



The Impact of Social Sciences and Humanities on Society

17-18 October 2019, Washington DC

Room 4025, 1.45 - 3pm

Measurement tools

Vivian Tseng (Chair)

Drew Gitomer

Sunil Iyengar

Sean Newell



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Senior Vice President, William T. Grant Foundation



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Drew Gitomer

*Rose & Nicholas DeMarzo Chair in Education,
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Studying the Use of Research Evidence and its Influence on Policy and Practice

DREW H. GITOMER
RUTGERS GRADUATE SCHOOL OF EDUCATION

PRESENTED AT THE AESIS CONFERENCE:
IMPACT OF SOCIAL SCIENCES AND HUMANITIES
ON SOCIETY
OCTOBER 2019



Studying the Use of Research Evidence: A Review of Methods

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Rutgers University

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Rutgers University

A William T. Grant Foundation Monograph
February 2019

Indicators and Cases

- ▶ The Indicator Approach
 - ▶ Focus on counts and other metrics that are indicators of effectiveness of research enterprise
 - ▶ Claims about effects (e.g., number of publications, citations, policy enactments, frequency of desired behaviors)
 - ▶ Broad generalization goals – does social science research make a difference?
- ▶ The Case Approach
 - ▶ Focus on understanding dynamics of policy design, implementation, and impact and connections with research
 - ▶ Dynamics studied through focus on different dimensions of research use including influences, targets, and claims
 - ▶ Theoretical generalizations – how can theory be applied to broader sets of cases?

Influences on Use of Research Evidence

- ▶ Rejection of naive theories of use of research evidence (URE) replaced by efforts to understand the complex factors that influence URE
 - ▶ Political Context
 - ▶ Organizational Context and Practices
 - ▶ Knowledge and Capacity (Individual and Organizational)
 - ▶ Relationships
 - ▶ Intermediaries/Brokers/Translation
 - ▶ Constraints

Targets of Research Use

- ▶ Studies focus on different targets of research use:
 - ▶ Development of particular policies, statutes, or decisions (instrumental use)
 - ▶ The role of research in shaping perspectives (conceptual use)
 - ▶ Using research to provide support for particular policy positions (symbolic use)

Claims About Research Use

- ▶ Studies vary in the kinds of claims that are made on the basis of URE studies.
 - ▶ Thick description leads to descriptive claims about how research is used and the mechanisms of use.
 - ▶ Sampling strategies are used to make claims about the relative presence of particular understandings or beliefs within populations.
 - ▶ Experiments and quasi-experiments are used to make causal claims about the effects of using research evidence.

What Methods are Used to Study URE?

- ▶ Two categories of methods:
 - ▶ Data collection methods
 - ▶ Interviews
 - ▶ Surveys
 - ▶ Observations
 - ▶ Document analysis
 - ▶ Study design methods
 - ▶ Case studies
 - ▶ Social network analysis
 - ▶ Experiments and quasi-experiments

The Strengths and Limits of Particular Methods

- ▶ Problems in this sphere require multiple and complementary methods.
- ▶ For any particular method there are known threats to valid interpretation.
- ▶ Specific methods are best suited to address certain kinds of questions.
- ▶ Other questions are best addressed by complementary methods.

Questions That Interviews Can Address

- ▶ How did URE (and other factors) influence your thinking and/or decisions about policy or practice?
- ▶ What are the conditions, experiences, and/or interactions that influence how you or your institution thinks about and/or engages with URE?
- ▶ What are the ways in which your institution and individuals in your institution engage with URE?
- ▶ How has your URE or your institution's URE changed over time?

Questions That Surveys Can Address

- ▶ What do you believe about some aspect of URE?
- ▶ What have you experienced with respect to some aspect of URE?
- ▶ What practices related to URE have you engaged with?
- ▶ What do you know or understand about some aspect of URE?

Questions That Observations Can Address

- ▶ What URE-related information in policy and practice is communicated?
- ▶ Which individuals participate, and how do they interact, in targeted contexts about URE in policy and practice?
- ▶ What roles regarding URE in policy and practice do individuals take on?
- ▶ What actions and/or decisions about URE in policy and practice are evident?

