>Experts</b>	<b>SSH representatives</b>
E02942	Advisory group for Health, demographic change and wellbeing (SC1)	26	1 economist
E03279	Scientific Panel for Health (SPH)	25	2 economists
E02939	Advisory Group for Food Security, Sustainable Agriculture, Marine and Maritime Research and the Bioeconomy (SC2)	18	4 economists, 2 social scientists, 1 humanist
E02981	Advisory Group on Energy (SC3)	23	5 economists, 3 social scientists
E02969	Advisory Group for Smart, green and integrated transport (SC4)	23	2 economists, 1 social scientist
E02924	Advisory Group for Climate Action, Environment, Resource Efficiency and Raw Materials (SC5)	10	3 economists, 1 social scientist

(Put together by the author)

Country distribution of ERC grants along domains

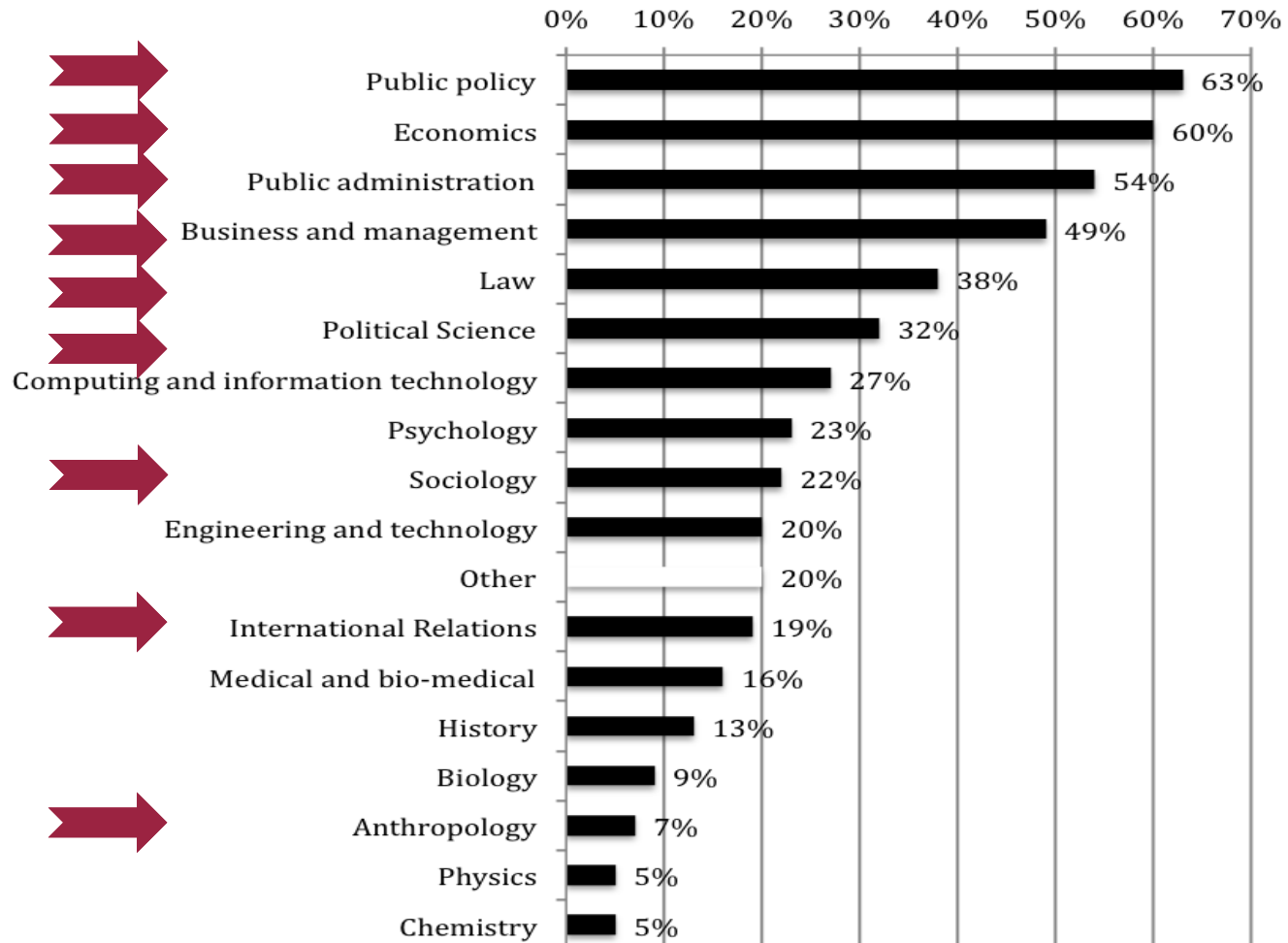


## Common features of SSH

- diversity in theories, concepts, methods;  
inherent tensions
- Disciplinary and regional differences (reputation,  
resources)
- Context matters (expertise is local, not global/universal)
  - „methodological nationalism“
  - institutions

## But why then are social sciences and humanities important?

- Reflective: Accumulating knowledge about societies and cultures
- Practical: Creating meaning and providing evidence for policy-making





# Questions for breakout session #1

- What is your role within your unit?
- How good, do you think, is your unit/institution when it comes to SSH?
  - Overall quality (staff, resources)
  - Fields of expertise (disciplines, knowledge)
  - Reputation (standing w/in, recognition, ...)



# Discussion

- Context
- Impact
- Strategy

# Strategy

- A strategy is a plan to achieve a goal
- What is the goal? (for whom/what?)
  - Realistic
  - Ambitious

*Question: Does your unit/institution have an „(impact) strategy“ of some sort?*

# Impact

- Impact implies something to measure (vs. Quality in itself)
- Impact on academic system (metrics) vs. Impact on society (much harder to measure)
- Impact vs. Reputation! (the latter often comes with some sort of impact, but it may

# Context

- Levels:
  - National, regional, institutional
- Dimensions:
  - Disciplines - fields of expertise – strengths and weaknesses

Question: How would you describe your context?



# Concluding discussion

Learning experience

Take-away message

Thank you for attending, sharing your experience, and discussing the topic!





@HumanomicsMap

# Building Impact Alliances and Institutional Incentives

David Budtz Pedersen PhD  
Professor of Impact Studies & Science Communication  
Aalborg University Copenhagen

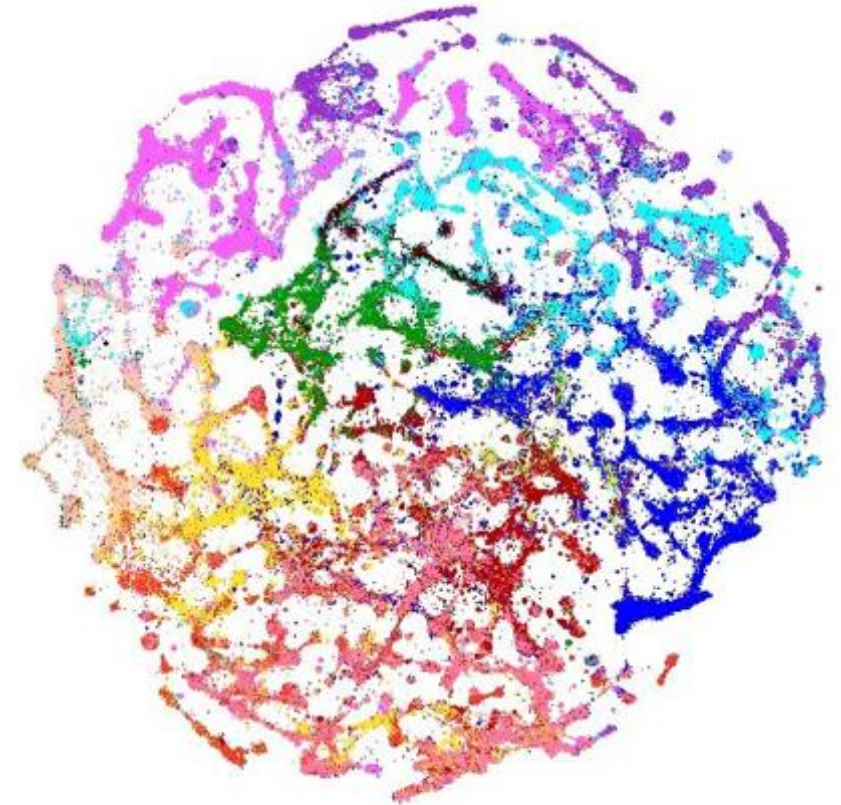
18 May 2020  
Oxford University | Worcester College | AESIS course



