IMPACT!!!!

• Your work has **effects**
  – on you
  – on your career
  – on students and your school
  – on colleagues in and out of your field
  – on society at large

• Your work has only **potential effects**
  – until you do something to realize them
  – minimally, tell someone about it!

• Your work has a **range** of potential effects
  – depending on what you subsequently do

• You work may have **measurable effects**
  – but not all metrics are created equal
  – some metrics have greater effects on you
Publication properties

Intrinsic/Quality
- Clarity
- Complexity
- Structure
- Readability
- Contributions

Extrinsic/Impact
- Other research
- Economic
- Educational
- Cultural
Impact in Your Short Report

• This report should be 1500 words excluding references
  – 500 words to include the social / technical / research impact explicitly (along with the student’s ORCID). The supervisory team and the assessor will check the format and length and can return this to the student unread if it does not meet specification.

• Some points
  – Not necessarily one big block, though can be
  – Forward looking, thus speculative but defensible
  – Try not to over or under claim and be specific
  – Look at the significance of your research questions
  – “Hot” != big impact!
    • But is an easy argument
The REF

• Research Excellence Framework
  – “The funding bodies intend to use the assessment outcomes to inform the selective allocation of their research funding to HEIs, with effect from 2015-16.
  – [REF] provides accountability for public investment in research and produces evidence of the benefits of this investment.
  – The assessment outcomes provide benchmarking information and establish reputational yardsticks.”
    • http://www.ref.ac.uk/

• http://www.ref.ac.uk/subguide/citationdata/
Definition of research for the REF

1. For the purposes of the REF, research is defined as a process of investigation leading to new insights, effectively shared.

2. It includes work of direct relevance to the needs of commerce, industry, and to the public and voluntary sectors; scholarship; the invention and generation of ideas, images, performances, artefacts including design, where these lead to new or substantially improved insights; and the use of existing knowledge in experimental development to produce new or substantially improved materials, devices, products and processes, including design and construction. It excludes routine testing and routine analysis of materials, components and processes such as for the maintenance of national standards, as distinct from the development of new analytical techniques. It also excludes the development of teaching materials that do not embody original research.

3. It includes research that is published, disseminated or made publicly available in the form of assessable research outputs, and confidential reports (as defined at paragraph 115 in Part 3, Section 2).

Definition of impact for the REF

4. For the purposes of the REF, impact is defined as an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia (as set out in paragraph 7).

5. Impact includes, but is not limited to, an effect on, change or benefit to:
   - the activity, attitude, awareness, behaviour, capacity, opportunity, performance, policy, practice, process or understanding
   - of an audience, beneficiary, community, constituency, organisation or individuals
   - in any geographic location whether locally, regionally, nationally or internationally.

6. Impact includes the reduction or prevention of harm, risk, cost or other negative effects.
The research of 154 UK universities was assessed

They made 1,911 submissions including:

- 52,061 academic staff
- 191,150 research outputs
- 6,975 impact case studies

The overall quality of submissions was judged, on average to be:

- 30% world-leading (4*)
- 46% internationally excellent (3*)
- 20% recognised internationally (2*)
- 3% recognised nationally (1*)
Reasonable standards

• You should have some publications
  – (By default...there are exceptions)
  – Reality checks, evidence of significance and quality, etc.

• They should be REF-eligible
  – http://www.library.manchester.ac.uk/services-and-support/staff/research/services/open-access-at-manchester/gateway/

• You should aim for some 3* or 4*
  – Though 1* and 2* are fine for passing
Google Scholar

- Manchester CS
  - https://scholar.google.co.uk/citations?view_op=search_authors&mauthors=computer+science+%22university+of+manchester

- Bijan
  - https://scholar.google.co.uk/citations?user=UBcjZigAAAAJ

- Uli
  - https://scholar.google.com/citations?user=uMI-tgsAAAAJ&hl

- Deborah McGuinness
  - https://scholar.google.com/citations?user=PLJ0L4QAAAAJ

- Bernardo Cuenca Grau (graduated 2006)
  - https://scholar.google.com/citations?user=THu1uZMAAAAJ

- Birte Glimm (graduated 2008)
  - https://scholar.google.com/citations?user=hymHrFcAAAAJ
Criteria for Academic Promotion

• Evaluating a Case for Promotion
  – In evaluating cases for promotion, the University will place great weight on peer judgements and objective criteria relating to all the areas of performance detailed below, using national and international external peer review as far as possible. Since criteria vary from discipline to discipline, there is good reason to rely on Faculty-specific processes.
  – [Link](http://documents.manchester.ac.uk/display.aspx?DocID=473)

• What are these objective criteria?
Specifically

• Chair
  – Evidence of sustained output of high quality, peer-reviewed research publications or other equally recognised forms of research output, and evidence that they have made a significant contribution to the discipline and earned an international reputation

• Reader
  – Evidence of sustained output of high quality research publications or other recognised forms of output, judged to be at international level
  – Evidence of an established national or international reputation in a research field through, for example, commissioned publications, successful conference organisation and editorship of proceedings or regular invitations to participate in major conferences, or external professional practice

• Senior Lecturer
  – A record of regular publication of original research judged to be at national level
  – Other forms of externally recognised professional practice or creative output of a standing equivalent to regular publication of original research judged to be at national level, or the production of recognised works of scholarship and/or synthesis
Your job!

• Learn your field
  – Academically
    • Which conferences and journals
    • Which lines of research
      – But today’s hot is tomorrow’s not...anticipate!
  – Societally
    • companies, problems, etc.
    • publicity venues, radio, blogs, mailing lists, etc.
    • funding, political stuff, etc.

• Learn the metrics
  – Be aware of the major ones
  – Keep an eye on yours
  – Do some work on your “brand”
    • Publication lists are the easiest! A good home page helps!
DEPOSIT YOUR PAPERS!!!

http://www.library.manchester.ac.uk/using-the-library/staff/research/services/open-access-at-manchester/deposit-your-publication/
Final (for now) note

- Metrics != achievement
  - But lack of good performance may constrain future achievement
  - Overtuning to metrics
    - will lead to bad work
    - that badness might catch up with you

- Metrics shift all the time
  - Esp. as gaming becomes an issue

- Metrics can be helpful
  - Reality checks are good things!
  - STILL VERY DANGEROUS!!!!

- Trying to increase your effects is a good thing
  - Worthless to everyone (including yourself) is just worthless
  - Personal satisfaction is a valid effect!