

Institution: University of Central Lancashire

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

a. Context

Within UoA36 we are committed to a pattern of impacts that produce benefits that are international, national and local. The main non-academic user groups and beneficiaries for our research during the period 2008-13 include the following: the national and international print and digital media industries and (indirectly) those who depend on them for employment; disadvantaged local communities, in particular the residents of the Callon estate, Preston, one of the ten most deprived areas in the UK; the press and information services of the European Union, Members of the European Parliament and UK journalists covering the institutions and policies of the EU. Our two case studies derive from these contexts and highlight key aspects of the research of two of our research groups: The Future of Journalism/Communication (Singer's Johnston Press study) and Journalism and Politics/Democracy (Anderson's EU case study). The information detailed below contextualises our case studies and describes our multi-layered strategic approach to impact.

b. Approach to impact

At the institutional level, the university provides support via its Research and Innovation Office (RIO) to facilitate impacts that derive from our research. RIO provides help in identifying, developing and delivering research activity and includes guidance on how best to produce and register impacts as projects progress. At the UoA level, staff are supported and encouraged to achieve impacts through the implementation of an overall impact strategy that provides financial assistance, research assistance and expert guidance, in addition to the resources supplied by external providers. As well as our specific impact case studies, examples of the range of approaches to impact within the team are provided below.

The print and digital media industries have benefited from one formal university-media company relationship (which included an industry funded chair – Prof. Jane Singer) and two projects: the **BESPOKE project** (Egglestone, key co-investigator), ran from 2009 until 2011 and the **Interactive Newsprint project**, (Egglestone, Principal Investigator), which ran for eighteen months between 2011 and September 2013. BESPOKE had a significant impact on Nokia (and the subsequent Nokia spinout company, Nowelo), enabling the company to design and trial a new mobile platform for the commissioning, creation and distribution of news within the specific context of the project. The results of those trials fed directly into an iterative product-design process prior to the company conducted wider user trials. Unit members were involved in regular interactions with Nokia concerning design and use issues relating to the technologies provided by them for the project. The evidence for those interactions is documented in the reports and publications resulting from the BESPOKE project (<http://bespokeproject.org/uploads/files/bespoke.pdf>). In addition to these significant industry impacts, BESPOKE had a broader remit to increase 'social inclusion through community journalism and bespoke design' (see the details of the EPSRC grant EP/H007296/1 <http://gow.epsrc.ac.uk/NGBOViewGrant.aspx?GrantRef=EP/H007296/1>).

Interaction and engagement with the **citizens of the Callon community** was on a regular and in-depth basis for UoA members working on the project and involved: the provision of training in journalism techniques and modes of use of relevant digital technologies; interactive discussions to discover the technology and communications needs of the community; regular monitoring and recording of how the training and technology was being utilised for community benefit; and public meetings in local community halls to discuss the reaction of the local community to the project with the researchers involved. The unit made significant use of both the digital expertise and technical equipment available within the Journalism team at UCLan, ensuring they could help community members develop the skills necessary to benefit fully from the project, enabling community members to become innovators in their own right. Egglestone and his co-investigators also developed relationships with wider audiences, domestically and internationally, via interaction with

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and publication in influential global online news brands (such as the *Guardian*) and via a major exhibition and oral presentation at the V&A in London. The follow-through activities that identified the impacts of all of the above were a continuous part of those interactions.

Interactive Newsprint is having a significant impact on the news industry. Ideas being developed currently have the potential for helping news organisations develop a way forwards for newspapers and media outlets wishing to combine the unique capabilities of print with those of online by connecting paper directly to the internet. The research team have successfully achieved this ambition and are now in the early stages of developing new intellectual property in the form of 'paper analytics' and 'touch metrics' which will afford print media advertisers access to data in a form more usually associated with screen-based online outputs. Data from paper promises a more effective way of 'monetising' the product. The most significant current impact is in terms of the engagement of potential beneficiaries with the project. It is anticipated that, in the near future, this will increase to a substantial economic impact. Discussions with News International and a Brazilian media company, among others, are underway at the time of writing (see section c). More information on this is provided in the Interactive Newsprint summary project design and specification (see the details of the EPSRC grant EP/I032142/1 www.epsrc.ac.uk/NGBO/viewGrant.aspx?GrantRef=EP/I032142/1).

