

Institution: LJMU

Unit of Assessment: 36 Communication, Cultural and Media Studies, Library and Information Management

a. Overview

LJMU last submitted to Communication Cultural and Media Studies in RAE2001. A reorientation of research activity, primarily but not exclusively driven by changes in staffing, to reflect wider/crossstructure alliances has since taken place. This submission therefore represents the outcome of investment in key areas of developing research activity for this UoA. Since 2008 the University has invested in research by individual scholars and groups. This investment has developed two research clusters: Journalism, Media and Communication; and Culture, Identity and Policy. Within these are the core themes of: press regulation; responsible and ethical journalism; European cinema; musicology and identity; tourism and identity; digital inclusion; community health; public libraries; and national identity and security discourse. There are important synergies and interactions among the clusters and with other key partners such as the ERDF funded OpenLabs team. This return focuses on 13 staff across two faculties: Arts, Professional & Social Studies and Education, Community and Leisure. It therefore covers five schools and the Institute for Cultural Capital (ICC), bringing together a growing community of researchers focused on UoA36. The University's newly established infrastructure will continue to support this cross-disciplinary research community, with the ICC taking a lead coordinating role in the future strategy. The ICC conducts collaborative and interdisciplinary research that critically examines the role and value of cultural interventions. The ICC was established in 2010 to evaluate the benefits of Liverpool's year as European Capital of Culture (2008); it is a strategic collaboration between the Liverpool John Moores University and the University of Liverpool (Sociology). The ICC draws upon considerable expertise of partner institutions and a global community of cultural policy experts. The ICC will act as a hub for the established and developing network of researchers relevant to UoA36 providing a focus for activity and the management of strategy. This approach reflects a successful process of reorientation and renewal for the UoA and a firm basis upon which research can continue to thrive.

b. Research Strategy

Given changes to the staff base and reorientation of foci in the period up until 2008, the strategy since then has been to support high quality research and to identify and support growing areas of strength. This has led to the identification of the two main research clusters (*Journalism, Media and Communication* and *Culture, Identity and Policy*). The Vice-Chancellor, through a revised structure and the development of the University's Strategy Map (2012-17), has placed research excellence and development of the research environment as at the core of the University's aims. This support has led to a number of recent senior appointments (McLean, Yates) and appointment of early career researchers (Hassan, Platt). This significant commitment underpins local activity and the strategic aims of the UoA as set out below.

Strategic Aims 2014 to 2020

The strategy has been both reinforced and recalibrated in response to the significant contextual changes that have occurred since RAE 2008. Central to this is the growing emphasis on 'impact', and the focus of funding on 3* and 4* research. ICC strategies have therefore placed emphasis on increasing the quality of research outputs from all staff. The two research clusters will provide robust mentoring and monitoring procedures as a means of achieving this objective. The clusters will also provide a base for developing and generating additional research council and other forms of peer reviewed external grant income. This UoA has interdisciplinary and collaborative research at its core; members span two faculties, five schools and an Institute. Building on the reorientation that has already taken place, our strategy for 2014-2020 seeks to address and capitalise on the advantages and opportunities provided by this broad constituency. In line with the University's Research and Scholarship Strategy 2012-17 the UoA will focus its work more closely around the ICC. The ICC will continue working with the Associate Deans for Research in both Faculties to develop robust methods of research oversight and strategic management. The goals for the period include:



1. To build stronger identities and profiles for the two thematic clusters within this UoA. The University will continue to invest in both of these thematic areas. The continued support for the core staff in the ICC will provide resources to develop further collective research infrastructure. From a donation made by the ICC's chairman Phil Redmond, we will also be investing in sandpit events and seed corn projects (Cultural XOver programme) to support new teams and ECRs in developing funding proposals relevant to UoA36. The University's Research and Scholarship Strategy places a strong emphasis on external collaborations in areas of research strength. We aim to expand our networks in line with this strategy. Further, we will continue to publish in high impact academic journals and present at leading UK and international conferences, which will build our profile across the academic community within the themes of this UoA.