AALBORG UNIVERSITET

# Humanomics Research Centre

- ❑ Meta-research unit focused on studying the interdisciplinary and societal impact of research.
- ❑ 15 researchers, grants: Velux Foundation, Danish Council for Independent Research, European Commission, Danish Ministry of Science etc.
- ❑ Running projects “Mapping the Public Value of Humanities”, “**Responsible Impact**”, “Open Science Research Analytics” & **H2020 “ACCOMPLISSH”**



VELUX FONDEN



**cost**  
EUROPEAN COOPERATION  
IN SCIENCE AND TECHNOLOGY



**DET FRIE  
FORSKNINGSRÅD**  
DANISH COUNCIL  
FOR INDEPENDENT  
RESEARCH

CARLSBERG FOUNDATION



Innovation Fund Denmark  
RESEARCH, TECHNOLOGY & GROWTH



National Science Foundation  
WHERE DISCOVERIES BEGIN



Ministry of Higher Education  
and Science – Denmark



**NORWEGIAN MINISTRY  
OF EDUCATION AND RESEARCH**



**VETENSKAPSRÅDET**  
THE SWEDISH RESEARCH COUNCIL




**AALBORG UNIVERSITY**  
DENMARK



Productive interactions:  
societal impact of  
academic research  
in the knowledge society


LERU position paper  
March 2017



\* University of Aberdeen \* University of Bath \* University of Cambridge \* University of Copenhagen  
 \* Trinity College Dublin \* University of Edinburgh \* University of Exeter \* Universitat de Girona  
 \* University of Hull \* University of Liverpool \* Universitat Ljubljana \* KU Leuven  
 \* Imperial College London \* University College London \* Lund University \* University of Milan  
 \* Linköping University \* Newcastle University \* University of Oxford \* Paris Lodron Universität Salzburg  
 \* University of Warwick \* University of York

**IMPACT**  
Redskaber og  
muligheder for  
af forskningens  
gennemslagskraft

David Budtz Pedersen  
Kultur og Videnskab København



**DET FRIE  
FORSKNINGSRÅD  
DANISH COUNCIL  
FOR INDEPENDENT  
RESEARCH**

**Science Europe  
Position Statement**

On a New Vision for More Meaningful  
Research Impact Assessment  
July 2017




**LAB – FAB – APP**

Investing in the European  
future we want

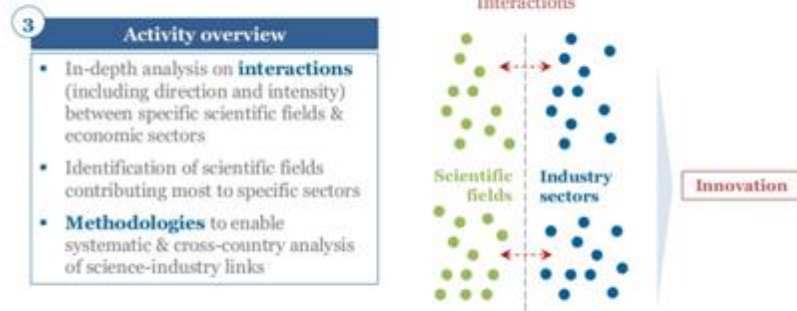
Report of the independent High Level Group  
on maximising the impact of  
EU Research & Innovation Programmes



Research and  
Innovation

# A hot topic in SSHA

Assessing the contributions of specific scientific disciplines to industrial innovation



**Objectives**

- Provide **cross-country evidence** on science-industry linkages, including hiring patterns of graduates from different disciplines by different industries
- Discuss **methodologies** for best conducting such assessments



## R-QUEST

Center for Research Quality and Policy Impact Studies

<a href="#">HOME</a>	<a href="#">RESEARCH</a>	<a href="#">PEOPLE &amp; ORGANISATIONS</a>	<a href="#">PUBLICATIONS</a>	<a href="#">EVENTS</a>	<a href="#">NEWS</a>	<a href="#">CONTACT</a>
----------------------	--------------------------	--	------------------------------	------------------------	----------------------	-------------------------

## RESEARCH QUALITY AND POLICY IMPACT

Quality in research is a highly prioritized, but also a much debated issue in research policy. The Centre for Research Quality and Policy Impact Studies (R-QUEST) constitutes an 8-year commitment to explore the nature and mechanisms of research quality – funded by the RCN FORINNPOL initiative. The centre will address three closely related questions:

fund funding from the European Union 5 Horizon 2020 research programme under grant agreement No 101017717

### ACCOMPLISSH

Accelerate CO-creation by setting up a Multi-actor Platform for Impact from Social Sciences and Humanities

**Partners**

Participant No.*	Participant organisation name	Country
1	University of Groningen	NL
2	University of Glasgow	UK
3	University of Copenhagen	DK
4	Delmia University	SE
5	Newcastle University	UK
6	University of Zagreb	HR
7	University of Tartu	EE
8	Sapienza University of Rome	IT
9	University of Göttingen	DE
10	University of Dillenburg	NL
11	University of Ghent	BE
12	University of Barcelona	ES
13	Salford University	UK
14	University of Coimbra	PT

UiO: University of Oslo

For employees Norwegian website

## OSIRIS - Oslo Institute for Research on the Impact of Science

A part of TIK Centre for Technology, Innovation and Culture at Faculty of Social Sciences

[Home](#) [News](#) [Events](#) [About](#)

# Agenda for this session



# Part 1

## Impact investment



# Impact Investing

- Investments "made into companies, organizations, and funds with the intention to generate measurable, beneficial social or environmental impact" alongside and beyond financial return." (2017 Annual Impact Investor Survey)
- Provides resources for researchers to create companies, collaborate or co-create solutions, which fall within the university's attempt to address societal challenges.
- Impact investing can help organizations carry out their projects and initiatives without having to rely heavily on subsidies or venture capital e.g. philanthropy.

# Impact Investing

- Building an **impact investment culture** in SSH is crucial for the success of any attempt to commercialize research output & partnerships.
- Impact investing universities actively seek to address societal issues by creating new or collaborating w./ established businesses (service, consultancy, ICT, healthcare, education etc.).
- Proactive strategies include creating an entrepreneurial culture (MA, PhD), knowledge transfer, research parks, capacity-building

# Impact Investing

“The world’s biggest global problems are attracting impact investments. There is a wide variety of problems that needs addressing these include the social issues such as humanitarian crisis of refugees, alleviating the impact from climate change, reducing pollution, addressing ocean plastics, transforming our energy system or sustainable ways of food production, to providing access to quality education and healthcare.”

