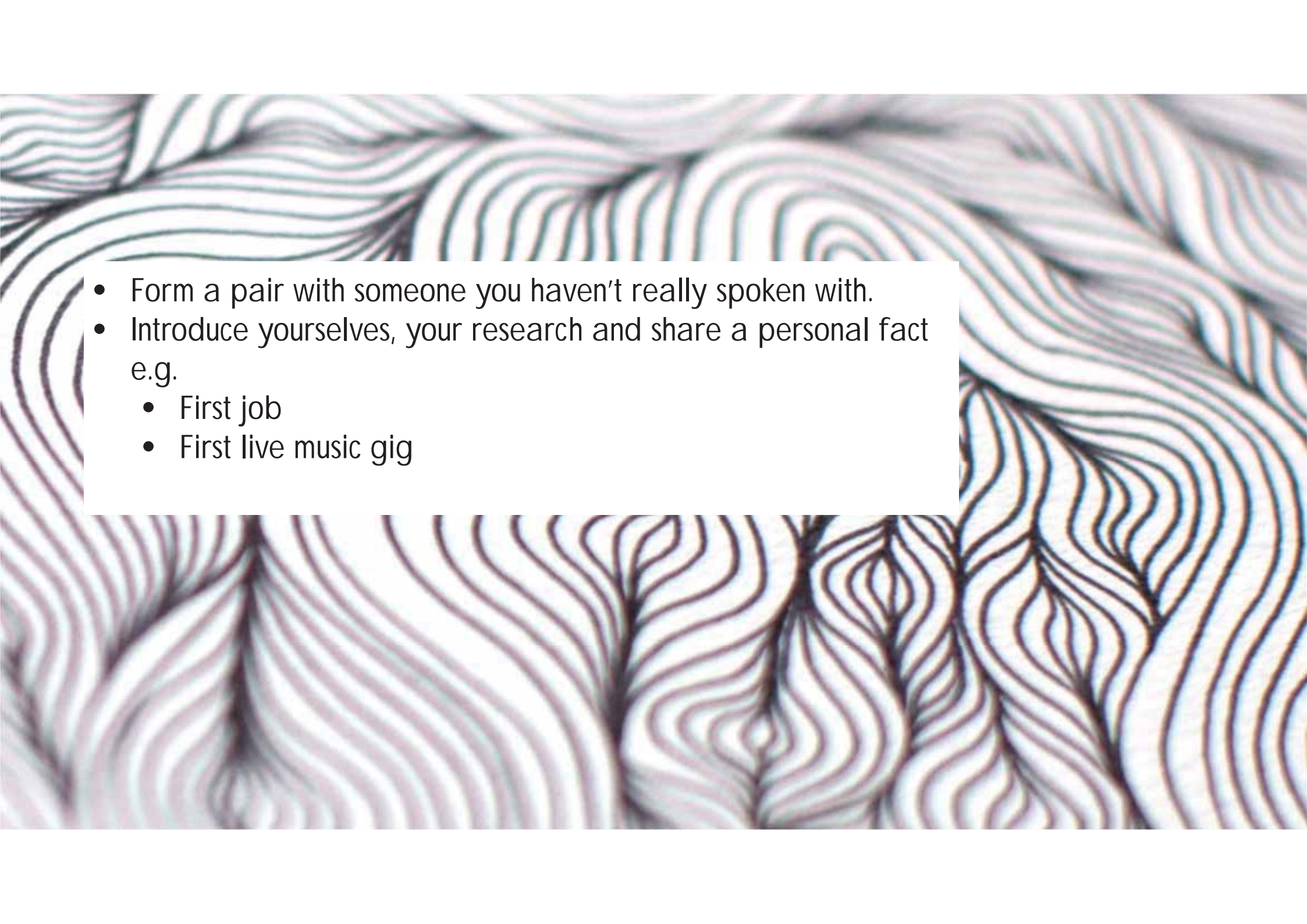


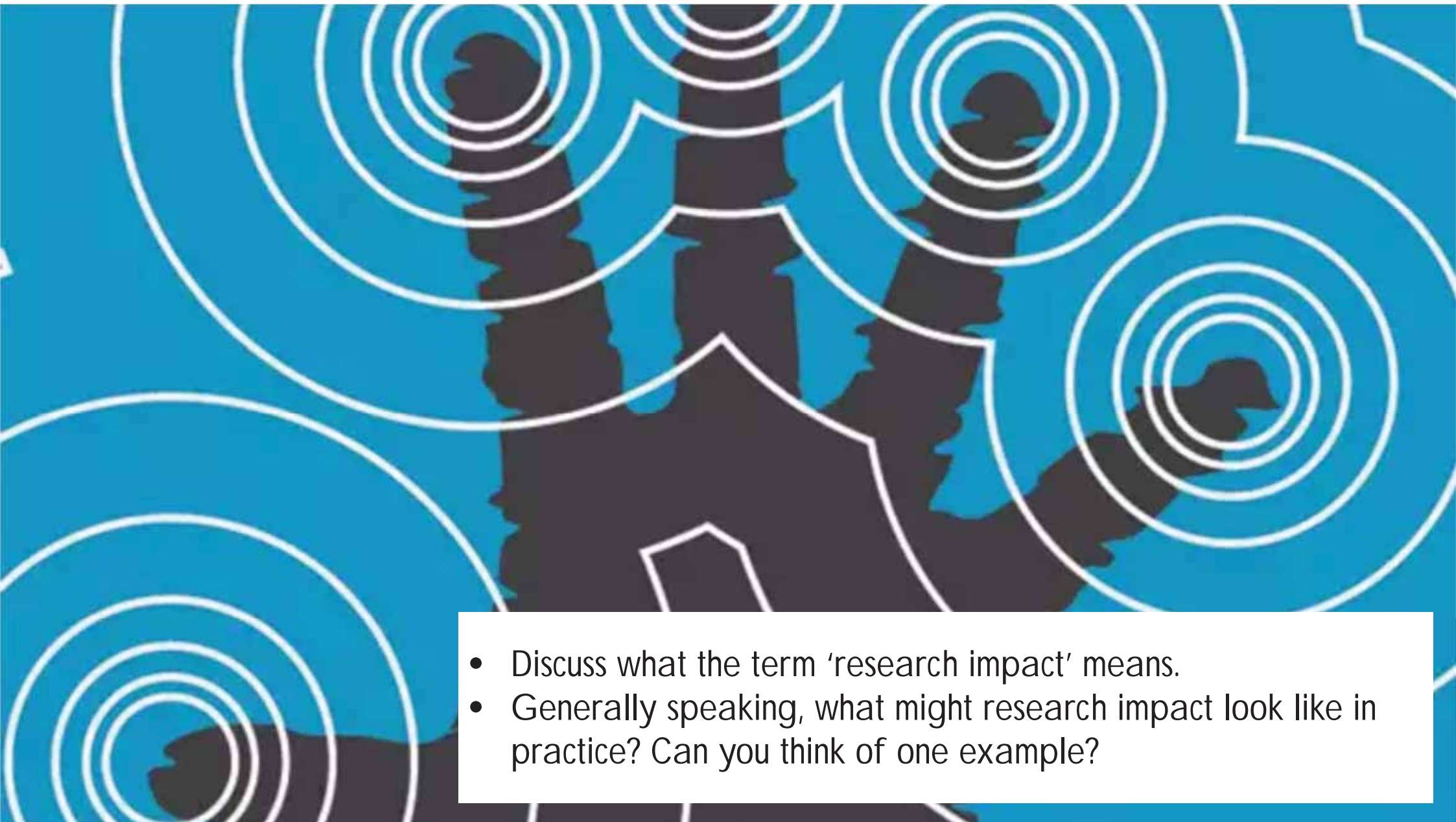


# PATHWAYS TO RESEARCH IMPACT: SOME POSSIBILITIES

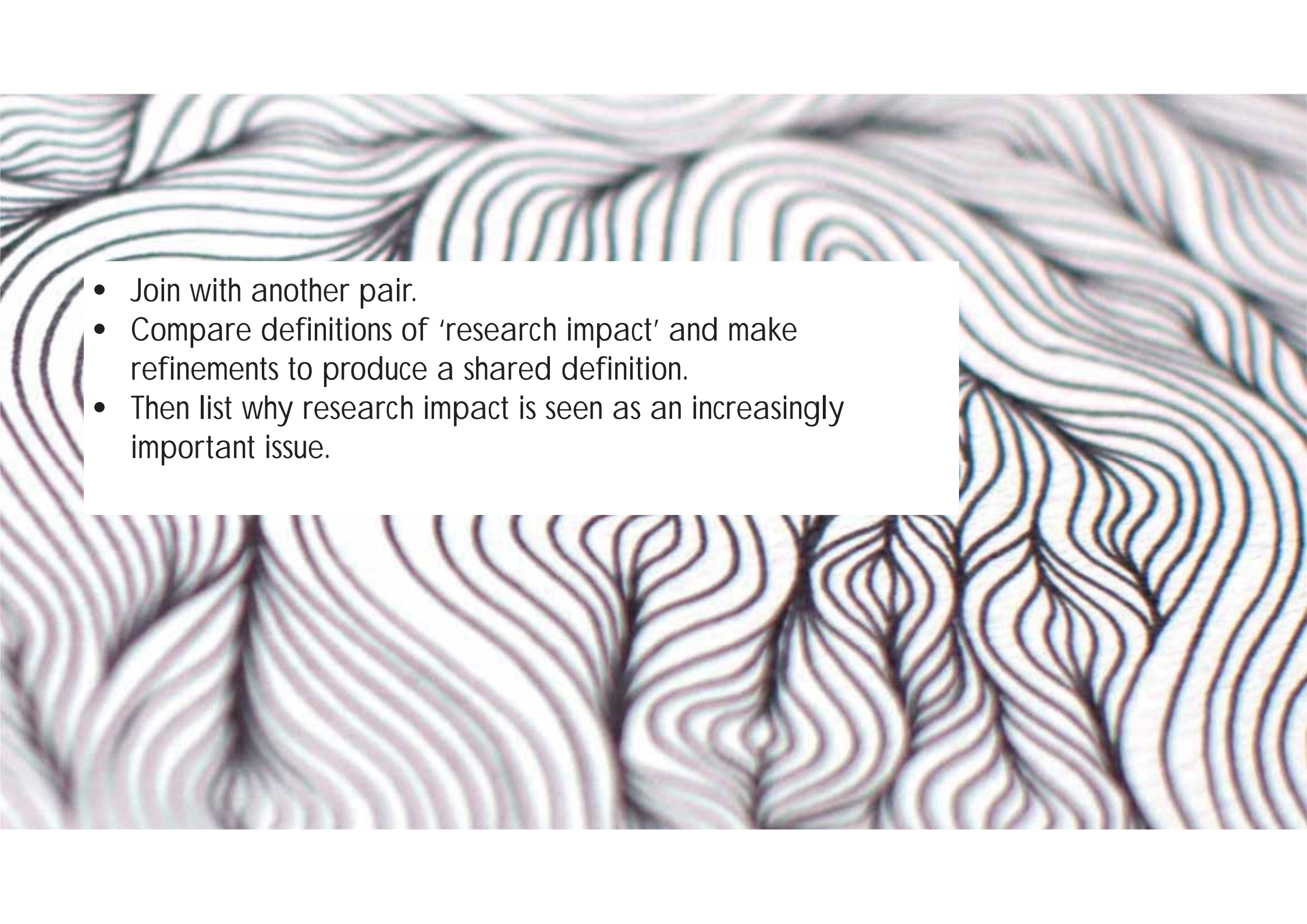
Dr Katy Vigurs  
iCeGS  
University of Derby  
@drkatyvigurs

- 
- Form a pair with someone you haven't really spoken with.
  - Introduce yourselves, your research and share a personal fact e.g.
    - First job
    - First live music gig

