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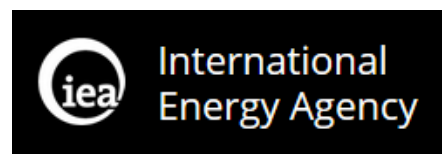
# Data, research, impact - an immersed view

Victoria Moody

UK Data Service Co-I, deputy director and  
director of impact

Researchfish: Strategy of impact conference 2018:  
Data sharing and collaboration

We provide access to, and support for the use of the UK's largest collection of UK / international social, economic and population data



## UK and Cross-national surveys

- Labour Force Survey (1975 onwards)
- Annual Population Survey (2004 onwards)
- Households Below Average Income (1994/95 –2015/16)
- Health Surveys (England/Wales/Scotland) (1991 onwards)
- Crime Survey for England and Wales (1982 onwards)
- Family Resources Survey (1993 onwards)
- British Social Attitudes Survey (1983 onwards)
- Eurobarometer Surveys
- European Quality of Life Survey
- European Social Survey
- European & World Values Studies

## Longitudinal data

- 1958 National Child Development Study
- 1970 British Cohort Study
- Millennium Cohort Study
- British Household Panel Survey
- Understanding Society
- English Longitudinal Study of Ageing
- Growing Up in Scotland
- Longitudinal Study of Young People in England

## **UK Census data**

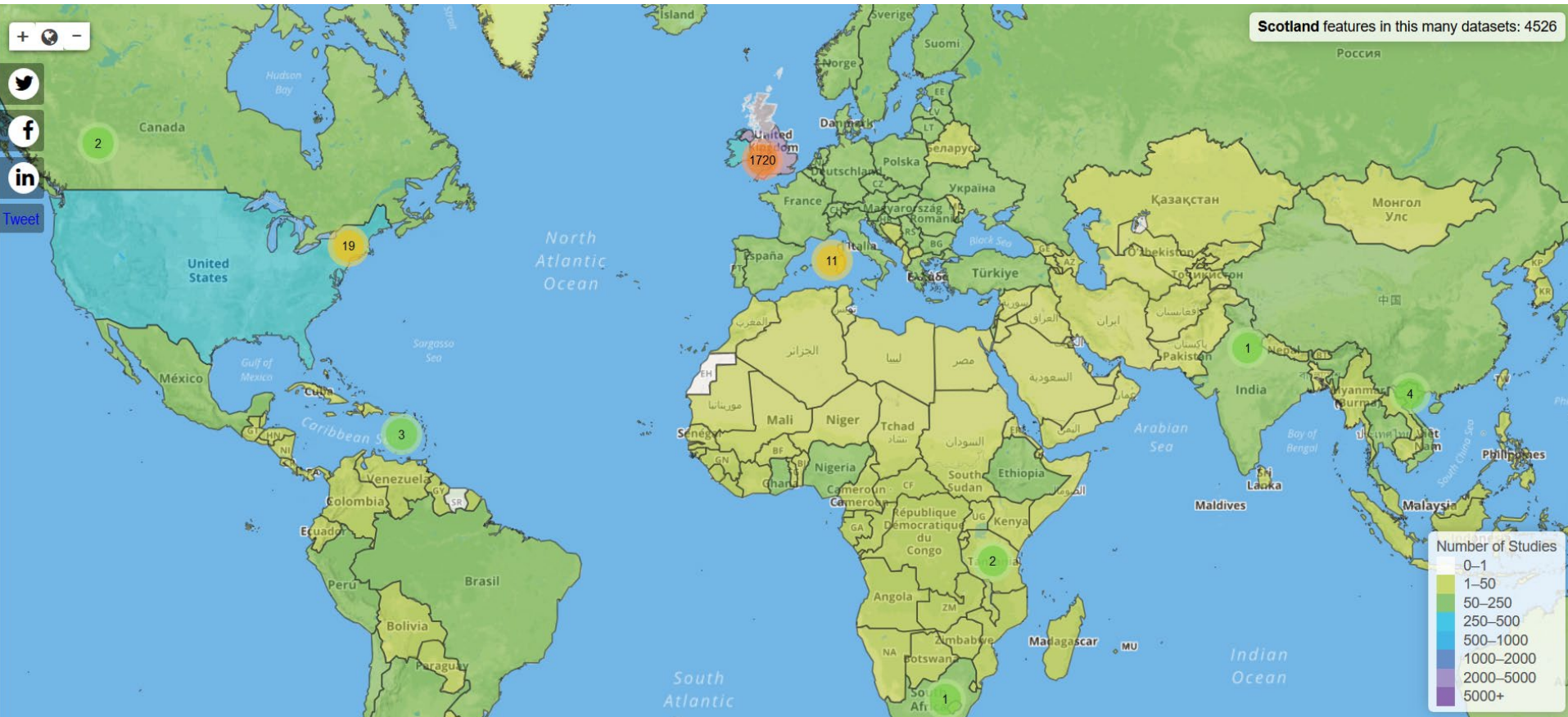
1971-2011 census data

- Aggregate data
- Boundary data
- Flow data
- Microdata

## **International macrodata**

- International migration statistics
- Main economic indicators
- Science and technology indicators
- Tax statistics
- World development indicators
- World energy data

