

**We engage,
therefore we are**

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Overview

- Workshop objectives
- What is engaged research & why is it important?
- A little bit about you
- How can you prepare for engaged research?
- Activities: tailoring your approach to engagement
- Summary: top tips



Workshop objectives

- Improve your understanding of engagement and its relevance to your research
- Raise your awareness of different motivations to engage
- Develop your understanding of the values underpinning high-quality engagement
- Support your upstream planning for engaged research

What is engagement?

PE with Research

research
REF

change; effect
benefit

stakeholders
'publics'

Widening Participation

teaching
TEF

social mobility
skills gap

(prospective)
students

Lifelong Learning

PSB+; OERs
KEF?

citizenship
informal learning

citizens
civic organisations

A little bit about you...

Sit next to someone you don't know

In pairs...

Who are you?

- name

What is your research about?

- one sentence

Describe a formative experience of engagement

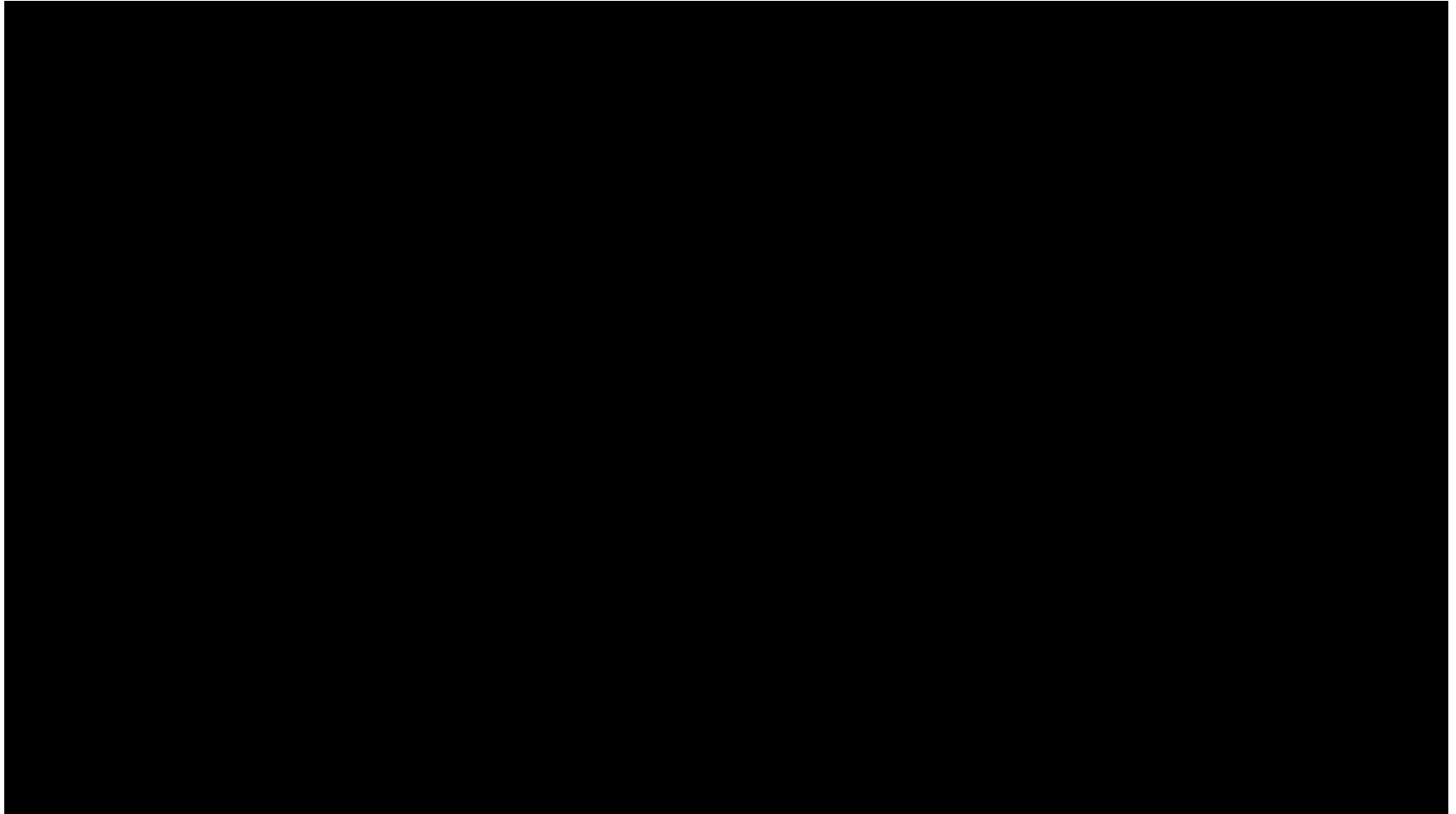
- up to two sentences

A progressive agenda for engagement



1. Everyone has the opportunity to participate in R&I
2. Researchers and innovators know why, when and how to actively involve people in their work and are supported and incentivised to do so
3. Young people feel empowered to participate in R&I
4. Society plays an active role in shaping the direction of R&I

What is engaged research?