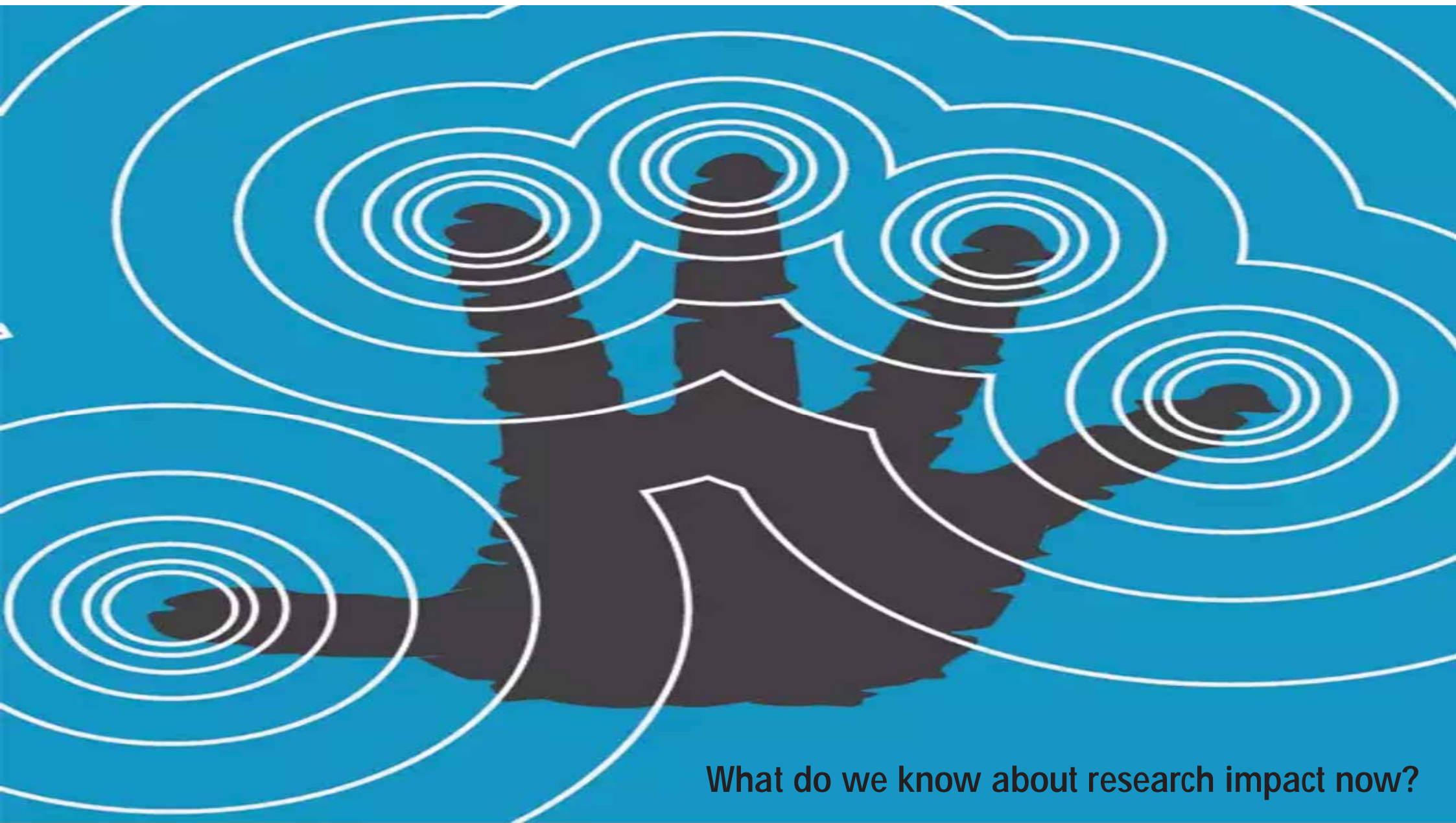




- Discuss what the term 'research impact' means.
- Generally speaking, what might research impact look like in practice? Can you think of one example?

- 
- Join with another pair.
  - Compare definitions of 'research impact' and make refinements to produce a shared definition.
  - Then list why research impact is seen as an increasingly important issue.





What do we know about research impact now?







