

<p><b>Institution: EDINBURGH NAPIER UNIVERSITY</b></p> <p><b>Unit of Assessment: 36 Communication, Cultural and Media Studies, Library and Information Management</b></p> <p><b>a. Overview</b>          The submission comprises staff from two organisational units within the Faculty of Engineering, Computing and Creative Industries: the majority consists of research-active staff based in the Institute for Creative Industries (ICI), with two research-active staff from the Centre for Social Informatics (CSI) (Duff and Hall).</p> <p>There are a number of staff being submitted here for the first time. Those who were submitted in RAE 2008 were spread across five units of assessment: 37 (Library and Information Management); 41 (Sociology); 57 (English); 63 (Art and Design); and 67 (Music). The decision to submit these under a single unit is in part due to the REF's incorporation of UoA 37 into UoA 36. However, it is also a result of major restructuring that took place across the University in 2010 to create a clearer emphasis on interdisciplinarity and a greater critical mass of research on the creative industries. The creation of the Institute for Creative Industries in 2010 provided a clearer focus for such research as well as an increased administrative support for it.</p> <p><b>b. Research strategy</b>          Continuing strategy from RAE2008 included the key aims: to increase the quality and extent of research outputs; to increase external funding; and to increase external collaboration and partnerships in research, industry and the public sector. Established research-active staff have further developed the quality and extent of research outputs (Atton, Duff, Forster, Hall and McCleery). Early career researchers have been successfully mentored in their publishing careers (Harkins and Jamieson). Staff with professional experience in the creative industries have produced creative practice outputs that engage with research through their focus on cultural identity (Bilgrami and Milne). The increased focus on interdisciplinarity has also enhanced internal collaboration within ICI. New developments such as the focus on Intangible Cultural Heritage have attracted considerable funding from RCUK and other sources from 2008 to the present. Partnerships and collaboration have taken place in a variety of ways. ICI and CSI have led and/or contributed to a number of UK and international creative industries partnerships. These include:</p> <p><i>Creative Growth</i> – an Interreg-funded project that brought together 11 partners from 9 European countries (regional/economic development agencies, city and local councils, and business support organisations such as the Cultural Enterprise Office in Scotland) to research and share findings and identify mechanisms to support the growth of creative industries SMEs.</p> <p><i>ENGAGE</i> – an Edinburgh Napier-led knowledge exchange programme funded by the EU MEDIA Programme since 2008 in partnership with HEIs and national film development agencies in Ireland, Estonia and Finland which aims to foster innovative methods of cross-border collaboration between film and television practitioners and stronger links between EU HEIs in the screen media sector.</p> <p><i>Intangible Cultural Heritage</i> – an initiative managed within ICI, whose staff worked closely with Museums Galleries Scotland, Creative Scotland, COSLA (Local Authorities), UNESCO, and the UK National Commission for UNESCO and its Scottish Committee.</p> <p><i>EuroPetition</i> – a CSI project to pilot the implementation of a trans-European e-petitioning service for use by members of the public in selected local authority areas throughout Europe. The project enabled coordination of cross-border and pan-European online petitions that could be submitted to local governments and/or to the European Parliament's Petition Committee.</p> <p><i>e-Representative</i> – an investigation within CSI of the potential of a 'virtual desktop' to enable personalised interaction with, and integration of, relevant information for elected representatives (Parliamentarians at national and devolved legislatures) to support their day-to-day committee</p>
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work. The project was carried out in collaboration with, amongst others, the Hungarian National Assembly, Parlament de Catalunya, Seimas of the Republic of Lithuania, Tweede Kamer der Staten-Generaal, Westmeath County Council and Hewlett-Packard.

*UK Library and Information Science (LIS) Research Coalition* – this was led by Hall (CSI) between 2009 and 2012 on behalf of project partners that included the British Library, CILIP, JISC, MLA, the NHS, the Research Information Network (RIN), and SCONUL. A CSI team was involved in two other projects in partnership with the LIS Research Coalition: the AHRC-funded *Developing Research Excellence and Methods* (DREaM) project, and the two phases of the *Research in Librarianship Impact Evaluation Study*.

**Future Strategy**

ICI aims to increase the volume, quality and impact of its research through strategic internal investment in research project development by staff and by funding new research studentships. It will pursue applied research opportunities with industry partners and continued development of knowledge exchange, innovation and public engagement activities. Significant growth since 2010 in innovation collaborations with creative industries, SMEs and public agencies is helping to generate new research opportunities, aided by dedicated innovation (Knowledge Exchange) support staff deployed through the Business Innovation Exchange. ICI will also continue to contribute to curriculum development through research-teaching linkages.

