Evaluating and Recording Impact

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Research Impact

“...we have succeeded when the knowledge generated by our research contributes to, benefits and influences society, culture, our environment and the economy. We value the process as well as the outcome, since working with partners who use the new knowledge we create informs our research directions and methods.”
Why evaluate & report?

- Checking that research is having the expected impact (not negative)
- Demonstrating effectiveness
- Improving future activities
- Accountability to stakeholders and partners
- Improving Pathways to Impact on grants
- REF exercises
Research Life-Cycle

- Pre-funding
- Application
- Translation
- Life-of-project
- Reporting
- Environment
Planning

• **Aims:** What do you want your research and activities to change? What will be the outcomes? How big change?

• **Beneficiaries:** Who do you want to influence, why and how will they benefit?

• **Planning:** What can you do to make impact more likely?

• **Measuring:** How will you know/prove it has made a difference?
Evaluation

• Proportionality – how much evaluation is required?
• Audience – what is appropriate?
• Cost – how much time and funding do you have to invest in evaluation?
• Who needs to know?
Types of ‘evidence’

- Testimonials
- Media Reviews
- Policy documents
- Feedback forms
- Formal evaluations
- Websites/website data (e.g. Google analytics)
- Social media (twitter + storify)
What should you keep?

- Depends on what you want to demonstrate and evaluate – what would be signs of success?
- Can attach documents, web links etc. to impact record in Pure
- Emails are easy to store with University google mail – unlimited storage
- Don’t have to capture *everything*
Framing questions

- Avoid leading questions, or questions with imbalanced options
- Quantify options, where possible
- Avoid hypothetical questions
- Good Public Engagement resources at: http://www.engagement.manchester.ac.uk/resources/guides_toolkits/
Examples

1. Research has improved business processes and therefore increased the income for the business

2. Research has contributed to policy development

3. Research has increased public understanding