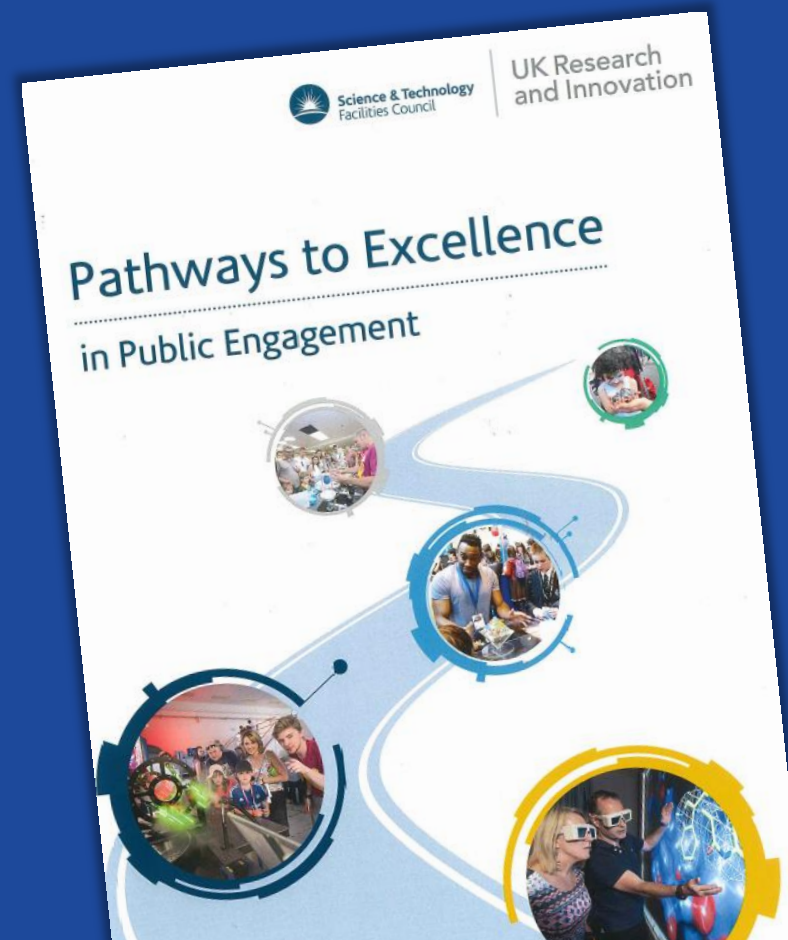


<https://youtu.be/d18wlxXcfI8>

The importance of high-quality planning

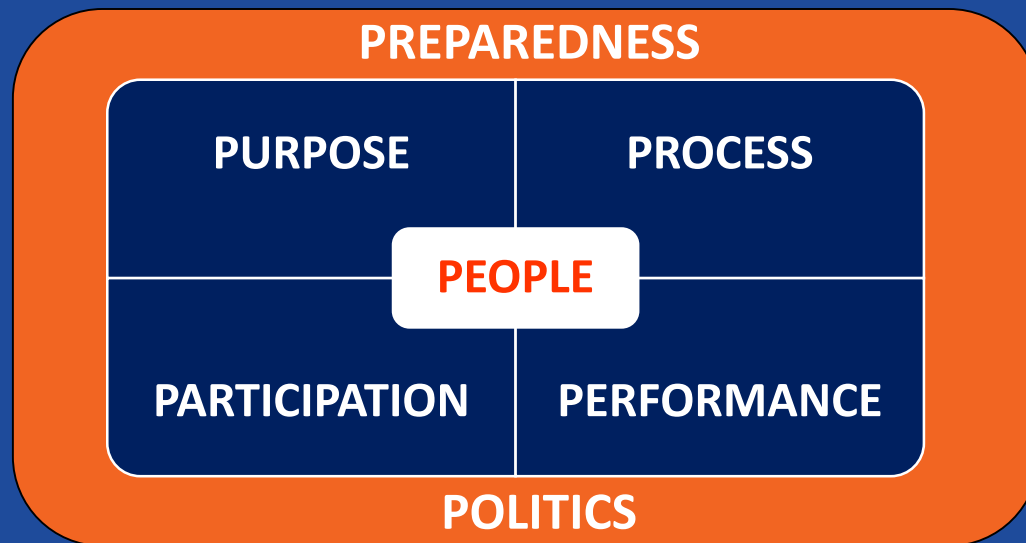
“We just did our [...] grant. I wrote the Ptol section. I consulted no one, and I did it in about two hours and that included a coffee break. I think I pretty much wrote it off the top of my head.”

(Principal Investigator)



How can you prepare?

Engaged Research Design



The Digitally Agile Researcher

Edited by Natalia Kucirkova and Oliver Quinlan

9



Planning for engaged research: collaborative 'Labcast'

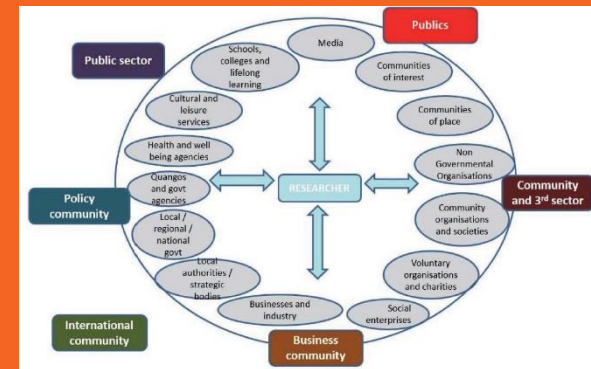
Richard Holliman, Gareth Davies, Victoria Pearson, Trevor Collins, Simon Sheridan, Helen Brown, Jenny Hallam and Mark Russell



Planning for engaged research

- Use the proforma to inform your planning:

1. Who (outside the academic community, e.g. citizens; schools; public sector professionals; industry; local/devolved/national government, NGOs, etc.) will benefit from this research?



