

How to stimulate SSH cooperation with industry?

Ioana GALLERON

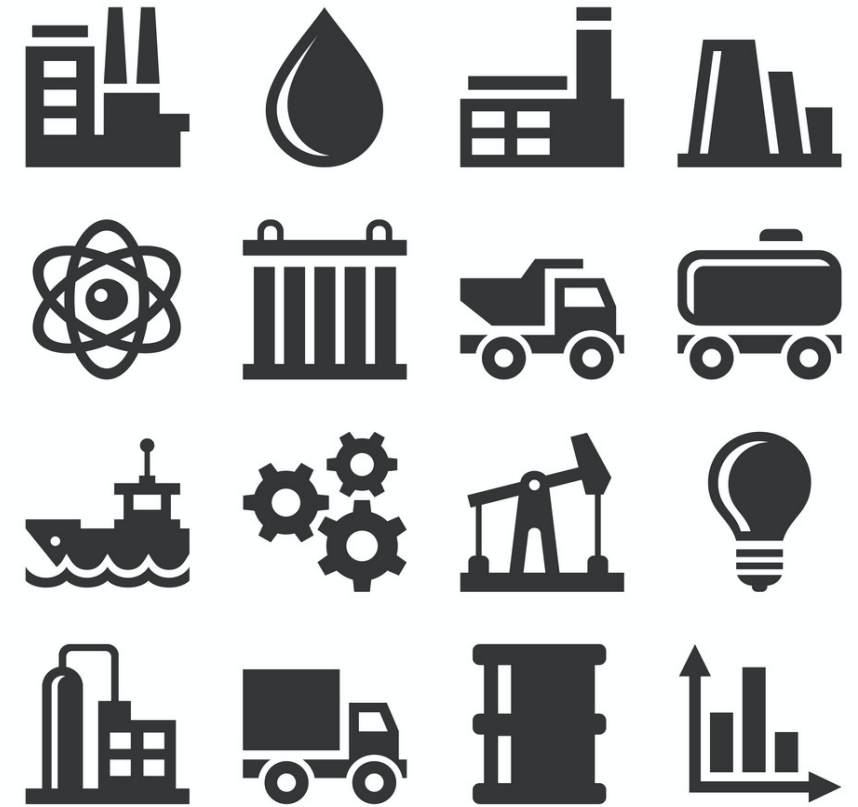
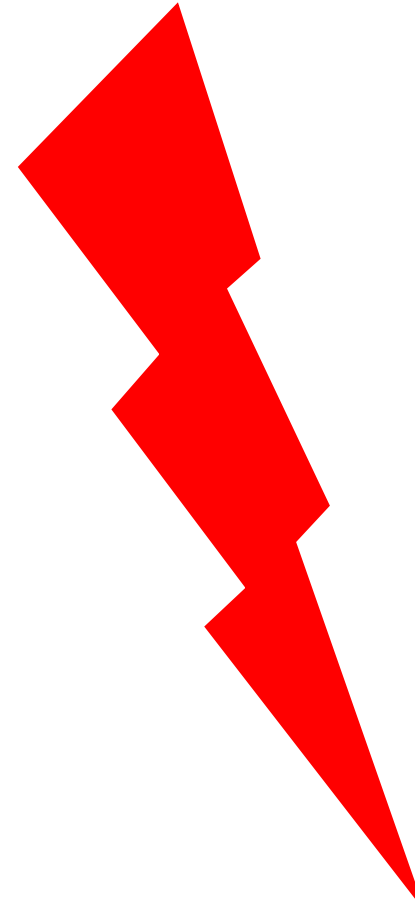
UNICA WEBINAR