Forbes (Dec 31, 2018)

*McKinsey Quarterly*

# A closer look at impact investing

February 2018 | Article









JUL 29, 2015 @ 09:45 AM 973,617 VIEWS

# That 'Useless' Liberal Arts Degree Has Become Tech's Hottest Ticket



**George Anders**, CONTRIBUTOR

I write about innovation, careers and unforgettable personalities. [FULL BIO](#) ✓

Opinions expressed by Forbes Contributors are their own.

This story appears in the August 17, 2015 issue of Forbes. [Subscribe](#)

Continued from page 2

## TWEET THIS

software companies are discovering that liberal arts thinking makes them stronger.

people without a tech degree may already be benefiting the most from tech's boom

Such hand-holding isn't cheap. Facebook spent \$620 million on sales and marketing in the first quarter of 2015, nearly double from a year earlier. But the payoff for restoring human contact has been vast. Facebook's ad business, which was tiny in the days when everything was automated, now tops \$12 billion a year and is growing more than \$1





# SUSTAINABLE DEVELOPMENT GOALS

**1** NO POVERTY

**2** ZERO HUNGER

**3** GOOD HEALTH AND WELL-BEING

**4** QUALITY EDUCATION

**5** GENDER EQUALITY

**6** CLEAN WATER AND SANITATION

**7** AFFORDABLE AND CLEAN ENERGY

**8** DECENT WORK AND ECONOMIC GROWTH

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE

**10** REDUCED INEQUALITIES

**11** SUSTAINABLE CITIES AND COMMUNITIES

**12** RESPONSIBLE CONSUMPTION AND PRODUCTION

**13** CLIMATE ACTION

**14** LIFE BELOW WATER

**15** LIFE ON LAND

**16** PEACE, JUSTICE AND STRONG INSTITUTIONS

**17** PARTNERSHIPS FOR THE GOALS

  
SUSTAINABLE DEVELOPMENT GOALS



IS IT A BIRD

# We turn human understanding into business models\*



See what we do  
in one minute

\*

At IS IT A BIRD we help global companies and organisations make better decisions. Using a human-centered approach we change markets, transform companies and shape the products of tomorrow. We turn human understanding into new opportunities.

# Part 2

# Incentives

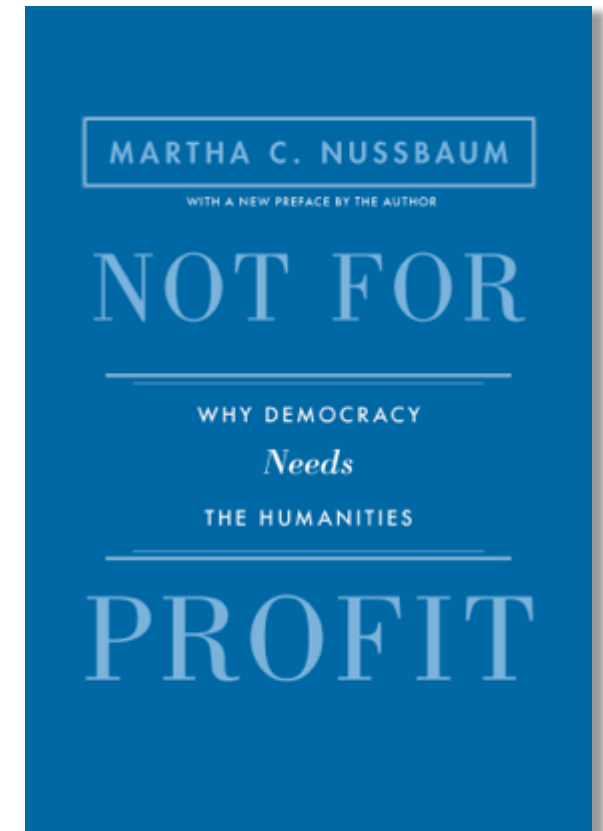
# Incentives, Rewards and Purpose

Purpose and practical research objectives	Important	NA/	Unimportant
Produce knowledge for the benefit of teaching, enlightenment and the public good	80 %	19 %	2 %
Produce critical analysis and societal change	65 %	24 %	11 %
Enhance conditions for inter-cultural dialogue and understanding	51 %	35 %	15 %
Enhance conditions for public decision-making and public policies	36 %	40 %	24 %
Contribute to preservation of tradition and cultural heritage	33 %	36 %	32 %
Contribute to business development and commercial skills	3 %		

Humanomics Research Centre 2015  
n=1071 Humanities scholars

# Incentives, Rewards and Purpose

- Building an impact culture / impact literacy
- Getting SSHA on board in entrepreneurial activities incl. support, incubation, acceleration
- Strong identity in SSHA of public good character of knowledge production
- Alignment of research portfolio, reward system and institutional culture





## Fewer numbers, better science

Rinze Benedictus, Frank Miedema & Mark W. J. Ferguson

26 October 2016

Scientific quality is hard to define, and numbers are easy to look at. But bibliometrics are warping science — encouraging quantity over quality. Leaders at two research institutions describe how they do things differently.



PDF



Rights & Permissions

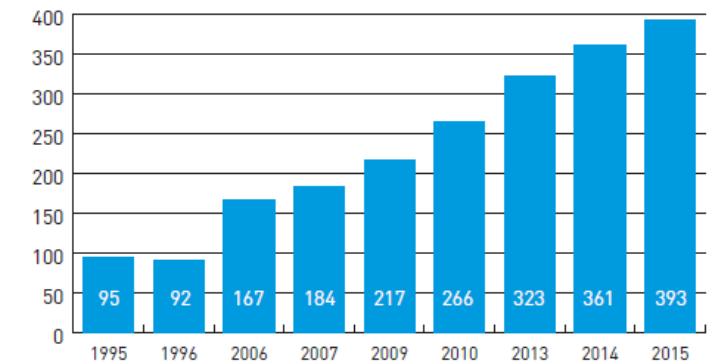
Subject terms: [Research management](#)

“Publications that directly influence patient care are weighted no higher in evaluations than any other paper, and less if the work appears in the grey literature (official reports rather than in scientific journals). Researchers are actively discouraged from pursuing publications that might improve medicine but would garner few citations. ... Publication pressure is keeping scientists from doing what really matters”