Questions That Document Analysis Can Address

- ▶ To what extent is URE represented in the process or outcomes of policy and/or practice development and implementation?
- ▶ To what extent does documentary evidence converge with other evidence about URE acquired through other qualitative methods?
- ▶ To what extent do artifacts demonstrate that URE changes over time in regard to one focal organization or context?

Questions That Social Network Analysis Can Address

- ▶ Who are the primary brokers of research within a network, as defined by those who are the primary connections between people?
- ▶ What pathways connect policymakers to researchers investigating relevant policy contexts?
- ▶ To increase URE, which positions would be the best to target because they have the most direct connections to potential research users?
- ▶ How do network characteristics correlate with the frequency with which research is cited in policymaking meetings?

Questions That Experiments Can Address

- ▶ To what extent are specific interventions designed to increase the likelihood of URE having an effect?
- ▶ Does URE lead to improved outcomes?

Questions That Case Studies Can Address

- ▶ How do relationships among individuals and entities within an institution influence URE?
- ▶ To what extent are self-reports of URE reflected in policymaking and practice that is observed or evident in artifacts such as policy documents?
- ▶ How does URE change within a case over time and context?
- ▶ How and why does URE vary across cases?

Closing Thoughts

- ▶ The case study approach of URE has yielded important findings for how research evidence is used in policy and practice.
- ▶ There are implications to be drawn from this work in developing indicator systems that ask whether research programs are having an impact:
 - ▶ the nature of questions;
 - ▶ the nature of evidence;
 - ▶ the characteristics and differentiation of respondents; and
 - ▶ the use of convergent methods to provide deeper insight into the meaning of indicator metrics.



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Sunil Iyengar

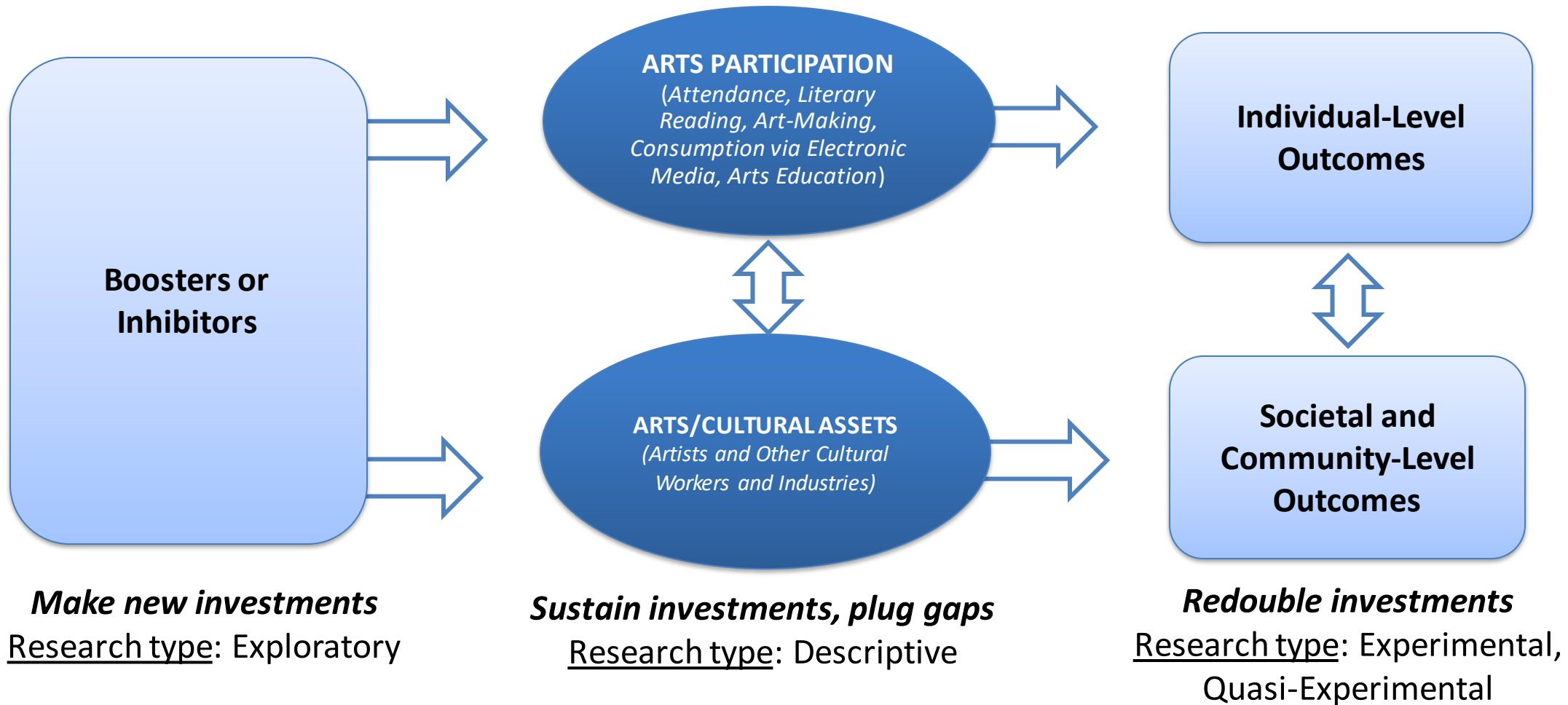
Research & Analysis Director, National Endowment for the Arts