## **ORIGINS**

APPLIED RESEARCHER  
RESEARCHER EDUCATION  
DIGITAL SCHOLAR  
ACTIVE ACADEMIC CITIZEN

## VALUES

VISIBLE

ACCESSIBLE

ENGAGING (not in a big headed way)

CONNECTIVE

CROSS-DISCIPLINARY

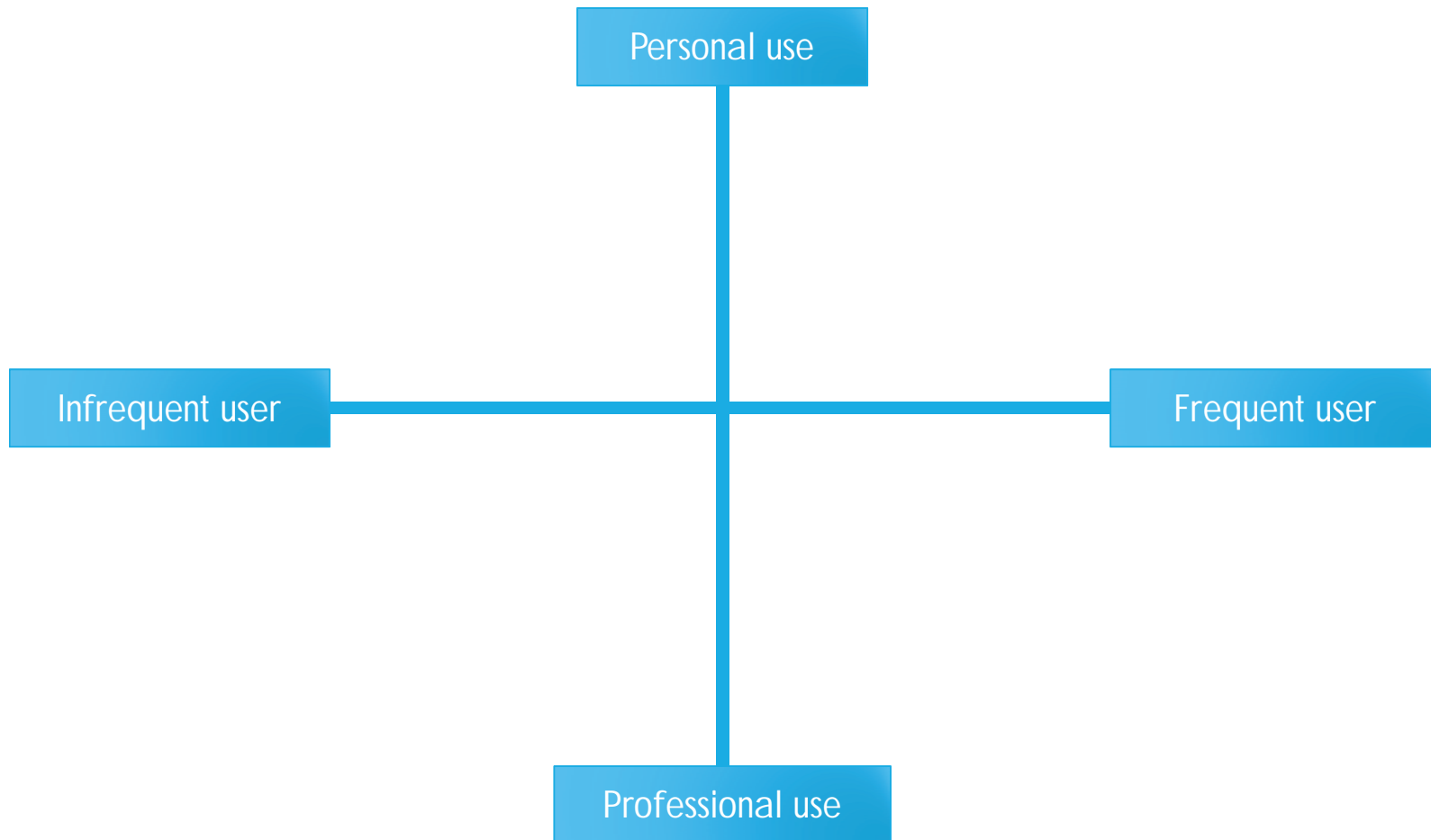
CONTRIBUTION

ENCOURAGING





# HOW DO YOU USE SOCIAL MEDIA NOW?



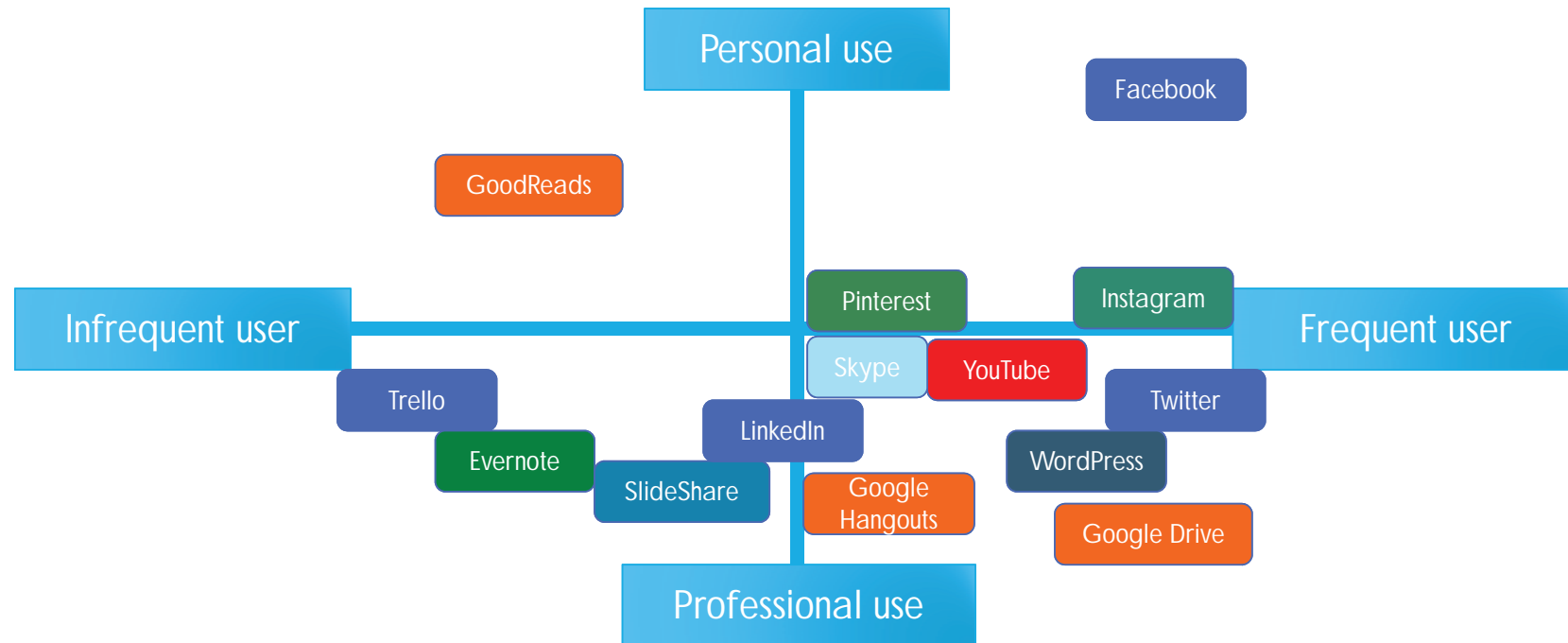
# | social media

*noun*

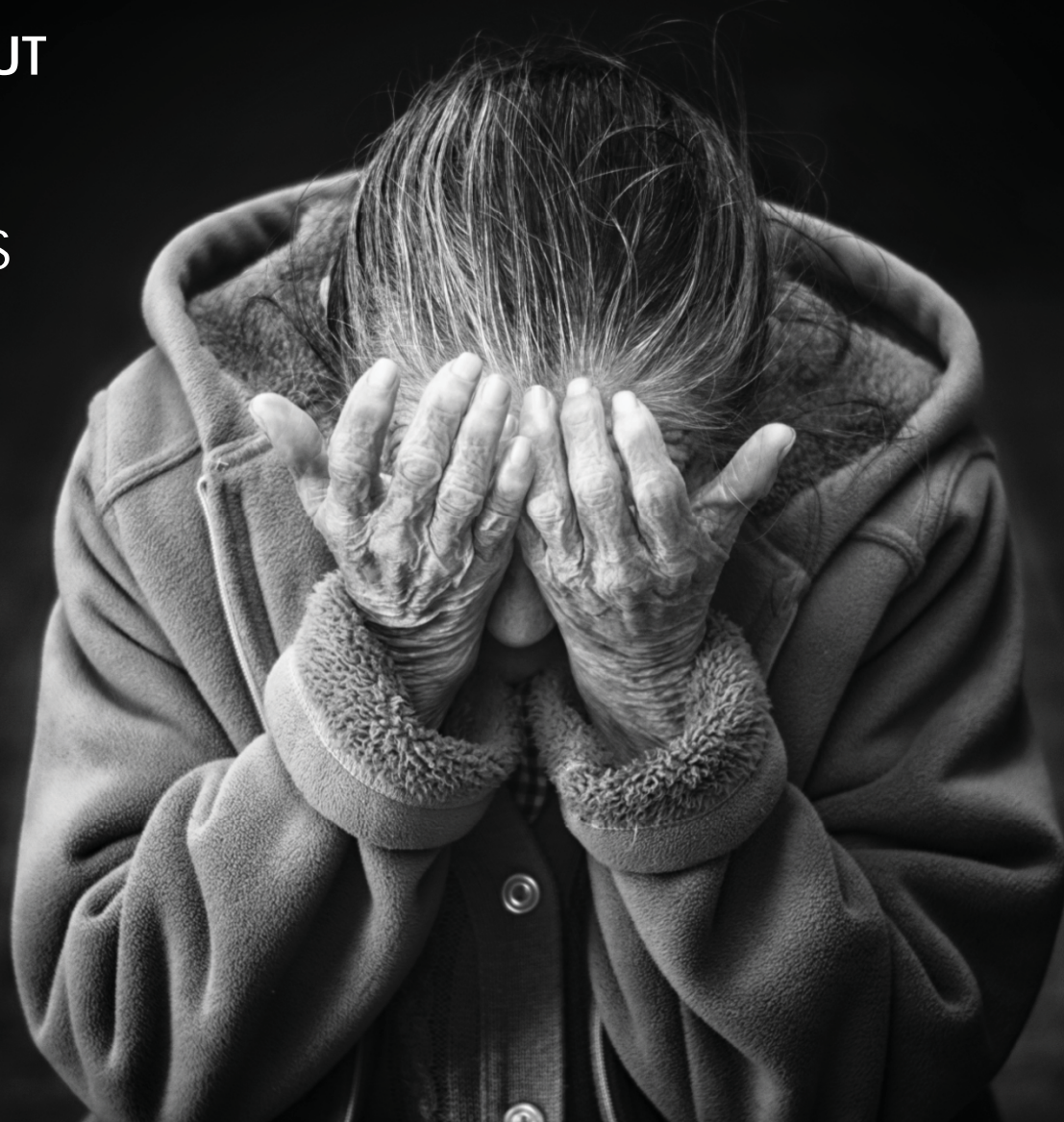
