

IMPACT 2018 Conference Schedule

Welcome to IMPACT 2018. The schedule for the day is below.
The abstracts for each Panel are included in the pack.

If there is anything you need to know please ask one of the organisers on the reception desk, or one of the C3Ri Postgraduate Research team acting as Panel Chairs.

We hope you have an enjoyable day!

9.30	Cantor Atrium	Registration and coffee	
10.00	Lecture Theatre 9130	Conference opens Welcome from Professor Wayne Cranton Introduction from the C3Ri Postgraduate Research Team	
10.30		Panel 1A. 9132 Determining Impact Amy Graham Simon Rose Diane Rogers Martin Callaghan	Panel 1B. 9137 Impactful Methods Rebecca Partridge Fides Matzdorf Caroline Claisse Claire Allen
12.00	Cantor Atrium	Lunch	
1.00	Lecture Theatre 9130	Afternoon session opens Welcome from Professor Roger Ecclestone	
1.15		Panel 2A .9132 Ambiguous Impact Catherine Brentnall Mark Featherstone Amelia Knowlson Tim Woolliscroft	Panel 2B. 9137 Distributed Impact Ben Brewster Hang Nguyen Anton Hecht Oluseyi Kuti
2.45	Cantor Atrium	Coffee and cake	
3.15		Panel 3A . 9132 Impact and Experience Danny Bacchus Emma Rice Ashik Haja Mohideen Sarah 'Smizz' Smith	Panel 3B . 9137 Impact and Rhetoric and the Rhetoric of Impact Miles Umney Mark Subryan Oluwaseun Ajao Linus Kendall
4.45	Lecture Theatre 9130	Concluding remarks	
5.15		End	

In the past three years the Cultural, Communications and Computing Research Institute (C3RI) has delivered an annual research student conference on the theme of METHOD. The aim of METHOD was to invite research students to think critically about the design and implementation of their process, improving the articulation of method needed at confirmation (RF2) and submission stages of PhD. While this conference was led by C3RI, we invited PhD students from across the University to participate, offering a richer learning experience and more opportunity for interdisciplinary discussion.

From 2018 we are going to alternate the theme METHOD with IMPACT, and focus on ways that we might articulate the wider value of our research. Both conferences are for PhD researchers at any point in their study.

In the past decade there has been an increasing demand to demonstrate how research moves beyond 'contribution to knowledge' and makes an impact on social, economic, technological, cultural and environmental life, beyond academia. This movement sits within general currents in public life- to create mutually beneficial interactions between researchers and citizens, to encourage participation, to be more transparent and accountable, and to be better value for money.

The Higher Education Funding Council for England (HEFCE) broadly understands impact as something that has '*an effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life beyond academia*' (<http://www.hefce.ac.uk/rsrch/REFimpact/>). Impact is something that happens when people interact with research, take it up, react and respond to it. Research Council UK defines impact as, '*the demonstrable contribution that excellent research makes to society and the economy*'. This is an exciting and optimistic vision resting on an expectation that all research can and should contribute to society and the economy, beyond academia.

Right from the beginning of doctoral study, researchers are asked to identify the contexts for their research- academic and cultural- and to consider what it is about a certain context they hope to influence or transform. Impact is a way of thinking about this change and how we might recognise it when it happens. Doctoral research does not, by necessity have to generate impact- however understanding how impact might be envisaged, generated and articulated is a vital part of researcher training.

To understand and communicate impact it is important to think through what the ingredients might be. Firstly, we have to consider who the beneficiaries of research are- might they be certain specified elements of the 'public' such as service-users, audience or customers? These descriptions all assume that the recipients might 'receive' the impact once the research is done. However, for many instances of research, impact might grow or be incorporated as the research is undertaken, so blurring the line between the research process and its findings, or between research subjects and beneficiaries, in forms of 'co-research'. Given the relationship between research and its beneficiaries, it is likely that the pursuit of impact may also have ethical consequences or dimensions.

It is also important to think about the spatial qualities of impact. Much research happens in situ, or has relevance or influence in industry and communities, so might generate forms of communal knowledge. Thinking about impact always involves thinking about time *and* space, so might there be different stages and scales of impact? Some impact might be easy to see and measure, whilst some might be subtle, gradual, multi-dimensional and non-linear: a type of 'influence' that is much harder to quantify or specify.

While influencing society seems a wholly positive aspiration for research, the impact 'agenda', as cultivated by HEFCE and RCUK is complex, political and sometimes contentious. By separating academic contribution to knowledge from social and economic impact it implies that academic contribution is not part of society, or that economic gain might be considered separately from societal value. Some research might have more clearly immediate, quantifiable indicators of impact, while others might generate slower influence. Given the varied forms impact can take, it is important to have a nuanced and critical understanding of the ways it can be identified and articulated.

The IMPACT conference gives us the opportunity to consider the relationship between academic influence and social, economic, cultural, environmental and technological impact.

We invite doctoral researchers across the University, to reflect on: notions of impact; how their own research may generate impact; what impact means to their study; or to reflect on how their research might challenge assumptions of impact.

