

<p>Institution: Cardiff University</p>
<p>Unit of Assessment: 36</p>
<p>a. Context Engagement and impact are central to all five research groups in the Cardiff School of Journalism, Media and Cultural Studies (JOMEC). Each group addresses a wide range of practitioners, policy makers and communities. Our '<i>Journalism Studies</i>' and '<i>Digital Media and Society</i>' groups work with Government and organisations like the BBC/BBC Trust to ensure our research informs professional training, enhances the quality of journalism and shapes Government policy. The three other groups complement such approaches by working on key contemporary concerns. These include, for example, global environmental crises (the '<i>Mediatised Conflict</i>' group); racism and immigration issues (the '<i>Race, Representation and Cultural Politics</i>' group) and health/science communication and controversies (the '<i>Risk, Science, Health and Media</i>' group). All three groups work with media organisations to improve coverage of substantive areas and develop partnerships with relevant stakeholders (ranging from medical professionals to refugee charities) to enhance their communication practices. An additional distinctive feature is our community embedded research – opening up new sites of representation and supporting people to tell their own stories (e.g. digital storytelling pioneered at the School). Staff also inform media coverage in their areas of expertise, and pursue more direct forms of public engagement.</p>
<p>b. Approach to impact</p> <p>1. Research support and infrastructure</p> <ul style="list-style-type: none"> • Research quality and teamwork: At the root of our strategy is a commitment to research excellence and independence, promoted by internal mentoring/training/review (see REF5.c.i.b). We combine quantitative and qualitative approaches to maximise the value of research findings in a way that engages policy makers/practitioners. This is underpinned by staff expertise in particular methods (e.g. Lewis' work on quantitative methods and Kitzinger's work on focus groups) and enabled by teamwork in the School, combining expertise in theory and practice. • Infrastructure investment: Many policy/practice communities/NGOs are interested in <i>patterns</i> of coverage across large samples. Our ability to deliver relevant work is enabled by our investment in our media monitoring unit which underwent a £150K upgrade in this REF period (see REF5.d.ii) and a pool of trained coders who can be mobilised for intense periods of analysis at short notice (e.g. our research on Islamophobia for Channel 4 and our three impartiality reviews for the BBC Trust). • Staff training and support: Staff are committed to intervening in debates about a range of issues from the role of digital media to end-of-life communication. The University provides publicity and practical resources to support impact e.g. the central 'Community Engagement' team worked with Kitzinger to support her festival challenging cultural taboos around discussion of death (see case study 2, section 4.5). At a School level our Director of Research provides one-to-one mentoring as well as strategic direction, and staff are supported through practical mechanisms (e.g. recognising 'impact activity' in the workloads model, providing teaching cover for high-impact activities); training (e.g. impact has been the subject of awayday workshops); and our website officer promotes research online (e.g. by live streaming School conferences and creating online fora for research discussions). <p>2. Research partnerships, knowledge exchange, public policy and professional practice</p> <ul style="list-style-type: none"> • Academic-practice integration/exchange: Dialogue between the School's academic and practice based pathways enriches the policy/practice relevance of our work, reinforced by the appointments of leading practitioners: Profs Sambrook, Tait and Hargreaves (all of whom use their experience leading news organisations - BBC, ITN, the <i>Independent</i> - to collaborate on research projects). Impact is further facilitated via secondments <i>from</i> the School (e.g. Wardle to work with the BBC to implement our findings on user generated content) and <i>to</i> the School e.g. Moseley (Welsh Government Director of Communications) to strengthen action research in the <i>Centre for Community Journalism</i>. • Knowledge exchange events: The School regularly brings together academics and practitioners/policy-makers (e.g. the '<i>Mapping the Magazine</i>' conferences, see REF5.e.i) and organises events to promote engagement with our own research e.g. a symposium jointly organised with the Royal Television Society paired JOMEC academics with relevant practitioners, generating on-going relationships such as discussions with the series producer of <i>Casualty</i> about a potential story-line based on our research on representations of coma.