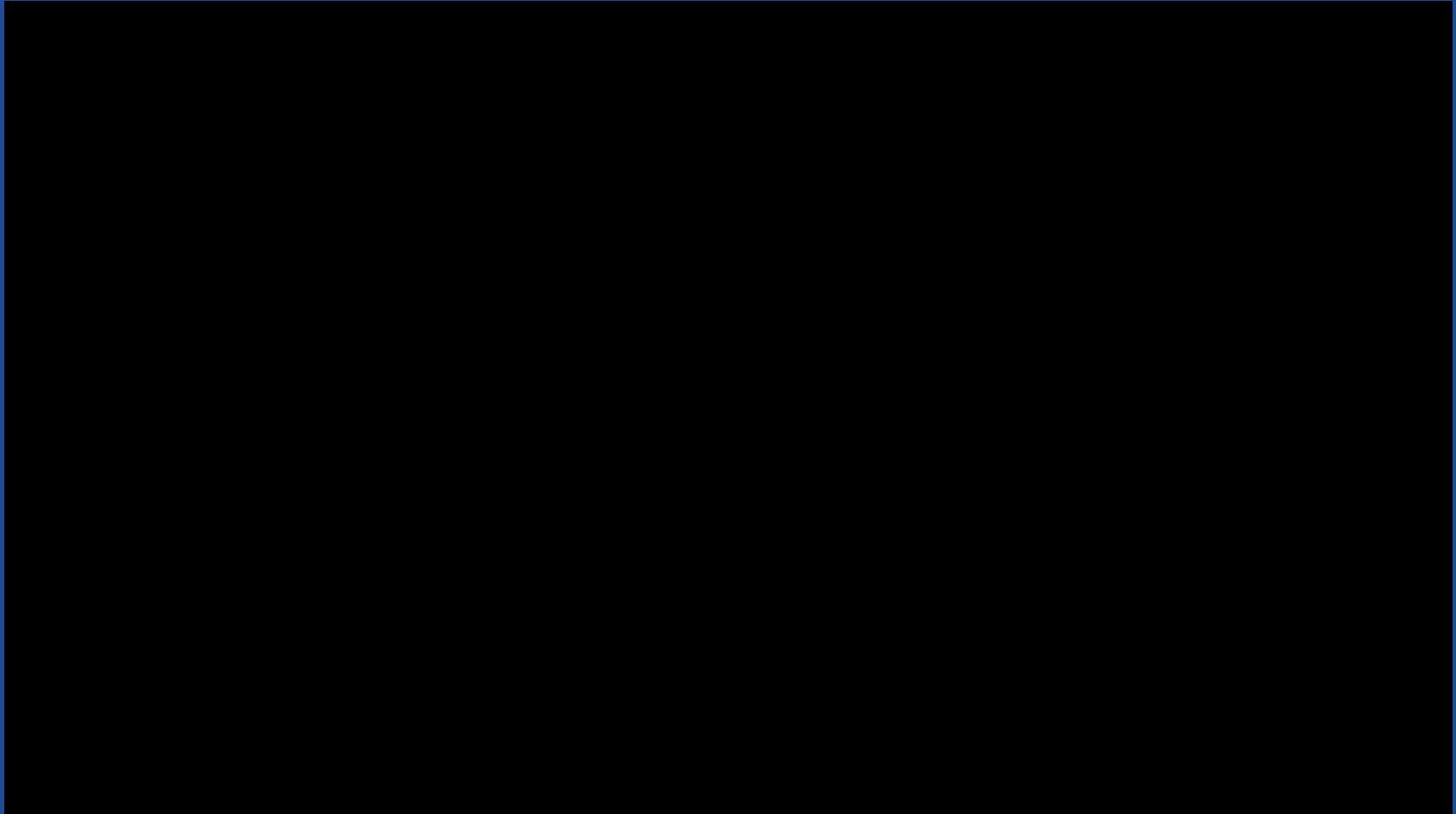
2. How they will benefit from this research? In other words, what types of impact could be generated and evidenced through your research.

Select the area(s), type(s) and indicator(s) of impact



3. Modes of engagement vs. communication

Navigating pathways to research impact



<https://www.youtube.com/watch?v=R9WnBHCSVXU>

What type of engagement?

