Institution: University of Salford
Unit of assessment: D36 Communication, Cultural and Media Studies, Library and Information Management

A: Context: Research impact in UoA D36 is focused on understanding and promoting beneficial engagement with the social and economic operations of culture and media by people, communities and organisations, acting as a catalyst for developing strong communities and increasing social, economic and cultural capital. The contribution Salford's media and cultural studies research makes to understanding and enhancing participation and agency forms core achievements of the unit's research impact. The main non-academic user groups, beneficiaries or audiences and main types of impact specifically relevant to research within UoA D36 include:

- Communities, their cultures and histories and community creative practice groups, where impact is focused on developing approaches to understanding behaviours that contribute towards flourishing communities and addressing key economic and societal challenges, principally through the AHRC Connected Communities programme. (McKay)
- Regional and national public sector bodies, communities, urban green spaces, parks and those who manage and use them, where impact is demonstrated in developing research priorities for their conservation and management through contribution to English Heritage's National Review of Research Priorities for Urban Parks, Designed Landscapes and Open Spaces. (O'Reilly)
- New and established audiences for cinema in the UK and the international cinema industry, Hong Kong and UK cinema and their creative economies, where impact is focused on enhancing the creative capital of participating regions, increasing participation, challenging assumptions about genres and associated concepts of gender, identity and class, developing new audiences, international film festivals and associated economic benefit. (Willis)
- Museums and galleries, including the Imperial War Museum (IWM), new and established visitors, digital information managers, creative industries and voluntary sector organisations, where impact is focused on increasing participation through generating original forms of community engagement with cultural collections in museums and galleries. (Bagnall, Crawford, Gosling, Light)
- Young people, lesbians and bisexual women, voluntary sector organisations and the NHS, where impact is focused on utilising digital and social media to generate improvements in the effectiveness of sexual health information and cervical screening information, increasing uptake and generating an evidence base to improve the way services are accessed. (Light, Ormandy *UoA A3*)
- The science, engineering, construction and technology sectors and their employees, women in, or returning to STEM careers, policy makers and industry associations, regionally and nationally, where impact is demonstrated in contributing to policies addressing the under-representation of women in STEM and low percentages of women in decision making positions. (Takruri-Rizk)
- Local, national and international governments, the European Union and service providers and regulators of electronic communications, the Body of European Regulators in Electronic Communications (BEREC) and the European market for electronic communications, where impact includes informing the effectiveness of the regulation of electronic communications with a particular focus on the European market. (Simpson)
- News media, policy makers and security experts where impact is demonstrated in the area of creating new understanding of the role of the media in discourses of radicalisation and the impact of globalisation on news media and journalism. (Archetti)
- Political parties, electoral policymakers and the electorate, lobby groups in the area of electoral processes and Hansard, where impact is demonstrated through developing translational analyses of the impact on electoral participation, turnout and voting preferences of political campaigning and technology on voter preference. (Ward)

The impact described relates to the following range of research activity or research groups in the UoA:

The work of the **Communications, Cultural and Media Studies Research Centre (CCM)** is characterised by an engagement with the social operations of culture and media, and its activities are organised into three collaborative research groups, which in practice are flexible and dialogic:
- Screen media and media practice: from European film and national culture to film/radio

broadcast practice, through to television and (future) media technologies;
- Media and cultural studies: music and post-subcultures, community cultures, media and cultural history, journalism, theory and identity, media psychology;
- Digital media: critical innovation, including gaming, social media, technology, open source, policy and politics.
- The **Centre for Social Research** works closely in partnership with policy makers, practitioners and the wider community to produce influential research to address social challenges, offering constructive solutions relevant to policy makers and practitioners.
- Through MediaCityUK connecting communities, creative businesses and tech industries, through:
  - o The Nations & Regions Media Conference, in 2013; in its twentieth year and rebranded the Salford Media Festival, focusing on production and opportunity across the media industries throughout the UK. The conference explores policy and creative processes in the media outside London.
  - o FIRM (Framework for Innovation & Research in MediaCityUK), Salford's cross-Research Council international consortium which connects industry leaders, creative professionals the wider community and researchers to support the generation of new ideas, platforms and products in digital, playing a key role in the development and success of MediaCityUK.