Measuring the Value and Impact of Arts and Culture

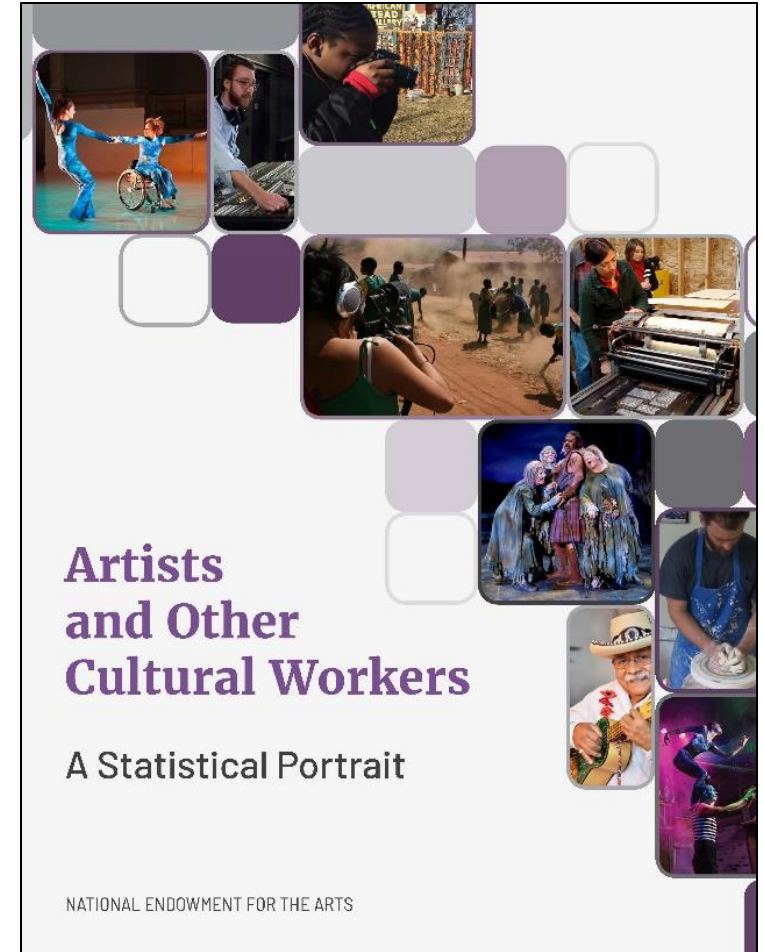
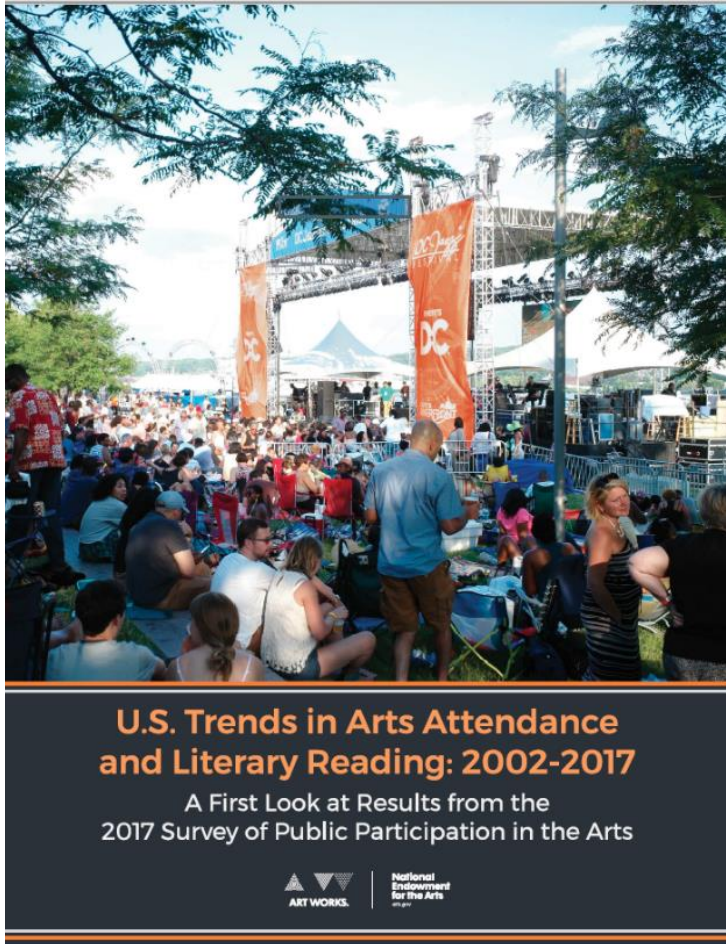
Sunil Iyengar
Director, Research & Analysis
National Endowment for the Arts
email: research@arts.gov