Academia & Industry: innovation models

20 April 2021

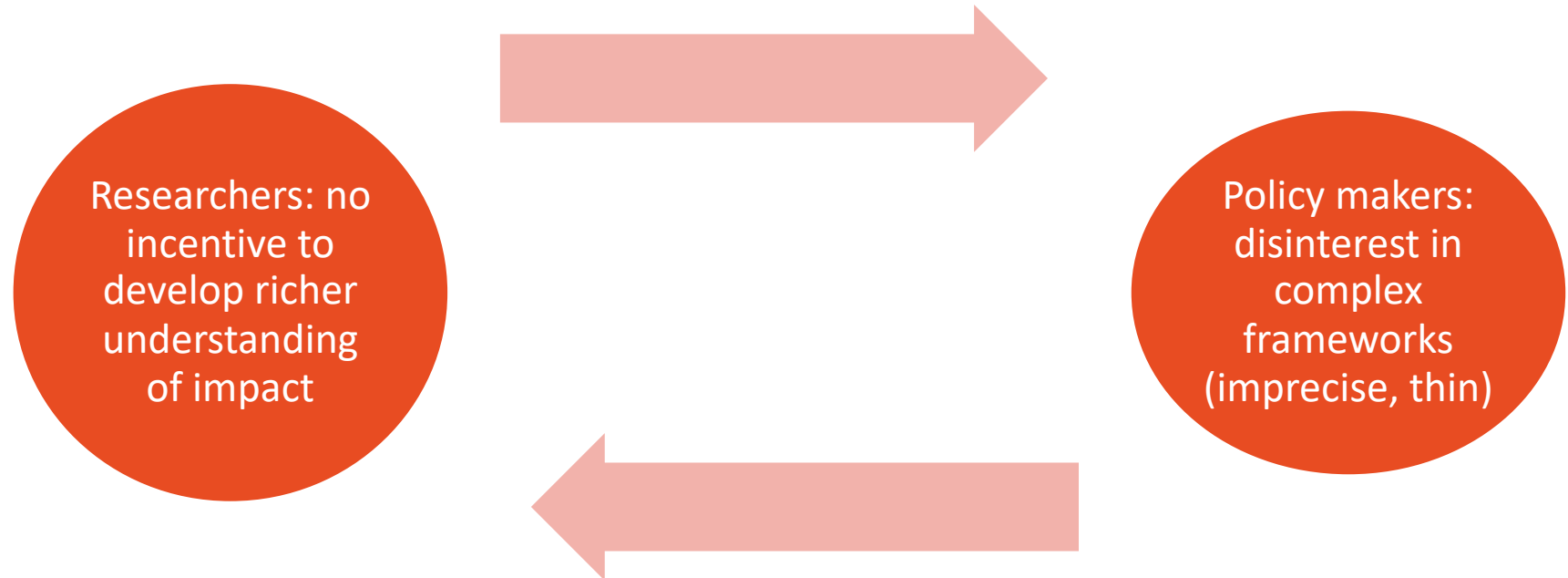
Old books and new industries

« My research has no impact »



The big bad wolf: SSH impact

- Systems and methods are ill adapted to evaluating the societal benefits of research – in the SSH, and in general
- « patents and spin offs » model elaborated in a specific contexte, little application outside that context
- Catch 22



The big bad wolf: SSH impact

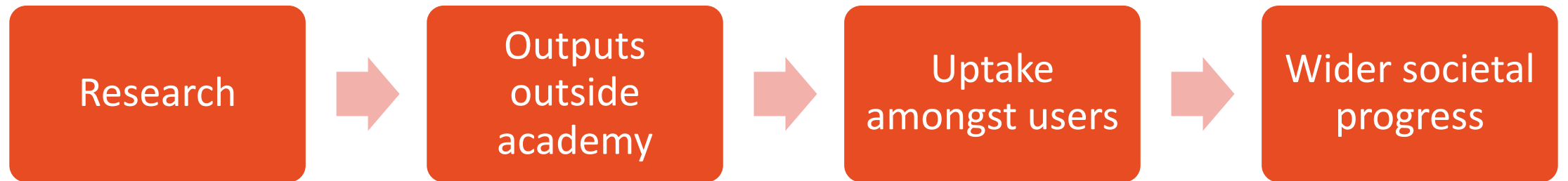
- Important questions
 - What units of evaluation?
 - What scales of measurement?
 - Expectations of outcomes?
 - Impact vs. scientific quality?

Usual approaches to impact

- Standard set of measures of research impact:
 - patents/ patent income
 - License income
 - Contract research income
 - Commercial income
 - Spin-off companies
- More recently, altmetrics seen as a solution for capturing impact
But there is a risk of "data foam" (Penny C. S. Andrews)
 - ➔ need to understand impact and its various pathways, so as to identify precisely what (and if!) we want to measure