Each conference panel has been brought together under broad themes. Within these panels we have sought to have a conversation that stretches across disciplinary divides, shedding light on the concerns of different disciplines and how they understand impact, but also enabling us to reflect on what we have in common.

Morning Panels

Determining Impact

Panel 1A

Room 9132

Panel 1A Determining Impact

What is impact, how do we see it, why do we want it? Is the pursuit and articulation of impact institutionally defined or can it be reflective, responsive and oppositional? How do we understand the relationship between social and cultural impact and academic contribution?

Presenters

Amy Graham
Simon P. Rose
Diane A. Rodgers
Martin Callaghan

Amy Graham

Researching the 'tactics' of bus passenger performance in constructing the partial meanings and meaningful realities of everyday life

As a first year PhD student, I am in the planning stage of research, hoping to undertake a variety of investigations on London's buses, with and about the everyday experiences of and between bus passengers. This paper will present a reflection on how theory and method can help 'plan for impact' in the research process. Research is understood as an active process of creating reality(ies) through thinking and doing (Law, 2004), and as such will always have impacts, whether intentional or not. Planning for impact begins to characterise research as political, ethical, purposeful and meaningful.

Firstly, the paper considers the Chambers English Dictionary definitions of 'impact' and 'influence', and which might be most appropriately employed when considering the experience of bus travel. 'Impact' suggests a forceful or even violent interaction of two or more bodies, whilst 'influence' implies a feeling of flow, equally strong but altogether more elusive or even sinister in character. These definitions will be considered in relation to De Certeau's (1984) 'strategic' and 'tactical' forms of action in everyday life presented alongside observations on the sensory and affective experience of bus travel.

The second part of the paper considers the Research Council's definition of impact: 'the demonstrable contribution that excellent research makes to society and the economy'. How can we plan for impact when research is so messy? Through the consideration of method, I will attempt to outline how I intend to listen to and amplify the partial meanings and meaningful realities constructed through the performances of bus passengers in their everyday lives.

Simon P. Rose

Computational thinking and its impact on primary education

Today's children will go on to live a life greatly influenced by computing. Policy makers, supported by the technology industry, are arguing that children should be taught how technology works, to produce 'digital citizens' for an IT-based global economy. This is causing an increase of Computer Science in primary education (5 to 11-years-old).

One of the central arguments behind this is that the 'computational thinking' skills developed through programming are useful in a wider context. Current definitions of computational thinking involve working at multiple levels of abstraction, writing algorithms, understanding flow control, recognising patterns and decomposing problems. These ideas are playing a key role in defining current Computer Science learning content for children, particularly in England.

Its proponents argue that computational thinking is a general purpose problem-solving skillset. However, there is limited evidence to suggest that it can transfer to non-computational domains and much of the curricula is based on programming. As of yet, there is no concrete definition or established repeatable measures.

Whilst there can be little doubt that today's primary-age children will enter a job market increasingly dependent on technology, what is the impact of teaching these skills to children as young as 5-years-old? Is computational thinking as important as mathematics and science? How do we measure it? And if it can only be applied through programming, why bother?

Diane A. Rodgers

'Folk horror' is gaining academic attention, and is beginning to be applied as a generic term to media including film (*The Wicker Man*, 1973, *Kill List*, 2011), television (like *The Stone Tape*, 1972), and 'hauntological' music and online blogs (such as Ghost Box Records and *Scarfolk*). A more general public resurgence of interest in 'folk horror' has gained new audiences, with dedicated folk horror revival fan-events and publications. My own PhD, in part, examines why British 1970s television is so often cited by current folk-horror film and television makers as a central influence upon their lives and work.

Due to the keen interest of the academic community, and the broader 'buzz' of the folk horror revival, my director of studies Dr. [David Clarke](#) and I hope to launch a Centre for Contemporary Legend at Sheffield Hallam University by organising one of the first academic conferences dedicated to folk horror and all things 'wyrd'. With a traditional conference element at its core, the event will cross a number of disciplines including folklore studies, screen studies, journalism and history. We also seek to engage audiences beyond academia in a number of ways.

This presentation will look at some of the considerations in developing such an event to appeal to both academic and 'lay' audiences, and how to truly engage various public audiences beyond merely disseminating information. Duncan, Manners and Miller (2017)

suggest that evidence provided of impact on valuable public engagement is often weak, and they outline characteristics displayed by more effective research projects in terms of achieving tangible impact in these terms. Their framework will be used to help clarify our intentions and help explain why we want to engage a non-academic audience, explore some issues involved and what might 'impact' mean in this particular context. We will also consider how impact and engagement might be measured, and used as useful future folklore research material in itself.

Martin Callaghan

Many researchers feel that the only way of demonstrating the impact of their work is to publish in a reputable journal and then encourage and measure citations. This is a system that works well for many forms of research, but there are additional or alternative routes to demonstrate impact for research activities that involve the development of research software.

