

**Institution: University of Westminster**

**Unit of Assessment: 36**

**a. Context**

The Communication and Media Research Institute (CAMRI) is founded in a strong tradition of engagement with entities and concerns outside academia. Its 'Westminster School' social science approach (see REF5) has always been oriented towards real-world problems and today it investigates the place of media and communications in societies and cultures worldwide. CAMRI has established four international research centres – the China, Africa, Arab and India Media Centres – as focal points for impact, alongside three expert groups in policy, history, and social media. Impact and public engagement are thus central to, and embedded within, our work, whose primary non-academic beneficiaries are spread around the globe, as explained below.

- We influence company policy, strategy, or behaviour through consultancy or collaborative work. Numerous Chinese examples include: briefings/advice to China Central Television, Henan Newspaper Group, Henan Television, Hunan Broadcasting, Shanghai Media Group and Shenzhen Media Group; and training of press officers at China's State Council Information Office, City of Beijing, Guangzhou City Government, Wuhan City Government, Hangzhou Public Affairs Office and Zhejiang Provincial Government. We have worked with: Lego on products, training, and its CEO's strategic themes; S4C on corporate aims; and BBC Children's on commissioning processes. Our research has also had documented impact in other parts of the BBC (including Future Media, BBC Trust, BBC Archive, Director General's office, and BBC Radio 4) and at Al-Jazeera, Disney, Reuters, Google, the Producers Alliance for Cinema and Television, Propeller TV, the Institute of Practitioners in Advertising, All3Media, the British Film Institute, the British Phonographic Industry, and the Korean Broadcasting System.
- We provide evidence-based policy proposals and guidance for government departments, regulators and related bodies, including the Leveson Inquiry. UK beneficiaries include Ofcom, the FCO, DFID, DCMS and BIS. Elsewhere they include the European Commission, China's State Council Information Office and the External Affairs Ministry of the Government of India.
- Our research has directly served public bodies such as the British Library, Tate and United Nations Development Programme, and media development charities, notably BBC Media Action and Denmark's International Media Support, as well as groups campaigning about the media (Full Fact, European Alliance of Listeners' & Viewers' Associations, Voice of the Listener & Viewer - VLV, Children's Media Foundation, and Hacked Off) and others that use media for campaigning, such as Occupy and the E-Campaigning Forum.
- CAMRI experts contribute to public understanding and awareness of many issues through media appearances (BBC News, Sky News, Sveriges Utbildningsradio AB, Chinese Central Television etc) and coverage of their work. Gauntlett's research on creativity and well-being has featured in the magazines *Psychologies*, *Making* and *Marie Claire*. Barnett has spoken frequently about press freedom on UK and international media. Mano has discussed African media and electoral issues on the BBC World Service and Press TV. Seaton, director of the Orwell Prize, is regularly on *Today* (Radio 4) and advises on BBC programmes (See REF 3B).

A growing number of external research grants over the past 6 years (see REF 5) have helped to widen CAMRI's links with industry and governments in addressing real-world concerns. E.g. Steemers' research on preschool television investigates the effects of regulatory policy and commercial priorities; Kavada researches the Occupy movement's use of social media, and media and political responses to it; and Mano's work explores African public service broadcasting needs. CAMRI's research centres and groups have strong and direct impact because of their orientation towards, and well-established connections with, particular industries and regions. E.g. the China Media Centre is a prime conduit between Western media research and the Chinese government and media industries. Both the Centre for Social Media Research and the Media Policy and Industries Group bring relationships with Google, Lego, the BBC, Propeller TV, and others listed above. Bodies like Reuters and the BBC draw on Media History Group expertise.

## b. Approach to impact

By building a reputation for high-quality research through public events, social media, and non-academic outlets, CAMRI encourages approaches from potential collaborators and beneficiaries. Several lasting relationships have been initiated by organisations mentioned here, such as the BBC Trust, Lego and Ofcom, based on our research expertise in a particular area. To promote impact through public-facing conferences we have a dedicated Research Events Administrator, Helen Cohen. A Business Development Officer, Brent Holder develops contacts with business.

CAMRI's three thematic groups and four geographical centres have been developed through networks and contacts. Several CAMRI members (Sakr, Dwyer, Steemers, Barnett, Thussu, Brown, de Burgh) are former industry consultants and media professionals and we have nurtured the informal links to executives in many fields and countries that these backgrounds provide. We have also fostered formal networks. CAMRI members (Gauntlett, Dwyer, Kavada, Steemers) lead an extensive group of academics and museum and gallery staff from the Tate, British Library and MuseumNext, set up under the AHRC Digital Transformations scheme. Through Michalis and Fuchs we participate in the European Science Foundation's Forward Look, 'Media studies: new media and new literacies', which will shape future ESF research funding plans. Through Dwyer we are part of RadioConnected, bringing together BBC, commercial radio, and digital media and technology companies. We have played a leading role with educators, researchers and practitioners in the European Media Management Educational Association, and with the ESF project, Public Service Media Management. We collaborate with public service broadcasters (BBC, ZDF, ABC, NOS) to organise the RIPE conference every two years. Our roles as tutors and mentors for the Media Diversity Institute (Sakr, Xin, Tsagarousianou) make us part of a network promoting responsible and inclusive journalism from Europe and the Mediterranean to East Asia.

