

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

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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*

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

- 1) obviously
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- 1) obviously
- 2) there
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- 4) any
- 5) magic
- 6) words

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



 **imagination**
LANCASTER






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 Tseklevs
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

ImaginationLancaster

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'

What am I doing here?

54 years BBC
 54 years Society Technology & Culture
 54 years Lancaster University

Handwritten notes on sticky notes on the left wall, including terms like 'Populate', 'Lancaster', 'BBC', 'Society', 'Technology', 'Culture', 'Lancaster University'.

Handwritten notes on sticky notes at the top of the whiteboard, including terms like 'Change', 'More', 'Data', 'Open', 'Innovation', 'Participation'.

Demography + access + geography

- Understanding ageing population
- Working lives will be different - never been so old, patterns travel and mobility restricted.
- Device classification - my device + our device - job consumption
- Shared device (TV)
- cheap versus push - with smart phones etc essential - (need to reduce cost)
- civil society - governance - access to education
- homelearning due to carbon challenge
- mobility - more or less?
- telepresence / conferencing / markets
- non - place working



ENHANCED CONTENT

MAKE THINGS MORE REAL

- DIRECT INTERACTION
- PARTIAL
- PERSONALIZATION
- ↳ TV → GROWTH → COMMUNITY
- ↳ POLICY → NEW DATA
- PERSONAL BASED PROGRAMMING
- TAGGING STYLE META DATA
- ↳ CREATION

