

Social Sciences Impact Conference 2023



**On the journey to impact:  
developing an impact strategy plan  
for the PRIME project**

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**Workshop: Creating an impact strategy**

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# About PRIME

The **Protecting Minority Ethnic Communities Online (PRIME)** project is a UKRI-funded transdisciplinary, cross-sectoral, and cross-institutional project involving a consortium of Cranfield University, Universities of Glasgow and York, The Open University and community organisations, led by Heriot Watt University. Launched in April 2022, the 36-month project will increase understanding of minority ethnic communities' experiences of online services; capacity for responding to these communities; and how online harm can be mitigated for these communities.

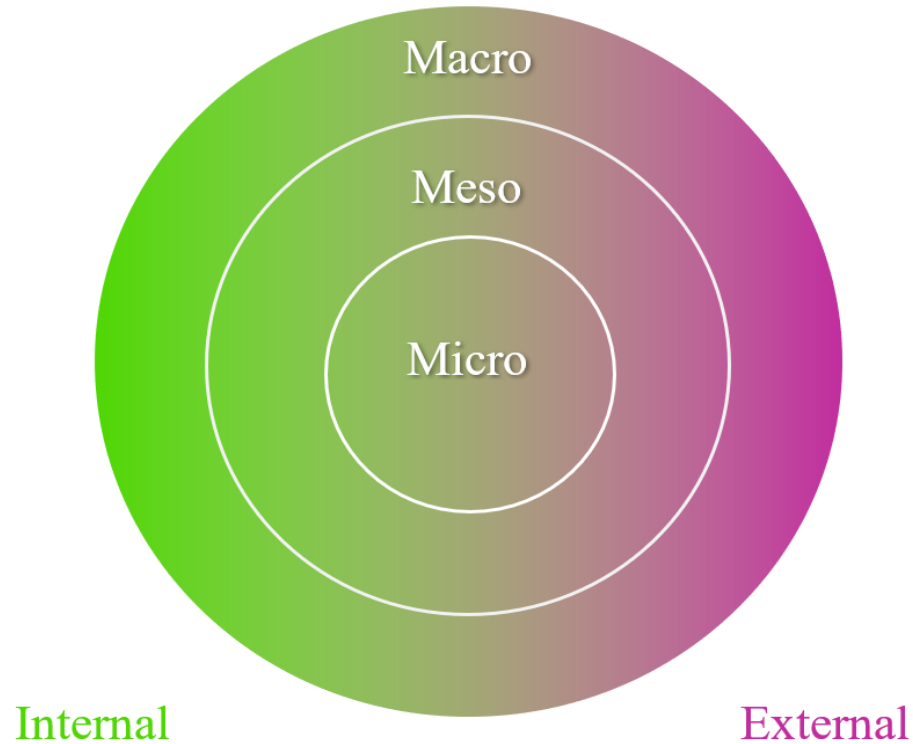
The OU team is leading Work Package 6 in PRIME – impact & dissemination



## **STEP 1: Conceptualising impact from existing literature:**

Impact is “the good that researchers can do in the world” (Reed, 2018, preface).

- (1) **Instrumental** (leading to changes in practice/policy)
- (2) **Conceptual** (understanding / awareness raising)
- (3) **Capacity-building** (increasing skills of colleagues/others)
- (4) **Attitudinal or cultural** (change in attitudes / behaviour)
- (5) **Lead to enduring connectivity** (building / establishing partnerships)



### **Impact Levels Model (FitzGerald et al, 2023)**

FitzGerald, E.; Sargent, J.; Elkins, C.; Wilson, J. and Bossu, C. (2023). Evidencing the impact of institutional scholarship: a tried and tested approach. *Transformative Dialogues: Teaching and Learning Journal* (In Press). <https://oro.open.ac.uk/view/person/ejf257.html>