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The Open
University

50
YEARS

INAUGURAL LECTURES

Normative

addressing
epistemic
injustice

Substantive

improving
research
quality

Instrumental

value
for
money

Health, Well-being, Animal Welfare

Creativity, Culture and Society

Social Welfare

Production

Public Policy, Law, Services

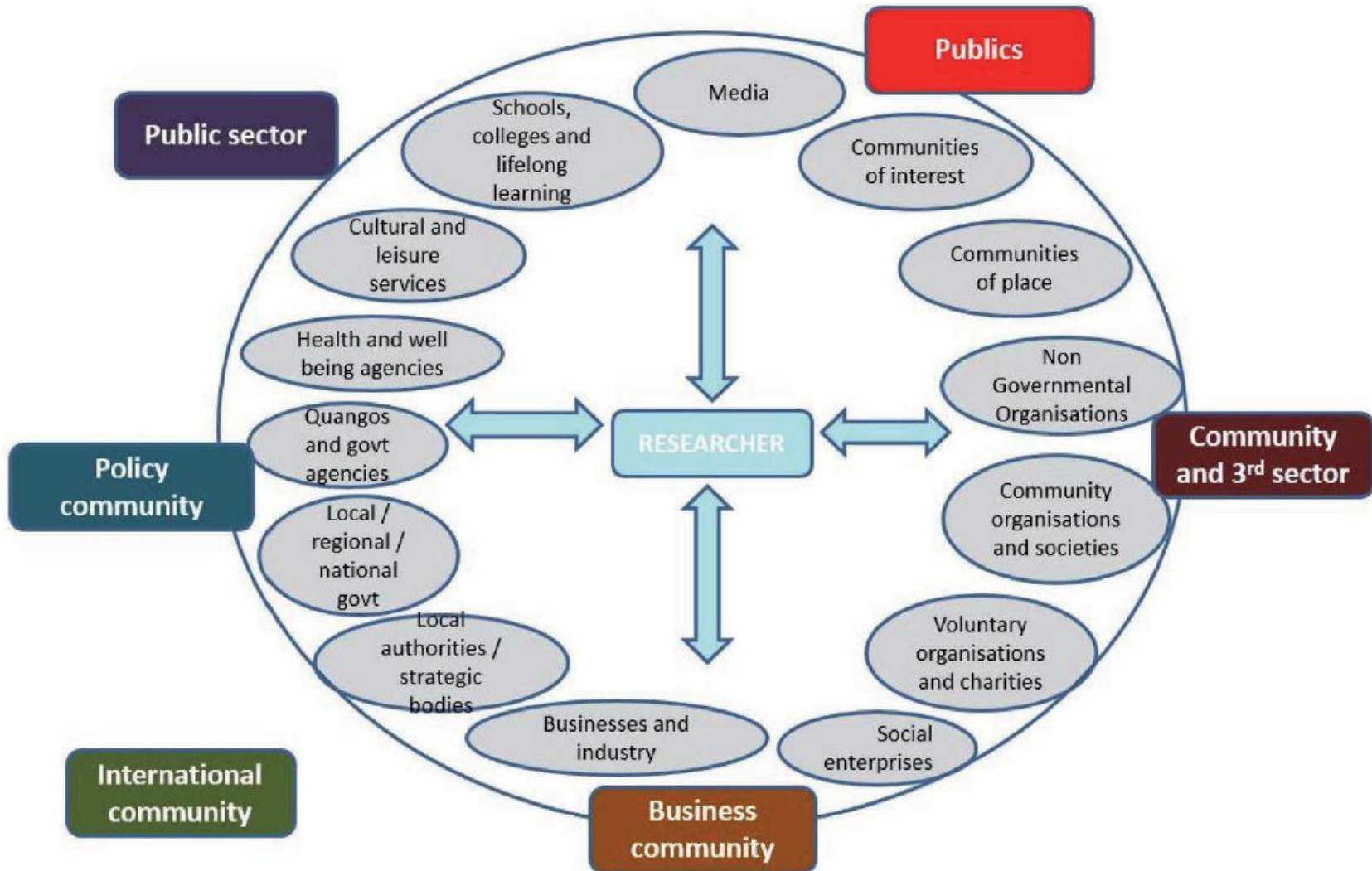
Environment

Commerce and the Economy

Practitioners and professional services

Understanding, Learning and Participation

Who could be involved?



A strategy for creating publics

Designing public–centric
forms of public engagement
with research

- targeting ‘publics’ through representation
- the role of ‘publics’ in research
- public self-organisation