These aims are shared by CSI, which will continue to increase its commercial and charitable income by building on its established reputation for commercial activity including CPD and consultancy. Recent and current projects include market research commissioned by CILIP entitled *Training provision for the library, information and knowledge sector* (completed May 2013), and the delivery of strategic ICT leadership courses to SMEs as part of the Women Adding Value to the Economy (WAVE) project (on-going). CSI also holds one of two consultancy contracts to assess courses in the UK and abroad for professional accreditation by CILIP.

**c. People****i. Staffing strategy and staff development**

Within ICI and CSI, staff are supported to develop their research in a number of ways. First, staff discuss their research aims in consultation with Institute Directors to ensure alignment with university research strategy. Second, individual staff development is based on an alignment of staff research interests with the strategic aims of ICI/CSI, and through twice-yearly professional development review. Third, once development aims have been identified, these are taken forward by, for example: the allocation of protected time for research; enrolment on University-wide staff researcher development activities (which include workshops on grant applications, writing for publication and presenting at conferences); mentoring and coaching for specific aims, such as preparing a paper for publication, drafting a grant application or undertaking a PhD by Creative Practice. A senior academic (Atton) is responsible for researcher development in ICI. He works with individual staff and with groups of staff to achieve common goals. For example, during the past two years he has mentored two practitioner colleagues to successful completion of PhDs by Creative Practice. Staff are also supported within ICI and CSI to attend external training and staff development events such as conferences. There are monthly research centre meetings where research activity is reviewed and planned. The following sections provide the University-wide context within which the local activities described above take place.

**EU HR Excellence in Research Award**

The European Union HR Excellence in Research Award recognises a commitment to the principles of the Concordat to support the career development of researchers. Edinburgh Napier University received the award in December 2010. It gained the award through a detailed gap analysis of existing policies followed by the development and implementation of a robust action plan. This had taken into account the views of researchers at all stages. In December 2012 Edinburgh Napier successfully retained its award for a further two years due to its continued progress against its Concordat Action Plan. As part of its commitment to the Concordat Edinburgh Napier has created

a Concordat Working Group that comprises researchers at a variety of career stages. This provides a further route for communication between researchers and the University, with the working group reporting directly to the University's Research and Knowledge Exchange Committee.

### **Recruitment, Selection and Promotion**

Capacity building for research sustainability is central to all aspects of work in the unit of assessment. Edinburgh Napier adheres to HR good practice in staff recruitment and promotion in line with university policies, and uses a Personal Development Review (PDR) process to identify specific staff development needs. Its approach has three key elements: the recruitment of experienced researchers to enhance existing areas of excellence and provide research leadership; the recruitment and development of junior staff with a demonstrable research potential; and the development of existing staff through active participation in events, mentoring and development programmes tailored to staff in the unit, as well as in those offered at University level

### **Staff development strategy**

In 2011 a gap analysis on Edinburgh Napier's training and development provision for researchers was conducted using the Researcher Development Framework (RDF) created by Vitae. All events in the Researcher Development Programme are mapped against the RDF so that researchers can obtain comprehensive development to support their own career development and planning. An extensive programme of approximately 20 events per trimester has been developed. These are all tailored to researchers and comprise relevant sessions for all stages of a research career. The programme has helped foster the research culture across the University by bringing researchers together to share best practice. All sessions are evaluated by the researchers, which allows Edinburgh Napier to maintain the relevance of the session to the development needs of the researchers. As part of the creation of the Researcher Development Programme the University has further increased its online provision of resources. It has now tailored online provision covering induction to the University and research ethics and integrity. Using the Researcher Development Framework graphic it has created a dynamic portal for researchers to identify their own development needs and help with their career planning.

In December 2012 the University held a researcher development conference entitled '*Supporting Researchers at Edinburgh Napier*', which was attended by over 45 researchers and was well received by researchers from all career stages. Through such events as these conferences it continues to build the research culture of the University. Its achievements have already been recognised nationally through a THE award in 2010 for Outstanding Support for Early Career Researchers (Edinburgh Napier chaired the award-winning team, the Universities Scotland Research Training Sub-committee).

### *Mentoring, appraisal and training*

The introduction of an online system (HR Connect) allows development needs identified during a researcher's individual Professional Development Review to be captured. It records attendance at events as well as other evidence of continued professional development. Exemplar career paths have also been created that help illustrate the types of activities that researchers need to consider as they progress through different career stages and helps provide career guidance for researchers. The University takes part in UK-wide surveys such as PRES (Postgraduate Research Experience Survey), CROS (Careers in Research Online Survey) and PIRLS (Principal Investigators and Research Leaders Survey). Its Director of Research Strategy, Professor Alison McCleery, is a member of the UK CROS Steering Group and there is a commitment to undertaking PRES, CROS and PIRLS in 2013 and beyond.