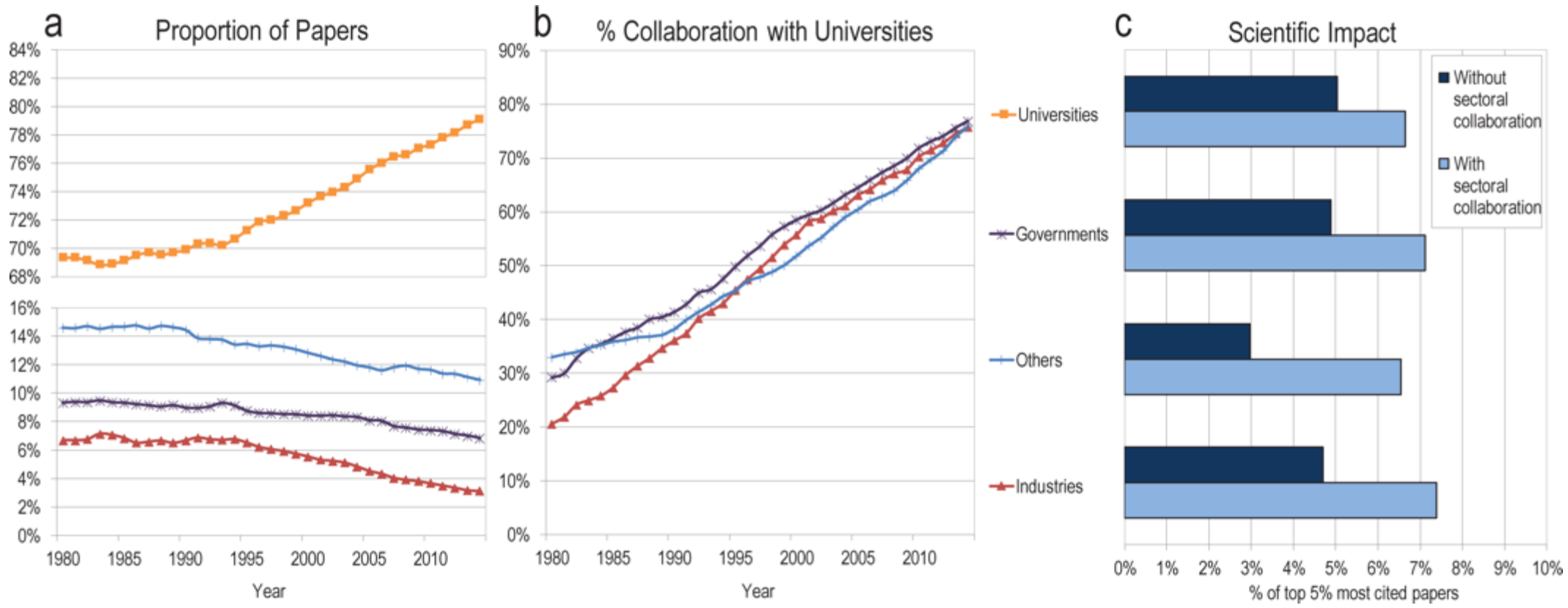
# Mobility of researchers

- Many different ways of producing tangible business impact in SSHA
- **Interactions with industry:** start-ups, fellowships, special grants, visits, consultancy, joint appointments, co-creation, cost-sharing, collaboration, alliances, research parks etc.
- New positions tailor-made for collaborative research: “clinical” humanities, knowledge brokers.

Bilag 2, Figur 10: Udviklingen i antal kliniske professorater



Kilde: Uddannelses- og Forskningsministeriet



Larivière V, Macaluso B, Mongeon P, Siler K, Sugimoto CR (2018)

## PUBLICATION BOOST

Academic scientists who collaborate with large established firms publish more papers.

- No industry collaboration
- Collaboration with a startup
- Collaboration with an established company



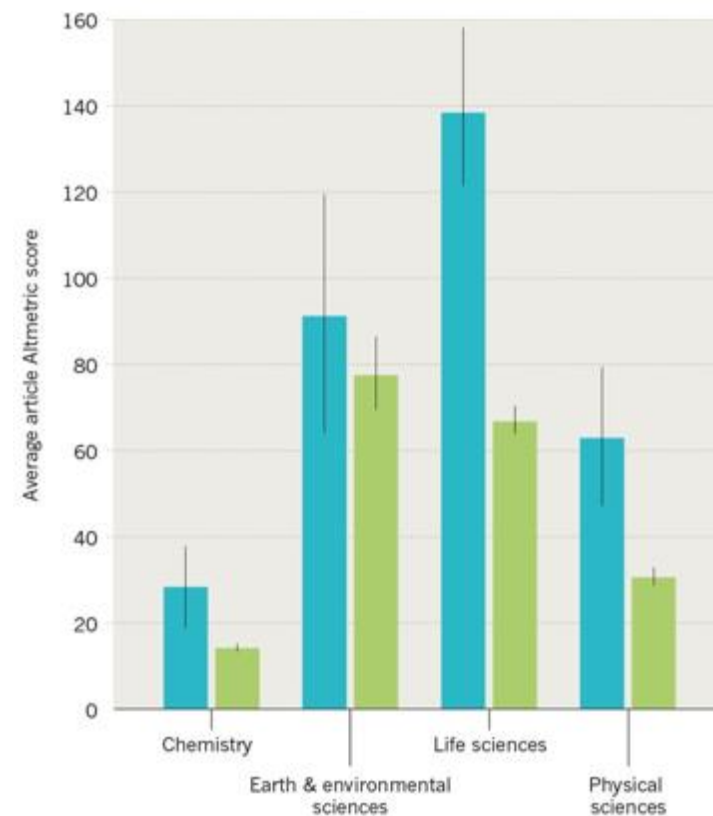
©nature

Nature 552, S11-S13 (2017)

## INCREASED CHATTER

Papers authored by academic researchers in 2016 were more widely publicised when they had a corporate co-author, as measured by their Altmetric Attention Score. The Altmetric score tracks the discussion around a published paper, from news articles to blog posts and tweets.

- With a corporate co-author
- Without a corporate co-author



Error bars show the 95% confidence interval around each estimated point

©nature



# The permeable university

Permeability is the new lens which should reframe the purpose of universities in the 21st century

The permeable university is one where all barriers to engagement are removed, both within the institution and around it.



UNIVERSITY OF  
LINCOLN

21<sup>st</sup> Century Lab





*The Discovery Themes provide Ohio State with an unprecedented opportunity to find durable solutions to today's—and tomorrow's—most compelling global issues.*



## Chronic Brain Injury

Advancing the prevention, detection, and treatment of brain injuries to relieve the human and economic burdens they cause.

[LEARN MORE](#)



## Foods for Health

Integrating food, nutrition and metabolomics for a healthier future.

[LEARN MORE](#)



## Food and AgriCultural Transformation (InFACT)

New thought for sustainable systems to produce and distribute food as we confront climate change, shrinking resources and a growing population.



## Global Arts + Humanities

Breaking down barriers to meaningful collaboration and creating an inclusive culture that empowers faculty, staff and students to foster social change

[LEARN MORE](#)



## Infectious Diseases

Toward a world free from the threat of infectious diseases.

[LEARN MORE](#)



## Materials and Manufacturing for Sustainability

New materials and manufacturing innovation accelerating global sustainability.



## Sustainable and Resilient Economy

Integration of science, engineering, humanities and the arts to enable a global transition to an equitable and prosperous society.



## Translational Data Analytics

Connecting complex data sets to advance education, business, and communities.

**Knowledge exchange  
is domain-specific**

# Knowledge Exchange in the humanities in Denmark

“The survey shows that a large part of humanities scholars at Danish universities actively participate in knowledge exchange and collaboration. 82 per cent of faculty has collaborated with actors and institutions outside academia within a reference period of three years”