## **STEP 2: Conceptualising impact from the letters of support and advisory board meetings:**

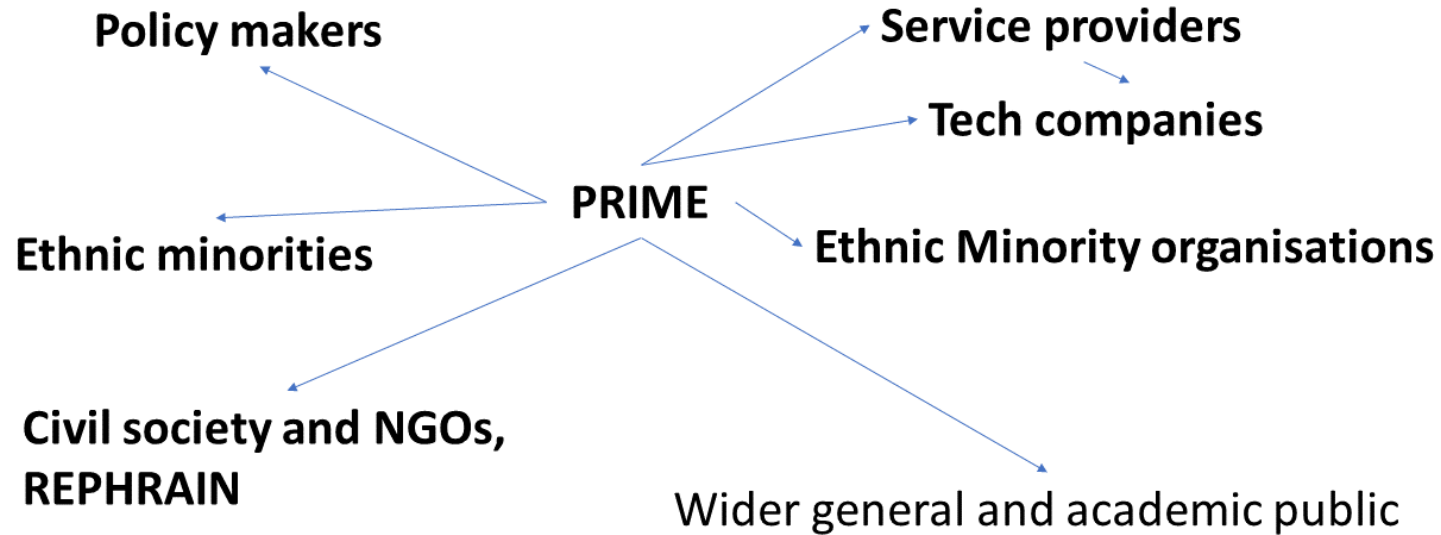
**INSTRUMENTAL:** inform **system design** of digital public services; inform the development of **policy frameworks**; work with civil society organisations to develop an evidence base for their campaigning and lobbying work to ensure safe spaces online

**CONCEPTUAL:** investigate the **nature** and **scale** of online harms experienced by ethnic minority communities in the UK; **identify gaps** in sectoral knowledge; **raise awareness** of the importance of ensuring equal access among policy makers and the wider public; develop a Harm Protection Conceptual Framework that will pinpoint how digitalised services and other systems intersect with ethnicity and other identity dimensions in creating harm.

