

UK Research and Innovation

UNIVERSITY OF Southampton

MIND6001

IMPACT AND COMMUNICATION STRATEGIES

MODULE OVERVIEW

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#UKRIPeopleandSkills

MINDS-CDT

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LEARNING OUTCOMES

- Knowledge and Understanding:
 - Principles of responsible research and innovation
 - Communication and outreach strategies
- Transferable and Generic Skills:
 - Use a variety of methods and strategies to effectively communicate the value of research in a non-technical way
 - Apply responsible research and innovation methods
 - Apply strategies for impact and outreach

<https://secure.ecs.soton.ac.uk/module/2021/MIND6001/>

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RESEARCH IMPACT

- Academic (obviously!)
 - Conference and journal papers reporting **novel, significant** and **rigorously assessed** insights
- Non-academic (often all interconnected)
 - People: developing understanding of the **social** and **economic** value created through research
 - Policy: enabling insights from research to **influence** and **shape** government decisions
 - Economy: new **services, products** or **means of production** that realise economic value
 - Society and practice: enabling a **fairer, safer** society, or developing better **practice** in communities

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COMMUNICATION

- Effective communication is **always** the first means to develop impact
 - A well-written academic **paper**
 - An engaging and enjoyable **presentation**
 - An inspiring **outreach** activity
 - A clear and easy to understand **report** tailored for a **specific audience**
 - An exciting **business plan** with short- and long-term economic potential
 - An accessible **press release** that gains (positive) attention and interest

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WHAT WILL WE FOCUS ON?

- Responsible research and innovation
- Research ethics and integrity
- Thinking about pathways to impact
- How to write a great academic paper
- Communicating with policy makers (Yaryna Basystyuk, Public Policy Unit)
- Communicating with senior executives (Mo Marikar, Director of AI, RBC)
- Communicating through the media (Charles Elder, Media Relations Manager)
- Designing outreach activities (Reena Pau, EDI and Outreach Champion)
- Getting across the "So What?" of research (Steven Meers, Head of DSTL AI Lab.)
- (TBC) Liam Maxwell, AWS (former National Technology Advisor)

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HOW WILL YOU BE ASSESSED?

- Identify an existing research project (I will help with this)
- Discuss the research with the team...
- ...and for that project:
 - Conduct a research impact assessment and produce a report (approx. 4,000 words) (50%)
 - Produce technology briefing papers (approx. 1000 words each) for 3 audiences (30%)
 - Policy makers, senior exec., the media
 - Produce a plan for an outreach activity (20%)

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HOW DOES THIS FIT INTO THE BIG PICTURE?

- MIND6003 – 20% is an impact assessment of your team project
- **Outreach** activities – you're all going to do some, so we need to plan them well
- Reporting on on-going impact assessment part of **progression**
- **Internships** at industry partner – you'll speak to those who have no or little expertise in your area
- We want to help you promote **your** research to as wide an audience as possible

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WHAT HAVE YOUR COLLEAGUES ALREADY DONE?

- Chris Culley
 - Report on "Few-Shot Learning" for UK Government (Home Office)
 - Presentation to Civil Servants in June 2020
- All Cohort 1 students
 - Outreach workshop on Machine Learning
 - 6th form students

Home Office

Barton Powerl South Team College

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