High Quality High Impact Research: The 6 magic words to use to get a top rated REF impact statement.

Seminar at Leicester University, January 28th

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High Quality High Impact Research: The 6 magic words to use to get a top rated REF impact statement.

1) obviously
2) there
3) are not
4) any
5) magic
6) words

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Today we will start a creative discussion about impact, including issues, methods, opportunities, tools, collaborations, worries, disaster, great practices, phobias and dreams.

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Noor Aldoy
Senior Knowledge Exchange Associate

Pam Allen
Project Manager: The Creative Exchange

Sam Birchall
AI, Programming, Philosophy, Knowledge Exchange, Pedagogy

Christopher Boyko
Environmental Psychology, Regeneration, Space and Place, Tourism, Town Planning, Urban Design and Behaviour, Urban Sustainability, Wellbeing

Monika Büscher
Sociology / Anthropology / Cultural studies of mobilities, Technology (futures), Video Ethnography and Design, Ethnomethodological studies

John Chisholm
Innovation, Design Management, European Policy, Business Support

Stephen Clune
Design for Sustainability, Design and Behavioural Change

Rachel Cooper
Design Management, Design Policy, Design Thinking, Urban Sustainability, Socially Responsible Design, Design Against Crime, Design & Manufacture

Paul Coulton
Phygital Design, Game Design, Design Fiction, Internet of Things, Play, Toys, Mobile UX, Gameful Design, Interaction Design, Bricolage, Social Machines

Claire Coulton
Liveable Cities Project Administrator and Editorial Assistant (The Design Journal)

Gemma Coupe
Design Manager, PROUD EU INTERREG program

Leon Cruickshank
Open Design and Innovation, User Centred and User-Led Design, Interactive Design, Technology and Society, Design Methodology, Design Theory and Philosophy

Nick Dunn
Urban Design, Design Thinking, Design & Manufacturing, Mapping, Visualisation

Martyn Evans
Design, Design Management, Design Futures, Design Strategy, Design and Branding, Design Policy, Design Thinking, New Product Development

David Hands
Design Policy Development; Design Briefing; Design Leadership; Designing against Crime; New Product Development.

Naomi Jacobs
Senior Research Associate, The Creative Exchange

Vicky Lund
Proud Project Administrator

Laura Morris
Design, Knowledge Exchange, Creative Problem Solving, Multidisciplinary Work

Emma Murphy
Design Management, Research Methodology & Methods, Branding (Organisational, Place and Services), Design Thinking, Design Procurement, Briefing Process, Design and Business.

Daniela Sangiorgi
Service Design, Design for Public Services, Service Innovation

Nicola Sarjent
Team Coordinator

Emmanuel Tsekleves
Design Interactions, Digital Interactions; User Experience, Co-Design, Gameful Design, Emotional Design, Gamification, Serious Games, Digital Economy, Digital Humanities

Stuart Walker
Design for Sustainability; Design and Meaning; Practice-based Design Research; Design, Values and Spirituality; Product Aesthetics; Product Design, Localization and Place

Roger Whitham
Human-Computer Interaction, Visualisation, Interactive Structures, Collaborative Tools, Virtual Work Environments, Facilitation

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12 Academic Staff

6 Years Old

Top 3 RAE Art & Design

49 PhD students

£36 million in active grants

of this ~£24 million explicitly ‘externally facing’