### *Equality and diversity*

During 2010 Edinburgh Napier's HR policies and procedures for Recruitment and Selection, Equality and Diversity, and Interview Preparation were reviewed to ensure that they aligned with the Concordat Principles for equal opportunities for researchers. The University is committed to the principles of Athena Swan (which promotes gender equality for women in SET research). It also hosts and provides funding support for the Scottish Resource Centre for Woman in SET. Hall

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(CSI) is leading the work to support the bid for the Athena Swan bronze award, and acts in a liaison role between SET and the University's School of Computing.

*Mechanisms to maintain research quality and integrity*

The University Code of Practice on Research Integrity and Ethics provides a quality standard for assessing the day-to-day ethical issues that our researchers may encounter, including issues such as authorship guidelines and informed consent. During 2012 a short-term cross-University Working group – Phronesis - was established by the Research Integrity Committee to consider engagement of researchers with ethics. The outcomes have led to alternative approaches to communication of ethics matters and to staff development in ethical practice being established.

*Exchanges between academia and industry*

The high level of staff engagement with creative industries SMEs and public bodies, for example through innovation collaborations, is an important mechanism for maintaining awareness of emerging challenges arising from, for instance, disruptive technologies. Recent innovation projects to introduce design methodologies into a computer games company, trans-media approaches to live theatre production and new display technologies in the heritage sector help ensure the relevance of research project development.

**ii. Research students****Research culture and recruitment**

There are currently 20 research students across the centres in the submitting unit, with 14 in ICI and 6 in CSI. Both ICI and CSI are committed to developing a research culture in which research students are integrated. For example, ICI has taken advantage of the co-location of its activities onto one campus in 2012/13 (previously across three campuses) and provided a large, multiple-occupancy office for research students, with capacity for expansion. ICI has offered fees-only funding for Masters by Research candidates and is currently supporting 3 students through this scheme while aiming to recruit additional research students. Research student capacity has also been built through external funding (a student in CSI was sponsored by Daimler, for example, while ICI received full PGR awards from the AHRC and the Carnegie Trust during the census period). For ICI and CSI, research student facilities are close to research staff, facilitating communication between staff and students. Where appropriate, students are encouraged to take part in teaching activities such as tutorials and assessment. Research students play key roles in organising the annual Faculty Research Students' Conference, and a number of other less formal fora at which they disseminate their research. Students have the opportunity to work closely with staff and to develop their own publications through joint authorship and single-authored work.

**Doctoral training**

Training and skills development for research students is delivered through several mechanisms:

- a centrally-delivered Researcher Development Programme
- School-based training events for research students
- Faculty-based training programmes for research students

This model allows provision of generic and subject-specific skills to be delivered across the University in a tailored manner.

CSI is one of the four members of the Information Science Pathway within the ESRC Scottish Doctoral Training Centre. Membership offers many external opportunities for doctoral training for example at pathway training events at each of the four partner institutions (Edinburgh Napier, Glasgow, Robert Gordon and Strathclyde Universities), the SGS summer school, and the pathway's student-led annual doctoral colloquium iDocQ. The pathway was convened by Hall in 2012/13. PGR students can also benefit from the wider activities of the associated Scottish Graduate School in Social Science, open to all and not only ESRC-funded doctoral candidates.

*Integration into wider research culture*

The Researcher Development Programme is open to all researchers regardless of career stage. Through a co-ordinated, cross-University approach to education, training and professional

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development, Edinburgh Napier ensures that its research students feel integrated into its research community.

Edinburgh Napier also provides specific induction sessions for research students allowing them to plan out their own professional development and to network within their own cohort of students.

### *Monitoring and support mechanisms*

In addition to regular supervisory meetings, all students have their progress monitored formally twice a year, with formal documentation presented at the Faculty Research Degree Management Group. Support is offered at School and Faculty levels, with the University's Research Degrees Assessment Board playing a role in ensuring that quality mechanisms are in place at local level and are implemented in accordance with the University's Code of Practice for the Supervision of Research Students.

### *Supervisory training and development*

Edinburgh Napier runs several events for research supervisors from those getting started through to in-depth sessions for experienced supervisors. The three-day 'Supervising Research Degrees' course has been formally recognised by the Staff and Educational Development Association (SEDA), allowing participants to gain an externally accredited award upon completion of the course. New research supervisors also receive informal mentoring through participation in supervisory teams, allowing them to be supported as they develop their supervisory practice.