82,29%



**47,49%**

Educational, Health and Social Sector



**45,96%**

Public Governance and Agencies



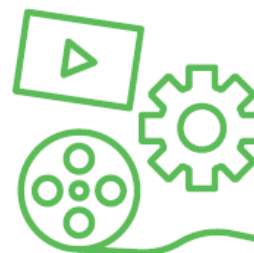
**33,54%**

Non-Governmental Organizations and Civil Society Associations



**27,38%**

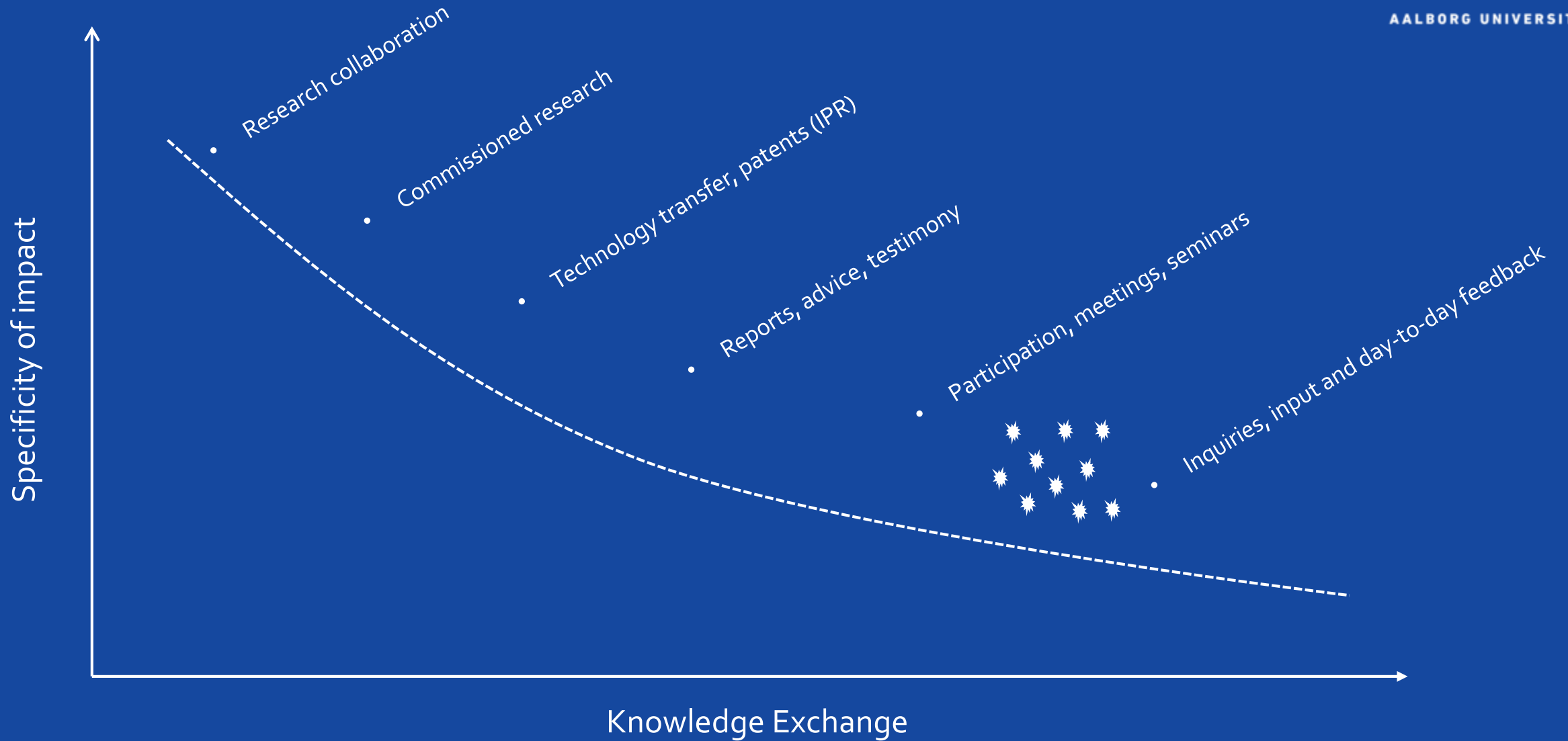
Cultural and Religious Institutions

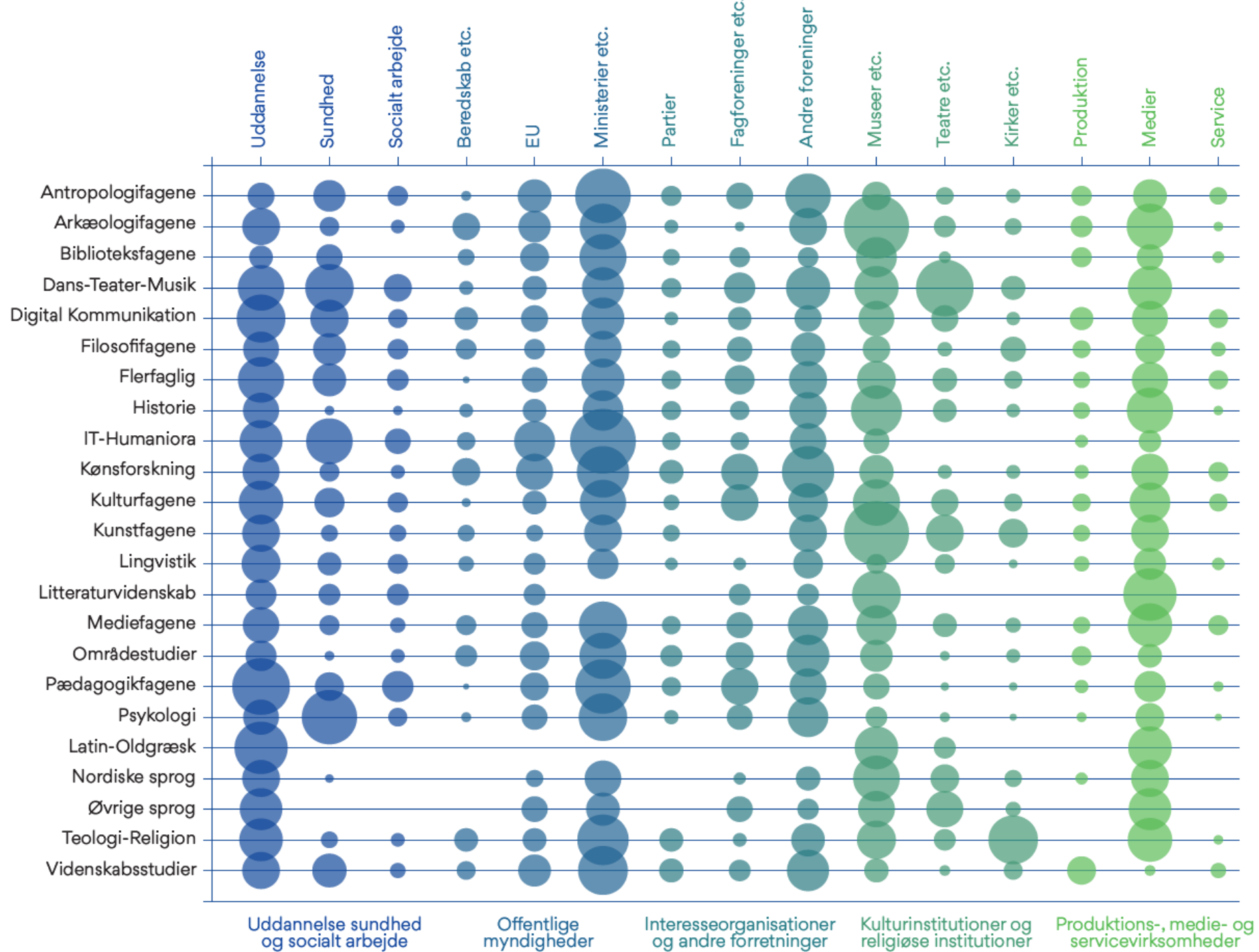


**26,59%**

Media, Production and Service Companies







# Part 3

## Intermediaries



# Build 'productive interactions'

- Throughout the research process
- Skips knowledge dissemination and linear notions of 'uptake'.
- Continuous involvement.
- No gap to bridge
- Build boundary skills / promote knowledge brokers / organisations