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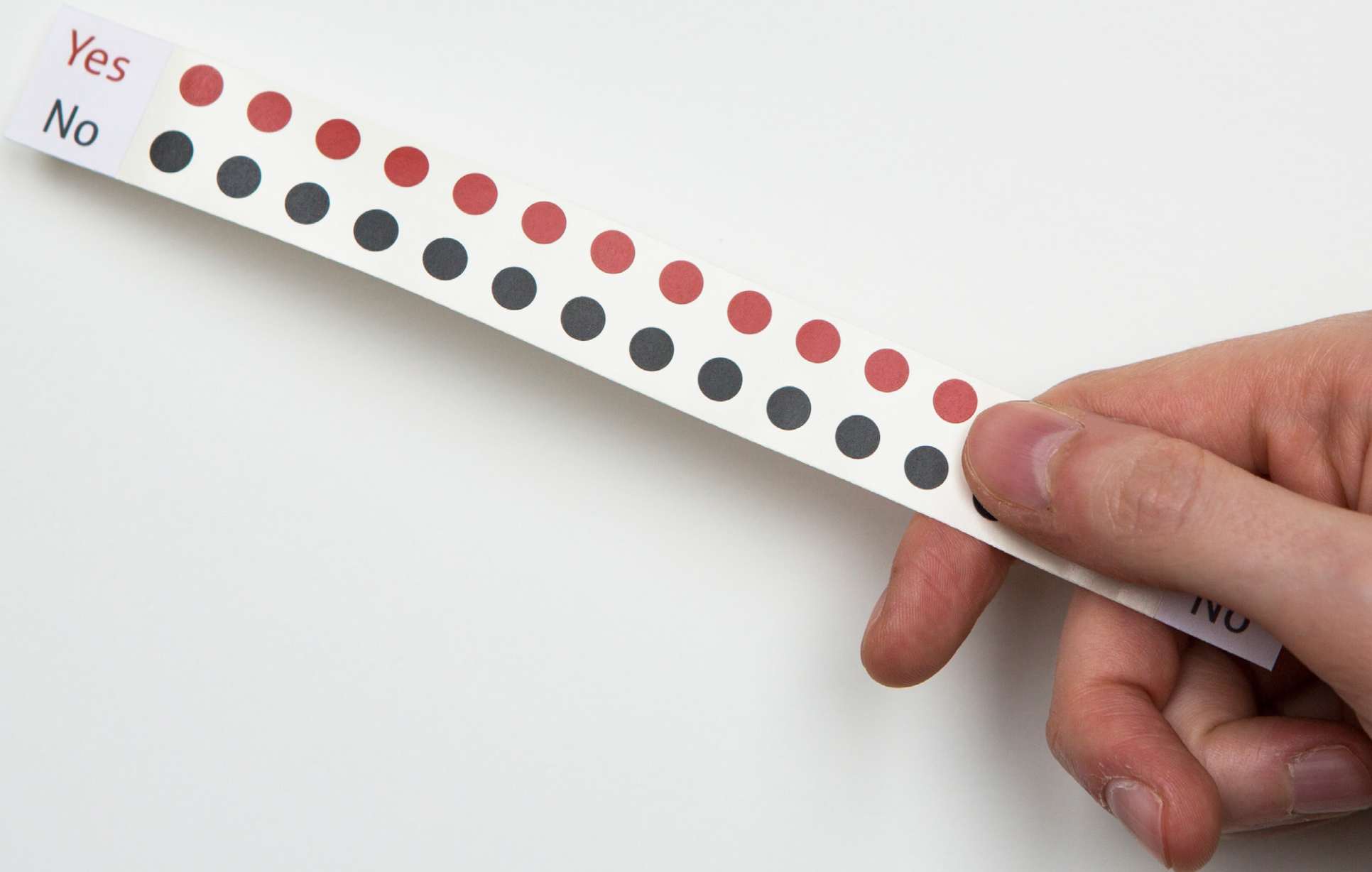
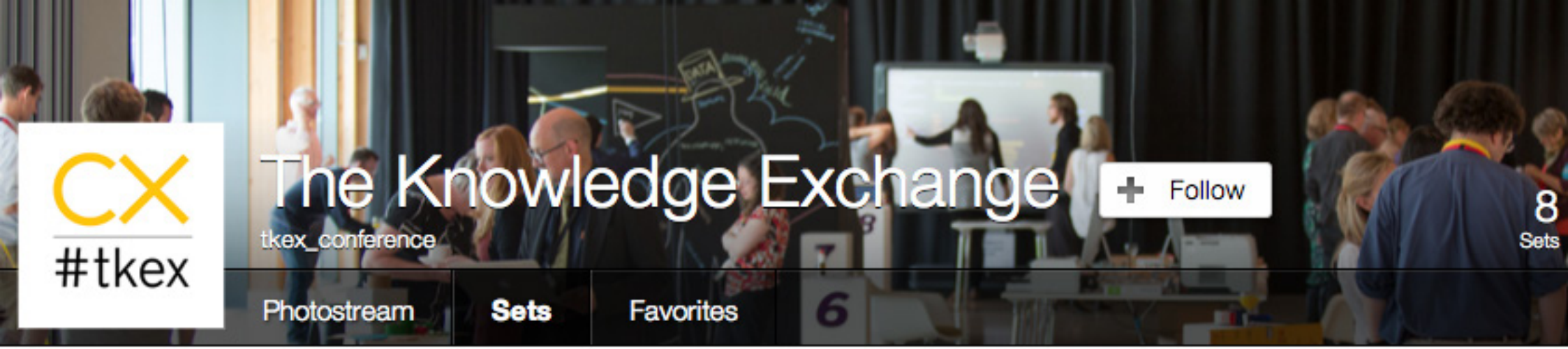
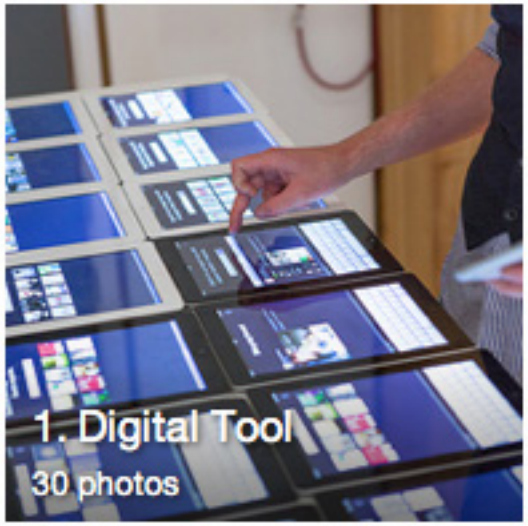
What am I doing here?