- **Partnerships with diverse stakeholders:** Our research groups have developed a network of cross-sector partnerships which help shape the research we do and inform recommendations to maximise their relevance/impact. For example, our research on the independence of British journalism emerged from collaboration with Nuffield and the *Guardian*, and was widely promoted by the *Guardian*'s Nick Davies through his book: *'Flat Earth News'*. Our networks extend across each of the areas in which we work and internationally e.g. Cottle's work on the UN doctrine of the 'Responsibility to Protect' involves collaboration with the Red Cross and the United Nations as well as smaller groups such as Storyful and Radar (see also b.2) and Hargreaves' AHRC *Creative Citizen* project links to similar initiatives in Australia.
 - **Formal advisory roles:** Staff serve on working parties across the topics of immigration, conflict and health (e.g. see impact case study 2) and influence media policy by serving on bodies such as the BBC Trust, and a range of Welsh and UK Government advisory bodies (see REF5.e.ii). For example, Hargreaves authored the *Review of Intellectual Property and Growth* ('the Hargreaves review') for the UK government on copyright legislation. The report had ten thousand downloads on the week of its release and is currently informing changes to government policy in the UK and across Europe. For a full record of the scope and reach of the impact of 'the Hargreaves review' see www.ip.gov.uk/types/hargreaves.htm.
 - **Knowledge exchange initiatives and commissioned research:** We tender for knowledge exchange/commissioned research because it allows researchers into the heart of policy/practice and embeds impact into the research process. The School was involved in four of the eight BBC/AHRC 2008 knowledge exchange awards and now plays a leading role in the AHRC/REACT Knowledge Exchange Hub - a project with four other universities developing collaborations between the creative economy and academia. We are involved in two European Social Fund 'Knowledge Enterprise and Skills' Scholarships e.g. *'Developing a new business model for local news provision'* (with the Media Standards Trust) and have produced a series of commissioned reports (e.g. advising government departments on issues such as the state of science journalism or the challenges of risk communication).
 - **Transforming research into professional training:** Our research informs journalism training internationally e.g. our work on journalists' safety (developed with the International News Safety Institute) has led to a global safety training module for journalism colleges and our AHRC/BBC research on 'user generated content' [UGC] was translated into courses for the BBC College of Journalism. The UGC courses were delivered to over half of all BBC journalists and to BBC partner organisations in Australia, Ghana, Uganda, and Kenya. Our ability to translate research into practice/training is our own postgraduate research-based teaching. In this REF period we graduated 252 EU and 480 international MA students, the majority of whom go on to work in the media industry, many in key positions. Our practice-based research is also influential through key textbooks developed in synergy with our courses.
- 3. Public engagement and innovation leading to impact**
- **Media engagement and production:** Staff are encouraged to respond to media requests for expertise - staff were cited hundreds of times in this REF period and our research has been discussed on platforms such as *The Today programme*, *PM*, *The Media Show*, *Radio 5 Live*, *The One Show* and the main BBC, ITV and Sky news bulletins. We have served as script consultants for drama series (e.g. a series about immigration) and our research has shaped documentaries and films. For example, our Channel 4 funded study shaped the documentary *'It shouldn't happen to a Muslim'* and the BBC Radio 4 *'Face the Facts'* programme on *'Islamophobia'*; Bowman's work on Bruce Lee informs a Hollywood film (in which he features), Kitzinger produced and presented a radio documentary (case study 2) and Harris used her research to inform a BBC2 documentary she produced on the Iraq war.
 - **Community participation:** We support innovation in community journalism (see c.2) and community participation in creative practice e.g. Meadows' work on digital storytelling (which inspired over 70 story groups across Wales and leaves a legacy of 700 stories hosted on the BBC website) is being developed by Kidd in work with museums.
 - **Public engagement events:** We also lead on cross-School engagement events e.g. we led the *'Before I Die'* festival to explore issues raised by our research (and other research across the humanities) on death and dying. Over 700 people attended and 93% of feedback respondents reported an impact on their thoughts or feelings, and 79% indicated they would share the information gained in their professional or personal lives (see <http://bit.ly/16ru00K>).