Oct. 17, 2019

Framework: Arts Endowment Research Agenda



Publishing Reliable Statistics on Arts and Culture



National Archive of Data on Arts & Culture



123 studies
617 publications
82,164 variables
...and counting

CONSUMER EXPENDITURES ON CULTURAL ACTIVITIES 2017

Spending Percentile	Plays, Theater, Opera, Concerts	Recreational Lessons
20	17.94	24.68
40	23.66	24.11
60	43.90	54.57
80	57.92	104.22
100	161.36	366.38

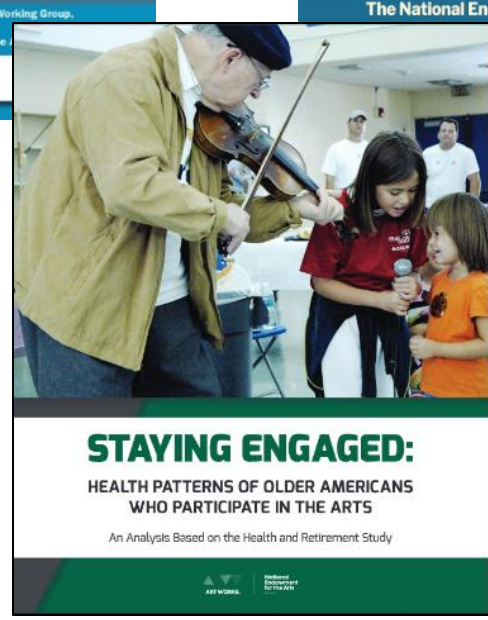
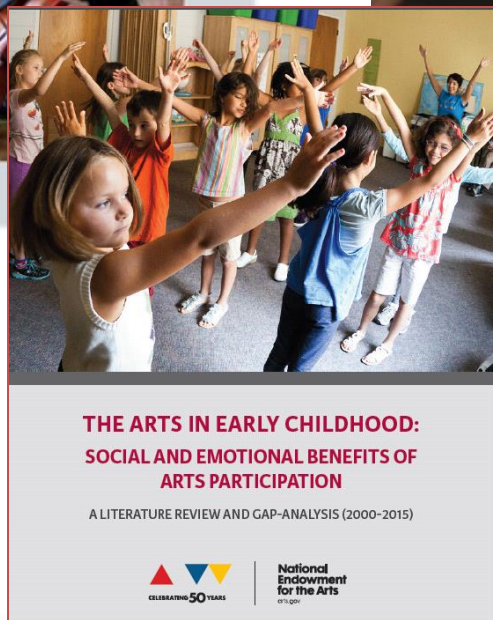
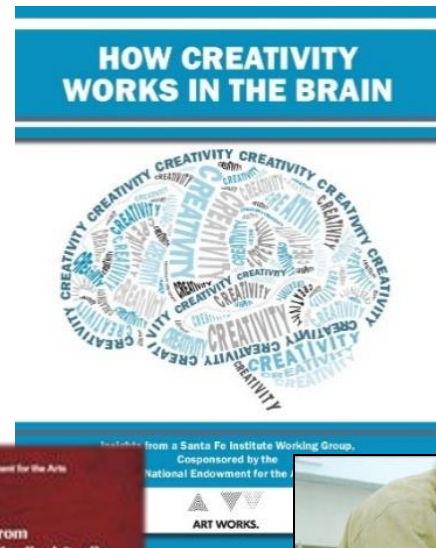
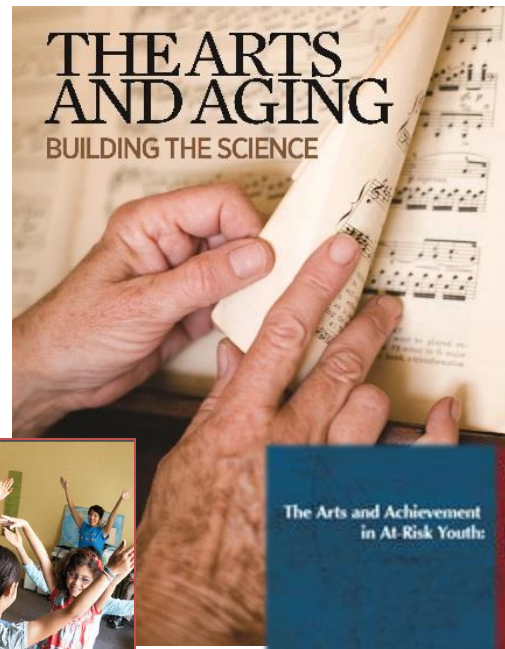
Sources:
Consumer Expenditure Survey Summary Tables (36170)

