Impact template (REF3a)

Institution:
University of Central Lancashire
Unit of Assessment:
UOA 28 Modern Languages and Linguistics
a. Context This UoA has direct contact with external partners, non-academic user groups, the public, community organisations and third-sector organisations, including extensive contact with groups in developing countries. The unit's *public engagement and public outreach* activities are devoted to ***growing deaf community awareness and empowerment through public engagement with the latest research*** via the organisation of regular Open Days for deaf community members and the general public at the International Institute for Sign Languages & Deaf Studies, iSLanDS (see *iSLanDS-India Open Day* 2010, *International Open Day* 2011, and the *5-year Anniversary Open Day* 2012 at http://islandscentre.wordpress.com; this is the Institute's regular blog, which has had 8,000+ views to date). The UoA also uses its research to ***shape public and practitioner understanding of communication*** **via knowledge exchange and consultancy:** examples include Thomas's involvement as invited panellist for an Educational Technology Debate on *Distance Learning & Teacher Training*, sponsored by the World Bank and UNESCO Jul'12; Siebers' invited lecture on *Understanding the Communication Revolution* to Barclays Bank Head Office, Jan'09; and Archer's 'Truth telling' master-class (with Lansley, Director of the Emotional Intelligence Academy) for UCLan's *Journalism Leaders Programme* Oct'11).
b. Approach to impact Members of this UoA have developed long term and mutually beneficial reciprocal relationships with non-academic partners. Our work is deeply embedded within **community and third-sector organisations**. In particular, Zeshan and Panda's international profiles are evident from the many positions they hold (see Environment Template). Two (current and former) research degree students attached to iSLanDS have influential functions within international NGOs: Dikyuva is a board member of the *World Federation of the Deaf* and *Turkish National Deaf Federation* board member; Lutalo-Kiingi is a *Deaf Empowerment Foundation* board member and a member of the expert committee on sign language at the *World Federation of the Deaf,* where Zeshan and Panda also act as expert committee members for sign language and for developing countries respectively. These individuals are facilitating meaningful, consistent crossover between academics and deaf communities around the world. Building on these relationships, Zeshan's Sign Language Typology research has international impacts leading to: the development of learning materials; the initiation of specialized sign language related teaching courses, often for the first time, in India, Turkey, Jordan, and Ghana; and growing sign-language awareness in developing countries. These extensive relationships have been followed through with the establishment of educational opportunities for deaf students around the world. The iSLanDS research centre has worked with India's *National Open University* to set up a *BA in Applied Sign Language Studies* and preparatory university access courses, filling a substantial gap in provision that has enabled 70 deaf students (from 9 developing countries) to attend university. iSLanDS' training for deaf peer tutors in India (16 in 2011 and 14 in 2013) enabled dozens of deaf Indians to acquire English literacy skills. Courses for deaf peer tutors in English literacy in Jordan have 52 participants in 2013. Through iSLanDS' work with *Kyambogo University* (Uganda), a diploma curriculum in Deaf Studies has been developed, and through their work with the *University of Ghana*, West Africa has its first university-level sign language course built on linguistic principles - attracting ~50 students per year (see also Impact Case Studies 1 & 2). Siebers is involved in projects which aim to **engage communities**, citizens and practitioners both with each other and with current research. As part of the international 'Out of the Blue' project he organised two days of activities relating to the theme of "Hospitality, Privacy, and Place", enabling participants to explore the meaning of hospitality in a European context from the perspectives of intercultural communication, philosophy, public policy, social psychology and environmental ethics. 'Out of the Blue' has led to: better-informed public policy-making; progress towards sustainable