My research involves the investigation, training and use of neural network models to summarise text at scale and will create a number of pieces of software. I'm developing code to:

- Clean and format data
- Create and test 'Deep Learning' neural networks
- Train networks against datasets
- Use trained networks to summarise text
- Measure the effectiveness and efficiency of the networks and models I have created

This is *applied research*. I am investigating how to re-use and re-combine a number of existing tools and techniques in novel ways.

I'm keen to investigate how I will be able to measure the impact of my code, as this will be my primary output.

In this talk I will discuss, with reference to the code I'm developing:

- The nature and type of research that has a primary output of software (or 'code').
- How literate programming techniques can help make code more intelligible and useful to other researchers.
- Tools and methods to make code discoverable and how preprint servers can help to publicise this.
- The role of social networks and social reference managers to help drive impact and exposure of research code.
- Whether funders and the wider research community understand and value research code and applied research in the same way that other forms of research output are valued.

Impactful Methods

Panel 1B

Room 9137

PANEL 1B Impactful Methods

The act of doing research creates impact; far before the impact of research findings are considered. How do we understand the impact of the processes we use, and how might these affect research outcomes?

Presenters

Rebecca Partridge

Caroline Claisse

Fides Matzdorf

Claire Allen

Rebecca Partridge

Navigating research outcomes between design and healthcare: What next for a case study to teach design skills to adolescents with chronic pain?

This is a presentation on a research through design PhD study that spanned the disciplines of design and health. It sought to understand if workshops to share design skills and approaches with adolescents who have chronic pain could have an impact on their self-management abilities and behaviours. Throughout the period of the study, the scope of the research expanded to include working closely with the therapists; to understand the context of chronic pain management and subsequently for this community to reflect on and develop elements of the service.

The research used a mixed methods analysis to understand the impact of both elements of the study. With the adolescents findings indicate; positive changes in mind-sets associated with design approaches, a greater understanding of design skills and subsequent application to self-management abilities and behaviours. Qualitative analysis from therapists interviews suggests a positive impact from working as a team alongside a designer in a visual manner that; helps reduce hierarchies, enables quicker team consensus, navigates difficult topics, and supports work on service development. Furthermore, evidence from routinely collected referral and patient contact data indicates that during the timeframe of the work service delivery is more streamlined.

The presentation will focus on the different ways that a study such as this can create impact in, through and beyond the project. The study findings will be presented in terms of their impact on both the adolescent participants and the current service providers. This will be contextualised through the differing worldviews on knowledge and evidence in design and healthcare. It will discuss what impact these had whilst conducting the research and furthermore what it means for the dissemination of this study in both domains. Finally it will share thoughts on future efforts to mobilise the knowledge generated and apply it to future practice.

Fides Matzdorf

Leader-follower-ship as enacted practice: lessons from the dance floor

My research targets anyone interested in leadership and followership, specifically people who work in organisations, whether as employees, managers, or aspiring managers. More specific audiences include healthcare professionals (who have bodily interactions with patients and colleagues and whose professional skills include sensory knowledge) as well as people working in social enterprises (as those organisations aspire to be less hierarchical and have an interest in staff being 'self-led', engaged and using their own initiative).

This research is based

- a) On the premise that leadership and followership are not personal attributes, but sets of tasks and associated skills; and
- b) On the concept of 'embodied cognition', i.e. that sensing, feeling and thinking are inseparably intertwined, and that 'gut feelings' are not instinct-based, but originate from a person's experiences, knowledge and skills as much as from their sensory perceptions and their interpretations, their feelings and emotions.

The research develops through a set of experiential workshops and exercises with participants who work in organisations – whether as managers, employees or aspiring managers. It aims to help develop (self-) awareness of leadership and followership through exercises taken from competition dancing. Preliminary research has shown that these interventions have real-life impact for participants of previous workshops.

These interventions aim

- To develop better understanding of the impact of 'leading actions' on followers (and vice versa), and improved awareness of demands and expectations that followers have of leaders (and vice versa), through the experience of embodied, physical leading and following roles;
- And to improve awareness and understanding of leading and following in participants' own organisations, regardless of their position within the organisational hierarchy.

A wider goal is to help educators design interventions for developing leader-follower-ship in their particular area (through relevant publications, e.g. in pedagogical journals, in the humanistic management literature, and through social media such as LinkedIn).

Caroline Claisse

In my practice-based research, I used *designerly* ways of knowing as a method of enquiry to explore the potential for co-designing interactive exhibitions in the particular context of Historic House Museums. For three years, I have immersed myself within a community of museum volunteers at the Bishops' House in Sheffield, UK. I brought Research through Design together with Participatory Design to co-envison two interactive exhibitions, which were implemented at the Bishops' House. The aim was for the designed outcomes to embody the volunteers' interests and aspirations for the future of the museum while increasing public engagement with the place. This was done through using embedded technology, which allowed me to augment the place with the expertise and voices of volunteers. In this presentation, I identify what impact my practice-based research had on the volunteer community. I demonstrate how the research went beyond designing a potential solution for the museum, toward making an impact on the local community. For example, I present findings that show how participatory and creative process changed

volunteers' understanding of the place and revitalised their role by empowering them to go beyond the day-to-day management of the place, to embrace a curatorial role and interpret the museum for visitors in new ways. Success was measured through different means; for example, visitor numbers dramatically increased as a result of the exhibitions and the museum considered keeping the co-designed installations as a permanent feature of Bishops' House. However, while I present evidence for change and improvement, my presentation also emphasises the limitations of making an impact beyond the PhD. I raise concerns about the sustainability of those changes introduced by my practice-based research; for example, how can co-design process and the use of technology be developed beyond the timescale of the research?