Understanding impact

The usual pipeline model



Understanding impact

ENRESSH COST ACTION



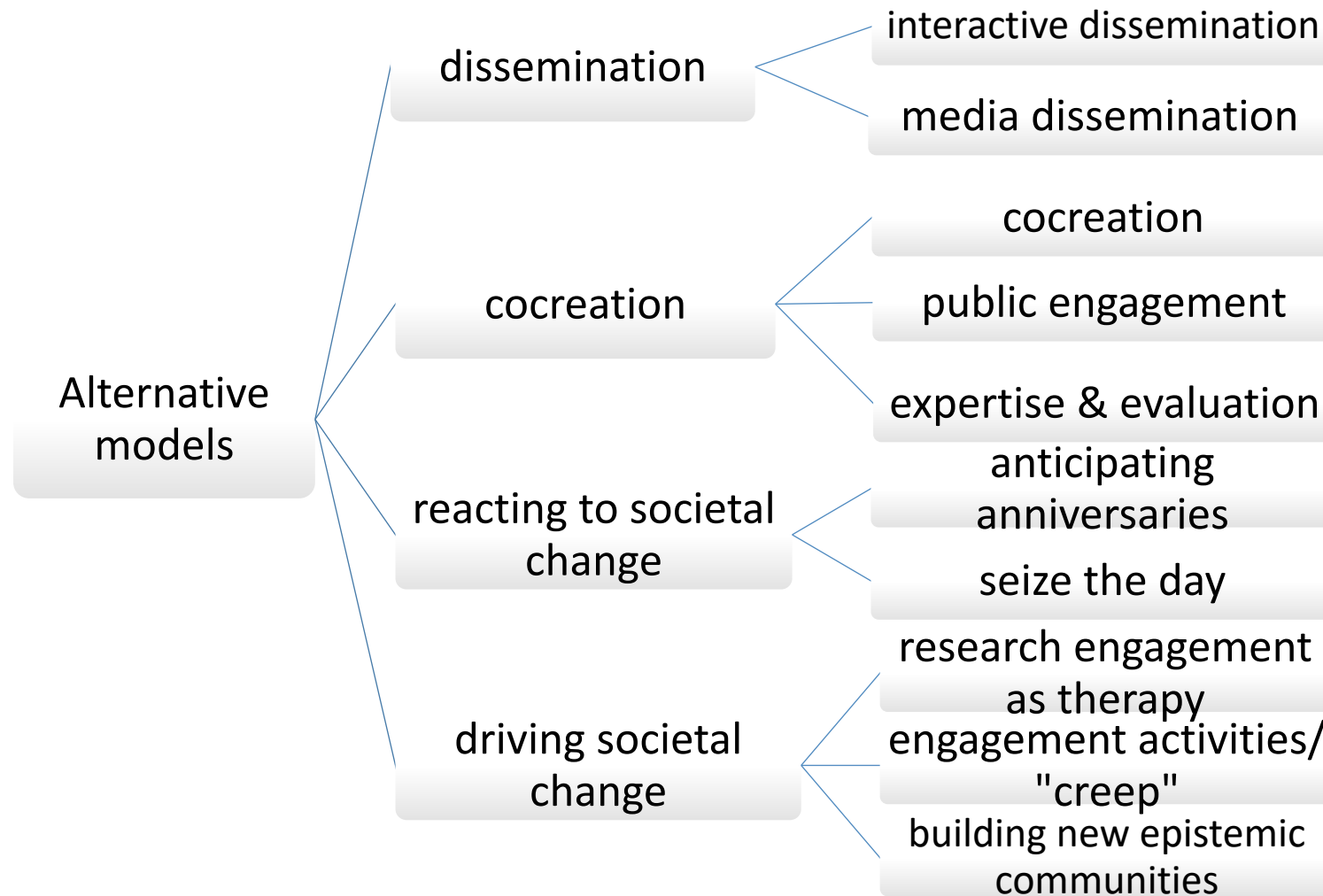
- Many alternative models uncovered

Muhonen, R., Benneworth, P. & Olmos-Peñuela, J. (2018) 'From productive interactions to impact pathways: understanding the key dimensions in developing SSH research societal impact' (CHEPS working paper series; vol. 2018, no. 02)

Wróblewska, M. "Impact evaluation in Norway and in the UK- A comparative study, based on REF 2014 and Humeval 2015-2017"