This wide range of networks makes a significant contribution to our research reputation, reinforcing our efforts to attract non-academic partners. We also involve such partners as co-applicants for funding, as demonstrated by recent bids with the V&A, Tate, Cooper-Hewitt Museum, British Library, 100% Open, Imperial War Museum, UK Trade and Investment, Pact, Film London, Institute for Practitioners in Advertising, Sky Arts, FremantleMedia, JFWS, Illuminations, Magic Lantern, MixCloud, Scan Digital, Storythings and Shine Group. The impacts of CAMRI research typically follow on from these connections, through two primary routes:

- invited engagement with a particular company or organisation, as in the impacts at the Lego Group, Disney, S4C, BBC, UK Radioplayer, IPA and All3Media;
- invited advisory roles, as in contributions to the Leveson Inquiry, House of Lords Select Committee inquiries, European Commission, Ofcom, UN Development Programme, UNESCO, Anna Lindh Foundation, VLV, Children's Media Foundation, Propeller TV, and Canvas8.

Collaborations among our centres of expertise further reinforce the strength and range of our impact. AHRC-funded research on pan-Arab children's television (2013-16) combines the Arab Media Centre and Media Policy and Industries Group. The India and China media centres joined forces in 2013 for a conference on soft power, with government and industry attendees. The next 6 examples, separate from our three Impact Case Studies, offer further evidence of our approach.

— Work by Steemers (funded by two AHRC grants) and D'Arma on preschool television in Britain was presented to 110 delegates at the Making Television for Young Children conference in September 2008, with speakers from the TV industry. Resulting expertise led to Steemers joining the US Disney Junior Advisory Board, the Children's Media Conference Research Panel and Children's Media Foundation (CMF) Research Group, and being consulted by Ofcom about its Literacy Tracker. As a VLV Board Member since 2009, Steemers has contributed to its policy on children's broadcast media and wrote its May 2013 response to the BBC Trust's Review of Children's Services. She submitted joint bids with the CMF, contributed to its 2013 Yearbook, spoke at industry events (Westminster Media Forum, Children's Media Conference) and wrote for industry publications (*Television*, Kidscreen's Planet Preschool Blog).

— Michalis' research on European communication policy has led to her representing the VLV on the European Alliance of Listeners' and Viewers' Associations and taking part in the invitation-only workshop of the European Commission on cross-border access and portability of audiovisual

## Impact template (REF3a)

services (2013). She was an invited expert to the European Social and Economic Committee's hearing on the European Commission's consultation on Connected TV (2013) and contributed to the VLV's submission to the same consultation.

— Seaton's research on media and conflict in Northern Ireland led to her being commissioned in 2011 by the Foreign & Commonwealth Office (FCO), with India expert Rosie Thomas, to pioneer the Chevening South Asian Journalism Programme for future leaders and opinion formers in India and Pakistan. The on-going programme, described by the FCO as 'flagship and pathbreaking', will now be extended to Afghanistan. It has generated links with UK MPs, ministers, think tanks and academic and security experts, and plans for three conferences in Delhi, Dubai and Ditchley Park.

—Mano's research on African media, cited by press freedom groups (e.g. Centre for International Media Ethics), has led to commissions from the World Association of Newspapers and BBC Media Action, training of World Bank-funded academics from Nigeria's Multimedia Centres of Excellence, and work with the Africa Channel, Monologue Radio, *Africa Week*, SABC, Commonwealth Broadcasting Association, European Broadcasting Union, NHK, Al-Jazeera, Press TV and others.

— The China Media Centre's (CMC) work on media in China, including investigative journalism, has enabled it to influence government-media relations and television production in China. Since 2009 it has briefed over 700 public communication professionals from 20 Chinese government departments about UK media, publishing a handbook of course materials (de Burgh, Goldsworthy, et al, 2011) for ministries and provincial governments and prompting the Minister of Information to commend CMC courses as having a transformative impact. Several leading Chinese broadcasters have emulated Hunan TV Executive Nie Mei's commissioning of CMC courses and subsequent purchase of TV formats and consultancy from the UK, together buying over 20 UK TV formats.

— Applying our policy and audience expertise (Dwyer, Michalis, Barnett, Steemers, Gauntlett) we hosted the Europe-focused 2010 conference of RIPE, a network of scholars and public service broadcasters. We have hosted two research seminars for Ofcom, the most recent in May 2013.

### c. Strategy and plans

New appointments designed to maximise impact are beginning to pay dividends. Since 2011, HEIF funding has paid for a 0.6 member of staff to foster links with industries, charities and political organisations, in order to attract their representatives to our events. In 2013 we appointed an additional website developer, based within the Faculty, tasked with furthering the documentation and dissemination of our work online to promote exchanges with external partners.

We also envisage further collaborations between our centres and groups to extend our impact internationally, starting with creation of a cross-cutting think tank. Similarly, having oriented our expertise on children's media towards the Arab world and won an AHRC grant of £424,031 (Sakr, Steemers, Sabry) for research on pan-Arab children's TV, we intend to replicate the industry relationships this project has already fostered by extending our research activities towards African children's media. Other strategies to support future impact include: extending our work with Chinese media and applying the expertise gained in Arab, Indian and African contexts; leveraging our strong international alumni network through more coordinated use of social media; exploring openings created by new PG courses we will deliver at Chinese universities from 2014; trying out the Chevening South Asian Journalism Programme model in Arab and African contexts.

### d. Relationship to case studies

CAMRI research, structured around thematic and regional clusters, addresses key transformations of global, digital and mediated society. Our three chosen case studies — (a) Arab Media Law and Policy, (b) Digital Creativity and Online Platforms and (c) Media and Communications Policy in Britain — illustrate our strategy of achieving sustainable impacts relating to those transformations. Each one shows how our impact arose from a reputation for excellence which attracted direct approaches from companies and governmental and non-governmental bodies. Each is connected to one or more of our core research groups and demonstrates how our reputation and relationships are sustained through engagement with the formal and informal networks outlined above.