Free and easy access to data on the arts and on the arts' value and impact for individuals and communities

Interagency Task Force on the Arts and Human Development



Related Research Publications





Sound Health

[Sound Health](#)[Events](#)[Children's Music Engagement](#)

Sound Health is an initiative to expand our understanding of the connections between music and wellness: How music is processed by our brain, how it might impact our development, and how in some cases it might be used as a medical intervention for patients with a variety of conditions.

Launched in 2016 under the leadership of Renée Fleming and Dr. Francis Collins, Sound Health is a partnership between the Kennedy Center and [National Institutes of Health](#), in association with the [National Endowment for the Arts](#). In its role as the largest funder of biomedical research in the world, the NIH is supporting studies that explore these key questions. And in its role as the nation's performing arts center, the Kennedy Center seeks to provide a platform for artists, researchers, neuroscientists, and music therapists to bring this fascinating work to a broader public.

Watch performances and talks from Sept 7-8 Sound Health: Music and the Mind



**NATIONAL
ENDOWMENT** **for the** **ARTS**

 arts.gov/creativeforces

CREATIVE FORCES

PARTICIPATING LOCATIONS:

Madigan Army Medical Center,
Tacoma, WA (DoD)



Fort Carson, CO (DoD)



National Intrepid
Center of Excellence
(NICoE) at Walter Reed,
Bethesda, MD (DoD)



Fort Belvoir, VA (DoD)



Naval Medical Center,
Portsmouth, VA (DoD)

Marine Corps Base Camp Pendleton,
Oceanside, CA (DoD)



Marine Corps Base Camp Lejeune,
Jacksonville, NC (DoD)



Fort Hood, TX (DoD)



Joint Base Elmendorf-Richardson (JBER),
Anchorage, AK
(DoD & Telehealth)



James A. Haley Veterans'
Hospital, Tampa, FL (VA)



North Florida/South Georgia
Veterans Health System,
Gainesville, FL
(VA & Telehealth)



National Endowment Research Grants in the Arts



The **Research Grants in the Arts** program aims to foster public knowledge and understanding about the contributions of the arts by expanding and promoting evidence of the arts' value and/or impact

\$10,000-\$100,000 with 1:1 match

Application deadline: Oct. 15, 2019

National Endowment for the Arts Research Labs

Transdisciplinary partnerships:

- Health, & Social/Emotional Well-Being
- Creativity, Cognition, & Learning
- Entrepreneurship, & Innovation

Up to \$150,000, with 1:1 match



Arts Research: Novel Measurement Techniques

- 1) “Footprint” of arts organizations and arts funders
- 2) Measuring “intrinsic” impacts of arts engagement
- 3) The arts and social well-being indicators
- 4) Measuring creativity in the brain

Questions?