2. To continue to develop cross-disciplinary research and collaboration.

Building on our current strengths in the fields of Journalism, Media and Communication and Culture, Identity and Policy we will continue to develop and facilitate cross-disciplinary working across the UoA and beyond. In particular we will build our range and number of collaborative partners within the University (e.g. Open Labs) and externally (University of Liverpool, Local Enterprise Partnership, Foundation for Art and Creative Technology, MerseyCare in order to increase our profile and establish efficient working partnerships equipping us to respond rapidly to relevant calls for funding and other collaborative opportunities. Alongside Faculty support UoA36 will be eligible to apply for support from the ICC's Cultural XOver programme to be run in collaboration with social sciences at the University of Liverpool that will utilise the ICC endowment. This programme will provide awards for start-up projects within the broad remit of UoA36 that must be both cross disciplinary and collaborative.

3. To increase public engagement activity, impact and evaluation.

The external focus on impact fits well with the internal goals and research agendas of staff and departments within the remit of UoA36. Importantly there is a strong commitment to producing research that has a demonstrable impact on society. Building on our established record of public engagement with partner organisations as presented in REF 3a (Wilson, 2009; Newton, 2012; Marley, 2013; Yates, 2013) we will continue to embed engagement and impact in our research from planning to execution, and through delivery and dissemination. Staff in the UoA have an extensive track record of end user engagement under both themes, with many projects being founded on action research and outreach principles for example: Wilson's work with public libraries and AHRC funded work with the Liverpool Philharmonic; Yates' current ESRC funded work with Sheffield DocFest and performance arts groups; Li's work with the Foreign Office; and Frost's work with the NUJ.

4. To build capacity by increasing external funding.

A number of existing staff (Wilson, Lincoln, Krueger) and recent appointments (Yates) have track records of individual grant income generation. The University's Research and Scholarship Strategy provides a framework for clear target setting with regard to applications for competitive external funding. Building on the track records of recent appointments and that of key dedicated research units such as the ICC and Open Labs, the UoA will establish a systematic programme of grant submission in collaboration with researchers in a range of partner organisations. Key aims will be public engagement and interdisciplinary research possibly through bids to NESTA Digital R & D Fund and Technology Strategy Board. This work is and will be supported by Faculty based grant development officers.

5. To Build the PGR Community. Recognising this as an area that we need to develop we will seek to expand internally and externally funded studentships. The recent research council initiatives from the ESRC and AHRC to focus PGR support in core doctoral research centres restricts our ability to obtain RCUK-funded PhD studentships. The ICC's joint relationship with the University of Liverpool provides potential opportunities for joint supervision of students under the recent AHRC Doctoral Training Partnership. The UoA will therefore need to focus on university and other external funding for PGR development. The *Culture, Identity and Policy cluster* is particularly well placed to seek creative solutions through effective deployment of internal funds. The research in this cluster fits well with the ICC's priority areas for funding from the Redmond's trust fund being cross disciplinary in nature and seeking to inform policy makers. Our strategy has three key components: the development of a Graduate Teaching Assistant (GTA) scheme;



continuing of co-funding bursaries with the University of Liverpool via the ICC, and utilizing the University matched funding scheme for PhD bursaries.

6. To Develop Staff At All Stages of Their Research Careers. Through Research and Innovation Services (RIS) development programme, based on the researcher development framework, and the ICC's larger programme of PhD and Early Career researcher support we will actively target development opportunities appropriate to each member of the UoA. Further we will organise discipline specific research training and development locally, for example ensuring and evaluating impact, research funding, and assigning a mentor to every early career researcher in the UoA. The effect of developing thematic groupings for this UoA has been to provide research foci for a diverse and interdisciplinary research community, which will continue to thrive into the next REF period by consolidating around the ICC and developing collective review processes to track the implementation of the strategic aims stated above.

c. People

Staffing Strategy

At an institutional and Faculty level both appointments and staff development policy have facilitated the reorientation and sustainability of research in this this UoA. During the REF period this UoA has benefitted from investment in staff at senior level (appointment of Yates as Professor and Director of the ICC, 2013; McLean as Reader and subsequently as Associate Dean - Research, 2013), at ECR level (Hassan (2013) and Platt (2010) as Lecturers), and in support roles (Thompson, Grant Funding Officer, 2012). These appointments have reinforced the UoA with professorial expertise in research management and international collaboration; and with the energy and potential of those at the start of their research careers ensuring future sustainability of the UoA. Thematically these appointments have enhanced the work of the two research clusters, yet have introduced new directions (e.g. Yates' and McLean's work on digital inclusion). Both the ICC strategy and the commitments in the University's Research and Scholarship Strategy underpin the dual goals of research development and strategic appointments in identified areas of strength.