websites and applications that enable users to create and share content or to participate in social networking.



# HOW DO YOU USE SOCIAL MEDIA NOW?



**THINKING ABOUT**  
AUDIENCE  
STAKEHOLDERS  
RESEARCH USERS  
PUBLICS

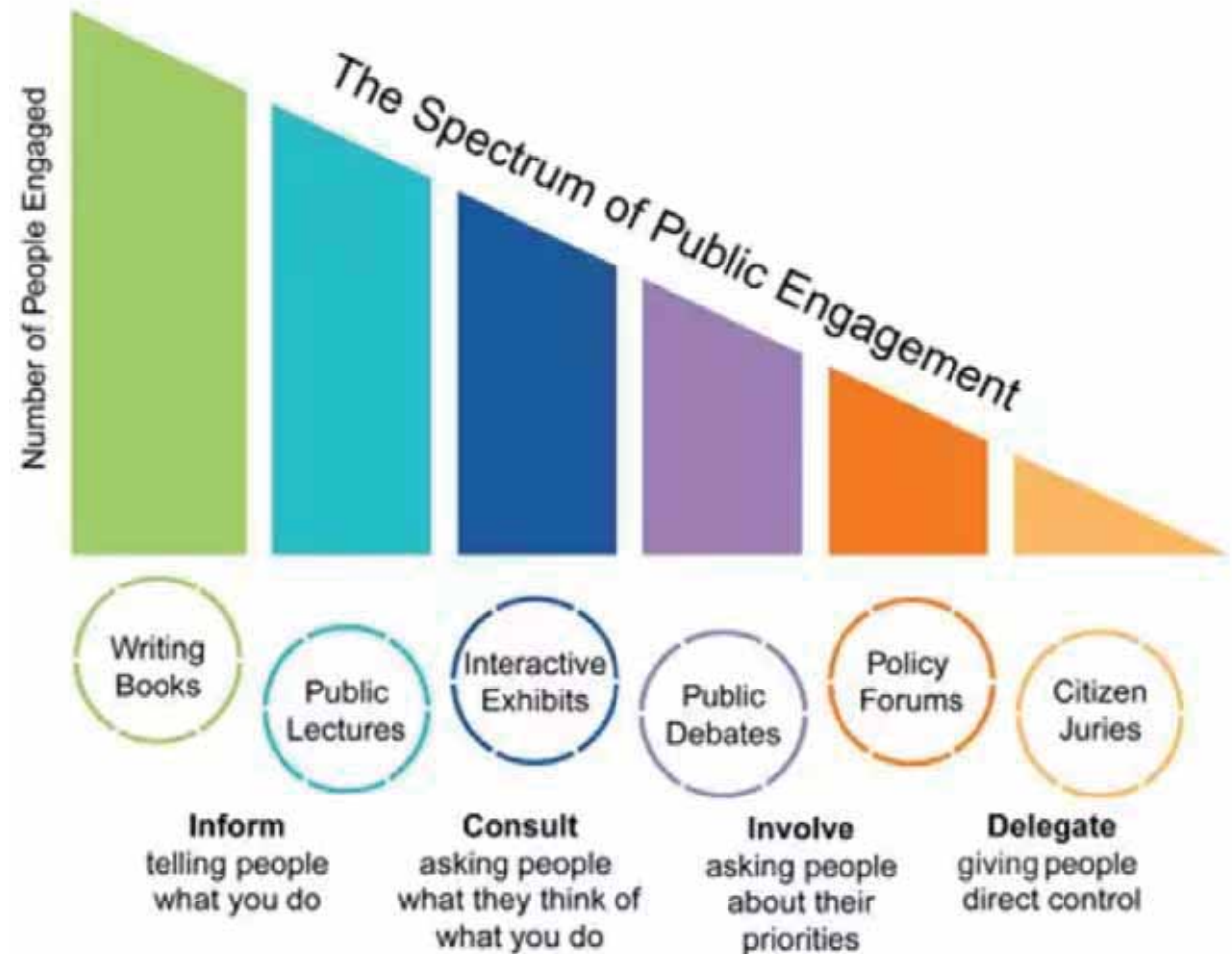




## HOW COULD YOU FACILITATE ENGAGEMENT?

Discuss with your partner how you could facilitate effective engagement with some of the groups identified.