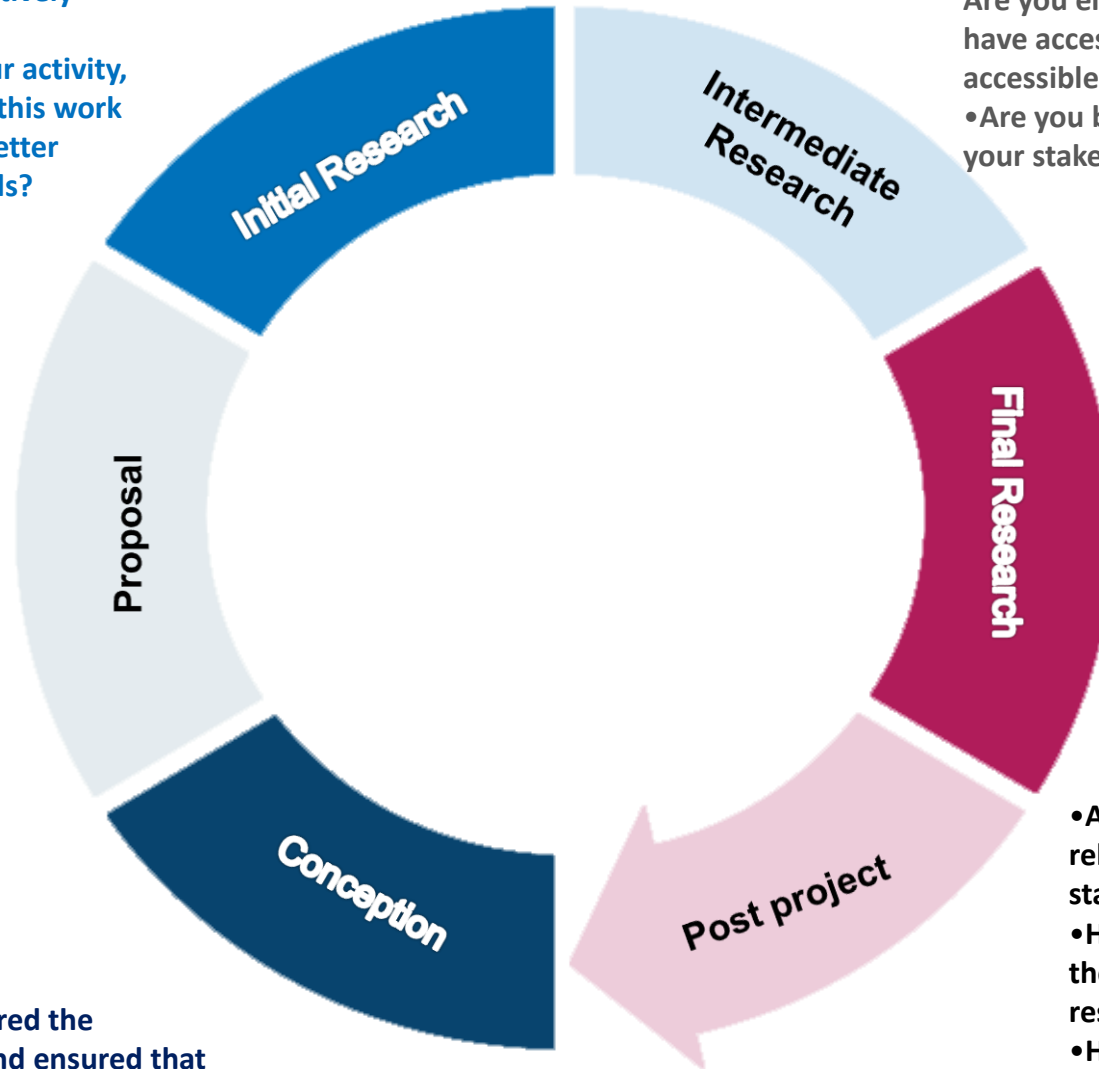
Mahony, 2015

WHEN: Think about when in your research cycle....

In what ways are you engaging with your stakeholders?
Are you engaging effectively with them?
Are you evaluating your activity, and reflecting on how this work might be adapted to better meet stakeholder needs?

Have you engaged your stakeholders?
Have you allocated resources to support stakeholder engagement?

Have you considered who your stakeholders are?
How have/will you engage them in your work?
How have you considered the pathways to impact, and ensured that these are integrated into your project?

