Incorporating Societal Impact into Academic Research

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Presentation

- Impact as two sides of the same coin?
- Evaluation of impact
- Barriers to incorporating impact into academic research
- Global perspectives?
- Transvaluation and academic flourishing
Impact Indicators

- Scholarly
  - Number of publications
  - JIF
  - Citations
  - Grants ($)
Impact Indicators

• Societal
  • Number of ‘outreach’ efforts or people reached
  • Coverage in news outlets
  • Social media mentions
  • ‘Likes’
Barriers to Incorporating Impact

• Evaluation
  • Relies on standards
  • Requires individuals to meet standards *and* exhibit originality
  • Rarely changes
  • Punishes risk taking
  • Relies on peer review
Global Perspectives on Impact

• Europe
  • Horizon Europe and the Three Os
    • Open Science
    • Open Innovation
    • Open to the World
  • Plan S
Global Perspectives on Impact

- Europe 2 and Parts of Asia?
  - Illiberal democracies?
    - National Science
    - National Innovation
    - Not Especially Open to the World
  - Impact as supporting the regime in power?
Global Perspectives on Impact

• The Global South
  • Language barriers
  • Financial barriers
  • Local impacts may be more important than global impacts
Overcoming Barriers

- Academic flourishing
  - Seeks new standards fit to appropriate contexts
  - Individuals seek to meet standards, exhibit originality, & have impact on scholarship and society
  - Judged relative to individuals and changes as individuals become who they are
  - Requires risk taking
  - Extends peer review
Evaluating Academic Flourishing

- Recognizes new/different/developing standards
- Encourages individuals to meet standards and exhibit originality
- Changes in response to good arguments (non-dogmatic)
- Rewards risk taking
- Uses peer review along with other means
| Indicator                                      | Social networking contacts | Increased diversity | Degree of ID/TD | Degree of transformativity | ID/TD rigor | CSID advisors | Special problem requests with CSID faculty | Internationalization | Grant $ | Audience size @ CSID events | Success of faculty fellows | Esteem of senior fellows | Success of graduate / UG presentations & grants | Posters? | Impact factor of journals in which CSID publishes | Number of Angry letters from important people | Mention by policy makers | Meetings with important ppl | Invitations to present | Invitations to consult | Invitations to evaluate | Protests/demonstrations/sit-ins | Coining/debunking phrase or buzzword | Trending in social media | Esteem surveys | Trust/reputation | Rankings | Blog mentions | Student surveys | Student testimonials | Faculty recommendations | Faculty award/prize | Textbooks | Influencing curriculum creation | Participating in public education programs |
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Holbrook, J. Britt; Barr, Kelli R. & Brown, Keith Wayne. Preprint of Research Impact: We need negative metrics too, article, May 23, 2013; [London, United Kingdom]. ([digital.library.unt.edu/ark:/67531/metadc171453/](https://digital.library.unt.edu/ark:/67531/metadc171453/): accessed August 30, 2018), University of North Texas Libraries, Digital Library, [digital.library.unt.edu](http://digital.library.unt.edu); crediting UNT College of Arts and Sciences.

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