development (inc. environmental sustainability); improved social welfare/cohesion; and cultural enrichment, including improved public engagement with science and research (see http://www.blauwehuis.org/blauwehuisv2/). As part of his AHRC-funded research Siebers has investigated how different conceptions of temporality can influence shared self-understandings of 'community'. Activities have included: (i) a community event (exhibition, workshops, musical performance) about the relation between "sound & image" at Woodend Barn, a community art centre in Banchory, Scotland (Oct'12; http://ontheedgeresearch.org/sounding-drawing/); and (ii) designing/making alternative clocks, using photographs taken by students from Holmewood School (North London, May'12 & Feb'13). The latter project was presented at the AHRC Connected Communities Showcase Event, organised by the National Co-ordinating Centre for Public Engagement (March'13, London). Research also informs our many **consultancy** roles. Zeshan has provided consultancy for UNESCO and the Foundation for Endangered Languages on sign language endangerment. This work has led to the first-time inclusion of sign languages in UNESCO's online Atlas of the World's Languages in Danger. Archer works with the EIA, a company offering courses nationally and internationally in emotion awareness, credibility/ deception detection and tactical questioning/interviewing skills to business, security, health and sport professionals. Archer created these links when asked to assess the linguistic elements of the EIA courses. This has led to collaborative UCLan-EIA activities including the aforementioned master-class for journalism editors. Siebers developed a two-day seminar for the Russian energy sector on communication and intercultural management (with *Tosca Consulting*, London). Hardaker (in post from Oct'08-May'13) undertook consultancy work for *Panorama* in 2012, based on her internet trolling research. Hardaker's impact profile **clearly demonstrates how this UoA supported staff to achieve impact**, via **mentoring**, **sabbatical** and **training** opportunities, an approach to achieving impact that we adopted following RAE2008 (see C, below, & Environment Template). Hardaker's internet trolling research, for example, has led to extensive, ongoing **media engagement** (TV and press), including appearances on 'The Antisocial Network' (BBC3, 19 Mar'12) and *Inside Out* programmes on cyberbullying and trolling (6 Feb'12), and numerous TV and press interviews for, e.g., *BBC News Online* for a *Safer Internet Day* feature (7 Feb'12), *BBC World News*, *Channel 4 News*, *Newsnight* (29/07/13), *Radio 5 Live*, Radio 4's *Today Programme*, *Radio Lancashire*, *Radio Cumbria*, *AP Media*, *Sky News* (30/07/13), ITV's *This Morning* (01/08/13), the *Times*, *Telegraph*, *Independent* and *Daily Mail*, and the *Guardian* Tech Weekly Podcast. Hardaker's media impact has led, in turn, to her **involvement in knowledge exchange in the policy domain**. After being mentioned in a parliamentary speech (see *Hansard* 26 Feb'13 http://bit.ly/1dlC5km), for example, she was invited to take part in a parliamentary discussion (19th June). This led to a Q&A session with OFCOM and relevant Home Office policy makers (26th Sept). Her research has been reported in Australia, Belgium, Brazil, Bulgaria, Canada, India, Ireland, Malaysia, the Netherlands and Vietnam, reaching an overall estimated audience of 10-million+. This **commitment to communicating what we do** is shared across the UoA. Siebers, Zeshan and Thomas have each given media interviews: Zeshan, as part of a Cambridge University conference on endangered languages for *BBC Radio 4*; Thomas, as an invited panellist in a *Guardian* debate on *Online learning: Pedadogy, Technology and Opening up* (21 Nov'12) and for the Digital Generation with Microsoft France (*Regards Sur Le Numerique*, Nov'11); Siebers, for his rhetoric research for *BBC Radio Lancashire* and *BBC Newcastle* (2009, 2010, 2011). The UoA has been **supported at the institutional level** by UCLan's Funding, Development & Support (FDS) Unit and Innovation & Enterprise Unit (IE). Both Units support academic members of staff in identifying, developing and delivering research and knowledge transfer activity: Where activities benefit the general public or have specific beneficiaries, the FDS unit provides tailored support to help identify sources of funding to facilitate the promotion and implementation of research findings. FDS and IE are also tasked with supporting researchers in moving from a transactional relationship to a transformational relationship with external organisations. **Other mechanisms** to ensure continued contact with existing and new non-academic users, beneficiaries and audiences employed by this UoA include (i) creating new, and maintaining existing, collaborations, (ii) promoting community/commercial engagement opportunities, and (iii) identifying training, innovation and spin-out activity. iSLanDS' commitment to collaboration pre-dates RAE2008, hence our ability to grow substantially in this area (see Links with Community/Third Sector Organisations and the Environment Template, especially section E). A more proactive approach, enabled by further strengthening the teams in terms of quality of expertise, experience and numbers, has