## **d. Income, infrastructure and facilities**

Total research income for the REF period was £1,289,483, which equates to £143,275 per research-active staff member. The most significant funding sources have been:

*Research Councils* (e.g., Duff, *Informing the Good Society: New Directions in Information Policy* – AHRC, three years, 2013-2016, £171,434; McCleery, *Creating an ICH Inventory for Scotland* – AHRC KT Fellowship, three years, 2008-11, £365,363)

*EU Government Bodies/European projects* (e.g., Atton, *Creative Growth* – EU Interreg IVc project, three years, 2008-2011, €125,000); Smith and Cruickshank (CSI), *EuroPetition* – European Commission project, two years, 2009-2010, €0.75M)

*UK Government Bodies* (e.g., Hall, *Library and Information Science Research Coalition* – British Library, CILIP, JISC and others, three years, 2009-2012, £76,484; McCleery, *Living Culture and Tourism in Scotland* – Creative Scotland award, one year, 2012-13, £60,000)

*UK-based charities* (e.g., Atton, *Creative Futures: Building the Creative Economy through Universities* – Million+, one year, 2008, £18,000; McCleery, *Creativity and Rights* – The Stationers' Company, one year, 2009-10, £5000; Duff, *Power Information, Opinion* – Carnegie Trust, six months, 2011-2012, £1350)

We will continue to target this range of funding sources, as well as increasing our proportion of collaborative funding with other HEIs and public bodies in the creative industries and LIS. Improved administrative support; continuing mentoring of staff less experienced in grant applications; and working in partnership: all will contribute to the achievement of further income generation to support research activities.

### **Infrastructure and Facilities**

The co-location of all staff in creative industries onto a single campus (from three) during the census period has enabled the increased focus on interdisciplinary work and internal collaboration. There has been significant investment in infrastructure within ICI during the census period, especially in media practice. The development of a dedicated building for acting and television has enabled staff to undertake practice-based research projects to the highest professional levels.

Similar investment in the upgrading of studio and post-production facilities in music has also enabled the integration of sound facilities and music technology with film and television production work. The submissions by Bilgrami and Milne have made use of ICI's facilities for film editing and sound production.

#### **e. Collaboration and contribution to the discipline or research base**

Collaboration across the submitting unit takes a number of forms. For example, there are research and writing partnerships with colleagues elsewhere in the UK (Bilgrami, Forster, Hall, McCleery); Africa (Atton's special issue of *Journalism* on new media in Africa); Finland (Hall's 'Not what you know' paper); Norway (Harkins' work on microsampling was part of a research project on digital media and music at the University of Oslo); Portugal and Spain (McCleery's work on Intangible Cultural Heritage); Russia (Milne's work on comparative mythology); Sweden (Hall's social media research) and the USA (Atton's *Alternative Journalism*). McCleery has also worked with UNESCO in Paris on the creation of a training kit in 2009 for promoting the safeguarding of ICH, particularly in sub-Saharan Africa.

Atton's current project (*The Routledge Companion to Alternative and Community Media*) has commissioned work over 50 scholars from Europe, Asia, Africa, the Americas and Australasia. McCleery's work on intangible cultural heritage has resulted in strong US links including giving a lecture at the Smithsonian Institute, Washington and leading discussions at the National Endowment for the Arts and the Library of Congress. European project collaboration is strong. The EU Creative Growth project brought together scholars, government officials and entrepreneurs from 10 European countries. The DREaM project events attracted participants from 12 countries and four continents. The Europetition and e-representative projects had pan-European reach.

#### **Indicative journal editorial activities**

Atton: Editorial Board – *Communication, Culture and Critique; Journalism; Social Movement Studies (plus 2 others)*. Duff: Editorial Board – *Keio Communication Review; Cyberpsychology*. Hall: Editorial Board – *Aslib Proceedings; Journal of Information Science; Library and Information Science Research*. McCleery: Editorial Board – *Quaerendo*.

#### **Indicative examples of journal refereeing**

Atton, Duff and McCleery have reviewed for over 24 journals in journalism and media studies, including: *Canadian Journal of Communication; Feminist Media Studies; Journalism; Journalism Education; Journalism Studies; Media, Culture and Society; New Media and Society; Times Literary Supplement*. Atton and Harkins have reviewed for *Popular Music* and *Popular Music and Society*. Duff and Hall have reviewed for over 10 journals in LIS, including: *The Information Society; Information, Communication & Society; Journal of the American Society for Information Science and Technology; Journal of Documentation; Journal of the American Society for Information Science and Technology*. Forster has reviewed for the *Design Journal*.