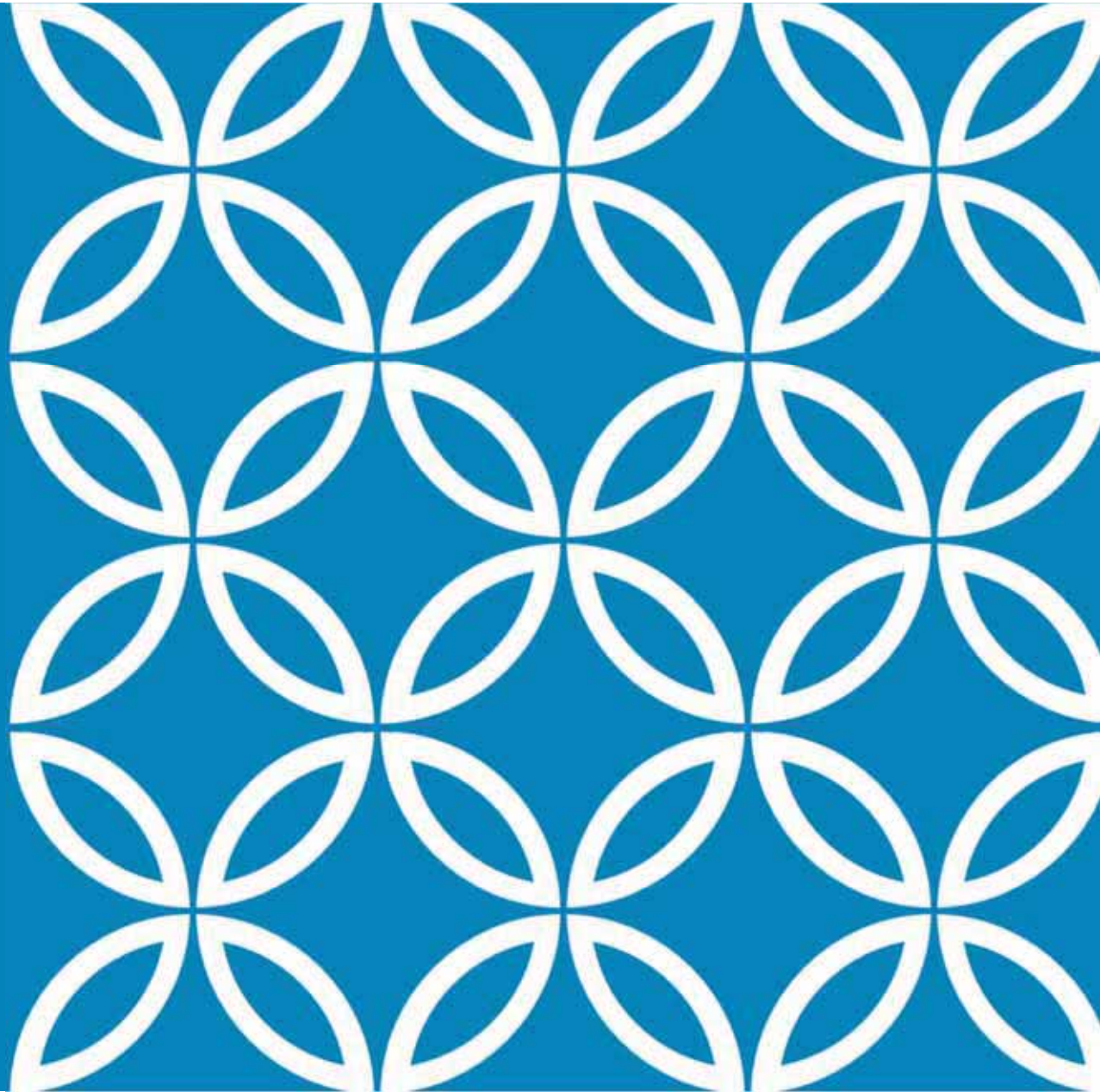
List possible engagement strategies.



# HOW HAVE OTHERS ENGAGED WITH AUDIENCE?

---

EXAMPLES TO CONSIDER





# SINGLE AUTHORED PROJECT BLOG

Dr Andrew Wilkins

@andewilkins

saseproject.wordpress.com

Chart whole lifecycle of research project.

Research Questions

Reading

Data collection in real time

Insights into analysis process

Dissemination activities

Publications

Build project fan base.

## SCHOOL ACCOUNTABILITY AND STAKEHOLDER EDUCATION (SASE)

Official blog for ESRC-funded project SASE (2012-2015)



### About

Welcome to the official blog for the [Economic and Social Research Council \(ESRC\)](#) funded project School Accountability and Stakeholder Education (SASE) (Grant reference: ES/K001299/1). The project is funded as part of the ESRC [Future Research Leaders](#) scheme which aims to support outstanding early career researchers to

# CO-AUTHORED BLOG

Dr Heather Mendick, Dr Kim Allen, Laura Harvey  
and Aisha Ahmad  
@CelebYouthUK  
celebyouth.org

Launched at start of project.  
Gave 'backstage view' of craft of research.  
Similar to SASE Project but perhaps set out to be  
more interactive & inclusive for 'audience'.  
Encouraged guest blog posts from young people,  
parents and practitioners.  
Connected blog to Twitter account.  
Became digital sociologists.

**CelebYouth.org**

About ▼

## ABOUT CELEBYOUTH

This is the website for a research project entitled: 'The role of celebrity in young people's classed and gendered aspirations'. It is being carried out by Heather Mendick, Kim Allen, Laura Harvey and Aisha Ahmad between September 2012 and July 2014, it was funded by the Economic and Social Research Council.

Why did we do this research?

We had noticed growing concerns in the UK that celebrity is impacting negatively on young people's aspirations. Politicians and teacher unions had spoken out on the 'dangerous effects' of celebrity, expressing fears that young

# CO-AUTHORED TWITTER ACCOUNT

Shared responsibility

Built a following

Regular updates and interactions

Visible research processes

Accessible researchers

Shared images & video as well as text





# CONNECTING UP COMMUNICATION MEDIA

Ensure sharing and interaction is possible across platforms.

REACH

INFLUENCE

SERENDIPITY OF NETWORKS



# RESEARCHER AS DIGITAL GURU

CLEAR FOCUS

VISIBLE

ACCESSIBLE

CONNECTIVE

LEADS & CONTRIBUTES TO DEBATES & KNOWLEDGE

ENABLING

CRITICAL

VALUABLE CONTENT

LOOK AT HER 'REACH'



# TWEETING YOUR BLOG POSTS

Building an audience  
can increase reach

LIKES

RETWEETS

COMMENTS





# MY TWITTER FOR RESEARCH HISTORY

Getting started...

FALSE STARTS

RENEWED COMMITMENT

LEARNING BY LURKING

BECOMING VISIBLE



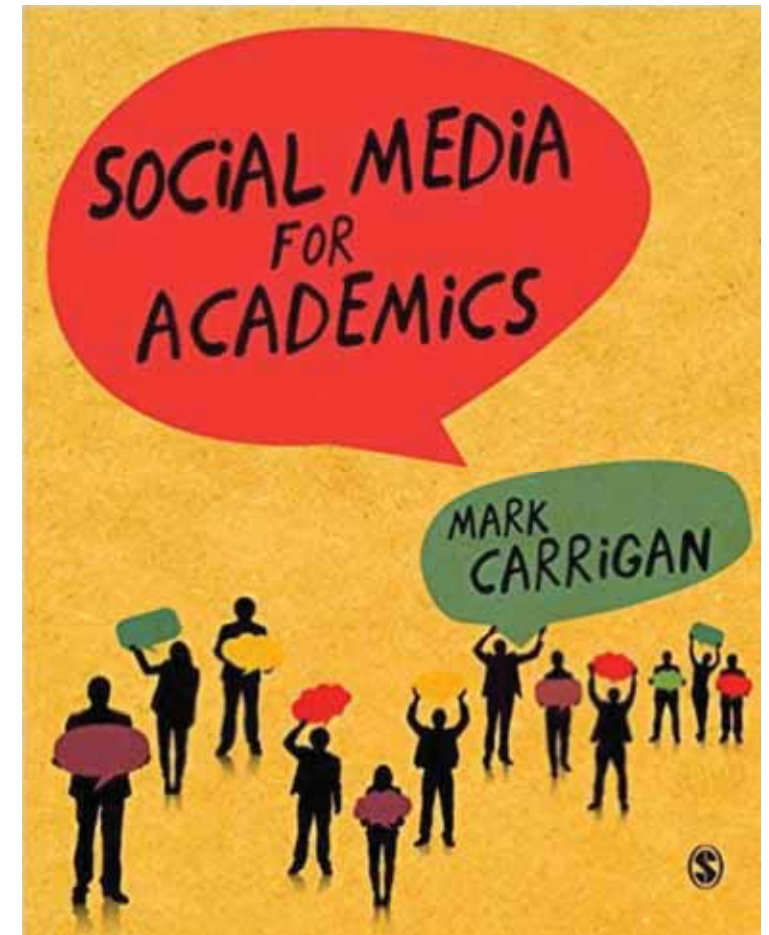
# ONGOING LEARNING

Reading

Following

Interacting

Developing use



# YESTERDAY'S ACTIVITY

NUMBER OF TWEETS

PURPOSE OF TWEETS

HASHTAGS

QUOTING OTHERS' TWEETS





# METRICS OF ENGAGEMENT



# IMPRESSIONS TOTAL ENGAGEMENTS



## Tweet activity

**Katy Vigurs** @drkatyvigurs

One for team #icegs

<https://twitter.com/ESRIDublin/status/912217732464173056> ...

Impressions

511

times people saw this Tweet on Twitter

Total engagements

6

Times people interacted with this Tweet

# VISUALISING ENGAGEMENT

HOW ARE PEOPLE  
ENGAGING?