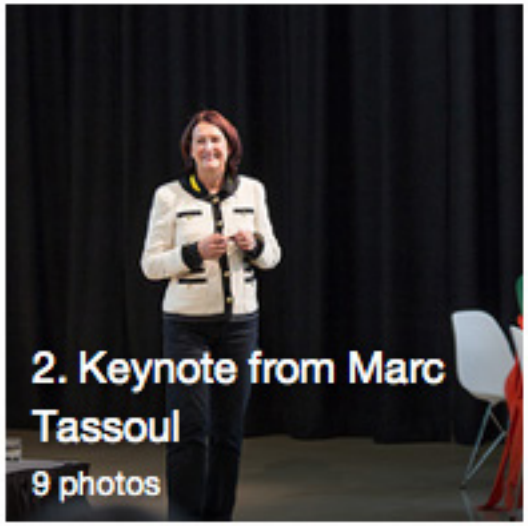

Demography + access + geography
Understanding ageing population
Working lives will be different
Device classification
Shared device (TV)
cheap versus posh
Civil society
Home/working
mobility
telepresence
non-place working
BIG DATA
ENHANCED CONTENT
OPEN INNOVATION
What is the challenge?
How can BBC exploit the creative + innovative potential of small + micro companies (or talents).
What is the challenge?
Participatory, non-linear tools for Content + experience creation
What is the challenge?
The duality between open data and open innovation.
What is the challenge?
Automatic Snippets Generation for TV
What is the challenge?
Telepresence for less controlled audience contributions.
What is the challenge?
Exploit the potential of Internet Protocol for distributing Radical new types of content
What is the challenge?
Click through TV
What is the challenge?
Scope for public art and public experience in public realm at Media City UK
What is the challenge?
TAILORED INTERACTION
Relevance to BBC
Relevance to LU
Challenge

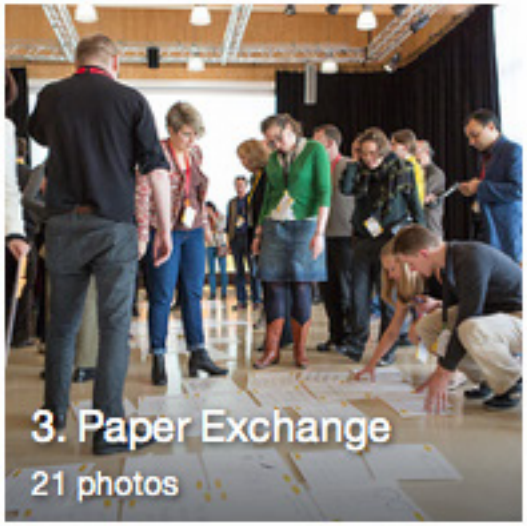

Yes
No


Relevance to BBC
Relevance to LU
Relevance to BBC
Relevance to LU
Relevance to BBC
Relevance to LU









www.flickr.com/photos/tkex/sets/

Director of Knowledge Exchange of The Creative Exchange, a AHRC Funded Knowledge Exchange Centre

Impact: what are we going to do?