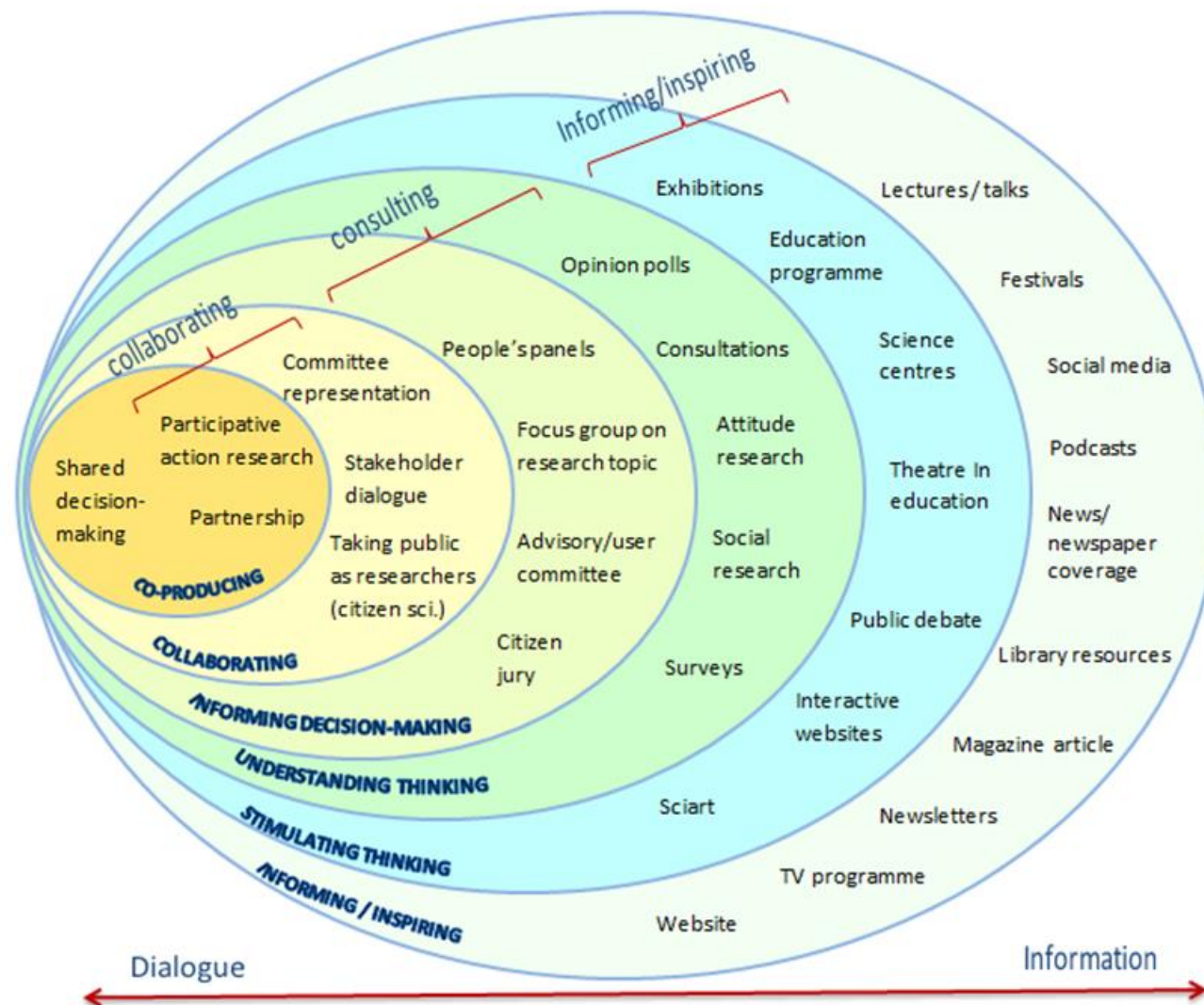


Are you ensuring stakeholders have access to your work in accessible and relevant ways?
•Are you building capacity with your stakeholders?

Are you sharing your results effectively?
•Are you reflecting the needs of your stakeholders in your work?
•What have you changed?
•Are you capturing the impact of your engagement?

•Are you maintaining a relationship with your stakeholders?
•How will you maximise the impact of your research?
•Have you captured the learning from the project?

Public Engagement 'Onion'



Sense-check your plan



Why? Do they have a clear purpose / rationale for their engagement, which is clearly explained?



How? Did they chose techniques appropriate to their purpose? Did the public have a meaningful and purposeful interaction with the research process / outputs? Have they identified how contextual factors (e.g. user receptiveness) influenced the engagement and impact?

With what impact? Did they build in mechanisms to capture feedback (and to act on it)? Did lessons learned from the engagement feedback into the research process? Have they provided convincing evidence of the outcomes; intermediate impacts; impacts of their activity?

Who? Is it clear who they chose to engage with? Did they have a clearly identified audience / need? Did they take steps to 'tune' their engagement activity to the interests of this audience?



When? Depending on their purpose, did they engage with the public at the appropriate points in the research cycle? Did they manage the 'closure' or the engagement so that the participants were clear on what happens next? Did they address the sustainability of the engagement activity?



Digital practices of engagement

<http://weblab.open.ac.uk/dper>

- People
 - Identity: multiple roles and corresponding identities
 - Publics: the groups that are involved
 - Explore motivations for engaging
- Purposes
 - Openness in research and open-mindedness
 - Development: learning through partnership
 - Rigour: validity, authenticity and contextualised knowledge
- Processes
 - Teamwork: co-creation, shared ownership, complementary differences
 - Active listening: understanding practice, dialogue in action

Top Tips for your planning

- Start your planning early
- Connect your plan to the research
- Identify your purposes
- Agree who you need to work with
- Agree how you are going to work with them
- Identify a leader for the plan
- Agree how the plan will be resourced
- Consider ethics and risks
- Find a mentor
- Sense check the plan

Good luck!



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