## Tweet activity

Total engagements	6
Times people interacted with this Tweet	
Retweets	2
Times people Retweeted this Tweet	
Hashtag clicks	2
clicks on the hashtag(s) in this Tweet	
Likes	1
Times people liked this Tweet	
Profile clicks	1
Number of clicks on your name, @handle or profile	



# OTHER PLATFORMS?

WHAT ARE YOU SHARING?

TEXT

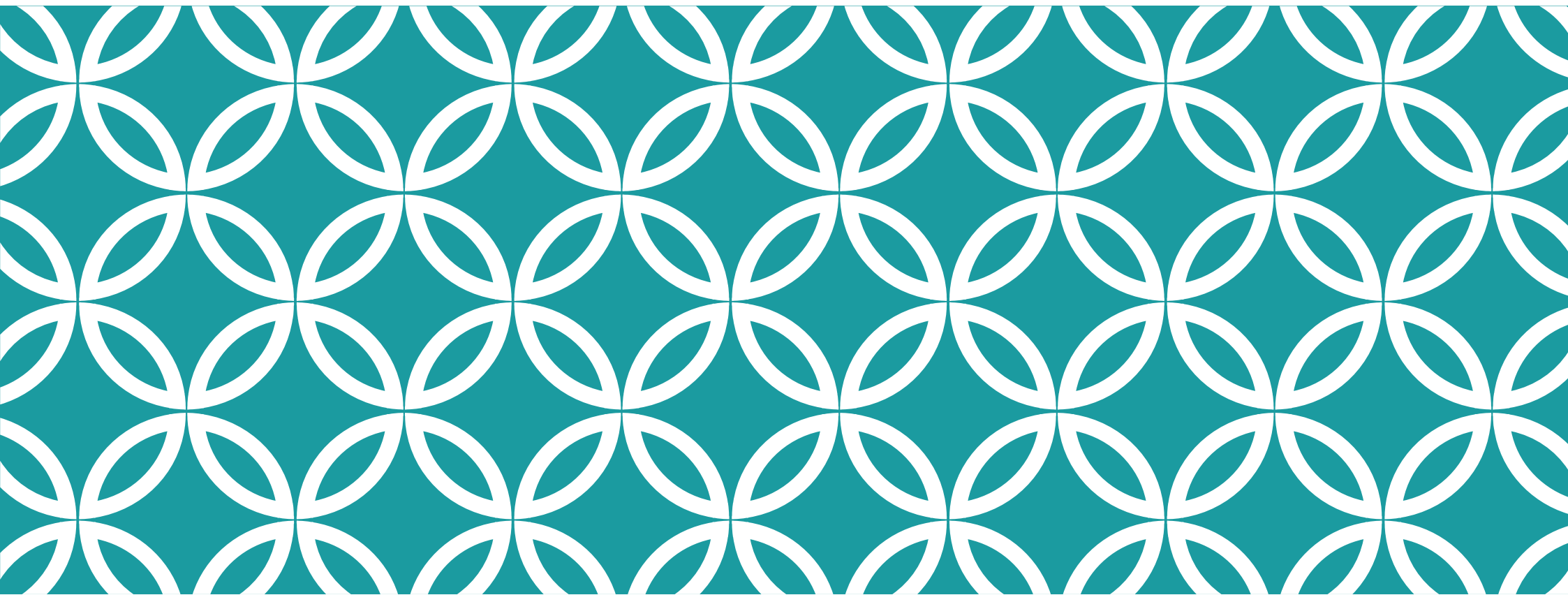
IMAGES

VIDEO

AUDIO

BEING VISIBLE ACROSS  
PLATFORMS.





# QUESTIONS ABOUT USING SOCIAL MEDIA FOR RESEARCH ENGAGEMENT





[www.srhe.ac.uk/downloads/vigurs-katy-003.pdf](http://www.srhe.ac.uk/downloads/vigurs-katy-003.pdf)



**Carina Girvan**  
@cgirvan



Following

@drkatyvigurs research-informed comic arrived today ❤️ If only all my reading was so colourful and easy to read.



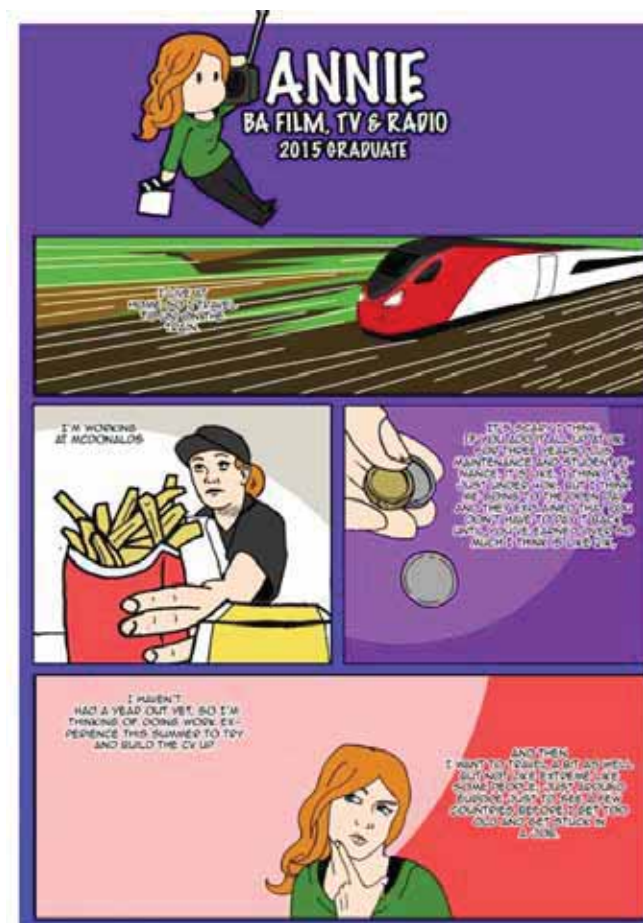
Would  
different  
output  
increase  
interest?

LIKES  
2





## Examples of student artists' initial responses to the selection brief





**Katy Vigurs** @drkathyvigurs · Mar 16  
Productive interim meeting with @cartoonandcomic students @StaffsUni - great progress being made. #StaffsImpact  
👤 Bruce Wayne, Jay Blue, Brad Sharples and Foxhat

Four students. Different styles. Alternative visual interpretations.  
This developed my 'graphic imagination'. I revised my plan from  
four 'visual vignettes' to a full comic book.  
I employed all four students artists. Realistic costings negotiated.



Katy Vigurs @katyvigurs · Mar 18  
Productive interim meeting with @cartoonandcomic students @StaffsUni - great progress being made. #StaffsImpact  
👤 Bruce Wayne, Jay Blue, Brad Sharples and Foxhat

Turning eight interview transcripts and the research report into a 30 page comic book.

Storyboards and script writing.

Researcher and student artists working together.

Negotiating the graphic representations and the order of the pages.

Division of labour.

Ongoing processes of interpretation.

Seeing the research through student artists' eyes.





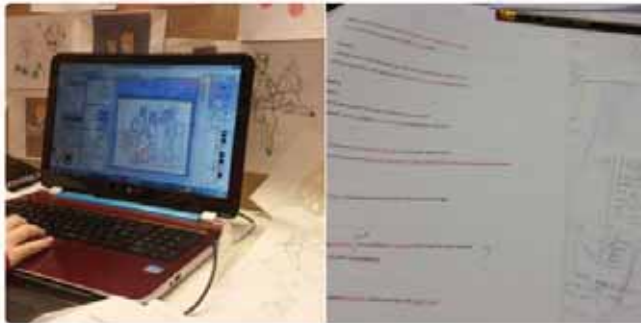
Comic strips in progress. Reviewing and editing draft hand-drawn work





Katy Vigurs  
@drkatyvigurs

Great working with @FoxhatArt @StaffsUni early this morning on changes to comic script & panel order. #StaffsImpact