c. Strategy and plans

We will continue to develop current approaches (support infrastructure, partnerships and public engagement leading to impact) and are committed to building specific new initiatives. Our strategy is to continue to prioritise research where impact can be built in to the process (e.g. commissioned research) alongside supporting staff impact endeavours wherever their research findings indicate a need for change. Strategies/plans include:

1. **Creating mechanisms that turn research findings into social change** e.g. the *Centre for Community Journalism* will use our research to inform and create new models of local news provision across the UK. The Centre has recently been granted over £500K from the AHRC, Welsh Government and as a flagship University project, to support public interest local news and develop 10-15 new community news providers across Wales over the next five years.
2. **Using research to realise the potential of new technologies** e.g. rolling out 'StoriNi' - a digital platform (an application which works with Facebook, iPhones etc., developed as part of an AHRC/REACT project) to promote community involvement in local news provision. The aim is to roll this out to networks of community journalists, so that the platform can be refined and used to increase the sustainability of community news hubs.
3. **Extending partnerships to contribute to the development of the creative industries** e.g. Hargreaves' work with Nesta on the Creative Industries (see REF2/4935) is leading to work with government and public bodies to develop creative industries strategies, drawing on Hartley's international experience in this area. We are building a legacy for the REACT project through promoting engagement between academics, the creative industries and artists. An Arts Council funded feasibility study in partnership with arts organisations is on-going.
4. **Going beyond traditional research outputs to extend impacts** e.g. Lewis is working on a film with the Media Education Foundation in the US based on his 2013 book (REF2/4959) and Kitzinger is developing an ESRC funded multi-media website about the vegetative state to support families and professional training (building on case study 2).
5. **Building on previous research** e.g. work on Digital Storytelling with communities is being developed via Kidd's AHRC/REACT funded work in museums; Lewis and Cushion's research on reporting politics post devolution (see case study 1) is being advanced (in dialogue with non BBC broadcasters) in order to further promote good practice (facilitated by Lewis' position on the First Minister's Broadcasting Advisory Panel and advice to the House of Lords).
6. **Cross-disciplinary and cross-University collaborations** to ensure research speaks with/to diverse concerns/stakeholders e.g. JOMEC is leading on a new Research Centre bringing together academics from Cardiff with the University of York - combining media/cultural studies analysis with insights from experts from diverse backgrounds including literature, neuroscience, history, philosophy, economics and nursing (see case study 2).

d. Relationship to case studies.

The case studies chosen to showcase impact illustrate the value of *cumulative* work - both involved two or more projects (over time or from different perspectives) reflecting our strategic priorities (see REF5b.i). They demonstrate our agility to respond *reactively* to calls (case study 1) and *proactively* galvanise new initiatives (case study 2) supported by our *infrastructure* and our different types of *partnership* (from the BBC to the Royal College of Physicians). They also demonstrate the *diversity* of our impacts: ranging from impact on policy/practice guidelines and professional training to broader contributions to cultural life, public discussion and civil society. Case study 1 (reporting post Devolution) shows how we draw on our infrastructure/teams to produce complex analyses of media content in ways that engage policy makers; work closely with industry/policy bodies; and make productive use of repeat funding. It is one of several JOMEC projects with the media industry/policy bodies which have created documented change. Case study 2 (the vegetative state) is indicative of the broader field of cultural politics in which we research and the inter-disciplinary nature of some of our work, involving collaboration with a diverse range of colleagues/partners both within and beyond Cardiff University. This was outsider-in research, in a controversial area, making maximum use of seed funding, and demonstrating the School's support for individual staff initiatives. It is one of several JOMEC projects impacting on substantive social issues. Each case study had been subject to evaluation to inform our future strategy. In 2013 we used AHRC funding to evaluate our engagement activities (see <http://bit.ly/1cziRLj>) and we have produced a tool kit document to reflect on, and support, future impacts.