OPEN INNOVATION

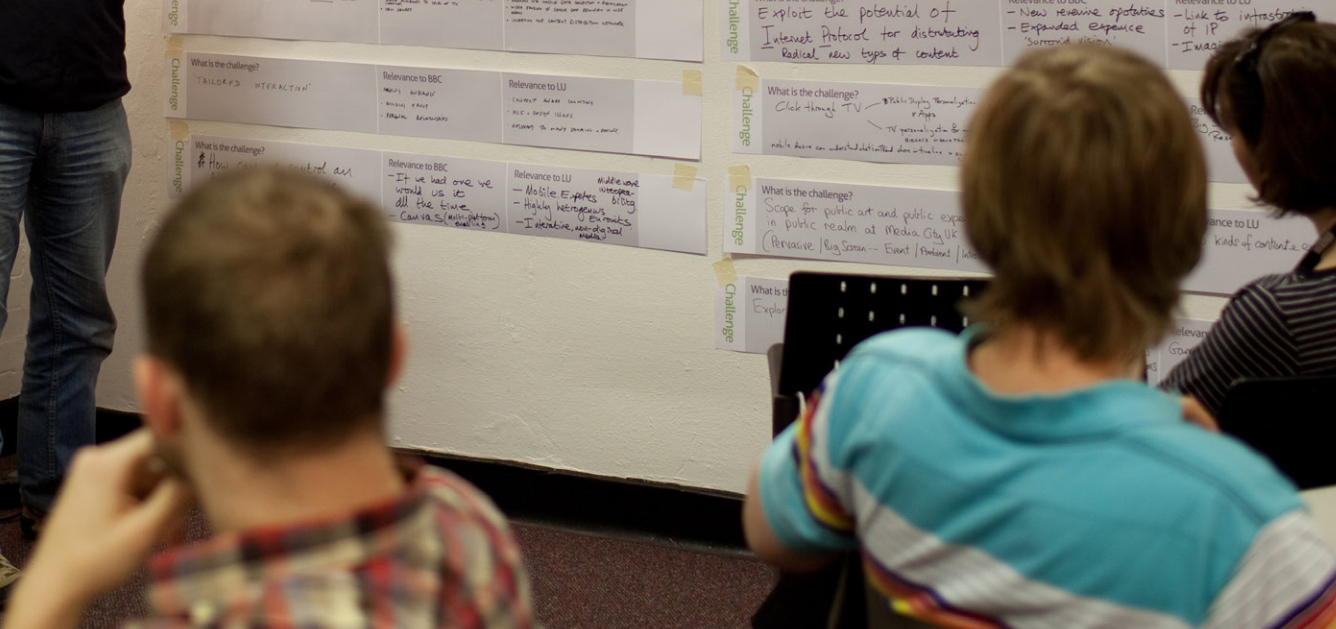
ideas + adaptation

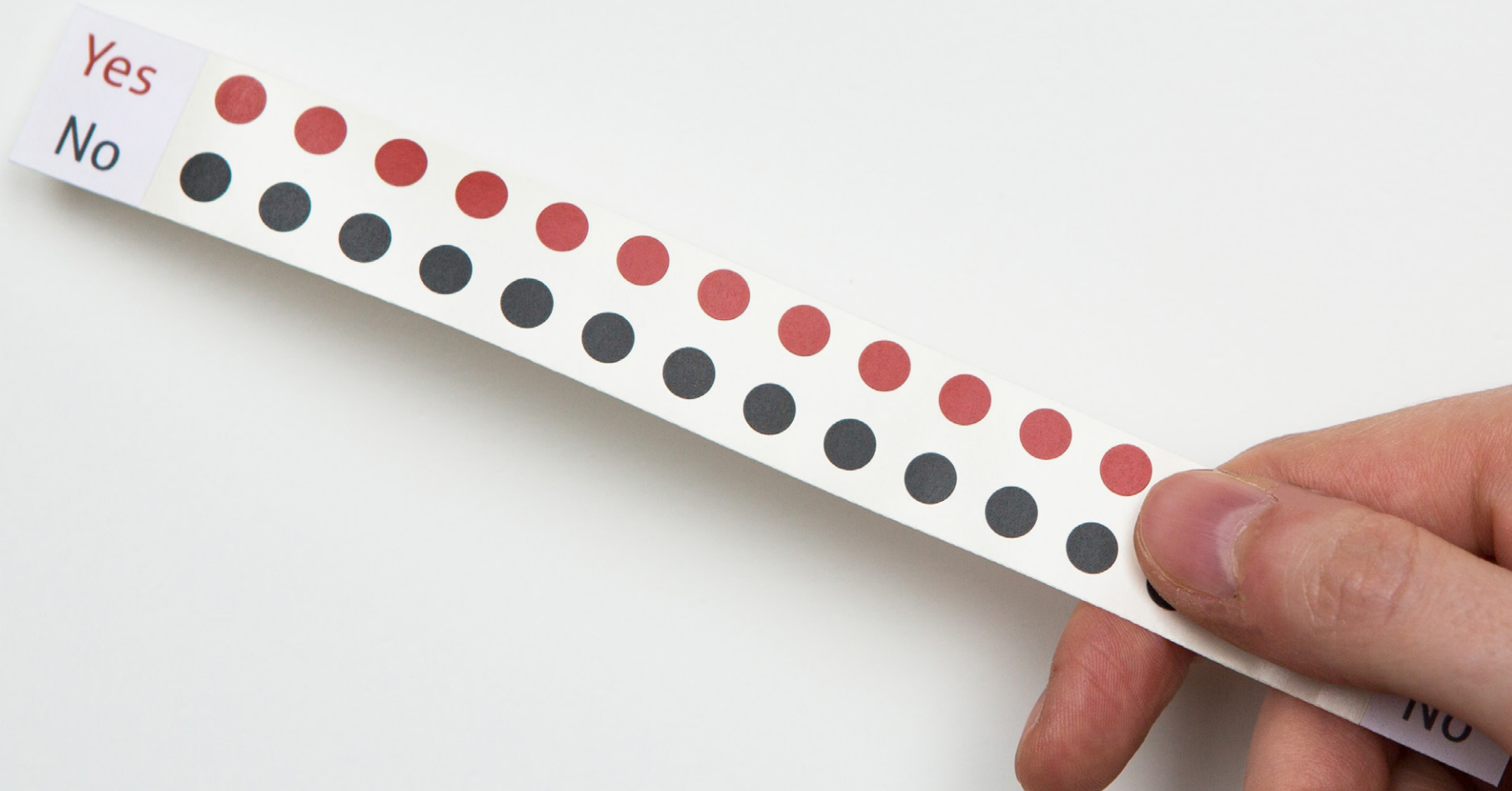
- Global (borderless)
- "no-walls" for innovation
- "no-walls" for ideas
- open innovation
- cross + multi + etc
- ideas for innovation (distributed)
- open up fees?
- engine of innovation
- Exposure of the social space - high quality ideas
- new platform
- how platform will work in the future?



