

The Impact of Psychological Research

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Session

What is impact?

Impact of psychology research

Transferable skills for impact

Guiding principles

1. What is impact?





What is
research?

The systematic process of gathering, analysing and interpreting information to gain new knowledge, solve problems or answer specific question

Impact =

**Provable effects (benefits) of research in
the 'real world'**



Beyond dissemination and academic interest

What drives impact?

We must: formal requirements within funding or assessment

We should: broader missions, such as Sustainable Development Goals and regional agendas

We/I want to: personal motivation, often relating to passion around the subject area, lived experience or appetite for social justice.

Universal Declaration of Human Rights



<https://www.un.org/en/about-us/universal-declaration-of-human-rights>

Article 27

1. Everyone has the right freely to participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits.

Terminology from the *Terminologia dels drets humans*

UNITED NATIONS. Universal Declaration of Human Rights [online]. Geneva: OHCHR, cop. 1995-2017.



With the support of: Govern d'Andorra

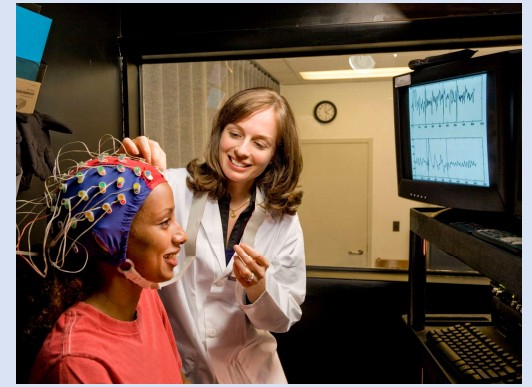
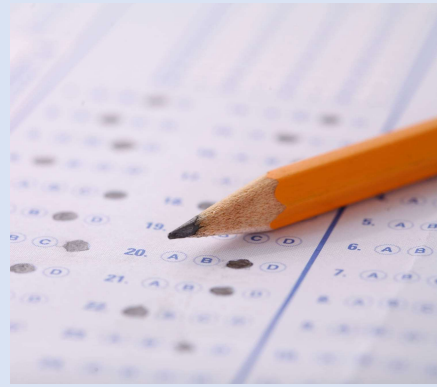


2. The impact of psychological research



**A joyously big
answer**

1. What is the impact
of psychological
research?



Lots of different types of research



Lots of different types of impact



Health
Culture
Environment
Public services
Policy
Economy
Arts
Business
(etc)

Improving Literacy for Young People

Coventry University

- **Problem:** Poor literacy levels are a significant social, health and economic issue, costing the UK up to £2.4 billion per year
- **Research:** exploring role of the underlying linguistic skills to enhance literary development.
- **Impact:**
 - Influenced UK education policy and teaching provision for children at risk of literacy difficulties,
 - Led to a reading scheme which has been adopted in almost 2,000 schools in multiple countries.