# Innumerable variables and counts over many decades recording human activity, experience, opinions..



Detailing the pressures and priorities in people's lives

Evidencing lived experience over time

## Impact and how we understand (and try to evidence) it

***Mission:** To support high quality social and economic research, teaching and learning through assuring long term access to quality economic and social data, supporting and promoting their use, value and impact.*

Supporting the impact of others using the data as well as the impact of the Service as part of a research infrastructure landscape by:

- Understanding the impact of the Service as a whole as a critical part of the UK's research infrastructure, internationally
- Supporting the re-use of Service data, where (ideally) cited data can be tracked through the specific beneficial outcome and on to an evidenced effect, corroborated by the end user
- Expanding methodologies of data impact and developing data impact frameworks.

## Framing the impact

We take a fairly nuanced understanding of our impact. If:

*“Knowledge provides the concepts, data and tools that underpin our knowledge of social and policy problems”.\**

We can be said to be implicit in both supporting others in knowledge production:

- By providing data for research

but also in structuring the processes of the production of that knowledge:

- Through the curation of/access to *these* data.

Any assertions of impact in this context are potentially performative (the data being there to use inform the research focus at the outset). So we are -- we have to be -- careful what we claim as impact and how...

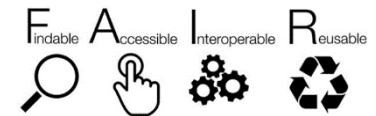
\*Christina Boswell and Katherine Smith, 'Rethinking policy 'impact': four models of research-policy relations', *Palgrave Communications*, 3, Article number: 44 (2017). doi: 10.1057/s41599-017-0042-z.



# Impact at one remove?

## Infrastructure impact

- Efficiency/value for money
- Long-range access, reliable pipeline in evolving data landscape
- Supports the scientific record, public trust
- Open Science, focus on ethics, rights, reuse and ‘reproducibility’
- Standards, quality focused