What is the challenge? Production tooling tools for HD files and new media including mobile for storytelling	Relevance to BBC ✓	Relevance to LU Paul
What is the challenge? Using the content into an open data environment (think of monetization)	Relevance to BBC Public Policy Engaging audience	Relevance to LU Interest in Open Data
What is the challenge? Public Space between Nature & Identity	Relevance to BBC Programming Policy Public Spaces	Relevance to LU To build Research Expanded Open model
What is the challenge? Space for ideas working them up of single top tier	Relevance to BBC A big challenge for BBC	Relevance to LU Innovation Power
What is the challenge? Responding to Open Data whilst by exposing the BBC data	Relevance to BBC Policy	Relevance to LU Open Data Big Data
What is the challenge? "How do we know the car is smart?" A product that's not just connected but is also intelligent	Relevance to BBC New products / services / content New platform / tools of TV New ways of content creation / delivery	Relevance to LU Research for social open innovation / education New platform / tools of TV New ways of content creation / delivery
What is the challenge? "TAILORED INTERACTION"	Relevance to BBC New products / services / content New platform / tools of TV New ways of content creation / delivery	Relevance to LU New products / services / content New platform / tools of TV New ways of content creation / delivery
What is the challenge? How can we control an It we had one we would use it all the time - Canvas (multi-platform) - Creative, non-physical	Relevance to BBC New products / services / content New platform / tools of TV New ways of content creation / delivery	Relevance to LU Millions of users - Mobile Experience - Highly heterogeneous - Interactive, non-physical

What is the challenge? How can BBC exploit the creative + innovative potential of Small + Micro companies (or balance).	Relevance to BBC Tailor Tailor - Tailor Tailor to users - Getting users to take R&D → DEVELOPMENT	Relevance to LU - Broker (Emerged) - Expert in Novel knowledge Exchange - Fixation in piece NOW
What is the challenge? Participatory, non-linear tools for content + experience creation	Relevance to BBC - User Expectations - Enabling linear B. Costs model	Relevance to LU - Research strengths (High Wire) - Disruptive
What is the challenge? The duality between open data and open innovation	Relevance to BBC - Finding talent through open innovation	Relevance to LU High wire - Disruptive - Innovation - Technology
What is the challenge? Autonomous Smart Generation For TV	Relevance to BBC - The idea of content of the user who use if they can see content of generation - can it be content that is generated - can - real smart content generation system	Relevance to LU - Mining data - rate - Engaging learning systems - New ways
What is the challenge? Telepresence for less controlled audience contributions (within editorial framework)	Relevance to BBC New frameworks for generation valuable contributions from audience	Relevance to LU Draw
What is the challenge? Exploit the potential of Internet Protocol for distributing Radical new types of content	Relevance to BBC - New revenue opportunities - Expanded experience - "Surreal" vision	Relevance to LU - Link to infrastructure of IP - Image
What is the challenge? Click through TV - Multi-Display - Apps - TV special lights & - Remote Control	Relevance to BBC - Multi-Display - Apps - TV special lights & - Remote Control	Relevance to LU - Multi-Display - Apps - TV special lights & - Remote Control
What is the challenge? Scope for public art and public experience in public realm at Media City UK (Perceptive / Big Screen - Event / Platform / Interface)	Relevance to BBC - Multi-Display - Apps - TV special lights & - Remote Control	Relevance to LU - Multi-Display - Apps - TV special lights & - Remote Control
What is the challenge? Explore	Relevance to BBC - Multi-Display - Apps - TV special lights & - Remote Control	Relevance to LU - Multi-Display - Apps - TV special lights & - Remote Control







...the creative
Small →

Relevance to RBC
- Topless production
- Low-cost barriers to entry
- Getting others to take
R+D → DEVELOPMENT

Relevance to WW
- Broader (Enriched)
- Expert in local knowledge
exchange

...tools for
creation

Relevance to RBC
- Local Expectations
- Building local B. Cost model

Relevance to WW
- Research standards
- Disruptive
(High Wire)

...data

Relevance to RBC
- Finding Content (Channel)
- Digital

Relevance to WW
(Analog)