Claire Allen

A discussion on the impact challenge in fashion research

This presentation explores the impact challenge in the dichotomy of fashion research. Firstly there is the social impact as we all engage with fashion to a greater or lesser extent beyond merely covering ourselves. Fashion clothing is used to reveal and conceal aspects of our selves and McCracken (1990) argues that *"clothing opens up the possibility of examining culture as it is enacted by individuals in their negotiation of daily life,"* and Miller's (2009) perspective is that *'Clothes are among our most personal possessions. They are the main medium between our sense of our bodies and our sense of the external world.'* Secondly Fashion has far reaching economic impact especially evident in the significant contribution the global economy which accounts for 2% of the world's Gross Domestic Product (GDP) (Fashionunited, 2016) and employs globally 57.8 million (in 2014) (Fashionunited, 2016).

The term 'fashion' is frequently used, yet it is ambiguous because of its liberal usage in modern English language. Fashion has increasingly become synonymous with the frivolity of youth style in the last century adding to the perception of insignificance. In contrast there is increasing acceptance that we can and do engage with fashion as we continue through our adult life. We do not disengage with the fashion narrative as our bodies age but adapt our fashion narrative in response to our changing shape and social situation.

The impact challenge lies not in the proven economic impact of fashion but in the articulation of the more intimate relationship that we have with our clothes as active agents of our identities and sense of belonging. It is the invisibility of being in plain sight that gives fashion the transformative power over our behaviour, *"Again and again we forget its all pervading presence"* (König, 1973). The perception of fashion is in direct conflict with the transformative power it has.

Afternoon Panels

Ambiguous Impact

Panel 2A

Room 9132

Panel 2A Ambiguous Impact

Research can explore the negative impact of processes and systems, as well as attempting to offer alternatives. How do we understand the impact made through research of this kind, as well as understanding that research itself may not always generate positive impact? How do we ensure that the articulation of impact remains nuanced, reflective and critical?

Presenters

Catherine Brentnall

Mark Featherstone

Amelia Knowlson

Tim Woolliscroft

Catherine Brentnall

And the winner is? Investigating the competitions prescription in enterprise education

A new national programme for careers and enterprise in education has engaged 2,000 volunteers from the world of work and business to work with secondary schools to audit and develop provision (PyeTait, 2017). In this audit enterprise education is framed as an extra-curricular, competitive activity (a short-term challenge or long-term competition). Having explored the theoretical flaws in competitive enterprise education (Brentnall et al, 2017a; Brentnall et al 2017b), the author has secured a scholarship to further investigate the phenomenon of competitive enterprise education in secondary schools. There are more than 3.2 million 11-18 year olds impacted in state maintained English secondary schools and more than 6.3 million across the United Kingdom (DfE, 2017). Krueger (2007), argues, developmental experiences can shape deep beliefs about entrepreneurship. As such, just as positive competing experiences could be beneficial and motivating, negative experiences could be damaging, and have the legacy of influencing the deep beliefs and motivations of an individual. What students experience at school constitutes their formative enterprise education experiences, which will influence how they conceive enterprise, how they think it's practiced, who practices it, whether they perceive it valuable, appealing and possible. The research context is sensitive, and, potentially, politically charged. Consider this possibility –policy makers aim to nurture entrepreneurial spirit and create an environment conducive to the start-up and growth of SMEs, but the vehicle to do this (enterprise education, prescribed as competitions), has, for many participants, the opposite effect, and can re-produce, rather than mitigate, social inequalities (Heilbrunn & Almor, 2014). Research participants such as teachers could be affected positively (for example, by having new knowledge, approaches and pedagogies), or negatively (by having new knowledge, but not the resources or permission to implement new approaches or pedagogies). Students might feel empowered at the opportunity to critique their experiences or victims of an unjust system. Such ethical implications and potential impact is being considered carefully in the planning of the study.

Mark Featherstone

This presentation describes the development and evaluation of UniCraft: a gamified mobile app designed to increase the engagement of undergraduate students with the content and delivery of their course. Gamification projects rely on extrinsic motivators to encourage participants to engage, such as compulsory participation or real-world rewards. UniCraft incorporates an asynchronous multiplayer battle game that uses constructive competition to motivate students, without using motivational levers that may reduce intrinsic motivation. The novel battle game employed by UniCraft employs game design principles such as Player vs Environment and Player Matching to ensure students work together in similarly ranked small groups as a team against a shared enemy. A study was undertaken which examined students' long-term engagement with UniCraft within the context of a 12-week long undergraduate programming course. The app was initially provided with the battle feature disabled, so that the effect on motivation and engagement could be studied when it was introduced during the intervention. Detailed interaction data recorded by the app was augmented by semi-structured interviews in order to provide a richer perspective on its effect at an individual and group level. The interaction data revealed convincing evidence for the increased motivational power of the battle feature, and this was supported by the interview data. Although no direct negative effects of competition were observed, interviews revealed that cheating was prevalent and this could in turn have unintended negative side-effects on motivation. Full results are presented and case studies are described for three of the participants, giving an insight into the different styles of interaction and motivation experienced by students in this study.

