

International course on

# Societal Impact of Science: Methods & Instruments for Assessment

AESIS

NETWORK FOR  
ADVANCING & EVALUATING THE SOCIETAL IMPACT OF SCIENCE

KING'S  
College  
LONDON

London, United Kingdom

8-10 March 2023



## About the course

Science funders, research councils and universities, amongst others all over the world, put more and more emphasis on the societal impact of research. In the UK, for example, government spending has increased on mission-oriented funds such as ARPA, and knowledge-exchange activity assessment, such as KEF. However, assessing the societal impact of universities is complicated. The assessments need to account for all scientific disciplines and should ideally capture long-term impact in addition to direct impact in society. Recognising that it may not be possible to assess the full spectrum of impact of universities, it is useful to focus on which key performance indicators do make sense, especially if the data can be collected in a structured way. And even then there can often be a mismatch between what is assessed and what is meant to be assessed, which is why there is more attention needed for “responsible metrics”. This course will focus primarily on the questions of how research institutes may develop their own “Impact portfolio” and how they and other institutions can create assessment systems to serve their strategy, and it will create insight in the currently available information systems and methods to assess impact and how to implement this in a research strategy.

## Main discussion questions

- How can you create parameters of impact assessment that are appropriate for local, national and international purposes?
- To what extent do you need to take a shared or differentiated approach of assessing impact between different disciplines?
- How can parameters of impact assessment and research strategies reinforce each other and how can you avoid the risk of perverse incentives?
- What are the differences between assessing output, outcome and impact and how do you assess what you actually want to assess?
- How can you use existing Research Information Systems for your impact strategy and what are the possibilities to build your own system?

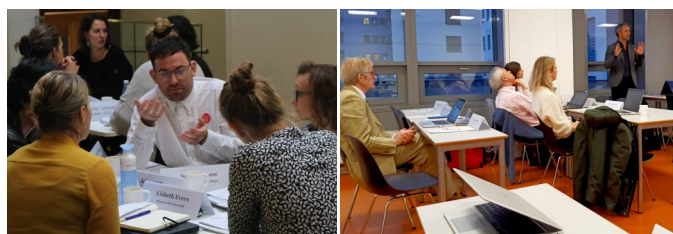
### Case study



Critical assessment of the landscape of current tools and systems along the spectrum of assessing the impact of research



Broader understanding for the take-aways and recommendations of the course



### Target audience



Managers & strategists at research institutes



Scientometricians



Librarians



Funders for scientific research



Users & developers of Research Information Systems

## About AESIS

The Network for Advancing and Evaluating the Societal Impact of Science (AESIS) is an international, open community for professionals working on stimulating and demonstrating the impact of science on economy, culture and well-being. Members come from all over the world, where they are involved in the evaluation of impact, research strategy and policy making, science funding, scientometrics, research administration, business creation, public engagement, and many more. We pursue a multi-stakeholder, system-wide approach on an international level, because we believe that stimulating dialogue between different sectors and regions, beyond the project level, will catalyse further development of effective instruments for evaluating and advancing the societal impact of science.



# Programme

## Wednesday 8 March

all times in GMT

9.00 - 9.30 Registration with coffee/tea

### OPENING & INTRODUCTIONS

9.30 Words of Welcome by AESIS

9.40 Introductions by the participants

- ◇ Why are you here? What do you want to take away?
- ◇ Where do you sit in the ecosystem of research activity?

10.00 What is impact and why should you assess it?

- ◇ Frameworks for Designing Impactful Research using the 7C's: Context, Communities, Consistencies, Challenge, Channels, Communication & Capture.

**Anika Duut**  
**van Goor**

*Director of AESIS, the Netherlands*

11.20- 11.50 Refreshments break

### DEFINING AND INTEGRATING IMPACT

11.50 Integrating Impact into Research Strategy

- ◇ Framework for developing organisational impact strategies;
- ◇ How to deal with evaluation and demonstration of impact: what are the strategies and policies to achieve organisational goals;
- ◇ Theories of change and how to integrate them in the organisational strategy.