Relevance to WW

CX
#tkex

The Knowledge Exchange

tkex_conference

+ Follow

8

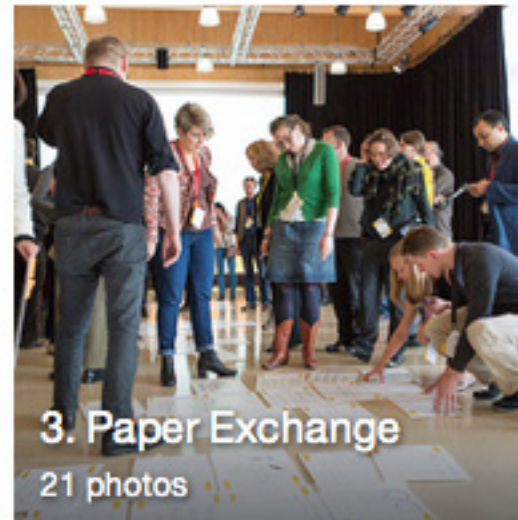
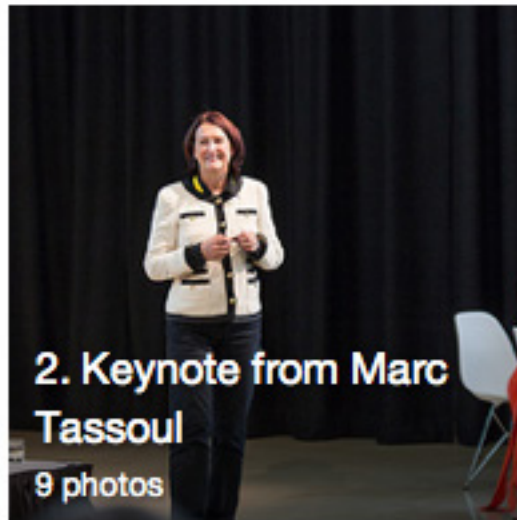
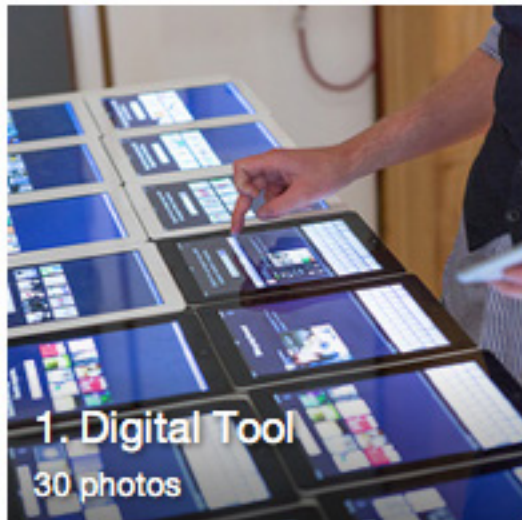
Sets

Photostream

Sets

Favorites

6



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?***

Watch words...

Interplay

Long-term

Depth

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



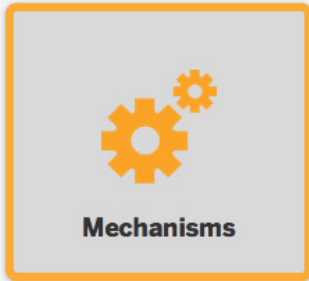
Hexagons

To buy (or beg)

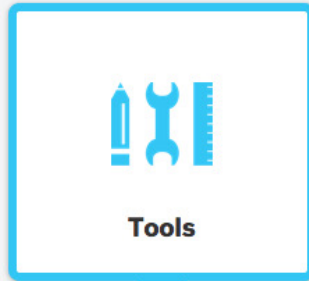
<http://imagination.lancs.ac.uk/hexagons>

Interactive Conference Toolbox

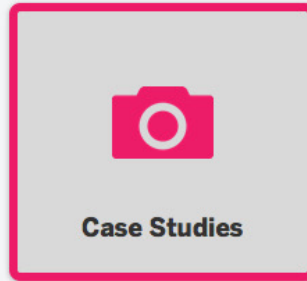
Use the Toolbox to develop and run your own Interactive Conference



A mechanism is a series of actions, often supported with the use of tools that people carry out to reach a goal.