Amelia Knowlson

Unforeseen Impact: what happens when impact does not go to plan

My research examines how and why 3D scanning and printing (3DSP) affects curatorial practice. It focuses on curatorial perceptions and engages curators through a series of practical residencies, that seek to create 3DSP museum objects and ascertain curatorial perception of the use, application, making and lose of 3DSP museum objects.

Rather than focus on the overall impact of my research, which I feel is broad given that creative methods are rarely used in museum-based research and 3DSP is relatively new technology being used in the museum, I would like to explore the unforeseen impact within my work.

3DSP is being used to increase the dissemination of objects, audience engagement and object-based research. However, while the intended use for 3DSP can be seen as a positive impact, those who indirectly engage with the technology can struggle to see its benefit. In my study, policy makers at the British Museum were concerned with how 3DSP data could be used by individuals and other institutions and restricted curators from uploading and sharing 3DSP.

In the case highlighted above, it is the persistence of 3DSP data, its changeability and the means to read and store data that is perceived as a challenge to the museum by its policy makers. As a result the impact of 3DSP is not necessarily an outwardly positive one. While

this is an expression of how the museum understands the impact of 3DSP on its own practice, it also raises questions about the nature of impact when working with people in a real-world environment. They may respond in ways we have not foreseen or see the change/process we are attempting to understand as a challenge to their organisation and role.

Tim Woolliscroft

A Smart Community Approach to Improving Healthcare Efficiency

This paper takes a sociotechnical approach to exploring the potential impact of the smart community concept on healthcare efficiency. It communicates findings from a PhD study that applied the concept with a focus on cancer services in Sheffield. This study's approach brought ideas from literature and primary data together through a process of theory informed critical reflexivity. It applied a critical systems heuristics methodology that included 3 workshops and 30 semi-structured interviews. The interpretation of data applied Bourdieu's Practice Theory to help understand and highlight power dynamics in existing and proposed solutions.

The most direct impact of the research is on healthcare organisations in Sheffield including Sheffield Teaching Hospitals and Macmillan. At workshops and during interviews managers and health professionals were encouraged to reflect on the current system and to imagine a radically different future based on smart community ideas. In this study smart community is defined as digitally connected people and devices collaborating with the aim of significant positive change. By reflecting on potential power dynamics insights about the potential impact of change on different stakeholders in the system emerged. Stakeholders include patients, healthcare professionals, managers and technology suppliers. The paper concludes that any application of the smart community concept is likely to benefit some stakeholders and disadvantage others.

The project aimed to link the process of developing academic understanding of the smart community concept with the real world issue of health and social care organisation management and delivery. By creating new theory about the relationship between people and information technology in healthcare its wider impact is potentially significant. Insights will be communicated to healthcare policy agencies including NHS England, NESTA, The Kings Fund and The Health Foundation. The aim is to achieve impact through thought leadership about how healthcare efficiency could be improved by advances in information technology.

Distributed Impact

Panel 2B

Room 9137

Panel 2B Distributed Impact

What is the extent of the scale of impact, and how does it permeate through multi-agencies, or even through the complexity of one institution? How do we generate impact that can penetrate or 'stick' in large structures?

Presenters

Ben Brewster

Hang Nguyen

Anton Hecht

Oluseyi Kuti

Ben Brewster

Managing Knowledge in Collaborative Multi-Agency Responses to Human Trafficking and Modern Slavery

The proliferation and far reaching impact of Modern Slavery and Human Trafficking, and its perception as a high profit, low risk crime has, in recent years, driven it towards the top of the UK's serious and organised crime strategy, in turn cascading it down into the plans of Police and Crime Commissioners nationally. Coinciding with Human Trafficking and Modern Slavery's rising prominence, this ongoing piece of research seeks to analyse the structure and implementation of leading regional anti-trafficking initiatives within the UK, focusing both on the understanding of traditional law enforcement response, and the role and impact of collaborative partnerships between both statutory and non-statutory organisations.

The work covers the full spectrum of activities framed within the UK's modern slavery strategy, seeking to understand in detail measures targeting both the reduction of threat posed by those engaged in modern slavery and human trafficking, and reducing the vulnerability of those individuals and groups affected by it through the improvement of victim identification, safeguarding and support services. By considering factors such as the effectiveness of communication, information and intelligence exchange, and collaboration between both the police and partner agencies, the study aims to develop an appreciation of the mechanisms that enable the effective investigation of Human Trafficking and Modern Slavery. The study ultimately aims to contribute to the evidence-base used to influence changes in both force specific and national policies around the investigation of Modern Slavery and the safeguarding of victims. In particular the research focuses on the role of multi-agency partnerships including both statutory, non-statutory and third sector organisations, as well as the dissemination of promising and effective practices between organisations participating in the study.