RETWEET 1  
LIKES 2



Foxhat  
@FoxhatArt

Following

last page! #SRHE



LIKES 2

10:56 AM - 30 May 2016

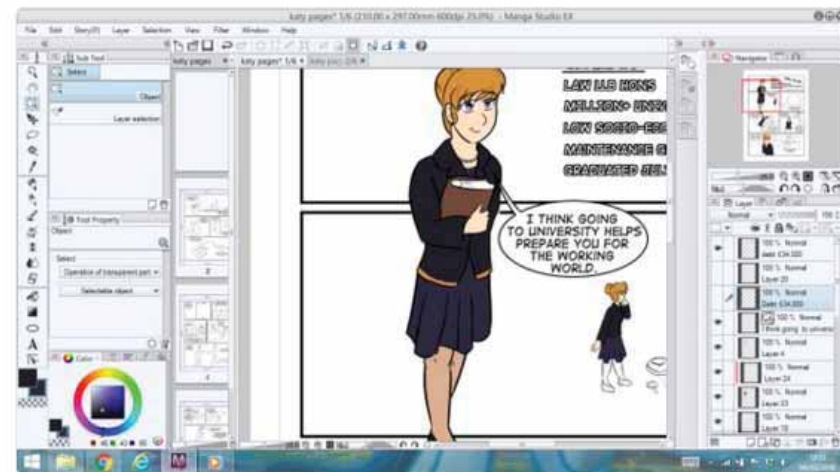


Foxhat  
@FoxhatArt



Following

Adding the first bits of colour to @drkatyvigurs comic project on Student debt



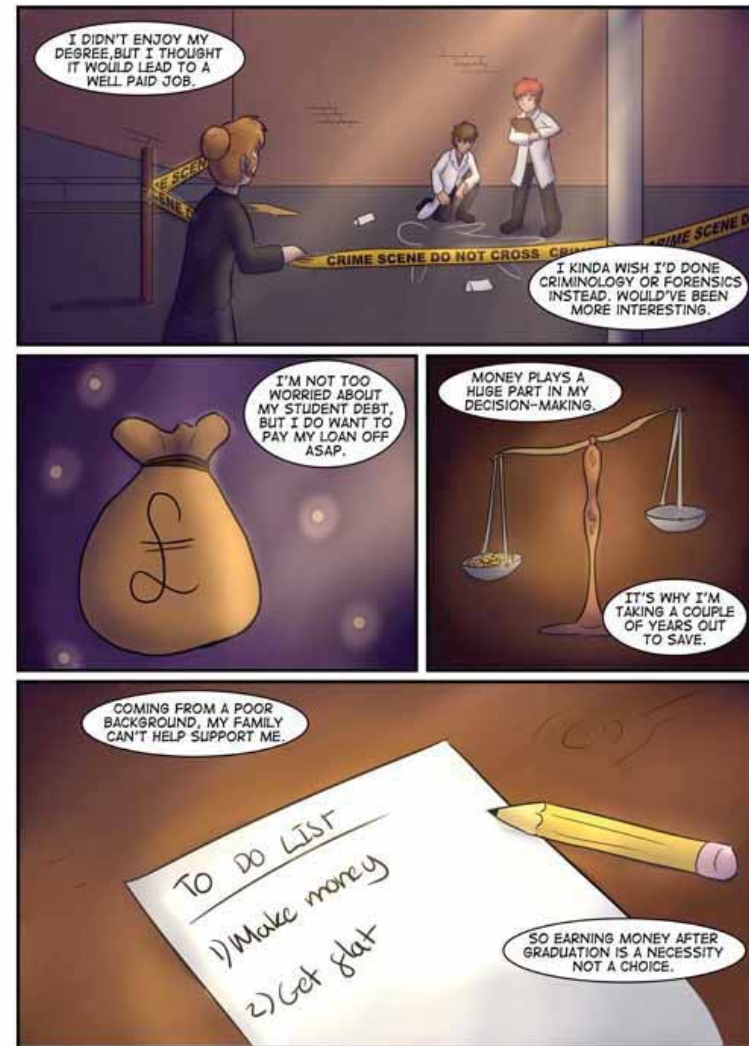
LIKES

2



1:56 PM - 4 May 2016

I'd allowed four months to make the comic.  
It took six months.  
Support and flexibility were important.  
We were all learning.









DAN

**DEBT £44,000**

**BSC IN DIGITAL FILM & POST  
PRODUCTION TECHNOLOGY  
MILLION + UNIVERSITY  
STUDENT LOAN ONLY  
GRADUATED JULY 2015**

I don't see myself working in the field I've studied in; I'd be lucky and happy if I could, but, being realistic, I see myself working in the first normal job that I can get my hands on.

**Supermarket  
Application**

<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____
<input type="checkbox"/>	_____

**Digital Film  
Assistant Role**

**Interview List**

Kate	_____
Steve	_____
Tom	_____
Larry	_____
Walter	_____
James	_____
Ben	_____



I'd like a fixed reliable wage. It would be good to be able to be a self-sufficient, independent post-production guy working freelance, but I wouldn't know how to make myself a freelance worker; I wouldn't even know where to start.



**Equipment**  
**Buy- \$\$\$\$\$\$**  
**Rent- \$\$**

I don't have any film equipment and I can't afford to buy my own, so for freelance jobs I'd have to include the cost of renting all the equipment and it would be just me on a job, so I'd really be in at the deep end.



I need to get my bank level up.

Hi Son!

Home Sweet Home...

The plan is to move back home to live with my parents and find a full-time job to save up for the deposit for buying a house.



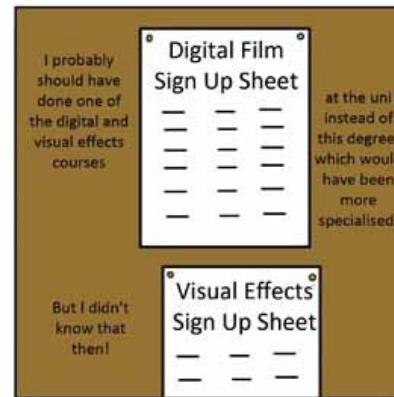
I've had enough of studying really.

Nursery

School

University

I'd like to find my own place now, that's got to come first really and going back to university would just sort of be putting that off.



I probably should have done one of the digital and visual effects courses

**Digital Film  
Sign Up Sheet**

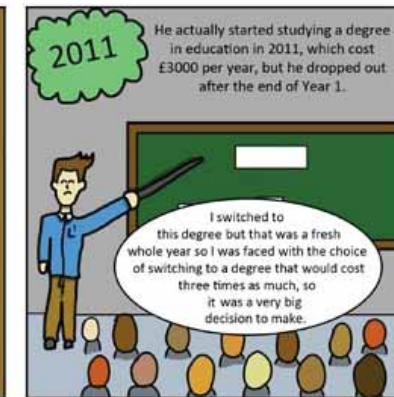
_____
_____
_____
_____
_____
_____
_____
_____

at the uni instead of this degree, which would have been more specialised.

But I didn't know that then!

**Visual Effects  
Sign Up Sheet**

_____
_____
_____
_____



2011

He actually started studying a degree in education in 2011, which cost £3000 per year, but he dropped out after the end of Year 1.

I switched to this degree but that was a fresh whole year so I was faced with the choice of switching to a degree that would cost three times as much, so it was a very big decision to make.



**Financial  
Stability**

\$\$\$\$

**Creative  
Dreams**

I just need to be secure, in my personal circumstances now, that's the main consideration at the moment, rather than being a freelance creative kid.



THE DECISION TO ACCEPT 'AN ORDINARY JOB' ON GRADUATING IS QUITE COMMON. SOME PLAN TO TAKE 'A YEAR OUT', BY WHICH THEY MEAN WORKING 'AN ORDINARY JOB' IN ORDER TO EARN OR SAVE MONEY OR BUY THEM SOME THINKING TIME IN RELATION TO WHAT TO DO WITH THEIR FUTURE.

I'M MOVING TO WALES JUST FOR THE YEAR. SO I'M REALLY JUST LOOKING FOR CARE HOME JOBS, JUST TO GET SOMETHING COMING IN.

I NEED TO GET EARNING MONEY AS SOON AS POSSIBLE BECAUSE I COME FROM QUITE A POOR FAMILY SO, WITHOUT THE STUDENT LOAN, I'M GOING TO BE NEEDING SOMETHING IMMEDIATELY.

I WILL TAKE A YEAR OUT, A GAP YEAR, AND LOOK FOR WORK.

CURRENTLY I'M WORKING IN A RESTAURANT SO THAT MIGHT BE SOMETHING I CARRY ON DOING AFTER UNI.



The students who did not have access to financial support in the short-term after university, felt under much more pressure to find ways to quickly generate an income or build up savings straight after graduation.