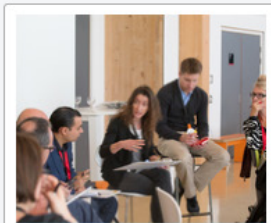
An artefact that improves the effectiveness of a mechanism and...



A case study is an example of where a tool or mechanism has been used.



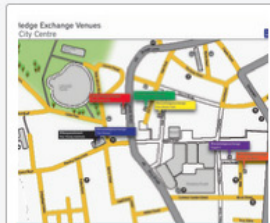
Conference Guidebook



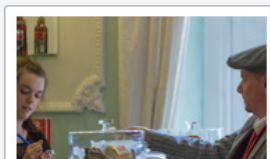
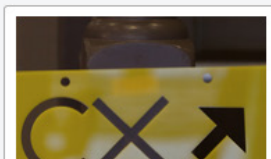
Colour-Coded Lanyards



Focus Point Board



Venue Map



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...







Business of ...
The ...
Project



CREATE THE SPACE TO INNOVATE



**“First Order
Knowledge Exchange”**



How we can use all tools to support creativity?

TO CLUSTER DATA

DATA MUCH DATA

Linear vs Non-linear

CAPTURE DATA - AUDIO VIDEO METADATA. AS IT HAPPENS





Compassion, imagination,
skills and creativity
for general wellbeing



How to transform initial creative processes?

DIFFERENT SHAPES & COLORS

What are the different shapes and colors?

CLARITY

PHYSICAL (Formative)

DIAGNOSIS

CLARITY

What are the different shapes and colors?

CLARITY

PHYSICAL (Formative)

DIAGNOSIS

CLARITY

PHYSICAL (Formative)

DIAGNOSIS

CLARITY

PHYSICAL (Formative)

DIAGNOSIS

CLARITY

PHYSICAL (Formative)