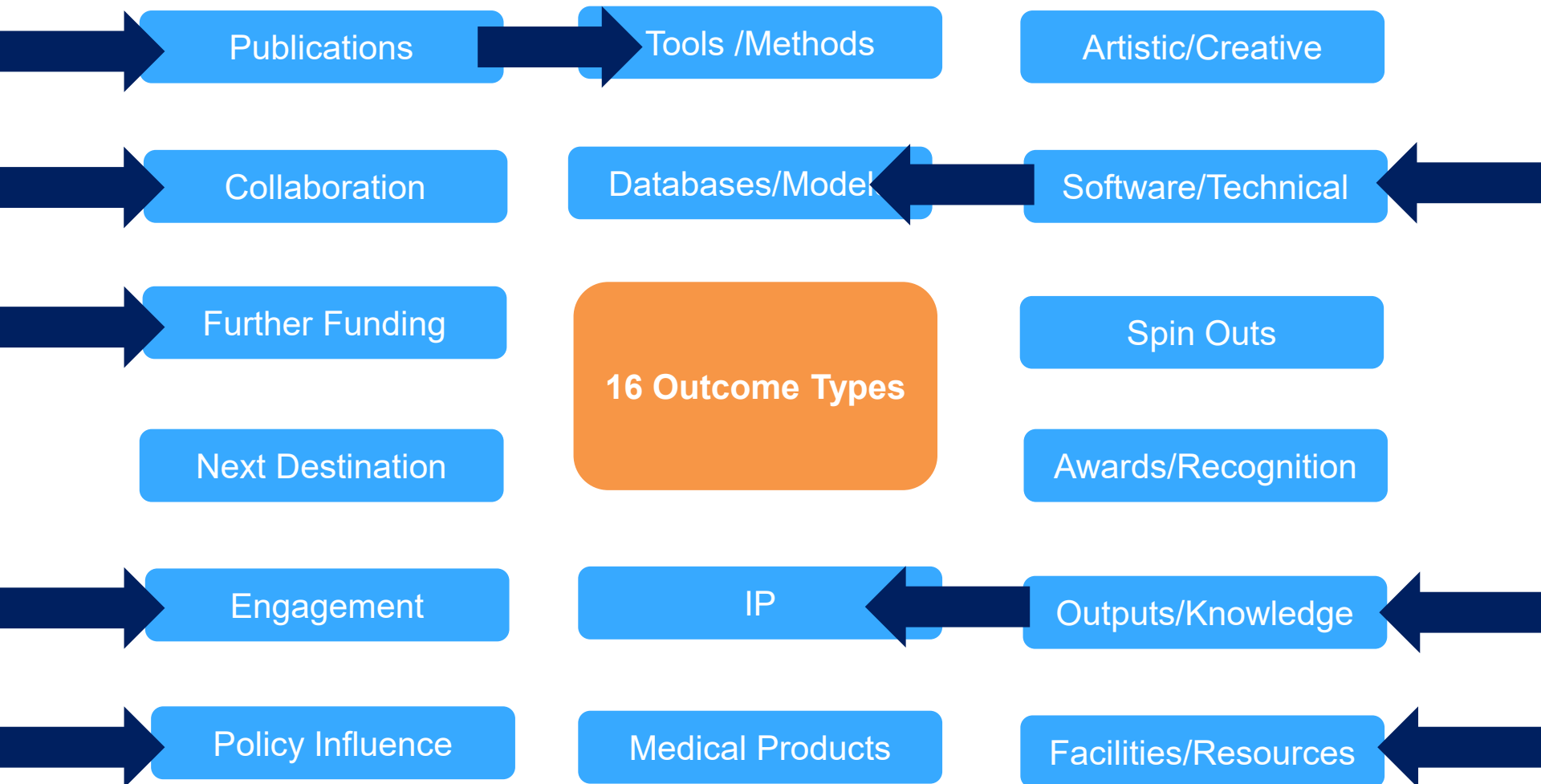
## Data usage impact

- Reviewable results of analyses/methods/approaches
- A persistent baseline for evidencing change
- Basis for understanding what works/doesn't work
- Data skills: usage, analysis and management

## Less tangible impact

- Expanding methods for/of data impact
- Supports a focus on the data gaps – the uncounted/ unvoiced?
- Challenge to linearity of impact?