b. Approach to impact: The unit's approach to interacting with, engaging and developing relationships with users, beneficiaries or audiences to develop impact from research is as follows:
- Developing approaches to understanding behaviours that contribute towards flourishing communities through the AHRC Connected Communities programme, by mobilising the potential for increasingly inter-connected, culturally diverse, communities to enhance participation, prosperity, sustainability, health & well-being.
  - o Impact Case Study
- Developing research priorities for those engaged in the conservation and management of urban parks, designed landscapes and open spaces by contributing to English Heritage's development of a benchmark for the development of new policies for the understanding, care, presentation and protection of this important component of our towns and cities.
  - o **Evidence of impact:** Invitation to academic consultancy
- Developing new audiences for Chinese cinema in the UK through an AHRC supported Research Network established for the research and promotion of transnational Chinese film, by working in partnership with the film industry, directors, the Hong Kong Trade Office, UK independent cinemas and film festivals and Chinese communities in the UK to promote participation and develop new economic, creative and social capital.
  - o Impact Case Study
- Increasing participation through generating original forms of community engagement with cultural collections in museums and galleries by engaging new and existing audiences with new forms of digital interactivity and social media models to the interpretation of museum collections both within museums and beyond, to motivate increased attendance at arts events, particularly where social status may mitigate against engagement.
  - o Impact Case Study
- Generating improvements in the effectiveness of health screening information by working in partnership with voluntary sector organisations and their service users to develop targeted digital media, offering a serious engagement with service users and potential service users in its development and delivery, embedding digital evaluation mechanisms throughout to constantly audit its performance, and adjust its methodology to maximise its impact.
  - o **Evidence of impact:** One of the internet campaigns
- Contributing to policies addressing the under-representation of women in STEM at all levels of study and careers and low percentages of women in decision making positions by engaging Parliamentary Working Groups and MPs, regional and national industrial and public sector bodies to understand and address challenges to women in STEM careers.
  - o **Evidence of impact:** THES Article
- Informing the effectiveness of the regulation of electronic communications in the European market in partnership with PWC, by examining the degree to which the new European regulator

has succeeded in contributing to the development of the internal market for electronic communications and developing recommendations which have guided the EU in reviewing electronic communications regulatory frameworks in partnership with regulators.

  o **Evidence of impact:** Study on the Evaluation of BEREC and the BEREC Office

- Creating new understanding of the role of the media in discourses of radicalisation and the impact of globalisation on news media and journalism by engaging news and policy makers with research.

  o **Evidence of impact:** Aljazeera report

- Developing translational analyses of the impact on electoral participation, turnout and voting preferences of political campaigning and technology on voter preference by acting as a consultant for the Hansard Society, advising political parties on the impact of internet campaigning on voter preference

  o **Evidence of impact:** Hansard Society Report

Staff within the unit, from early career researchers to established research colleagues, are specifically supported and enabled to achieve impact from their research through the following initiatives:

- Developing Knowledge Transfer Partnerships;
- PhD/GTA studentships in key areas of research;
- Annual workload allocation for research, and a sabbatical system, allowing dedicated time to pursue impactful research;
- The application of discretionary funding to enable staff to capitalise on opportunities to generate or enhance impact, or evaluate research for impact.

The unit make use of institutional facilities, expertise or resources in undertaking these activities through:

- Promotion and development of impact through the Salford Impact initiative:
  o Salford Impact Advisory Group with cross – university and external representation to build momentum and develop excellence in evidencing impact.
  o Impact Fund to support researchers in generating impacts and celebrating impact in the Vice Chancellor's Research Excellence Awards.
- Embedding impact in funding bids.
- Early Career Researcher training in impact.
- Sabbatical scheme with a focus on generating impact

c. Strategy and plans: With a record of generating research in partnership, the University of Salford is well-placed to articulate its impacts. It has developed an institutional approach, Salford Impact, with the aim of evidencing, developing and celebrating the transformational impact of University of Salford research. D36 research exemplifies *Salford Impact* in its current and future research practice through acting as a catalyst for developing strong communities and by extending the successful realisation of impact through all research activity, wherein in co-production and the development of social, economic and cultural capital, with a particular emphasis on partner, user and community defined impact are explicit elements of its research practice.

d. Relationship to case studies

Case Study 1: Community gardening, creativity and every day culture, exemplifies and has informed the development of the Unit's approach to impact through its focus on radical approaches to understanding behaviours that contribute towards flourishing communities and addressing key economic and societal challenges.

Case Study 2: Visible secrets: Changing perceptions of the Hong Kong film industry through collaboration in curation: exemplifies and has informed the development of the Unit's approach to impact through increasing participation, challenging assumptions about genres and associated concepts of gender, identity and class, and developing new audiences, international film festivals and economic benefit.

Case Study 4: Implementation of new forms of digital engagement at the Imperial War Museum (IWM) exemplifies and has informed the development of the Unit's approach to impact through the development of new forms of economic, creative, technological and social capital, through opening the archival canon to co-curation.