Staff Development

As part of the University and Faculty strategies additional attention has been given to research as a distinct element in the context of the University's annual personal development and performance review (PDPR) in order to support researchers' career development. Research leads two clusters (Frost for Journalism, Media and Communication and Yates for Culture, Identity and Policy) and the ICC will therefore continue working with school and faculty colleagues to ensure that staff appraisal and development mechanisms encourage both ECRs and established staff to develop robust research agendas. This work will also involve ensuring that in a competitive market for high guality research staff we retain and reward senior, research-active colleagues through sabbatical release and promotion opportunities. The University invites applications on an annual basis for conferment at Reader and Professorial levels recognising and rewarding research active staff. Under this scheme, Li was awarded a Readership in recognition of his research (2013). Further, two staff are being supported by senior colleagues to apply for 2014 Readership conferment in recognition of their contribution to research. To further support development of research staff the University's workload model incorporates new starter remission from teaching to allow ECRs to establish a research area (this scheme supported Hassan and Platt). As part of the University strategy a sabbatical scheme has been put into place whereby research active staff can apply for a semester long sabbatical to pursue agreed research targets. This builds on existing Faculty led arrangements for teaching remission and research leave enabled by capability and QR funding from which staff in this UoA have benefited (Lincoln, Krueger, Andrews).

The University is an active member of the UK Vitae North West Hub and has a robust action plan to continue to support researchers and researcher development which is delivered through the Concordat Task Group and overseen by the University's Research & Scholarship Committee. Research and Innovation Services (RIS) provides an active development and training programme based around the Vitae Researcher Development Framework. This ranges from a research induction for new research staff to grant writing and incubation workshops, PhD supervisors' training, and University wide Research Cafes. Staff have benefitted from this programme (e.g. Krueger, Grant Writing, 2010; McLean, Creativity in Research, April, 2013; PhD Supervision, May



2013). Further, faculties and schools offer more subject specific development opportunities (e.g. AHRC speakers, Emerald publishing workshops).

Research students

Research students benefit from a dedicated PGR room with full ICT workstation facilities in the newly refurbished John Foster Building. In the current REF period staff in this UoA supervised students to successful completion on topics across the spectrum of UoA36, for example Straddling Different Social Worlds: An Analysis of the Communication and Organisational Strategies of Stop Huntingdon Animal Cruelty (SHAC); Performing Local Identities: Liverpool and the European Capital of Culture; and Library and Information Management. As the UoA begins to work more closely with the ICC there will be opportunities for research student numbers to grow through increased supervisory capacity, the potential for collaborations with the University of Liverpool and opportunities for bursaries as outlined in the ICC strategy document. This builds on two exciting ICC PGR bursaries focused on Local TV and Biennials Arts Festivals. The recent introduction of a University PhD bursary scheme will assist in building PGR numbers. The UoA will support promising students in applications for this funding. Further, we plan to work more closely with Liverpool Business School (LBS), which lies within the faculty of APSS and has a thriving PGR community (currently 70 PhD / DBA registrations). Staff within this UoA will join LBS supervisory teams either as experienced supervisors to mentor ECRs, or as ECRs to be mentored by experienced LBS supervisors. This will help in encouraging interdisciplinary work for both staff and students and in building supervisory capacity. For example, as a result of collaborative partnership with the United Arab Emirates international PhD applications to the business school will increase in the near future. Several of these applications are to carry out research around digital business. security and policing.

Postgraduate research student induction is provided by the University's Graduate School. All research student supervisors are required to complete the University's Research Supervisors workshop. There is a University training program available to all research students including topics such as preparing for the viva and seeking postdoctoral funding. Further support includes assistance in writing research proposals to grant-awarding bodies and financial assistance at School level for students to participate in national and international conferences and external research activities. Subject-specific training is provided at School and Faculty level and is designed to fulfil the training needs of each student following discussion with supervisory teams. The University's Research Degree Regulations require that all registered postgraduate research students and their Directors of Study report annually on progress in line with the University's Code of Good Practice for Annual Monitoring. Annual Monitoring reports are collated at Faculty level (Faculty Research Degrees Committee) and reported to the University Research Degrees Committee (URDC).