External Links

Leon profile http://imagination.lancaster.ac.uk/people/leon_cruickshank

CX Conference tool http://tools.thecreativeexchange.org/#/tools

IDEAS photos: http://www.flickr.com/photos/114367252@N02/sets/

CX Conference photos http://www.flickr.com/photos/tkex/sets/

PROUD Resources: www.flickr.com/photos/proud_imaginationlancaster/sets

Watch words...

Depth

Long-term

Interplay

Reach

Documentation

Case Study

Planning

Who cares?

Tracking

Research Methods

'Funding Mix'

Measurement

Collaboration

Share

New Languages

Resources...

Diagnostic / Scenario Tool

Download and edit resource:
http://imagination.lancs.ac.uk/news/Scenario_Comic_Tool_Available_New_IDEAS

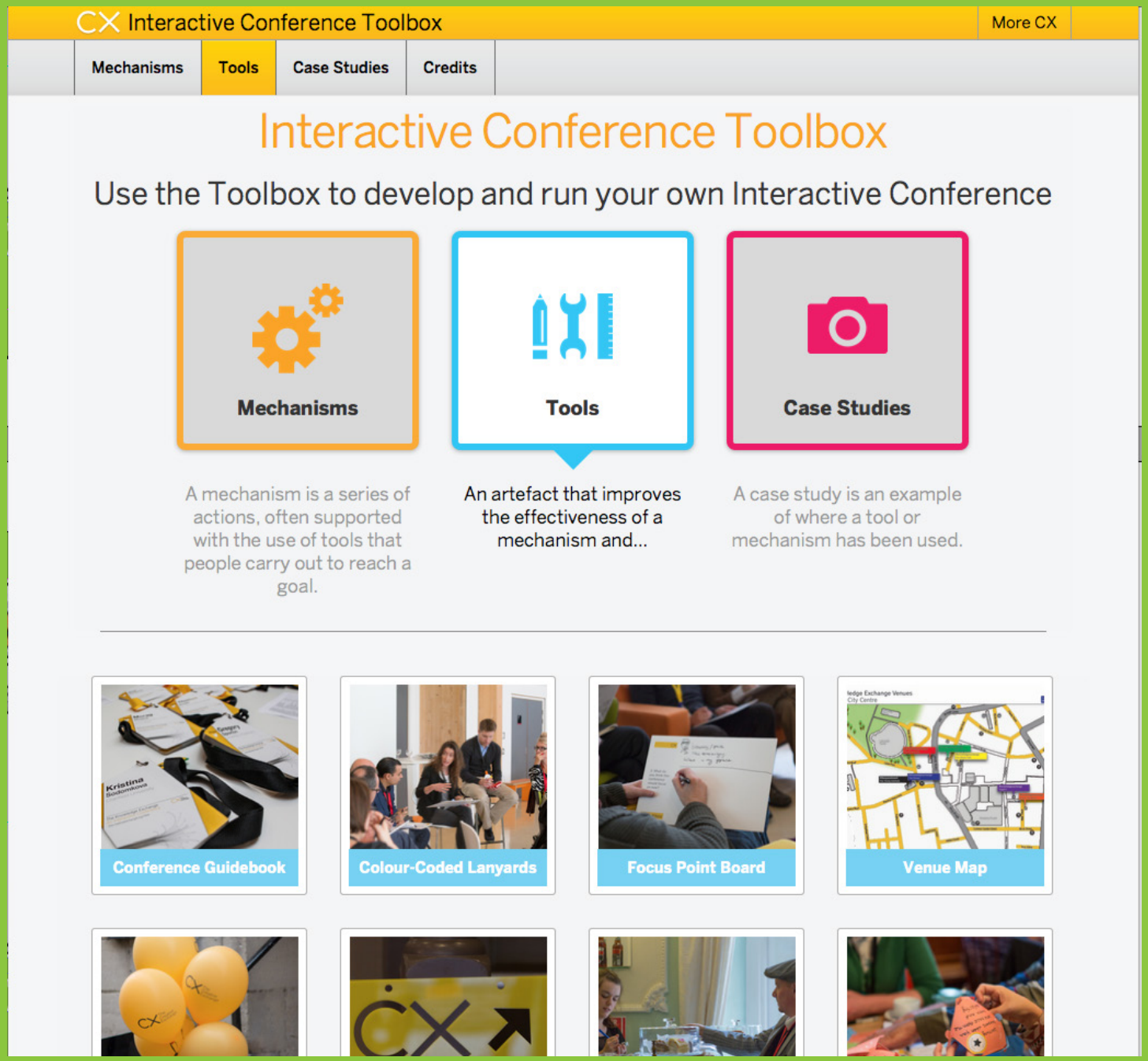
Editable Meeting Action Point Tool

Download and edit resource:
http://imagination.lancs.ac.uk/news/Action_Points_Tool_Download

Hexagons

To buy
(or beg)

http://imagination.lancs.ac.uk/hexagons



Conference Guidance Tool

DRAFT - launching soon

The Next Steps...?

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Resources:

http://imagination.lancs.ac.uk/news/Action_Points_Tool_Download

The Next Steps...


ZooYork
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CREATE THE SPACE TO
INNOVATE
SMART Board
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Infrastructure UK Engineering and Interdependency Expert Group
Transport
Legal mandate to de-carbonize travel
Depletion of Oil Reserves
Fluxuations in oil prices
Demand to travel is rising
Knowledge of Asset Condition and Remaining Life and Adaptability
Climate change and transport
IT
Cognitive Dependency on IT
Declining resilience of telephony
Congestion on telephony and data communic
Data and Interface Standards
Skills shortage and career paths
Explosion of consumer electronics
Predictability of energy supply
Managing and retaining precious materials
Optimising energy systems across infrasturcture
2010
Restart
+ Challenge

“First Order”