A tool to detect early Alzheimer's disease and mental health disorders

University of Cambridge

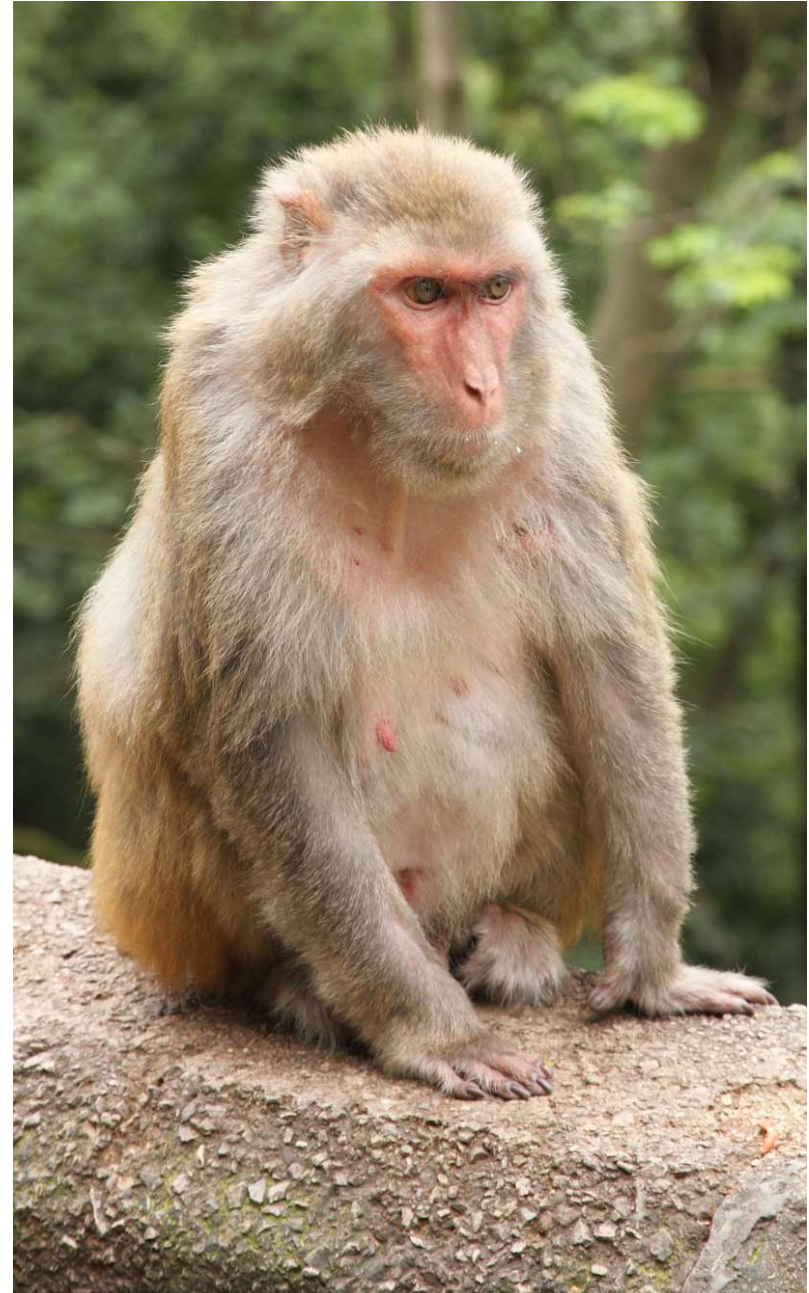
- **Problem:** Unmet clinical need in treating cognitive deficits in Alzheimer's disease
- **Research:** Developed The Cambridge Neuropsychological Test Automated Battery (CANTAB) which predict subsequent diagnosis of Alzheimer's disease
- **Impact:**
 - Earlier pharmaceutical treatment
 - Improved patient management
 - Changed pharmaceutical practice



Barbary Macaque Conservation

University of Lincoln

- **Problem:** Endangered species, at risk from tourism
- **Research:** Human-macaque interaction
- **Impacts:**
 - Change in international trade laws
 - National and international protection status
 - New government actions plans
 - New wildlife tourism guidelines used by TripAdvisor and Kuoni





Helping police identify serious criminal suspects

University of Stirling

- **Problem:** Difficult for a victim or witness of crime to create a 'composite' of the perpetrator's face
- **Research:** Developed "EvoFIT" software & procedures that helps police to identify suspects of serious crimes. Identification rates around 60 to 70% compared to 5% for traditional systems like E-fit.
- **Impact:** Used by 26 police forces in 11 countries for over 2,500 investigations, assisting in the identification and arrest of an estimated 1,500 serious offenders, including a murderer.



Supporting the adoption of siblings and hard to place children in care

Cardiff University

- **Problem:** Challenging to find permanent homes for children (particularly siblings) aged 4 years+, who suffer from being separated
- **Research:** Identified the factors that influence the success of early adoption placements
- **Impact:** First national adoption service for hard to place children in Wales, placing 18 children in the first year