d. Income, infrastructure and facilities

The UoA has had success in attracting external funding for the development of individual and collaborative research. Most notably, Li gained a competitive grant of £45,000 (2012) from Riksbankens Jubileumsfond for his work on Identity and Security in East Asia; Wilson's research on cultural work has attracted a succession of grants from the Arts and Humanities Research Council (AHRC) including a UK City of Culture research network award

(PI - 2011-12); *Cultural Intermediation in the Creative Urban Economy (Co-I - 2012-16);* and the *In Harmony Liverpool Research Network award (PI - 2012-13).* Wilson's research on museums and public libraries has also been funded by National Museums Liverpool (2013) and Arts Council England (2012-13). Similarly, Ashcroft has received grants from Museums, Libraries and Archives Council to conduct research on public libraries and adult learning (2008) and government libraries (2010). Other income includes; Krueger's Palatine Development Award for work on ethnomusicology in Paraguay (2008); and Webster's ERDF award *Measuring Impacts of the Capital of Culture* (2011).

The volume of bids being submitted has grown over the last period supported by both Faculty and University systems and investments. Support for the grant application process was enhanced through two institutional actions. First, by the appointment of Dr Lucinda Thompson in 2012 as a Grant Funding Officer with a remit for UoA36. This role involves identifying and disseminating appropriate funding streams, preparation of bids and submission in collaboration with staff and



professional services such as the research support office. The administrative support provided enables staff to target suitable funding opportunities for their research. It also entails advising on methods and design of research, and assisting with identifying opportunities for impact and public engagement at the beginning of a project's design. This role also involves developing relationships and contacts to facilitate collaboration. Second, a faculty based peer review process has been introduced with the aim of improving the success rate of grant applications. Grant applications are reviewed within the faculty prior to submission to the Research Support Office. The pool of reviewers includes both academics who are experienced in writing grant applications, and ECRs will develop their own skills by reviewing a range of applications. Further, as outlined in Research Strategy, the ICC's XOver funding programme will fund research development and encourage and support bids for external funding.

Infrastructure

LJMUs Research and Scholarship Strategy 2012-17 details specific objectives for infrastructure and support, for example to focus our research around recognised research institutes and centres aligned where appropriate with national and international priorities. It is in line with this strategy that the UoA's research has begun to focus around the ICC as outlined in REF3a. The University's Research and Innovation Services is responsible for LJMUs overarching research strategy. It provides leadership for staff within the University and quality assurance support for research and PGR programmes. In addition to its Code of Practice for Research, the RSO operates formal protocols/procedures for research governance (including research ethics), and the investigation of alleged misconduct in research. Additionally, core principles and expectations with regard to the curation of publically funded research data and research outputs are explicit in LJMUs research data management policy. The creation of Associate Dean (Scholarship, Research and Knowledge Exchange) roles in each faculty (August 2013) will ensure that protocols and procedures are applied at a local level.

Facilities

The development of a new £37.6m building at Clarence Street, which opened in summer 2012 has brought improved work spaces. In summer of 2013, refurbishment of the adjacent John Foster building has meant that researchers in this UoA and the ICC are now co-located which allows for greater interaction and collaboration, and the development of a cohesive research culture. The new Redmonds building has sector leading media and journalism facilities including a high definition TV studio, a TV news studio, a radio studio and a 'green room' which were provided by Sony Europe Limited and are valued at around £1million. These new facilities provide a substantive resource base to underpin research developments in this UoA. Not only do they provide resources and facilities for ongoing projects and to underpin prospective research bids, these facilities allow UoA staff to attract prominent organisations, conferences and speakers to hold events, for example at the forthcoming *Responsible Journalism Symposium (2013)*, and *Research Funding Symposium* (2014).