## Our impact mainly here..

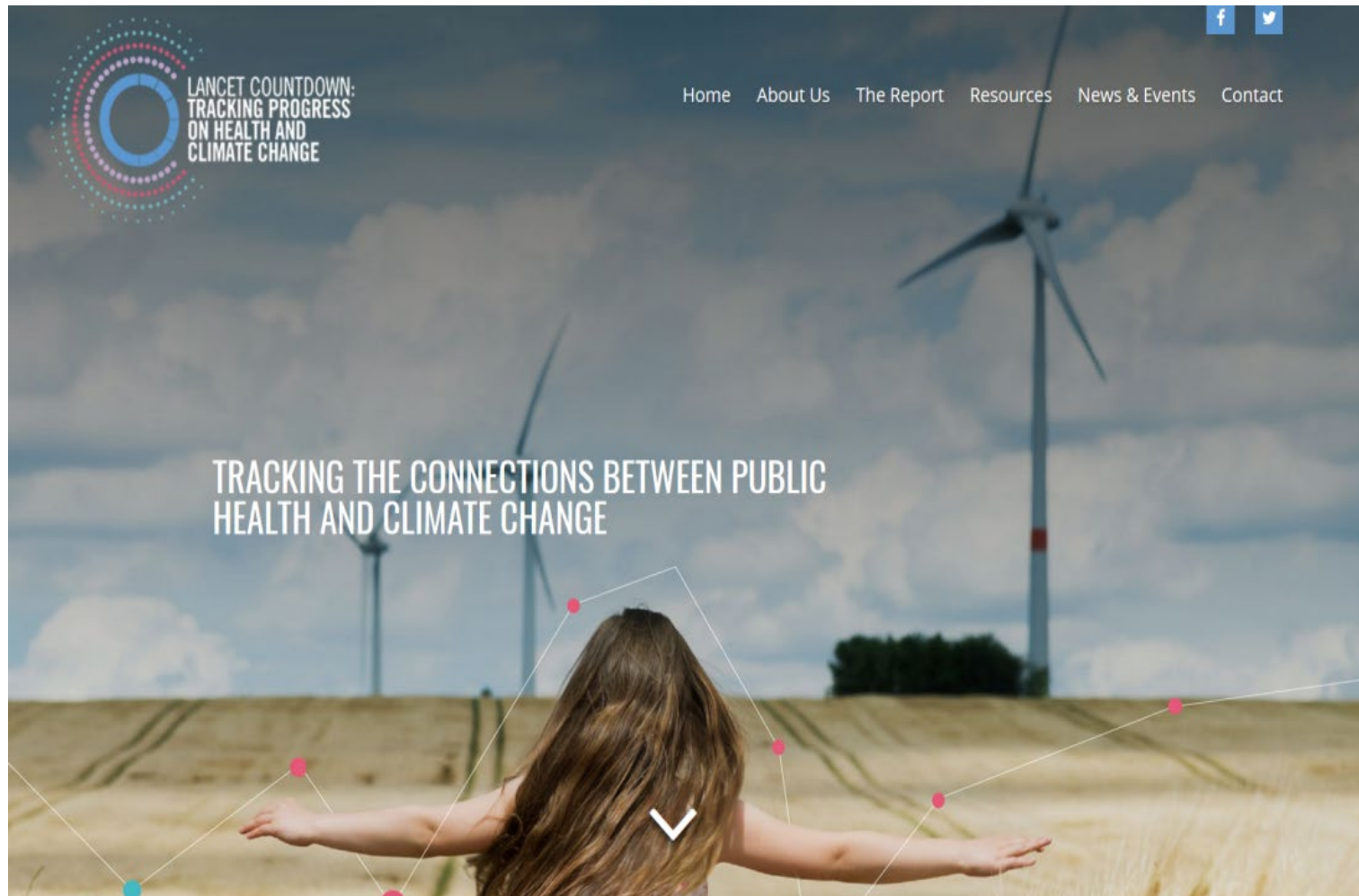


## But adding to the approach

Reach	Significance			
Corroborated by end user	Initiated profound change in policy, methods, outcomes	Mitigated complex/resource intensive needs prevented harm	Addressed an issue considered irreversible/intractable	Challenged assumptions / hegemonies / ran against the canon
Evidenced effect on cohorts, consumers, communities	Created new method, resource or product	Set the quality standard, is given related matters	Demonstrates high relative return on investment	Initiated participation/ agency asserted visibility, voice or culture
Effect beyond peer group/ specialism: inter-disciplinary	High metrics factor, in the REF	Has had an incremental effect or is scaled	The method supersedes previous approaches	High level of influence, depth of effect, change in behaviour

**Resulted in: Benefit to skills, the economy, society, culture, public policy or services, security, health, the environment or quality of life**

## A few examples





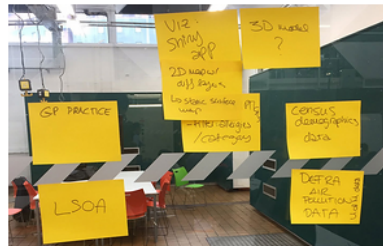
## Our impact



## Data impact blog

### [Collaborating to make a difference #1: Post-Graduate Conferences](#)

Claudia Zucca and Eseméralda Bon, two of our Data Impact Fellows, begin a series exploring how they are making impact by collaborating...



### Impact and Innovation Lab

We have set up a Lab to innovate and enhance our impact through working more closely with tech entrepreneurs and innovators developing inspiring digital solutions to social challenges with new and existing data users in a range of sectors.



### Impact case studies

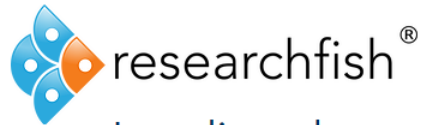
Every day, data from the UK Data Service collection are used to inform research, influence policy and teach the next generation of social scientists.



### Depositing data with the UK Data Service

The Director of Understanding Society, Michaela Benzeval, discusses the impact of making data available through the UK Data Service.

# Aspirational...



Leading the world in Research Impact Assessment

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## Research Impact Assessment Platform for:



### Funders

With over £45B of tracked funding, funding organisations across the globe use the Researchfish platform to measure research impact of over 2M outcomes of over 100K research awards. Comprehensive reporting gives a



### Research Institutions

With the REF and its international equivalents, being able to fully measure and report research impact across all the research carried out by your organisation is now critical. Researchfish enables understanding and impact



### Researchers

Over 100K researchers report to their funders the outcomes, outputs and impact of their research into Researchfish. This enables research funders to measure research impact and report on over £45B of funding to

# #CiteTheData

Thank you

VIZ:  
Shiny  
app

3D model  
?

2D map w/  
diff layers

↳ static surface  
map

- filter: allergies  
/ categories

CENSUS  
demographics  
data

GP PRACTICE

LSOA

DEFRA  
AIR  
POLLUTION  
DATA

step  
2 of  
3

Questions?