3. Transferable skills



Research

**Relationship & trust
building**

**Transferable
skills**

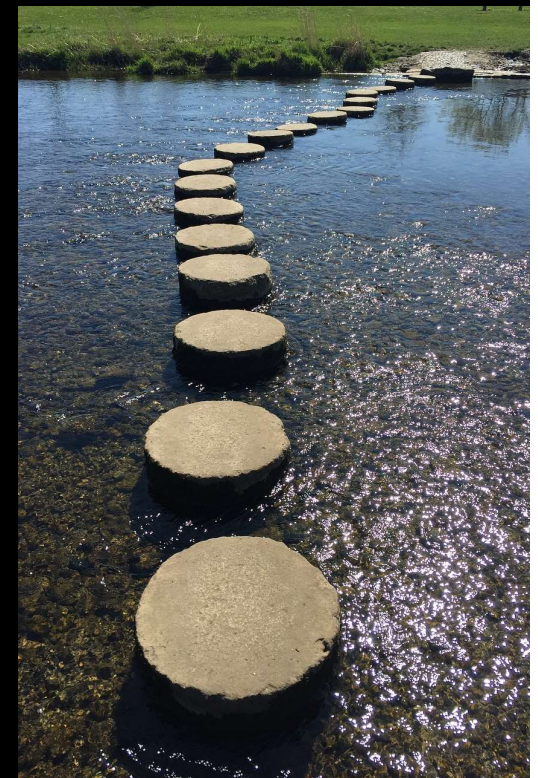
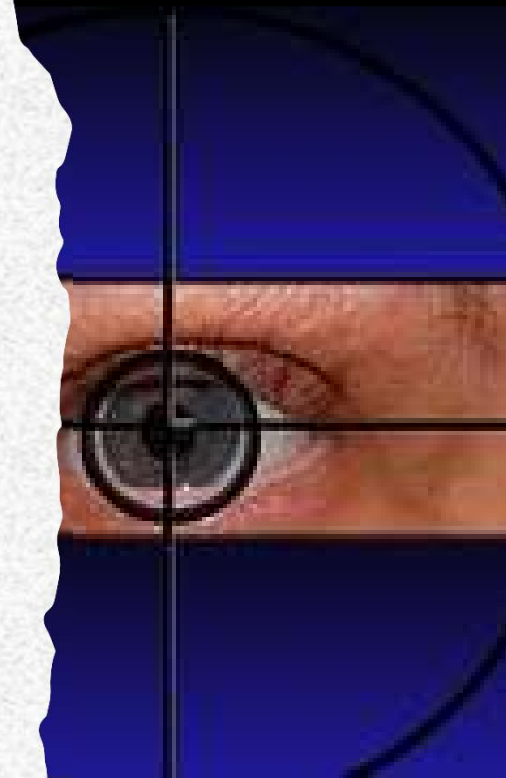
**Understanding people,
systems and the way
they interface**

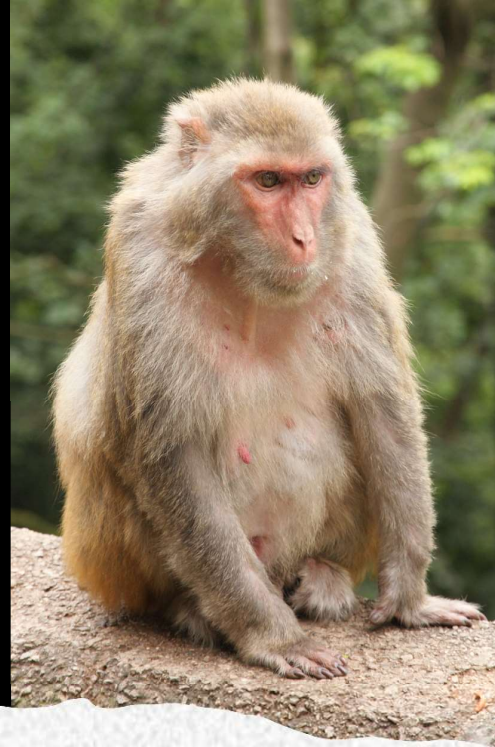
**Understanding
motivation & the path
to change**