e. Collaboration or contribution to the discipline or research base

Collaborations, partnerships, networks and joint research projects

Staff within this UoA are all active contributors to the academic communities within their discipline and are involved in a range of activities that evidence their status and esteem. Collaboration takes place at all levels from PhD studentships, funded research and publishing partnerships, to cochairing of conferences and events. For example, The Institute of Cultural Capital appointed two three-year PhD studentships to run from September 2012. The roles will be instrumental in building upon the Impacts 08 research programme and are supervised by staff from both Universities. Further Papadimitriou plays a key role in The Liverpool Film Seminar, a collaborative research initiative between the Department of Communication and Media, University of Liverpool and the Department of Film Studies, Liverpool John Moores University set up in 2010). This seminar series is designed to provide a forum for scholars and postgraduate students in the Merseyside area for the exchange of ideas and for networking opportunities, while promoting high quality research in the field of film studies. Talks by leading scholars from the Universities of Southampton, St Andrews, London, Warwick, and Manchester have formed part of the programme. Internationally, Li is currently a participant of a £2.3 million research programme, the East Asian Peace programme, funded by Riksbankens Jubileumsfond, a Swedish foundation that



supports research in humanities and social sciences. He was closely involved in the grant application for this programme from the beginning of the process to the submission stage. The sixyear programme (2011-2016) has launched a ground-breaking research agenda, seeking to explain the relative peace in East Asia since 1979 compared to previous years and assess the sustainability of this peace. It involves collaboration of a team of scholars in Europe, Asia and the United States. Li is also Project Leader of the East Asian Security and Peace Project and a Research Associate of the Department of Peace and Conflict Research, Uppsala University, Sweden. His project is linked to the East Asian Peace programme, which focuses on the significant role of identity in shaping foreign policy discourse and security relations in the Asia-Pacific region. The outcomes of the project include a series of international conferences and research seminars, publication of a number of refereed articles, an edited volume and a monograph.

Organisation of Conferences and Scholarly Events

Staff are increasingly active in the organisation of conferences and scholarly events. Both at LJMU, nationally and internationally. For example, Lincoln co-chaired the Digital Cultures Conference, Manchester, in collaboration with academics from the University of Salford and Syracuse University 2010-12; McLean co-chairs the annual UK Academy of Information Systems Doctoral Consortium at the University of Oxford 2009-ongoing; In developing research around tourism, Andrews convened and chaired a panel, Session 3 RC50 Tourism Intersecting with Violence at the International Sociological Association Sweden July 2010, co-organised the Liminal Landscapes Symposium (2010), and an ATLAS SIG event Tourism & Embodiment: The State of The Art (2011) all of which resulted in publication of selected papers. Moody has regularly co-organised the annual conference for the Association for Research in Popular Fictions at LJMU attracting a significant external audience. Li was an invited panel chair for an international workshop attended by diplomats and senior scholars at St Antony's College, University of Oxford (2009); the European Union Centre in Taiwan Conference on conflict prevention and transformation (2011); International Conference on China-Taiwan Relations, School of Oriental and African Studies, University of London (2012).

Memberships of Committees, Review or Advisory Boards.

Several staff hold office and take active roles such as committee membership in professional subject associations and learned societies, (e.g. McLean is a member of board of the UK Academy of Information Systems, (2007- present); Lincoln co-convened the British Sociological Association's 'youth study group' until January 2013, and is currently on the steering committee of the Interdisciplinary Network for the Study of Subcultures, Popular Music and Social Change; Andrews is Chair of Royal Anthropological Institute Tourism Committee (2011–present); Moody acts as the Convener for the Association for Research in Popular Fictions; Frost held the role of treasurer for the Association for Journalism Education (2010-12); was Consultant to the Ghanaian Press Commission investigating press Freedom (2012) and lead author of the National Union of Journalists evidence to the Press Complaints Commission internal review (2012). He was also a member of the panel for RAE2008 (UoA66). Li is advisor to the Searching for Peace Programme at the European Centre for Conflict Prevention and an invited expert member of the EU-funded Europe China Research and Advice Network at the Royal Institute of International Affairs.