Email research@arts.gov

Website: <https://www.arts.gov/artistic-fields/research-analysis>



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Sean Newell

Chief Executive Officer, Researchfish, United Kingdom



researchfish
by interfolio

Measuring the Societal Impact of SSH

Sean Newell, CEO, Researchfish

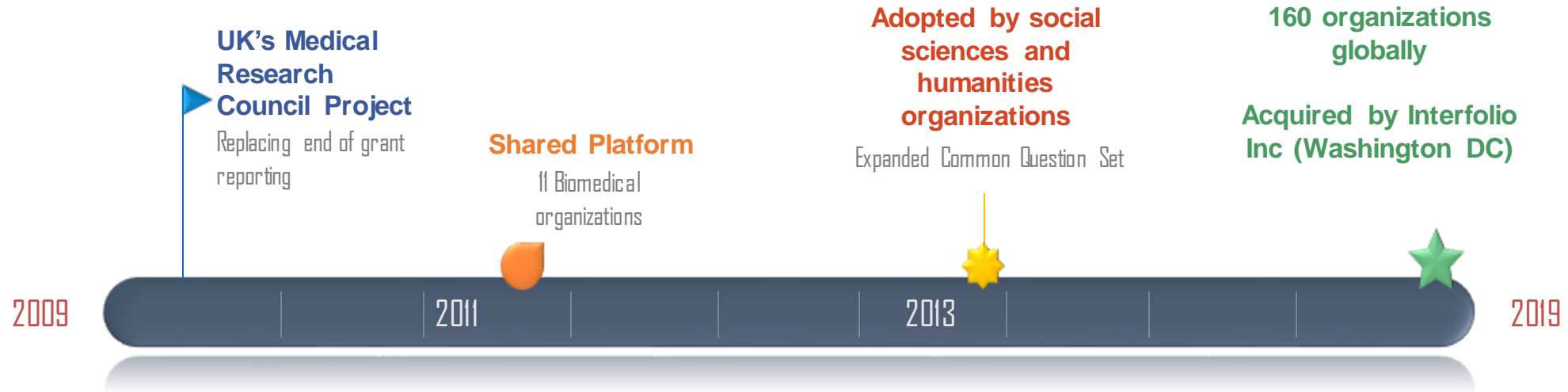
The Impact of Social Sciences & Humanities on
Society – AESIS, Washington DC

October 2019

What is Researchfish?

We are an organization that provides technology that tracks funded research and helps to evidence impact

Brief history



Today:
100,000+ Researchers
3,000,000+ outputs
140,000+ awards
US \$65 billion tracked



What is Researchfish?



Cloud-based technology that brings together information related to outcomes, outputs and impact of academic research



15 outcomes types in addition to publications (inc. Books, Book Chapters, Monographs)



Connected to over 17,000 external data sources, including Nielsen ISBN, Web of Science



Data harvested where possible and supplemented by researchers to ensure completeness and quality



Results in the creation of a consistent, structured data set



International community of funders (163 organizations globally) to share best practice and benchmark

What Information is Collected?

New knowledge

- Publications, Books, Monographs
- Research Tools and Methods
- Research Databases and Models

Knowledge Transfer and Exchange

- New products (creative, artistic, software, etc)
- IP & Licensing
- Spin Outs

Wider engagement

- Influence on policy, practice and the public
- Engagement activities

Developing human capacity and skills

- Next destination and skills
- Awards and recognition
- Use of facilities and resources

Further research and collaborations

- Further funding
- Collaboration and partnerships

Other outputs

- Funder specific outputs (can be customized)

Policy outcomes 2018



Let's focus on difficult to
measure impacts: policy
outcomes

1,032 awards
totally \$0.6M
reported 5,484
outcomes.



How can we understand what impact these
awards really have?