# Intermediaries

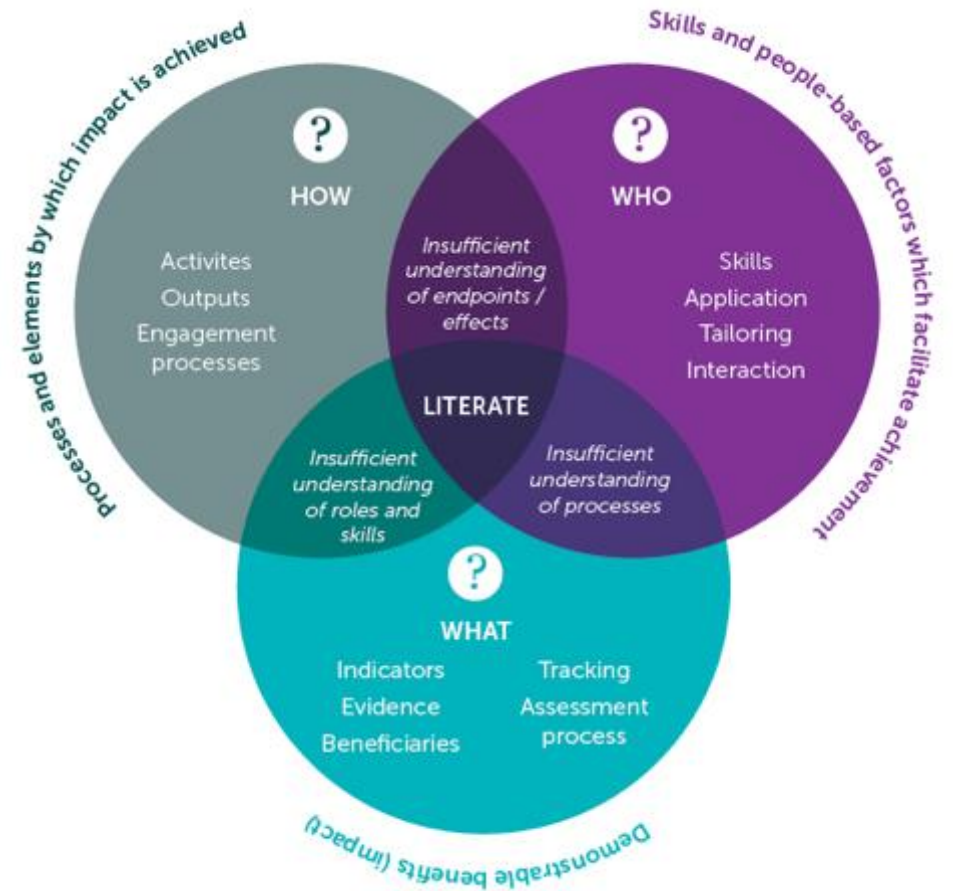
## Relationships based on mutual understanding and trust

- Learning process between the partners to align different motivations, needs, goals
- Importance of good communication and continuity for solid relations

## Appropriate knowledge translation

Good co-creation pays off in more than one way

Importance of “organisational champions”



# Knowledge brokering

- Skills to enable impact:

Collaborative skills  
Public Engagement skills  
Impact Management  
Entrepreneurial skills

- Interpersonal and dialogue skills
- Understanding stakeholder's logic
- Build 'boundary' skills / brokers



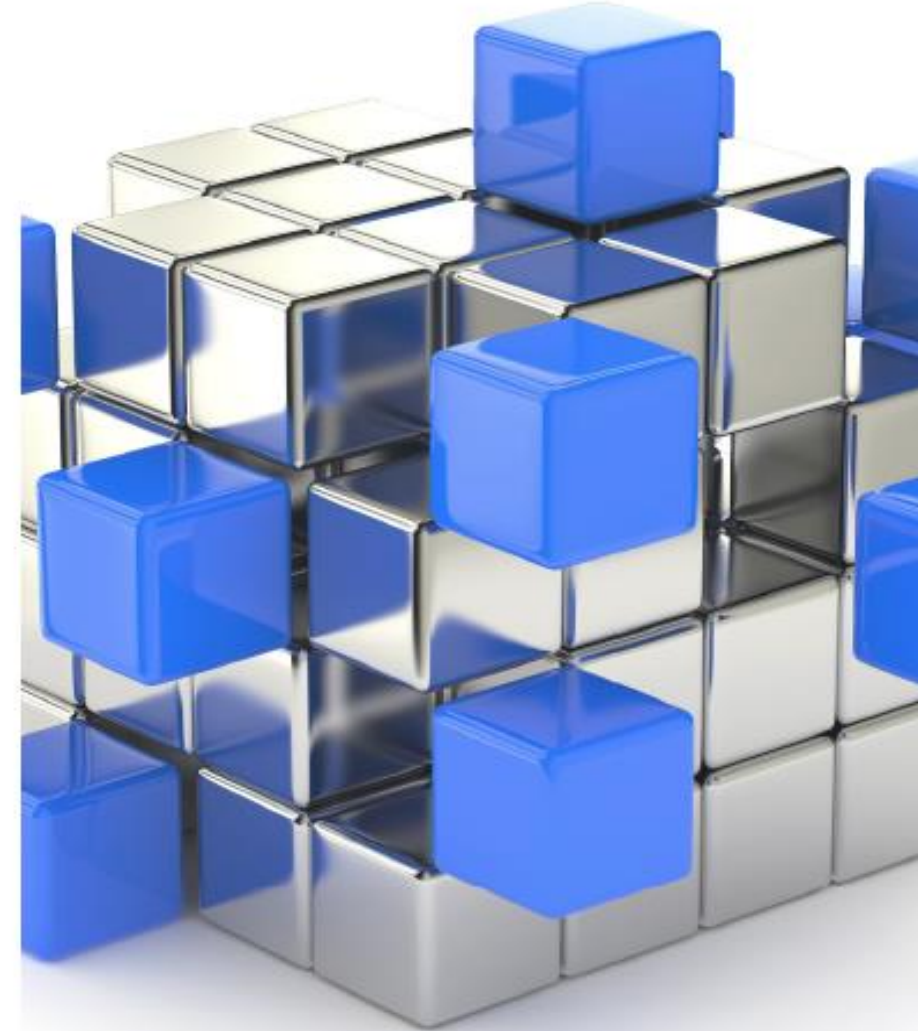
**Group discussion 15 minutes**  
**What are the most important KE skills  
for realizing the impact of SSH?**