Refereeing Academic Publications or Research Proposals

In this REF period members of this UoA have reviewed journal papers, book proposals and research bids for highly rated journals and for esteemed research councils. Frost is a regular reviewer for funding bids to the ESRC and Andrews has reviewed for the ESRC and British Academy Research Fellowship awards. Further, Andrews has reviewed journal papers submitted to Tourism, Hospitality Planning and Development; Annals of Tourism Research; International Journal of Consumer Studies; National Identities; Tourist Studies; Tourism Geographies; Scandinavian Journal of Hospitality and Tourism, Routledge Tourism and Events publication series; and Palgrave Social Science series; Lincoln reviews for Space and Culture. Papadimitriou reviews for international journals including Journal of Modern Greek Studies, Classical Receptions Journal, Journal of Popular Romance Studies. Frost regularly reviews for several academic journals including: Journalism Education; Journalism Studies; Journalism Practice; Ethical Space; Media History; European Journal of Media Studies. Within the period Yates has undertaken reviews for: British Association For Applied Linguistics (Conference); British Journal of Social



Psychology; Hawai'i International Conference on System Sciences (Conference); Information Technology and People; Interacting with Computers; International Communication Association Conference (Conference); International Pragmatics Association Conference; Journal of Computer Assisted Learning; Journal of Educational Media; Journal of Sociolinguistics. He has also undertaken research project review work for the EU's FP7 programme.

Invited Keynotes or Lectures.

As an indication of the esteem in which our academics are held several of them have been invited to deliver keynote talks and lectures. From our Journalism, Media and Communication cluster Frost, a highly respected scholar within the area of responsible journalism and press regulation, has been invited to give many keynote talks including; Panellist, Leveson Seminar, Chester University (2013); Phone-tapping and Leveson, University of Central Lancashire (2012); Privacy and Confidence Chartered Insurance Institute Conference, London (2012); Media Regulation in the UK, Highway Africa conference, Cape Town, South Africa (2011); Media Ethics and Journalistic Culture, Chartered Institute of Public Relations conference, Manchester (2011); Privacy and the PCC, Press Council of Ireland, Cork (2010); Press Complaints Commission and Ofcom: developments in privacy regulation over five years Future of journalism conference for Journalism Studies, Cardiff (2009); Lancaster University Research Ethics and the Media March 17-19, (2008). Newton's area of expertise is the reporting of death and trauma and she has given talks to the Institute of Communication Ethics (2012) on post-Leveson proposals for responsible reporting of the bereaved. Newton co-hosted a seminar on the ethics of covering grief and tragedy for the Dart Centre Europe (2012), an interdisciplinary network of news professionals, mental health specialists, academics and researchers hosted by Columbia University's journalism school. She has also spoken at the Association of Journalism Educators conference on constructing a positive approach to the teaching of death reporting (2012) and was invited to take part in the Future of Humanitarian Journalism conference at City University, London, (2013) as a panellist and speaker on the reporting of personal grief.

In this REF period staff in the *Culture*. *Identity and Policy* cluster gave keynote and invited lectures. Li was invited to speak on his work on Asia Pacific security issues at Diplomatic Academy of Vietnam, Hanoi (2013); Yonsei University, Seoul (2012); University of Durham (2012); Royal Institute of International Affairs, London (2011); University of Denver, USA (2010); European Institute for Asian Studies, Brussels (2010), Lincoln was an Invited speaker at the ESRC seminar series to talk about her work on youth cultures. She was also invited to speak at the Universities of Salford (2009), Liverpool and Nottingham Trent (both 2009). Papadimitriou was invited to speak on Greek cinema at University of St Andrews, Centre for Film Studies (2010) and Kings College, University of London, Centre for Hellenic Studies Seminar Series (2010). Krueger's research into the transmission and impact of ethnomusicology and world music is recognised both nationally and internationally. For example, in 2011 she was invited to deliver a Koreferat during the Internationale Tagung "Beyond Borders: Welt - Musik - Pädagogik. Musikpädagogik und Ethnomusikologie im Diskurs", Hochschule für Musik und Theater (HMT) Rostock. More recently Krueger was invited by Dr Pamela Burnard to give a talk at the Commonwealth Creativities in Intercultural Arts Network (CIAN) Forum, University of Cambridge, Faculty of Education. Reflecting the interdisciplinary flavour of this research cluster. Moody was invited to give the keynote lecture at an interdisciplinary, international workshop on 'Religion and Sexuality in Britain 1870-1930' funded by the Social Science and Humanities Research Council of Canada and held at the University of British Columbia (2009), and was speaker inaugural on Victorian Popular Fictions Association Study Day at Kingston University (2009) and Plenary Speaker on 'Authors, Publishers' and Readers: Selling and Distributing Literary Cultures, 1880-1940' part of the output for an AHRC project of the same name at the University of Reading (2012).

Staff in this UoA are increasingly gaining national and international recognition.