

Academia 2.0: challenges of impact (reach and change), communication (publications and social media), and relevance

29 – 30 April 2014, Chancellors Hotel in Manchester

An event for Early Career Researchers in Humanities.

Panel I. Communication (publications and social media): The ways in which research makes an impact is by reaching different audiences. Publications continue to be the main way in which academic communities communicate with each other. Indeed the historical and critical debate over how journal publications have been the main stick by which academic strength of university departments are measured will be a feature of Panel 1. However, equally important has been the rise of a plethora of social media outlets by which researchers can reach a wider audience. How the use of blogs, tweets, and other forms of social media can assist (as well as their limitations) researchers improve the reach and impact of their research is an important new agenda for early career researchers.

Panel II. Challenges of impact (reach and change): Questions surrounding who will benefit from research (both within the academic and non-academic or wider public audiences), how, and in what ways that will be ensured are key considerations for all researchers today. With regards to impact on a wider non-academic audience, which has received a greater emphasis in the Research Excellence Framework, questions of impartiality and academic freedom are key criticisms. Also the ways in which data on impact can be gathered and evaluated through appropriate methods has become an important topic of discussion and debate on the measures of influence.

Panel III. Relevance of academic research: 'Relevance' - as the overarching question and concern facing researchers - is fundamentally about the role of the researcher and society. How is the criticism of the separation between the two entities to be confronted with and resolved? Are there instances where the separation of researcher from society is justified? And can separation still lead to societal benefits in the long-run?

This event is supported by the British Academy and The Hallsworth Endowment at the University of Manchester



PROGRAMME for 29 April 2014

Morning Session

Chaired by Colette Fagan, Professor of Faculty Deputy Dean and Research Director of the School of Social Science, University of Manchester

- 11:15 – 11:30 Introduction by Jill Rubery, Professor of Comparative Employment Systems, University of Manchester Business School and British Academy Fellow
- 11:30 – 12:00 **Building and Measuring Research Impact**
Keynote presentation by Luke Georghiou, Vice-President for Research and Innovation and Professor of Science and Technology Policy and Management in the Manchester Institute of Innovation Research at Manchester Business School
- 12:00 – 12:15 **Experience of Developing a Research Impact Case**
Professor Stephanie Barrientos, Institute for Development Policy and Management, University of Manchester
- 12:15 – 12:45 Discussion
- 12:45 – 13:45 Lunch

Afternoon Sessions

13:45 – 14:45 Panel 1: Communication (publications and social media)

Chaired by Emeritus Professor Philip Alexander of Post-Biblical Jewish Literature, University of Manchester

Bringing the World to the UK: value of social media, NGO collaboration & university press office

Dr Martin Scott, Lecturer in Media and Development, School of International Development, University of East Anglia

Eat, tweet, sleep, repeat: Using social media for research communications

David Girling, Lecturer and Director of Research Communication, School of International Development, University of East Anglia

Speaker 3: TBC

15:00 – 16:00 Panel 2: Challenges of Impact (reach and change)

Chaired by Melanie Lombard, Lecturer in Global Urbanism, Global Urban Research Centre, university of Manchester

Impact after REF: Issues and Opportunities

Chris Hewson, Impact Coordinator for the School of Environment, Education, and Development, University of Manchester

Title

Yaron Matras, Professor of Linguistics, University of Manchester

The conditions in which research impact is developing

Helen Gunter, Professor of Education Policy, University of Manchester

16:00 – 16:30 Coffee & tea break

16:30 – 17:30 Panel 3 on 'Relevance'

Chaired by TBC

Is socially relevant research always responsible?

Uma Kothari, Professor of Migration and Postcolonial Studies, University of Manchester

Title

George Brooke, Rylands Professor Biblical Criticism & Exegesis, University of Manchester

The surgical gloves & the dirty hands: the role of research and researchers in society

Cecilia Wong, Professor of Spatial Planning, University of Manchester

17:30 – 19:30 Reception, Chancellors Hotel

PROGRAMME for 30 April 2014

10:00 – 11:00 Pathways to securing policy impact

Workshop led by policy@manchester

Engaging with select committees' with Alex Waddington from policy@manchester & Gary Hart from the parliamentary outreach service

11:00 – 11:15 Coffee & tea break

11:15 – 12:30 Case study presentations on research impact

Joanne Tippet, Lecturer in Spatial Planning, University of Manchester

Robert Ford, Lecturer in Politics, University of Manchester

12:30 – 13:00 Evaluations

13:00 Lunch