# Part 4

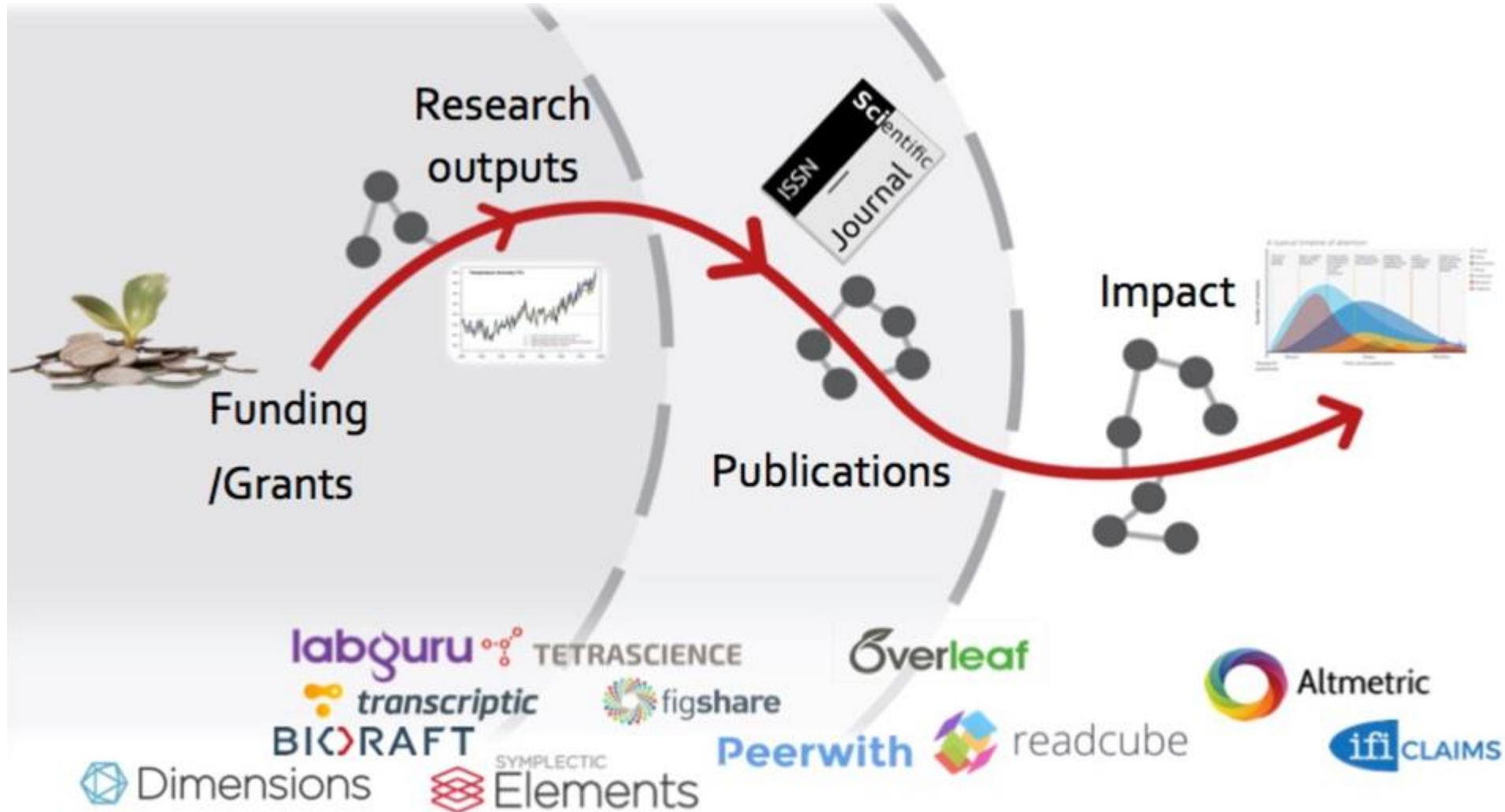
## Infrastructure

# Infrastructure

- Better, more robust data about impact activities for SSH
- Capacity Building & Vocational Training for SSH researchers
- Expanding Knowledge Exchange formats, networks and platforms.
- Impact management (incl. different transactions models)



# Realizing the impact value chain





## EX ANTE

e.g.

- Impact Planning
- Match-making & partner search
- Shared definitions of research problem
- Clarify expectations
- Incentives & rewards

Contracts, grant applications, impact strategies, technology transfer agreements etc.

Resources, inputs and planning

Research and engagement

Outputs

Outcomes

Impact

## EX POST

- Direct observable impacts
- Media / public awareness
- Socio-economic benefits
- New research questions
- Behavioural / institutional change

e.g.

- Change in policy
- New practices

Changes in policy, organisation, business, practice etc. described in collaboration with non-academic partners



## EX ANTE

## RESEARCH BENEFITS

## INTERACTIONS

## IMPLEMENTATION

## EX POST

e.g.

- Impact Planning
- Match-making & partner search
- Shared definitions of research problem
- Clarify expectations
- Incentives & rewards

e.g.

- Co-production of new knowledge
- Deeper partnerships
- New methods
- New tools
- New research questions

e.g.

- Publications
- Conferences and seminars with stakeholders
- Social media
- Media & public awareness
- Artefacts & exhibits
- IP including patents

e.g.

- Contextualizing results
- Best practices established
- Practical recommendations
- Networks and relationships
- Science & Policy Advise

- Direct observable impacts
- Media / public awareness
- Socio-economic benefits
- New research questions
- Behavioural / institutional change

e.g.

- Change in policy
- New practices

Contracts, grant applications, impact strategies, technology transfer agreements etc.

Openness, accessibility, increased knowledge base, sharing findings,

Dissemination of outputs through scholarly & non-scholarly channels

Benefits for stakeholders, enhanced Impact Readiness, contributions to practice

Changes in policy, organisation, business, practice etc. described in collaboration with non-academic partners

Resources, inputs and planning

Research and engagement

Outputs

Outcomes

Impact

EX POST

RESEARCH BENEFITS

INTERACTIONS

IMPLEMENTATION

EX POST

- e.g.
- Impact Planning
  - Match-making & partner search
  - Shared definitions of research problem
  - Clarify expectations
  - Incentives & rewards

- e.g.
- Co-production of new kno
  - Deeper p
  - New met
  - New tools
  - New research questions

- e.g.
- Publications

- e.g.
- Contextualizing

- Direct observable impacts
- Media / public awareness
- Socio-economic benefits
- New research questions
- Behavioural / institutional change

- e.g.
- Change in policy
  - New practices

Academic institution

Stakeholder partnerships

Contracts, grant applications, impact strategies, technology transfer agreements etc.

Openness, access, increased knowledge base, sharing files

Stakeholders, Impact Readiness, to practice

Changes in policy, organisation, business, practice etc. described in collaboration with non-academic partners