Following

Fees, Debts, and Expectations of Graduate  
Futures? Research informed comic at  
[bit.ly/25gCqzL](http://bit.ly/25gCqzL) @drkatyvigurs



Processes of  
dissemination

RETWEETS  
7

LIKES  
5



4:35 PM - 21 Jun 2016



Reply to @SRHE73



**Katy Vigurs** @drkatyvigurs · Jun 21

Thanks to @SRHE73 for funding the study. Thanks to @FoxhatArt  
@BlueJayCartoons @ZuZuDengDeng @SharplesArt @garethcowlin for the comic!  
:-)



**Foxhat** @FoxhatArt · Jun 21

@drkatyvigurs @SRHE73 @garethcowlin You're welcome Thank you for the  
oppoutunity! It was fun working with you :)



Home Moments Notifications Messages Me

Katy Vigurs (... x)

picture of the comics

This is my Twitter profile

My Twitter 'audience'

tiny blurb about my research focus

web link to comic online

Katy Vigurs  
@drkatyvigurs

Associate Professor of Education in @iCeGS at University of Derby. Researching graduate transitions & graduate futures. Comic on this available below. Views own

Stoke-on-Trent [srhe.ac.uk/downloads/vigurs](https://srhe.ac.uk/downloads/vigurs)

1.6K FOLLOWING 3.6K FOLLOWERS

Tweets Tweets & Replies Media Likes

Katy Vigurs @drkatyvigurs 52m

Tomorrow am running @DerbyUni research workshop on approaches to public engagement. Will share one of my own (evolving) pathways to impact.

led to media interest

- 2 pages in Times Higher Education (this & online)
- Page in local paper
- Page in regional magazine
- Interviewed by research comics editor

PEER-REVIEWED PAPERS SUBMITTED TO

UNOFFICIAL RESEARCH OUTPUT...

1. 30 page Research-orientated comic book June 2016

OFFICIAL RESEARCH OUTPUT...

1. Written research report for SRHE in Jan 2016

CONFERENCE PAPERS

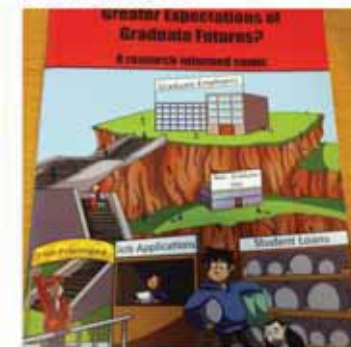
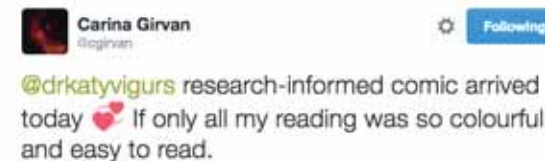
1. BERA 2016
2. SRHE 2016
3. HEVCU 2016
4. AGCAS 2017

Symposia/workshops

1. Digging into Data Huddersfield

Greater Expectations of Graduate Futures? WHAT OUTPUTS OR POINTS OF ENGAGEMENT SO FAR?







**Katy Vigurs**  
@drkatyvigurs

Preparing to speak to a reporter from @timeshighered about potential role of research-informed 'comics' to get research to wider audiences.



RETWEETS  
6

LIKES  
28





@garethcowlin



LIKES  
**10**





## Comic strip lays bare student debt worries

Student artists at Staffordshire University have transformed academic research on graduate debt into a full-length comic

October 27, 2016



By [Jack Grove](#)  
Twitter: [@jgro\\_the](#)







**Katy Vigurs**  
@drkatyvigurs

Just seen print copy of THE article on our student debt research-informed comic. Good to see art by [@BlueJayCartoons](#) showcased in the piece!



RETWEETS

9

LIKES

18



5:00 PM - 28 Oct 2016

## Student debt research transformed into comic book by Staffordshire University

By [KathieMcInnes](#) | Posted: November 30, 2016

[G+ Share](#)

[Tweet](#)

[f Share](#)

[Email](#)

0 COMMENTS > 21 SHARES



One of the illustrations from the Staffordshire University comic book.

[Comments \(0\)](#)

Young people could soon be picking up tips on how to survive student debt from a [comic](#) book inspired by Staffordshire University research.

Academic Katy Vigurs asked a group of cartoon and [comic](#) arts students to turn her findings into the 15-page strip, which features a cast of characters after they graduate.



Hi Katy, I hope you don't mind the DM. Would you be up for an interview about your work with comics? We could use a Google doc.. then publish as a blog post...

5 Nov 2016

Totally up for this! :-)



5 Nov 2016 ✓



Yay! Thanks. Awesome. We could do it gradually and at our own time. I'd share a google doc with a1st... do you have a gmail account?

5 Nov 2016

Sorry for delay. Just back from teaching doctoral students at a Saturday School. My Gmail address is [katy.vigurs@gmail.com](mailto:katy.vigurs@gmail.com)



5 Nov 2016 ✓



Hi Katy! Have shared a google doc with your gmail account. No rush. Thank you! Happy week.

7 Nov 2016

Brilliant. Thanks very much. This week is horribly busy for me, so I'll sit down with it this Saturday. Looking forward to it :-)



7 Nov 2016 ✓

Thank you!



I just started with two intro questions and depending on what you answer I will take it from there to try to make it a bit more dialogical ;)

7 Nov 2016

Hiya! Just answered the first two questions :-)



## Interview

# Comics as Research, Comics for Impact: The Case of *Higher Fees, Higher Debts*

**Author:** Ernesto Priego 

## Abstract

Researchers have turned to comics as outputs incorporating their research findings. These comics are print and/or online publications that can lead to the wider adoption of research and enhance educational practices, widen public engagement, and improve the possibilities for research to influence public policy.

This article presents an interview with Professor Katy Vigurs about *Higher Fees, Higher Debts: Greater Expectations of Graduate Futures?*, a comic based on a research report produced for the Society for Research into Higher Education (2016).

In order to contextualize the interview, this article also provides an introduction to non-fiction comics research, and concludes with reflections on comics as a way of doing research. This article seeks to document and encourage further knowledge-exchange between the higher education sector and comics practitioners, and between researchers using comics in their research or as a means to disseminate their own research and those scholars who research comics as their main object of study.

**Keywords:** higher education, non-fiction comics, research, scholarly - communications, student finance





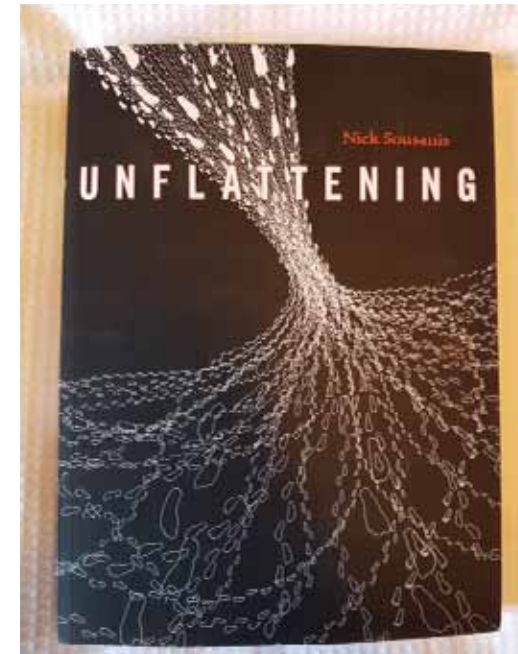
LSE Impact Blog  
@LSEImpactBlog

"Visualizing your final product is  
invaluable in research contexts."



Storyboarding research: How to proactively  
plan projects, reports and articles from the...  
[blogs.lse.ac.uk](https://blogs.lse.ac.uk)

9:06 am · 04 Mar 15



# VITAE.AC.UK – RESEARCHER DEVELOPMENT



# RCUK.AC.UK — RESEARCH COUNCILS UK

Public engagement resources & support

Pathways to impact planning

Impact case studies

## Voluntary and Charitable



Case studies where researchers have worked with partners in the third sector

## Public Engagement



Case studies which include engaging the public with research

## Policy



Case studies which highlight researchers' interactions with government

## Business



Case studies which highlight researchers fostering partnerships with business

Over to you ...

... possible creative pathways to impact?

### Identify audiences

What groups will be interested in your data & why?

### Select methods of engagement

What are the ways you can make your research more visual & accessible for these groups?

### Timing/s

When will you share?  
Ongoing?  
Will there be an optimum time to share your findings?

### Resource & support needs

What do you need to realise alternative outputs for wider impact? Ask for support.