Outcomes vs impact

We collect information on

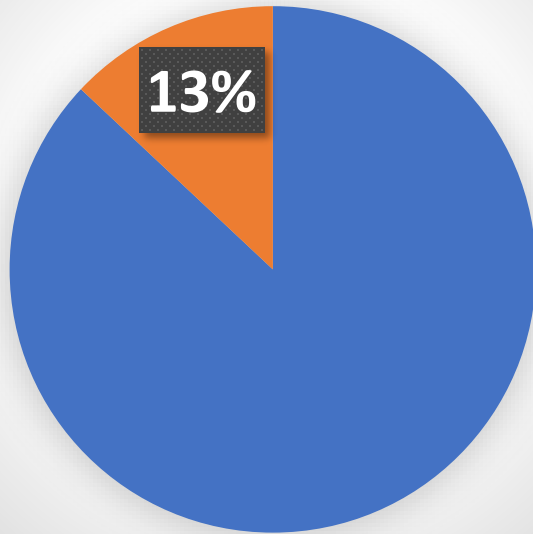
- Type of activity (e.g membership of policy committee, citation in policy document, giving evidence, training etc)
- Scale of outcomes (regional, national, ... multi-continental)
- Industrial sector/area

Most importantly, we record whether the outcome has any impact.

- Health, economic, educational, societal, no impact yet

High level data: awards level

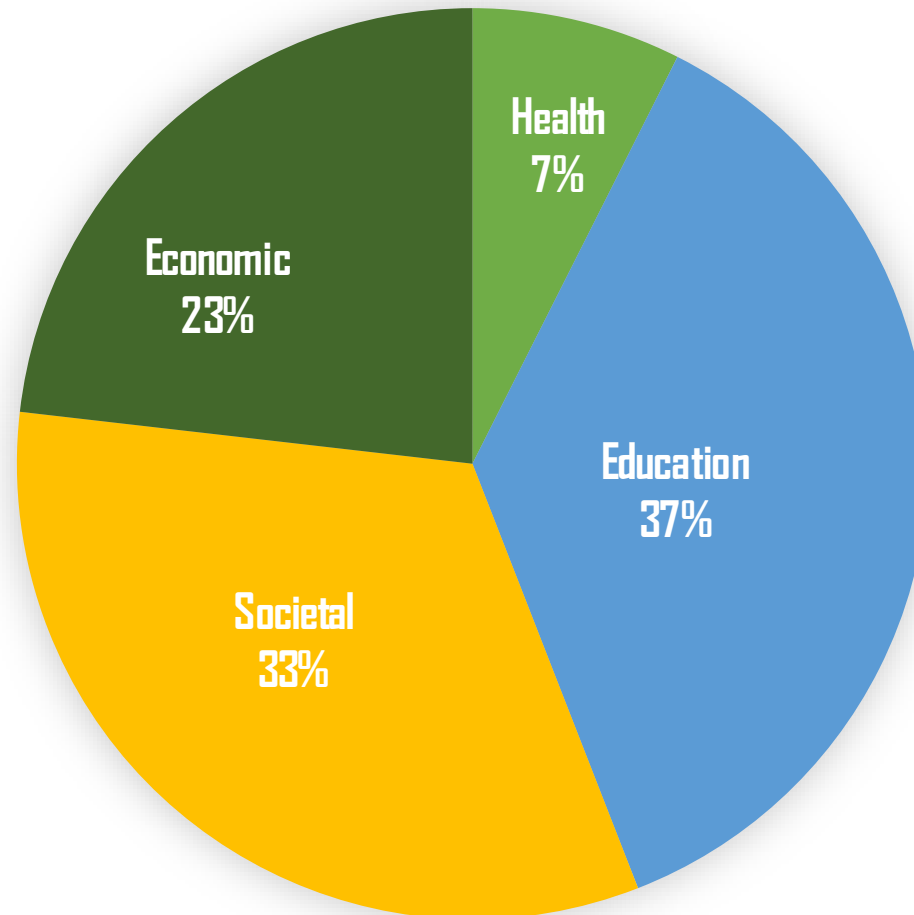
Awards reporting policy outcomes



Awards reporting impacts



Impact
distribution





Organizations
are able to
answer these
questions

Can I identify the pathway to impact?

Can I support the researchers to continue to do great work?