Hang Nguyen

Determinants and outcomes of dynamic capabilities – A study of tourism businesses in Vietnam

The purpose of this paper about impact is to present the ongoing and potential research impacts of the mixed methods research on dynamic capabilities of Vietnam tourism businesses. The paper starts with a summary of the impact of the study. It then continues with the presentation of underpinning research. Next, the details of the impact on different organisations, agencies, and individuals are identified. The sources to corroborate the impact such as Vietnam Tourism Authority, universities with tourism discipline training, business leaders in general and tourism business leaders in particular, students studying tourism, and related national and international authorities, are then followed. Finally, this writing presents pathways to impose such impacts to a broader community.

Anton Hecht

My research investigates game elements in artworks requiring human engagement. The resulting practical works, sited in public locations, generate and explore interaction through game play, and change how we see the location.

The research might have a number of different impacts. Firstly, the participants themselves might be beneficiaries, allowing them to access concentrated gameful experiences. Another impact of the research might be usable models and schemas to inform other artists' work. The games could also become accepted techniques for enticing participation. If the Art Game mechanics positively affect engagement and visual outcomes, it may lead to influence in other fields and a new approach to public engagement.

Part of my method is categorisation, placing existing artworks in relation to developing art game elements. This approach could generate new ways of thinking about relevant artworks. Therefore, this research can affect both current art criticism and help form a new view of art for the public who encounter it. Further it can impact the public, enabling them to see their own locations with a new potential. An important theoretical structure for this reconfiguration of public space is my investigation of 'The Magic Circle'- an extensively theorized way to understand the way games generate a demarcated space that participants can step in and out of. I use and expand on the Circle properties for a mode of analysis of artworks in public. By changing how players construct inside and outside, and also by asking people to play games in public, the research might offer ways to interrogate the performance of 'publicness' and the role and practice of public art. This could lead to impact on the field, participant and commissioners of public art. In the context of playable cities that imbue town and city centres with a gameful energy and urban games that transgressively adapt street furniture into game obstacles, could a magic circle of art help to reinvigorate public space and the notion of publicness? Also can the liminal nature of the magic circle offer new ways to inhabit and view public and private space?

Oluseyi Kuti

Against the Odds: Women Achievers in the Nigerian banking Industry

Nigeria is traditionally seen as a patriarchal (Walby, 1989) society where men dominate all spheres and the social relations and the activities of men and women are governed by patriarchal systems of socialisation and cultural practices. However, despite the limitations, 34 - 48% of women in the Nigerian Banking Industry occupy senior management positions with 63.1% in middle management positions. In the UK banking industry the national average for women in senior management positions is 28%, with 11% of women in senior management and 36% in middle management positions.

My research aims to uncover the ways by which women in the Nigerian banking Industry have 'beaten the odds'. The purpose of this is to provide an understanding that will inspire and motivate women in all sectors of the Nigerian labour market in the future such as the financial services, business, medicine, education, engineering, communications, law, human resources, government etc. This research also aims to help reshape legal and policy frameworks to eliminate the worst excesses of male domination within Nigeria. Currently the National Gender Policy established in 2006 to support women in employment appears to be ineffective, and, thus, contrary to the practice in the UK, only about one tenth of banking organisations have established Work/Life balance policies whilst there are no records of such policies in other sectors of the economy. My research aims to create the necessary level of awareness required to encourage the successful initiation of, and compliance to supportive and effective policies across all sectors, and hopefully, through the above measures, records and statistics revealing vital information such as the percentage of women in senior management positions as well and other relevant information becomes more readily available.

Impact and Experience

Panel 3A

Room 9132

Panel 3A Impact and Experience

How do we (or should we?) translate individual or small-scale impact into wider societal impact? How do our participants relate to how impact is understood, and to what extent should they have some control over this? What are the dangers inherent in applying individual impact more widely?

Presenters

Danny Bacchus

Emma Rice

Ashik Haja Mohideen

Sarah 'Smizz' Smith

Danny Bacchus

Life is Beautiful. Always: Using virtual reality to share the experience of disability

'Life is Beautiful. Always.' is a virtual reality (VR) experience created as part of an ongoing collaboration with multi-disciplinary expressionist artist, Marcel Schreur. Featuring a cyclical, non-linear narrative that explores Schreur's unique life experience and approach to art practice as a thirty year oral cancer and seven year vascular dementia survivor, the work generates a space that allows participants to view aspects of their own mental process through a lens of difference and disability, and to reflect on the varying foundations and formations of these processes between people of all levels of ability.