Knowledge Exchange

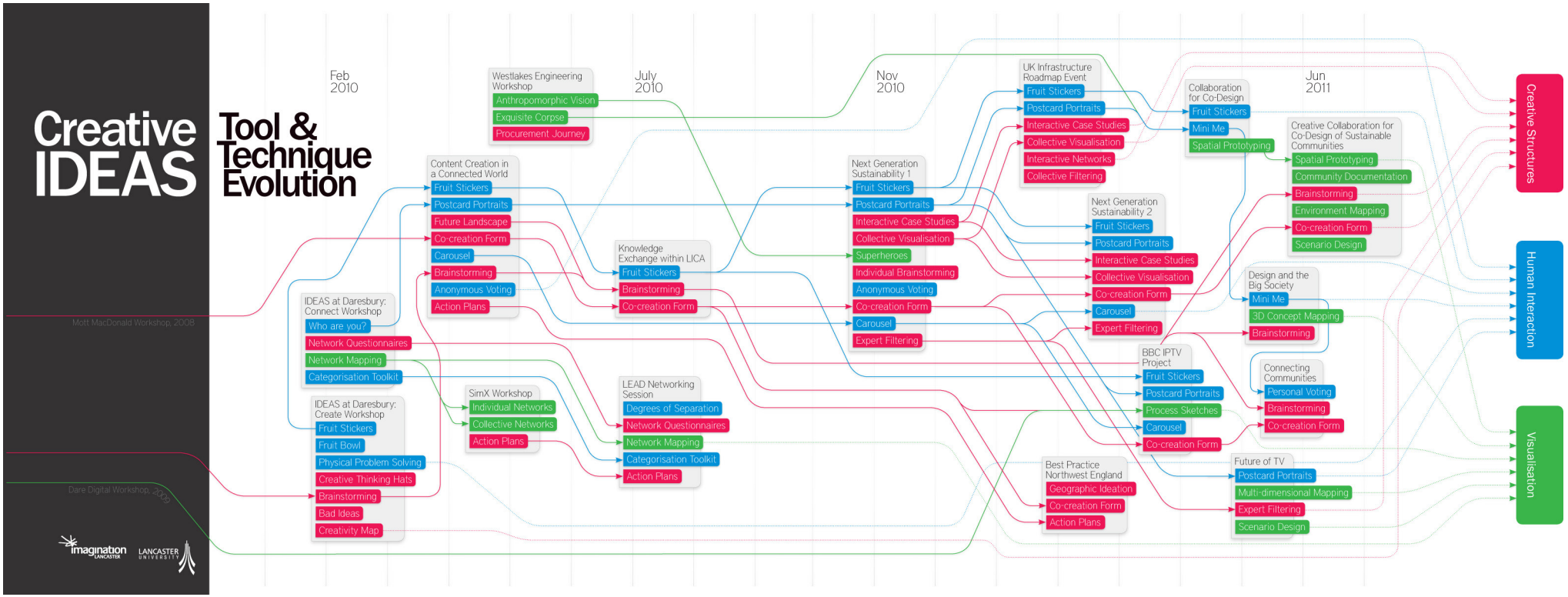

new ideas
A HAND
Touch
Tables.


transform initial