**Stefan de Jong**

*Assistant Professor, Department of Organisation Studies, Tilburg University &  
Owner, Engaging Scientists, the Netherlands*

13.20 - 14.20 Lunch Break

- Programme for the day continues on the next page -



# Programme

## Wednesday 8 March (continued)

all times in GMT

### IMPACT ASSESSMENT FRAMEWORKS

#### 14.20 New Impact Evaluation Approaches: the case of Evaluative Inquiry

- ◇ Evaluative and strategic questions, inclusive assessment, and the relation with societal impact of science;
- ◇ Aligning the disciplinary, organisational and societal contexts;
- ◇ Responsible research and innovation: using a mix quantitative and qualitative methodologies toward self-representation, information and insights that support research and organisational strategy.

***Tjitske Holtrop***

*Postdoctoral researcher at CTWS, SES research group , Leiden University, the Netherlands*

#### 15.50 - 16.20 Break

#### 16.20 Course assignment: Introduction

**Assignment preparations:** implementing learnings from Day 1

#### 17.00 End of Day 1



# Programme

## Thursday 9 March

all times in GMT

9.00 - 9.30 Coffee/tea walk-in

### IMPACT EVALUATION FOR NATIONAL OR REGIONAL STRATEGY

#### 9.30 Problems related to the assessment of research impact

- ◇ What are the differences between assessing output, outcome and impact and how do you assess what you want to assess;
- ◇ To what extent do you need to take a shared or differentiated approach of assessing impact between different disciplines;
- ◇ How can performance indicators of impact assessment and parameters of research strategies reinforce each other and how can you avoid the risk of perverse incentives;
- ◇ Practical examples: the case of the recent impact assessment in Italy and the answer elaborated by the National Research Council.

***Emanuela Reale***

Research Director of the Research Institute on Sustainable Economic Growth IRCRES, National Research Council, Italy

11.00 - 11.30 Coffee/tea break

### INSTITUTIONAL READINESS

#### 11.30 Collecting and Communicating the Evidence of Impact

- ◇ How to map your pathway from research to impact;
- ◇ Understand contribution analysis and how it informs a semi structured interview guide to collect the evidence of impact retrospectively but also throughout the research to impact journey;
- ◇ Complete a case study of your impact

***David Phipps***

*Assistant VP Research Strategy & Impact, York University, Canada*

13.00 - 14.00 Lunch



# Programme

## Thursday 9 March (continued)

all times in GMT

### TOOLS AND METHODS FOR IMPACT EVALUATION

14.00 Measuring your impact using Altmetrics

*Euan Adie*

*Founder, Overton.io, United Kingdom*

15.30 - 16.00 Coffee/tea break

16.00 Assignment preparations

Participants get some time to work on their Impact Strategy and to ask questions related to the assignment

17.00 Social programme

19.00 Course dinner





# Programme

## Friday 10 March

all times in GMT

9.00 - 9.30 Coffee/tea walk-in

### INTEGRATING IMPACT IN A RESEARCH STRATEGY

#### 9.30 How to effectively communicate your research impact

- ◇ The importance of communicating research impact to demonstrate accountability to tax payers and donors and advocate for more support for research;
- ◇ Models of research communication: the Pyramid Principle;
- ◇ Applying the Pyramid Principle in measuring and communicating research impact at your institution.

**Jonathan Grant** *Founding Director at Different Angles Ltd, United Kingdom*

11.00 - 11.30 Coffee/tea break

### INTEGRATING IMPACT IN A RESEARCH STRATEGY

#### 11.30 First half: Panel debate with guest speakers hosted by Anika Duut van Goor

#### Second half: Assignment preparations

Participants get some time to finalize their presentations on their Strategy for Assessing the Societal Impact of Science.

**Speaker tbd** *Position*

**Speaker tbd** *Position*

**Speaker tbd** *Position*

**Speaker tbd** *Position*



# Programme

## Friday 10 March (continued)

all times in GMT

### PARTICIPANT PRESENTATIONS

#### 14.00 Participant presentations

- ◇ Applying methods, best practices and insights taught in the course
- ◇ Reflect learnings exercise to individual experiences
- ◇ Building an Impact Strategy

#### 15.30 Recap and final words

#### 16.00 End of the Course

#### *Reception*