The creative process has enabled Schreur and myself to develop a shared conceptual framework with which to better understand and communicate core physical, mental and emotional aspects of his condition and the impact this has on his life and art. This shared understanding, as well as ongoing development and exhibition of the work is intended to aid in facilitating communication about the experience of living with life-altering disability between sufferers and non-sufferers, medical professionals and carers. The work calls for integration, compassion for the vulnerable and weak in life threatening illnesses, mental health issues and a shift in the benchmark about our thoughts on life. This presentation considers the effectiveness of VR experiences as a platform to allow participants to reflect, gain insight, change and enrich their understanding of the personal affects life-altering illness has on sufferers and non-sufferers that are not commonly the focus of medical research. The presentation considers how the creative design process has already impacted on Schreur's interpretation of his own condition and how this has affected his life and his work, as well as how the work could further impact on the interpretation of mental illness within medical settings.

Emma Rice

Emancipatory Ideals: the importance of impact in sense of self and autism research

One of the key ideals of an emancipatory paradigm is that research must be focused on social change and the removal of disabling barriers. Therefore, ensuring impact is a significant part of an emancipatory approach. This presentation will set out a research project 'Autism and a Sense of Self: the mainstream secondary school experience'; a project which aims to explore how sense of self is enabled or disabled through the key social context for autistic adolescents: the secondary school. This project draws on both participatory and emancipatory ideals in its design and implementation, including the plurality of methods employed, its aim to minimise researcher control and its focus on ensuring practical outcomes, which benefit not only the participants involved but autistic pupils on a wider scale. I will set out how emancipatory and participatory ideals permeate the project design, through the methodology and analysis to the focus on impactful dissemination. I will consider how this research project aims to work in partnership with autistic pupils to not only identify school and societal barriers to enabling a positive sense of self but to create methods of dissemination, which can influence the development of school policy and practice. Alongside this, I will also consider the barriers to fulfilling the aims of the emancipatory paradigm and the intended impact of the project. Finally, I will explore levels of impact and their value: how might a positive impact on one autistic pupil be valued in comparison to national societal influence?

Ashik Haja Mohideen

The research is about the investigation of the influence of pronunciation on the user acceptance of speech recognition in the banking sector. Currently, there is no voice recognition application for banking in Tamil. The Union Government of India recently introduced measures as a part of digitising the Indian economy, also popularly known as 'cashless economy'. Under this initiative, almost all transactions require the customers to possess a bank account. The language policy of the Union Government mandates all the banks across the union to be in three languages. The first being in the official language of the state followed by Hindi and English. However, most banks in Tamil Nadu have bank challans, cheques and instructions only in Hindi and English thereby putting the Tamil customers at disadvantage. Tamil Nadu Co-operative bank could perhaps be an exception to it since it falls within the purview of the state government. Researches on technology show that a section of the society both rural and urban are keen to use technology in Tamil. Researches have suggested that there are issues with the pronunciation of certain Tamil syllables by the native speakers. In the context of speech recognition, pronunciation would have an impact on the results. There are sections of society who might want to use the language in their dialect. And dialectic Tamil is quite often seen as the cause of mispronunciation. Therefore the impact of this research would be that it would not just help Tamil customers realise the convenience this technology would bring but also the developers of this technology to closely consider the rigidity of the language. Through this, impact on the banking sector would be empowering Tamil customers especially the rural ones to effectively use banking services, thereby contributing to the cashless digital economy.

Sarah 'Smizz' Smith

The Impact Of Rules

During my training to become a radiotherapist, I witnessed systems that generated what philosopher Miranda Fricker describes as 'Epistemic Injustice'.

Epistemic Injustice is described as a phenomena in which someone is wronged specifically in their capacity as a knower. Within the radiotherapy pathway well designed patient information, that shows a coherent and engaged understanding of the pathway to the patient, and the public is needed. However, conversely it is often a system that lacks understanding of their needs, creating a form of injustice. This injustice is demonstrated by some patients' testimonial frustration and marginalization, and research indicates this can have negative impact on their care and experience.

During my research investigating the use of artistic practice to look at the experience of the radiotherapy pathway, I have started to uncover a 'dark matter' of unspoken rules. These 'rules' mask themselves as specific colour palettes, image selection, verbal languages, which seem to have impact on how patient information is being designed, and this then affects practice and the experience of the pathway and its infrastructure.

This paper will reflect upon my time spent using drawing to observe the radiotherapy department, and working with radiotherapists in drawing workshops. Working with radiotherapists has raised questions about the knowledge produced by current systems and our own experiences, and the impact of how these are presented, through patient information.

Patient information frequently uses 'stock' or purchased imagery. What is the impact of stock imagery & its placement in visual communication? If current information doesn't work, why not? Through the workshops, we ask how might we generate "good rules" and how that would take shape as a mode of political affectivity through artistic practice? And if we could seize a co-autonomous process, learning from artistic methods, would it still create a different epistemic injustice?

**Impact and Rhetoric
and the Rhetoric of
Impact**

Panel 3B

Room 9137

Panel 3B Impact and Rhetoric and the Rhetoric of Impact

While social change is often seen as an unequivocally positive example of impact, the following researchers question the culturally determined frames of impact, and question what kind of change we expect.