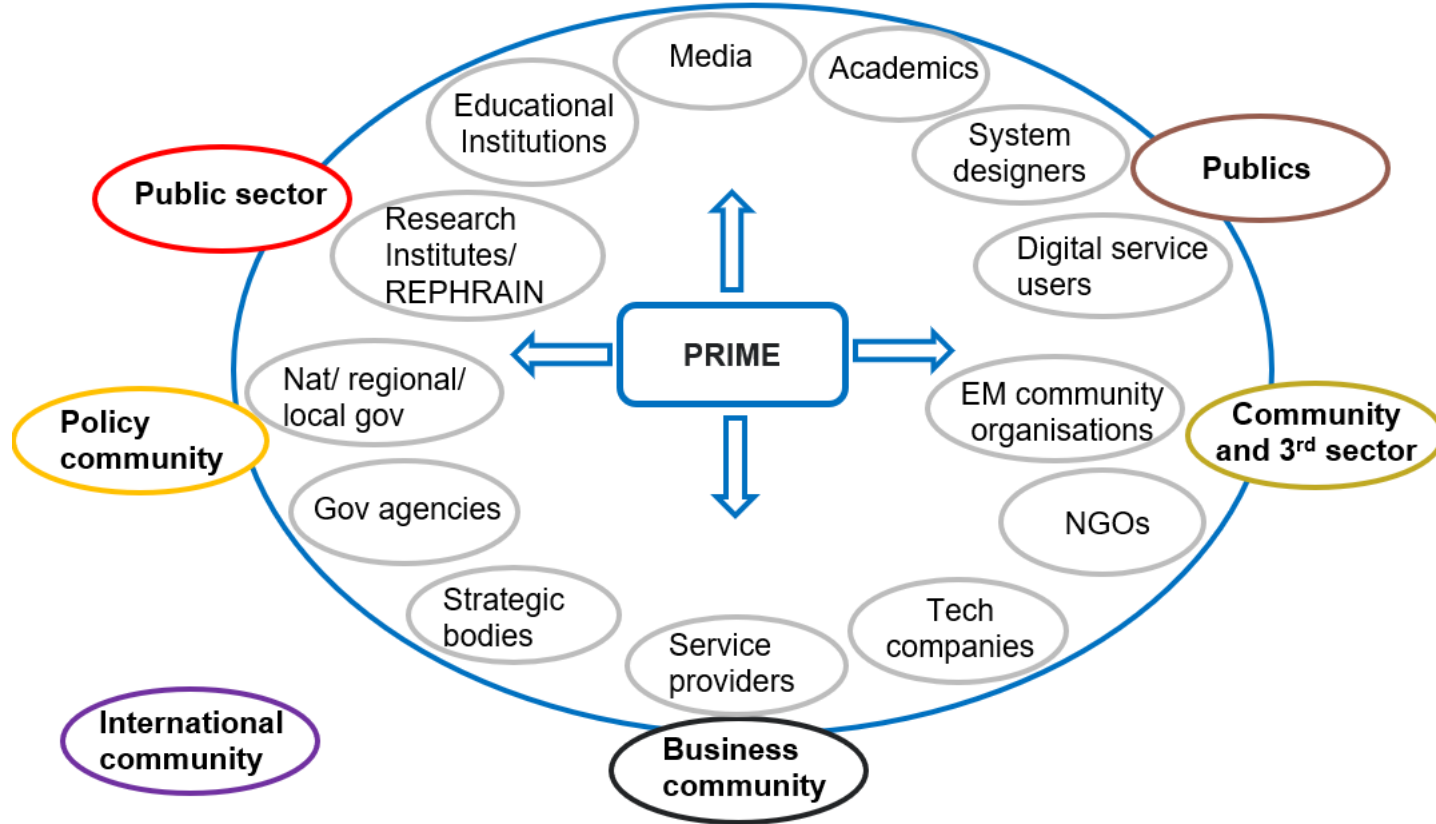
**ENDURING CONNECTIVITY:** promote **cross-sector collaboration**

**TRANSFERABILITY** of the PRIME findings: e.g. can the recommendations made by PRIME for service providers be applicable to universities to fight the inequalities magnified by the pandemic?

## STEP 3.1: Multi-layered stakeholder and knowledge user analysis



# STEP 3.2: Multi-layered stakeholder and knowledge user analysis



## **STEP 4: Impact strategy document**

**Example 1. Policy makers:** large-scale change in policy, attitudes, practice, behaviours

*Outputs:* Recommendations on how public services, data curation and data management can be made more ethical and inclusive; sharing good practice

*Route to impact:* government meetings, consultation, evidence report, influencing important bills and frameworks in the field (e.g. online safety bill)

*Evidence of impact:* reference to and citations of our research on government websites and documents



**Example 2. Service providers:** awareness, more ethical and inclusive services, informed system design

*Outputs:* Guidelines for service providers on the accessibility, inclusion, ethics of their tech solutions, sharing good practices

*Route to impact:* co-design workshops, training workshops (upskilling and reskilling the experts designing the systems), blog posts on tech platforms, publishing research protocols, open-access coding/prototype tools

*Evidence of impact:* letters of testimony, interviews, pre- and post-training questionnaires

## Questions and challenges to be addressed:

- Impact has a strong connection to deliverables, and deliverables come later in the project – how to generate impact from the start?
- How to make impact goals less abstract (high-level) and more specific?
- How to effectively engage with stakeholders to reach impact (e.g. to secure the incorporation of a specific PRIME project guidance into the policy of a government body), when this requires an in-depth understanding of the internal processes and org structure of this stakeholder?
- How can we evidence the ‘difficult to measure’ type of impact: e.g. awareness raising among the public?



Protecting Minority Ethnic Communities Online

**Please, stay in touch**

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