#### **Conference organisation**

Atton: member of expert referees panel for the Australia and New Zealand Communication Association conference, 2009. Hall: member of organising committees for eight international and one national conference, including Annual Meeting of the American Society for Information Science and Technology, Pittsburgh, 2010 and organiser of Developing Research Excellence and Methods conferences, London, 2011 and 2012. Harkins: member of advisory panel for the Art of Record Production conferences, Leeds 2010, San Francisco 2011 and Quebec 2013. McCleery: member of Scientific Committee, Greenlines Institute annual Heritage conferences, 2009-present. Milne: organiser of Representations of Cosmology and Spirituality conference, Edinburgh, 2013.

#### **Indicative Keynote Lectures and Invited Presentations**

Atton – Keynotes: Trust, Truth and Performance: Diverse Journalisms in the 21st Century, University of Groningen, 2009; The Journalism of Diaspora, University of Lincoln, 2010; Music, Assembly, Research, Showbusiness (MARS) conference, Seinajoki, Finland, 2012; Cyberspace, Alternative Media and Activism Symposium, University of Liverpool, 2013.

Bilgrami – Invited screenings: 'The New Ten Commandments', Edinburgh International Film Festival, 2008; Sheffield International Documentary Festival 2008; Document Human Rights Film Festival 2008, Glasgow and Cambridge Film Festival 2008. 'Fragments of a Love Story' at the Scottish National Portrait Gallery, 2011-2012; '*Migrant-egrations*' touring exhibition in Pakistan, 2013; *BBC Big Screen* across the UK, 2013.

Duff – Keynote: 25th Anniversary Conference of the Japan Society of Information and Communication Research, Tokyo, 2008; invited presentation: 'The great information society debate', University of Wisconsin-Milwaukee, 2011.

Hall – Keynotes: Innovation in e-information, Manchester, 2009; Business Librarians Association 2010: The Research Agenda, Liverpool, 2010; Information Science and Social Media International Conference, Turku, Finland, 2011; 6th International Evidence Based Library and Information Conference, Manchester, 2011; Information: Interactions and Impact 2011, Aberdeen, 2011.

Harkins – Invited presentation: Ethno/musicological Approaches to the Processes of Musical Creation, Institut National d'Histoire de l'Art, Paris, 2013.

McCleery – Invited presentations on intangible cultural heritage: to Proxecto Ronsel, University of Vigo and to Museo do Poble, Santiago de Compostela, 2009; to Dutch government representatives and cultural NGOs, Deurne, 2012; to the Smithsonian Institute, to Library of Congress and to the NEA, Washington, 2013; UNESCO 2003 Convention's 10<sup>th</sup> Anniversary, Venice, 2013. COLICO Lecture on 'Small-Nation Publishing' delivered to the joint annual conference of professional library organisations from Northern Ireland and the Republic of Ireland in 2009. Plenary lectures at Reading and Material Cultures conference, University of Cork (2009), at University of Galway (2010), and Penguin Conference, Bristol University (2009).

Milne – Invited presentations: Zerkola (Tarkovsky International Film Festival & Conference), Ivanovo, Russia, 2013; invited screenings of 'The Druids', Order of Bards, Ovates and Druids, Glastonbury, 2010 and North-Eastern University, USA, 2010.

### Other Indicative Contributions

Atton and Hall have been members of the AHRC's Peer Review College during the assessment period. Hall served on the panel that reviewed RCUK's £230 million investment in the Digital Economy Programme in 2012. Hall has completed other services for research councils such as panel membership for Research in the Wild grant applications (EPSRC), and as a RCUK 'sandpit' mentor. Hall was awarded *Information World Review's* Informational Professional of the Year in 2009 and SLA Europe Information Professional of the Year in 2011.

Atton was a member of the Vitae Scotland and Northern Ireland Hub Advisory Group (2011-2012) and a contributor to QAA Scotland's International Benchmarking report for research degrees (2011-2012). Atton has been a member of the Enquiry Panel for Scientific Misconduct at Karlstad University, Sweden and is a visiting professor at the University of Helsinki. Duff is a Visiting Fellow at the Oxford Internet Institute, University of Oxford. Forster was a consultant to the Victoria and Albert Museum's fashion archive in 2010.

McCleery's co-authored *An Introduction to Book History* appeared in a revised and expanded second edition in 2012 and has been now translated into Chinese and Italian. It is the most widely adopted textbook in this field. Merchiston Publishing under his direction produced a number of titles during the census period that furthered understanding of the discipline: *The Influence of DF McKenzie* (2010); *Scottish Comics: A Celebration* (2010); *The Book in Germany* (2010); and *The Sutherland Library* (2013).