Resources, inputs and planning

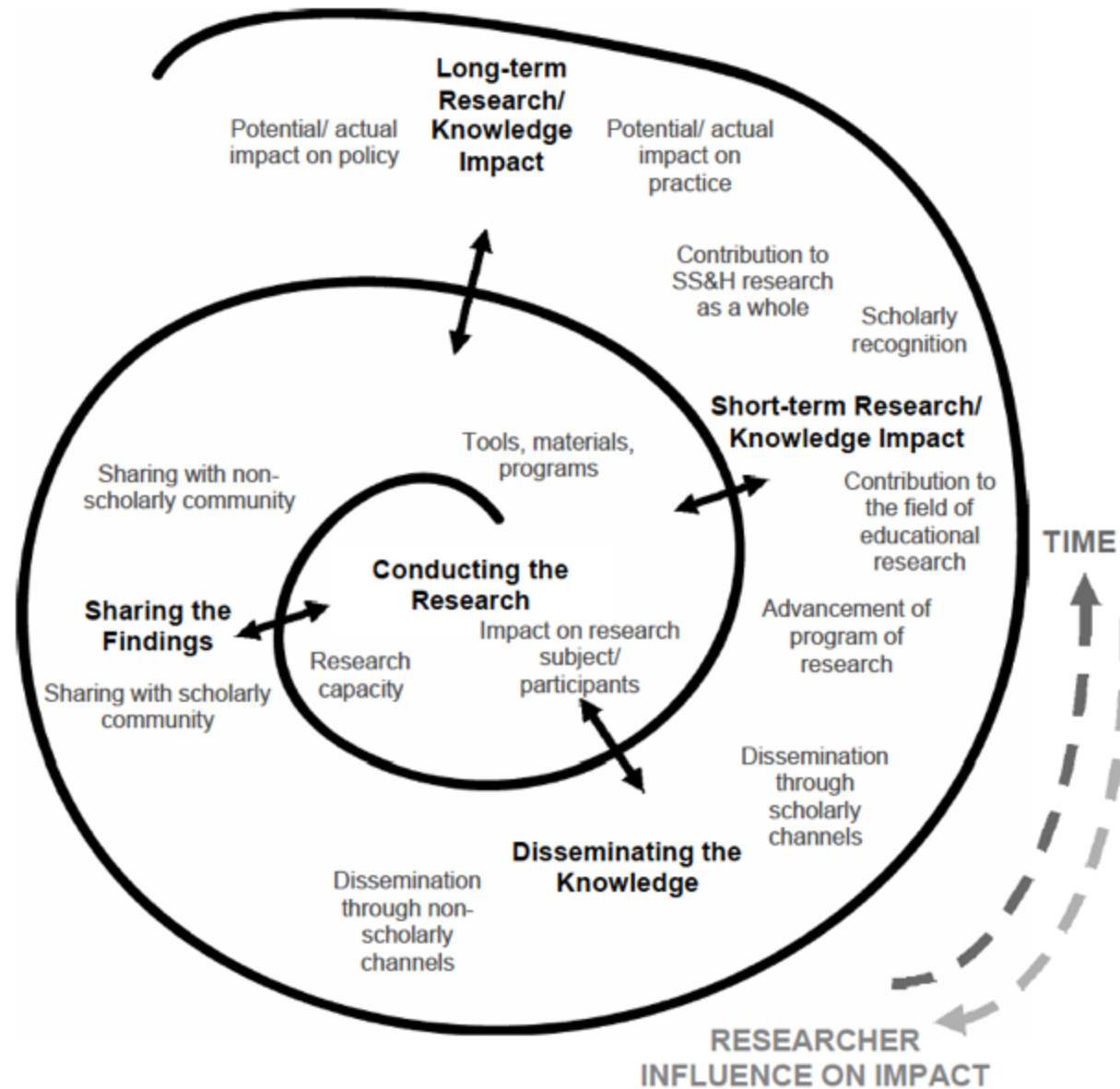
Research and engagement

Outputs

Outcomes

Impact


**Figure 1**  
**Conceptual Framework of Research Impact in the Field of Education**



# ViVO / ReACT Impact Platform

The screenshot shows a web browser window with the URL <https://vivo.aau.dk/display/n360>. The browser's address bar and tabs are visible at the top. The page header features the REACT logo and navigation links for Home, People, Input, and Log out. The main content area displays an 'Admin Panel' for the individual 'Hvidtfeldt, Rolf'. It includes a circular profile picture, the name 'Hvidtfeldt, Rolf', and the title 'Postdoc, Aalborg University | 1. January, 2017 -'. Below the profile information, there are tabs for 'Participation', 'Products', 'Inflow', and 'Other'. The 'Participation' tab is selected, showing a list of activities under the heading 'Academic Event +'. The activities are categorized into 'seminar', 'meeting', and 'presentation', each with a list of events and dates.

**Admin Panel**  
Edit this individual  
Verbose property display is off | Turn on  
Resource URI: <http://vivo.mydomain.edu/individual/n360>



**Hvidtfeldt, Rolf**  
Postdoc, Aalborg University | 1.  
January, 2017 -

Participation Products Inflow Other

**Academic Event +**

**seminar**  
Research seminar m. Rolf Hvidtfeldt (05.12), Speaker 2018  
ReAct: Internat (16.-17.08), Participant 2018

**meeting**  
Gruppemøde, Public Value of the Humanities d. 02.11.18, Participant 2018  
Meeting with Associate Vice Chancellor at UC Davis (12.06.), Participant 2018  
Meeting with professor at UC Berkeley (09.06), Participant 2018  
Gruppemøde, Public Value of the Humanities d.13.04.18, Speaker 2018

**presentation**  
Oplæg v. Brook Struck (10.09), Participant 2018

# Conclusions

- We need healthy, connected institutions
- Fund and build infrastructures to enable Knowledge Exchange in SSH
- Microshifts (activities, interactions, relations) do not tell the full story about 'change' or 'effect' (attribution) but about »contributions«
- ReAct Indicators provide data of what researchers can do, and what KE professionals can advise them to do.

## **Group discussion 10 minutes**

**How can universities support impact assessments that “feed in to the R&D process” rather than evaluating it**

# Thank you for the attention

David Budtz Pedersen: [davidp@hum.aau.dk](mailto:davidp@hum.aau.dk)

Twitter: @HumanomicsMap

Website: <http://mapping-humanities.dk>

Supported by

VELUX FONDEN



Research Evaluation, 29(1), 2020, 4-21  
doi: 10.1093/reseval/rvz033  
Special section

OXFORD

---

## Methods for mapping the impact of social sciences and humanities—A literature review

David Budtz Pedersen\*, Jonas Følsgaard Grønvad and Rolf Hvidtfeldt

Humanomics Research Centre, University of Aalborg, A.C. Meyers Vænge 15, Copenhagen DK-2450, Denmark  
\*Corresponding author. Email: davidp@hum.aau.dk.

**Abstract**  
This article explores the current literature on 'research impact' in the social sciences and humanities (SSH). By providing a comprehensive review of available literature, drawing on national and international experiences, we take a systematic look at the impact agenda within SSH. The primary objective of this article is to examine key methodological components used to assess research impact comparing the advantages and disadvantages of each method. The study finds that research impact is a highly complex and contested concept in the SSH literature. Drawing on the strong methodological pluralism emerging in the literature, we conclude that there is considerable room for researchers, universities, and funding agencies to establish impact assessment tools directed towards specific missions while avoiding catch-all indicators and universal metrics.

**Key words:** research evaluation; impact assessment; social sciences and humanities; literature review.

---

### Introduction

Across the international research and innovation community there is a growing interest in how to assess and communicate the diverse impacts of scholarly work. Being able to demonstrate the societal uptake and value of social sciences and humanities (SSH) research is increasingly seen as a crucial component in ensuring accountability and transparency (Penfield et al. 2014; Morton 2015; Greenhalgh et al. 2016; Ravenscroft et al. 2017). In recent years, the notion of 'research impact' has gained significant traction within the science system, and has been embedded in research policies, funding instruments, and evaluation regimes (e.g. Rip 2000; Holbrook and Frodeman 2011; Bornmann 2013; Buchanan 2013; Langfeldt and Scordato 2015; Derrick and Samuel 2017; Holbrook 2017; Reale et al. 2017). In this article, we provide an overview of the existing methods for broader impact assessments across SSH.

A key finding of the literature review is that different funding agencies, policy-makers, and research organizations operate with different models and methods for impact assessment. Impact simply does not mean the same thing across institutions, geographies, and research cultures. This conceptual diversity is reflected in the number of methods and frameworks which are used to track, demonstrate, assess, and incentivize the impact of research across the European SSH community and beyond. The diversity of the impact agenda in SSH reflects a broader trend within impact studies. The evolution of impact studies has shown that public research organizations do not just release their benefits to society following a linear model of growth and application. Instead, real-world effects of research occur at different stages in the research process, extending from knowledge dissemination and knowledge mobilization to long-term applications and dynamic effects.

Much progress has been made in measuring both the outcomes of research and the processes and activities through which these are achieved (Greenhalgh et al. 2016). However, as we demonstrate in this article, there exists a multitude of approaches to impact assessment reflecting the complex and multi-dimensional ways in which research is taken up by society. As Rafols (2017) noted at the Science, Technology, and Innovation Indicators Conference in 2017: 'The contributions of science to society are so varied, and mediated by so many different actors, that indicators used in impact assessment cannot be universal. Instead, they need to be developed for given contexts and used alongside qualitative assessment'. Assessing the impact of social science and humanities is indeed challenging. The ways in which research is taken up, used, and reused in real-world settings mean that linking research processes or outputs to wider changes is difficult, and timescales are hard to predict (Morton 2015). However, rather than being paralyzed by the lack

© The Author(s) 2020. Published by Oxford University Press. All rights reserved.  
For permissions, please email: [journals.permissions@oup.com](mailto:journals.permissions@oup.com)

4