Within the thematic areas of European Film and Popular Culture a variety of impacts have been achieved. Mazierska was a leading participant in the 2011 International Women's Film Festival in Rehovot, Israel. Her research and expertise on women's role in film were profiled in detail in a feature in *Haaretz* (November 8th 2011), Israel's oldest and most influential newspaper. Similarly, Ogola has used his on-going role as a journalist to present his research insights to the influential East and Central African audience of the *Daily Nation* and the East-African audience of *Business Daily* (see his discussion piece on the economic problems of online news, December 17th 2009 (<http://www.businessdailyafrica.com/Opinion-and-Analysis/-/539548/823848/-/item/1/-/13wmq3vz/-/index.html>)). With regard to Popular Culture, Ramamurthy's research for her book *Black Star: Britain's Asian Youth Movements* has resulted in an invitation to participate in a panel discussion debating the 1981 riots, held at the British Library (2011) and an invitation to speak on the significance of the Bradford 12 campaign at the Department of Communities and Local Government (2012), as well as coverage of her work *The Big Issue*.

c. Strategy and plans

The unit has built impact and engagement into the heart of its research plans across all of its core themed research areas, inclusive of and beyond 2013. Digital-media researchers within the *Future of Journalism/Communication* research group have integrated impact and engagement into all of their projects' interactions with relevant industrial and community stakeholders and end users. Their work in the Connected Communities project area is building upon some of the key community interactive techniques developed within the context of BESPOKE project, maximising its impact in terms of social communications benefits. The UOA has benefitted from sizeable university investment in **The Media Innovation Studio (MIST)**, enabling it to develop a tripartite research/knowledge transfer/teaching environment. MIST will boost research income by generating interest and investment from external partners, particularly those journalism and media industries that stand to benefit directly from its work. Our plans envisage MIST establishing and leading a consortium to ensure the sustainability and commercialization of the research. The project's objectives are to: **[Material redacted]**

During 2013/2014 the staff involved in the 'Communicating the European Union' thematic area will return to re-create the intensive level of engagement and interaction with the press and information services of the European Parliament, MEPs and UK journalists that went into their research that produced the impact detailed in the relevant case study in REF 3b. This is to produce an overall, up to date evaluation of the effectiveness of the reforms in the Parliament's press and information services (including those resulting from the unit's own research) and to feed this evaluation back to the services and relevant MEPs. The feedback will be used to generate a discussion on how best to approach any identified remaining communication problems. All of this will create impacts with a

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high public value reaching across the EU. As part of this work the university has funded a PhD bursary directly in this area and a highly qualified student with EU level press office experience is already in post.

All of the thematic areas within this UOA will be encouraged and supported to maximise the impact of their work and their opportunities for public engagement. In order to facilitate this, the UoA has put in place core Research Associate and Research Assistant staff. A key part of their work will be to support staff in their future generation of impact and engagement. An appropriate part of the funding awarded to the team is being put towards this work. This overall strategy will continue to be carefully developed by comparing the results from its implementation across the range of the unit's research activities and building upon good practice and those aspects of the strategy that are proving to be the most successful in producing clearly identifiable impacts.

d. Relationship to case studies

The relationship of this strategy to the European Union case study (Anderson) has been explained already in section c above. The Singer case study, 'Enhancing the digital news production capabilities of the Johnston Press', was in effect the prototype for a significant part of the present and future strategy that has been developed within the digital media strand of the *Future of Journalism/Communication* part of the team's work. The closely developed link with a major industrial player not only led to the funding of the research conducted by Singer, but the beneficial impacts for the company that are outlined in the case study of her work. The present strategy takes all of that a stage further by extending the collaboration to the creation of new products and IP that will have significant impacts within the news industry.