4. Guiding principles



There's no one way to have a research career





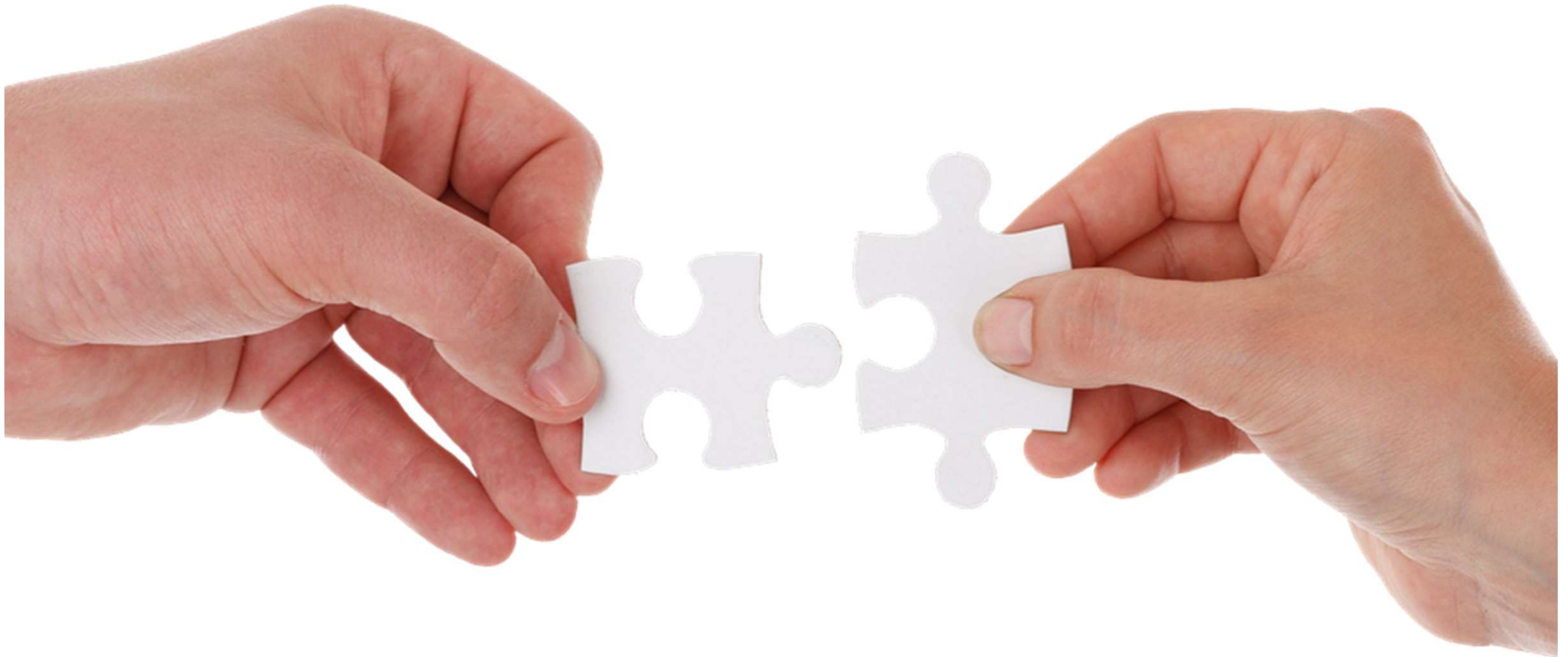
There's many types of
impact, and many ways to
have impact



Chase meaning, not Impact Unicorns



Build your skills and
connections

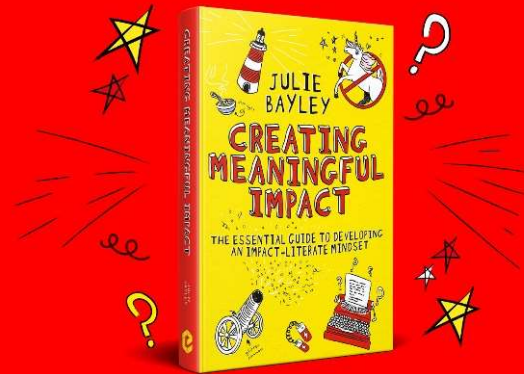




Work out what matters to you

THANK YOU

CREATING MEANINGFUL IMPACT:



**THE ESSENTIAL GUIDE TO DEVELOPING
AN IMPACT-LITERATE MINDSET**

JULIE BAYLEY, UNIVERSITY OF LINCOLN



AVAILABLE NOW IN PAPERBACK & EBOOK

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