Presenters

Miles Umney

Mark Subryan

Oluwaseun Ajao

Linus Kendall

Miles Umney

This presentation offers a personal account of my experience making a film with and about a group of Mormons.

The impact of collaborative film projects is often framed in terms of 'giving voice' to an otherwise silent, ignored or inarticulate community. However, The Church of Jesus Christ of Latter Day Saints is a wealthy organisation with a strong and sophisticated media output. Many of the members that I have met already engage in personal creative, expressive practices such as scriptwriting, acting and composing. The suggestion that my film might provide them with a voice would therefore seem superfluous and/or patronising.

How then can I help? What might the participants want from me? The missionary spirit is an important part of Mormon culture, and as far as I can tell their generosity and willingness to engage with my research comes from an earnest desire to share their gospel. A few participants have made it clear that their involvement is based on a specific and unequivocal aim, they want me to join the church.

This presentation will reflect on my attempt to manage the overlaps and tensions between my intentions as a researcher and the intentions of the participants. It will consider what it means to 'give voice' to a community that already has a voice, and it will explore the situation that emerges when you are unable to offer the one thing that (at least some of your participants) actually want. And finally, as a personal account, the presentation aims to investigate the space between specific thoughts, feelings and exchanges, and the potentially more impersonal institutional rhetoric of impact.

Mark Subryan

Which way does my research face? Exploring the impacts of journalistic research on identity and practice

As I approach the end of my PhD research which examines the professional identity and newsroom practices of post-Leveson print journalists in the UK, I find myself reflecting on the implications of my research. What does it all mean? Why should anyone care? Who should care? At a time when journalism is under fire from government figures and the public, it is important that a variety of dialogues on journalism be held in order to understand what journalism means to a variety of perspectives and interests, such as journalists, government agencies, regulators, and public stakeholder groups. Following the disastrous representations that the media made in the aftermath of the 2017 Grenfell Tower Fire, The Guardian's editor Katherine Viner stated: "If journalists become distant from other people's lives, they miss the story, and people don't trust them" (Viner, 2017).

The scope of this presentation will examine the impact my research can have on tackling issues such as the public's mistrust of journalists, ways of opening communication between journalists and the public, and through processes involved in how journalists shape their professional identities. In the presentation, I will address how approaching government, regulators, industry, stakeholders, and pedagogy could form the impact framework of my research.

As part of the presentation, I will explore each of these facing impacts within the context of my findings to demonstrate how they inform the way in which I would develop a strategy to raise awareness among the various interest groups I have listed above. I will explore how my research benefits the Select Committee on Digital, Culture, Media, and Sport; the Independent Press Standards Organisation; Impress; journalists; rights groups and lobby groups, and journalism studies.

Oluwaseun Ajao

User Profiling and Fake News Identification on Twitter using Deep Learning Artificial Intelligence Models

The increasing popularity of the social networking service, Twitter, has made it more involved in day-to-day communications, strengthening social relationships and information dissemination. Conversations on Twitter are now being explored as indicators within early warning systems to alert of imminent natural disasters such as earthquakes and aid prompt emergency responses to crime. Producers are privileged to have limitless access to market perception from consumer comments on social media and microblogs. Targeted advertising can be made more effective based on user profile information such as demography, interests and location. While these applications have proven beneficial, the ability to effectively infer the location of Twitter users has even more immense value. However, accurately identifying where a message originated from or an author's location remains a challenge, thus essentially driving research in that regard. The project surveyed a range of techniques applied to infer the location of Twitter users from inception to state of the art.

Likewise, the problem associated with the propagation of fake news and propaganda continues to grow at an alarming scale. This trend has generated much interest from politics to academia and industry alike. The project proposes a framework and method that detects and classifies fake news messages from Twitter posts using a hybrid of deep learning models (convolutional neural networks and long-short term recurrent neural network models). It was found that using this deep learning artificial intelligence approach achieves 82% accuracy. Intuitively identifying relevant features associated with fake news stories without previous knowledge of topic domain.

This framework provides a platform to assist in checkmating and tracking the origin of promoters of messages related to cyber-bullying, hate propagation and dissemination of maliciously structured false content which could potentially 'infect' other users, who may also naively, become evangelists of these messages within the online community.

Linus Kendall

The problem with IMPACT: From white saviours to harmful interference, or “My experiments with being a marginally useful engineer”

In the field of research and practice called “ICT for Development” or ICT4D, it is an intrinsic and explicit goal that activities do not just yield research outcomes but have a beneficial and positive contribution to the context within which they are undertaken. This is often stated in the form of development goals or outcomes – reduce childhood mortality, improve nutrition or help eradicate poverty. Therefore, external impact is often pre-supposed and sometimes even taken as an automatic result of the work.

In this talk, I will – as an increasing number of researchers in my field are – problematise this idea, looking critically at what impact in ICT4D might mean and what claims we can make with regards to achieving it. I will exemplify it through my own PhD research programme, where the notion of what claims to impact we can make have guided both the type of work that I have engaged with as well as with whom I work and the methodology I have adopted.