creative processes?

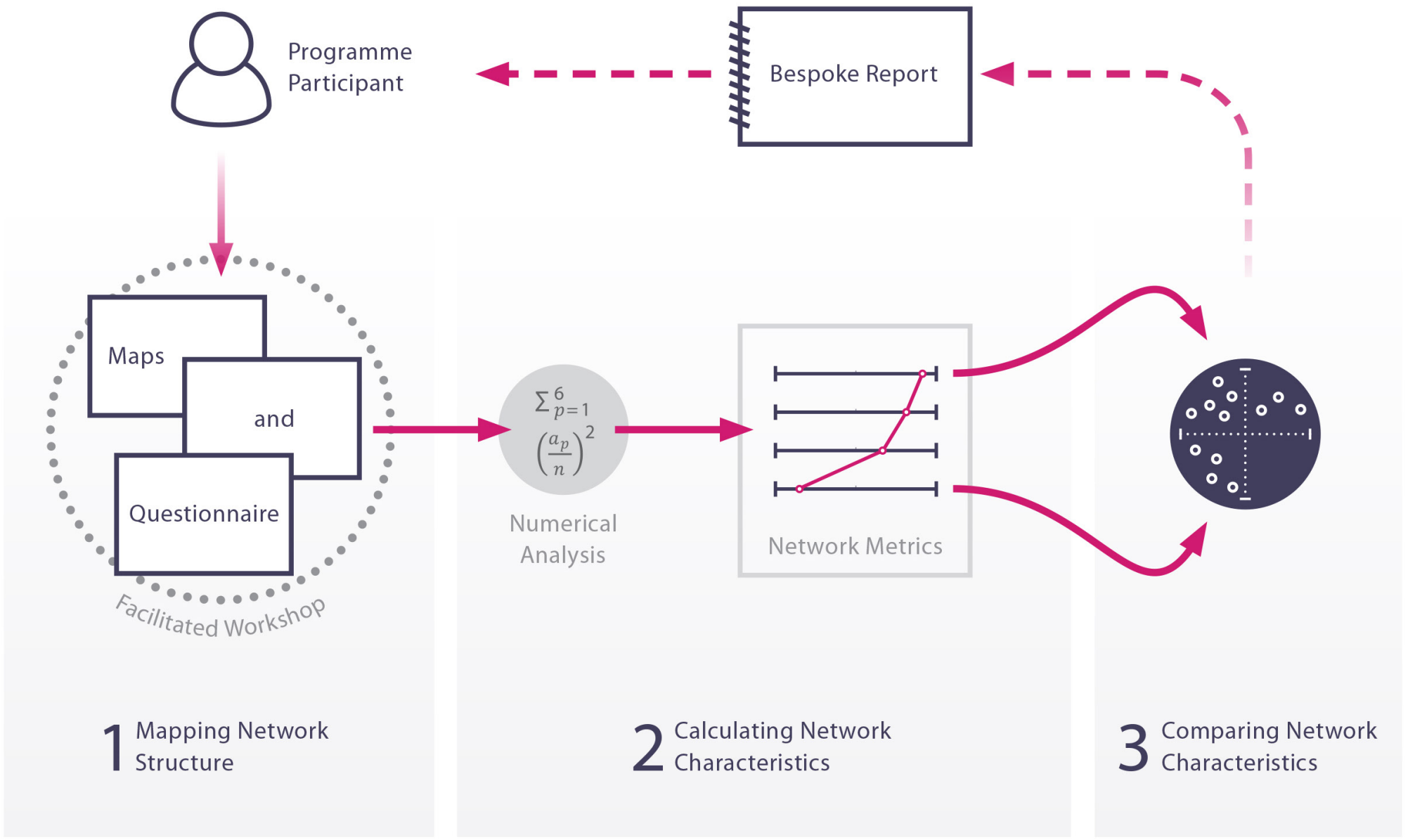
“Second Order Knowledge Exchange”