enabled the UoA to take advantage of community and commercial engagement opportunities which, in turn, serves as a driver for CPD, training, innovation and spin-out activity (see Strategy and Plans for Supporting Impact below). Growing our media profile has been made easier because of our world-leading reputation in Sign Linguistics, and rapidly-growing recognition in new areas.

c. Strategy and plans

The successful strategies pioneered by Zeshan to achieve the real-world reach and significance of iSLanDS are now being applied to all our projects via (i) the capturing/effective use of external funding and (ii) development of/liaison with other HE institutions, agencies, public/third sector organisations, regulatory bodies, etc.; (iii) the deployment of School-level funding, including seed funding for projects/research activities leading to impact; (iv) the development/pursuance of training, consultancy and public engagement opportunities; (v) and training that enables staff to make more effective use of digital communication strategies that reach out beyond formal academic channels to address new audiences. The UoA is particularly focussing on (further) expanding the impact-capacity of the sign linguistic research and the ECD work.

The iSLanDS group will be focussing, in particular, on maintaining and enhancing their work with international partners, in particular via establishing substantial research hubs overseas. These hubs will undertake joint research with iSLanDS in Applied Sign Linguistics as a new strand, in addition to continuing high-profile work in theoretical linguistics (specifically, sign multilingualism, sign language typology, and sign language endangerment). The ECD group is working towards the creation of a Research Centre of Emotions, Credibility and Deception (based at UCLan Preston). Central to this is an integrated approach to impact and research: it will traverse disciplinary boundaries and work closely with professionals and organisations (commercial and public sector). The ECD group's strategy, in achieving this aim, is exemplified by their current engagement with police organisations, psychologists, and commercial companies. One such link, with the EIA, has already led to the development of a cross-disciplinary MSc, targeted at a professional market (running from Sept'13). Additional, "professionally tailored" CPD certificates are planned with another link to the ECD group; the UK's Hostage and crisis Negotiators group. A leading figure in this group, Kennedy, is also currently investigating suicide data, with Archer. Kennedy is an ex-chief superintendent of the Bradford and Airedale division. These strategies/plans have been further assisted by strategic capacity building appointments (RA, Oct'12-July'13; Prentice, Richardson, Larner, 2013).

d. Relationship to case studies

The two case studies demonstrate the results of this UoA's prioritisation of research which reaches and benefits audiences beyond academia. iSLanDS uses its international partnership network to conduct the world's largest typological project(s) on sign language structures (***Case Study 1: Sign Language Typology***). The impact of this work is seen directly, in the improved educational opportunities and professional development for deaf researchers, students and participants working with iSLanDS, and indirectly, in iSLanDS' impact on policy makers, non-governmental organisations and professional bodies in several countries (inc. India and Turkey). ***Case Study 2: Sign language endangerment*** details the first-ever substantial comparative study on endangered sign languages in small-scale rural communities with long-standing hereditary deafness. The impact of this work is seen primarily in iSLanDS' work with UNESCO and the World Federation of the Deaf. Their research has resulted in improved educational attainment for the marginalised users of some of these sign languages, and the promotion of their linguistic rights. Our experience in "taking research to a wider audience" is currently informing how we are managing and delivering impact arising from other research endeavours – including the multidisciplinary research activities being undertaken across a wide range of professions (forensic, health, third sector, business, etc.) as part of the planned UCLan Research Centre for Emotions, Credibility and Deception.