DIAGNOSIS

CLARITY



**“Second Order
Knowledge Exchange”**

Creative IDEAS

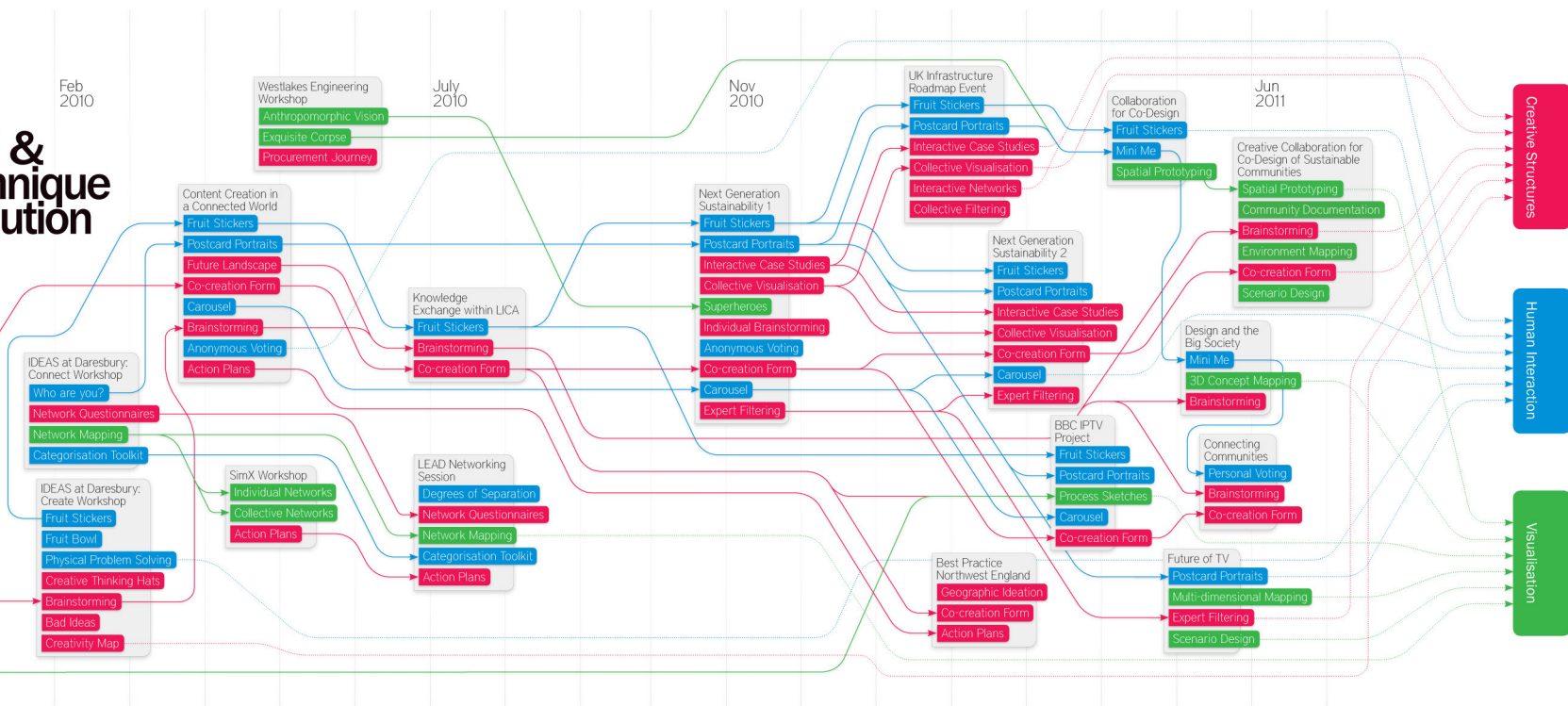
Tool & Technique Evolution

Feb 2010

July 2010

Nov 2010

Jun 2011



Creative Structures

Human Interaction

Visualisation

Mott MacDonald Workshop, 2008

Dare Digital Workshop, 2009



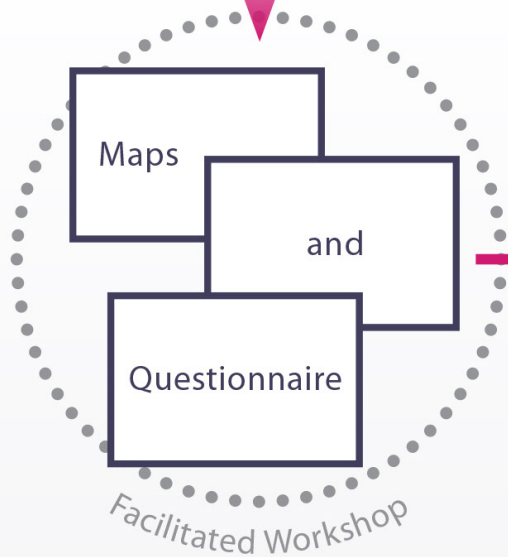




Programme Participant



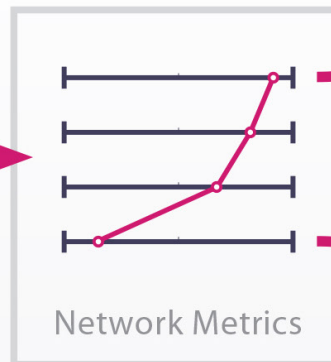
Bespoke Report



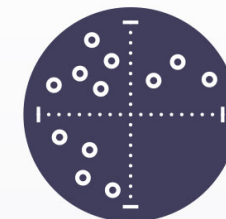
1 Mapping Network Structure

$$\sum_{p=1}^6 \left(\frac{a_p}{n}\right)^2$$

Numerical Analysis



2 Calculating Network Characteristics



3 Comparing Network Characteristics

4 Network Visualisation

Starting to think about the relationships between connections

5 Mapping Nets

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 is 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 it is 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 participant a piece of paper and place over their Network
- B** Ask participants to think of a project in the past which involved their network. It could be a successful outcome, but a short term project, but a short term project. Ask participants to write down the details of the project.
- C** Drawing on the tracing paper, ask participants to draw a subset of their contacts and connections for the example problem/project.
- D** Next ask participants to categorise the highlighted contacts on the network according to their function. They may differ in nature (strong/weak) or their role in the visualisation in this part of the network.
- E** Finally, ask participants to draw a subset of their contacts and connections for the example problem/project.

Finding ● Testing ●



6 New Problem Solving

Moving from past success to future successes