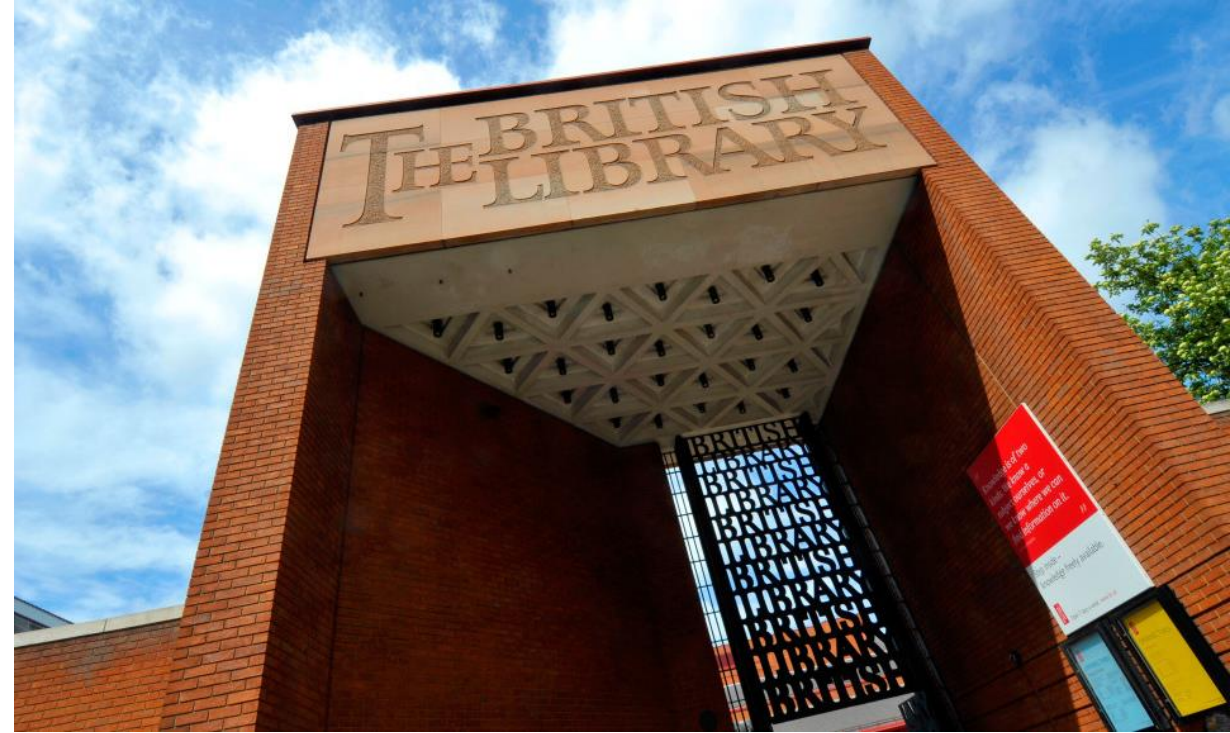
Can I improve translation of outcomes into impacts?

Am I maximizing the impact from my research portfolio?

Am I achieving my strategic funding objectives?

Strategy of Impact Conference 2019

- 12th November 2019 – British Library, London
- Theme – Building the Community
- Morning keynotes
- Afternoon streams and workshops:
 - Research on research
 - Analysis and visualization of data
 - Data linkage and case studies
- <https://www.researchfish.net/conference2019>



Professor Virginia Murray, Head of Global Disaster Risk Reduction, Public Health England



Sir Alan Wilson, Director of Special Projects, The Alan Turing Institute



Natacha Wilson, Founder and Director, Cambridge Insights



Dr Jim Smith, Director of Science, Wellcome



National Organization of
Research Development Professionals

12th Annual NORDP Research Development Conference

San Antonio, TX, May 17-20, 2020

> Thank you!



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Panel discussion and Q&A

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**Multiple problems, multiple methods, multiple perspectives.
Context matters but standardization is important in order to join the
community**

A decorative background at the top of the page featuring a network diagram with red and black nodes connected by thin lines, set against a light grey background.

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Up Next

3pm	Coffee break	
3.30-5.15pm	Plenary contributions and interactive debate	Rasmuson Theater