Creative IDEAS

Tool & Technique Evolution




IDEAS


Programme Participant
Bespoke Report
Maps
and
Questionnaire
Facilitated Workshop
$\sum_{p=1}^{6} \left(\frac{a_p}{n}\right)^2$
Numerical Analysis
Network Metrics
1 Mapping Network Structure
2 Calculating Network Characteristics
3 Comparing Network Characteristics

4

Network Visualisati

Starting to think about the relationships between connections

5

Mapping Nets

imaginationNETS

Objective

With the anatomy of their respective networks established, this stage will show the role that elements in a network have played in solving a specific problem.

Rationale

This section is designed to continue the process of making a participants network more tangible. Selecting a successful project helps the participants feel positive and also helps them realise the role their network played in the success of the project. In this respect it important that participants are specific about the project rather than going through the motions with a more general activity from their past. You might need to push them for specific details.

Linking the connections (and adding new network connections if required) identifies clearly a sub-section of the larger network. Working with this subsection, categorising the function of the networks for that specific challenge is another step in thinking about components in their network as a tool. Connections in a network often have multiple roles so its important to get participants to concentrate on the specific challenge they have identified rather than thinking more generally about the network connection they have identified.

Process

A Give each particip
place over their Ne

B Ask participants to
in the past which in
had a successful out
project, but a short p
Ask participants to w

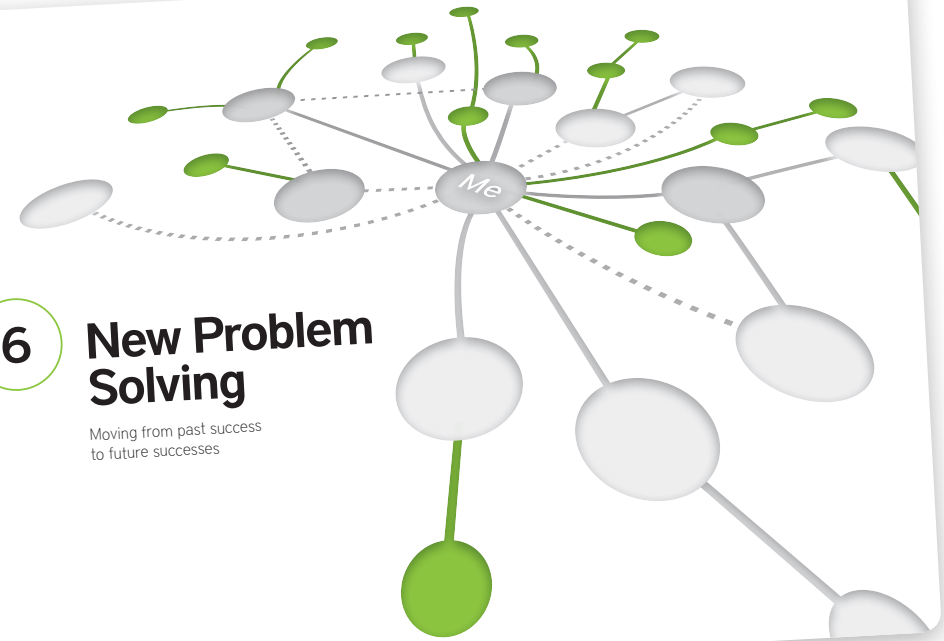
C Drawing on the tracin
a subset of their conta
example problem/proj

D Next ask participants t
highlighted contacts on
differ in nature (strong/
visualisation in this parti

E Finally, ask participants t
contact according to the
using coloured dots:

Finding

Testi



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New Problem Solving

Moving from past success to future successes