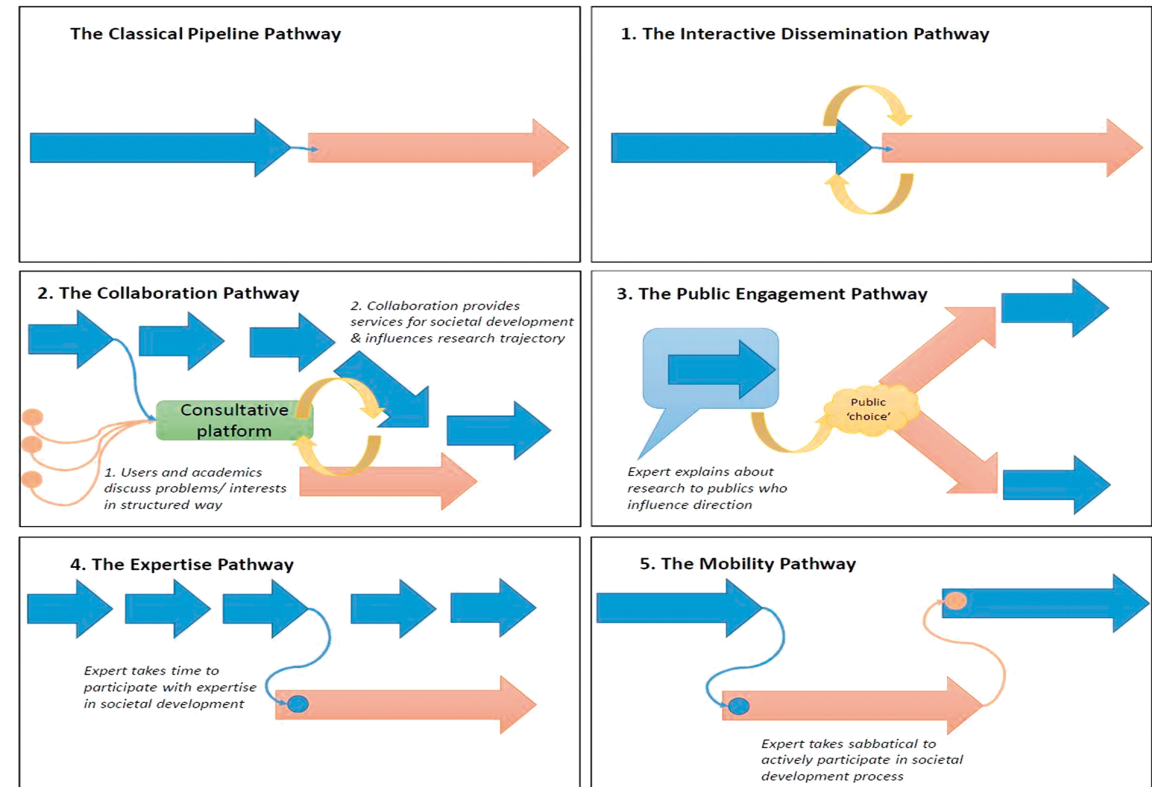
Nelius Boshoff & Stefan de Jong (2020). 'Conceptualizing the societal impact of research in terms of elements of logic models: a survey of researchers in sub-Saharan Africa.' *Research Evaluation*

SSH pathways to societal impact



SSH pathways to societal impact

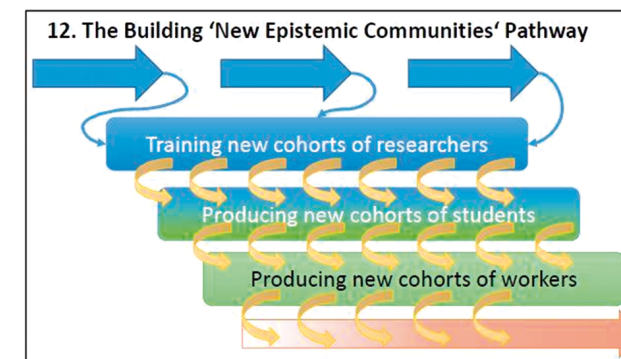
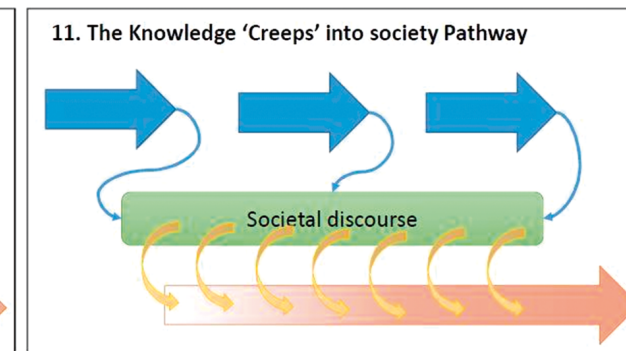
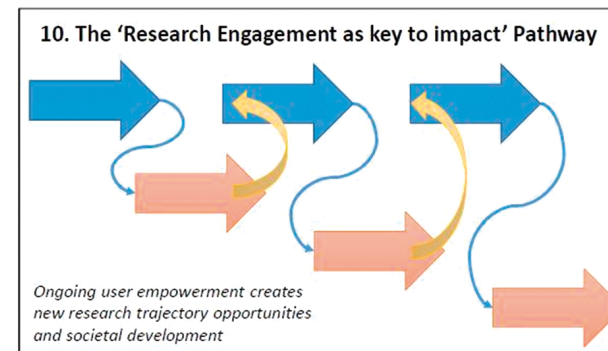
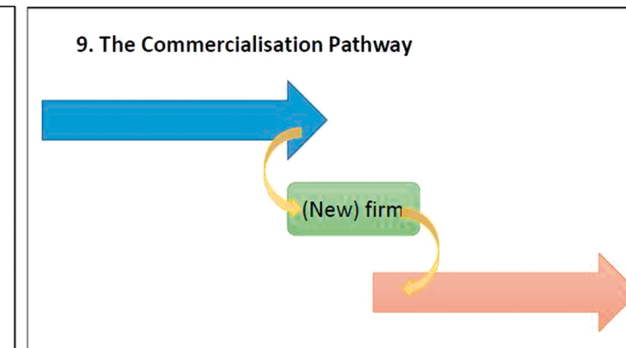
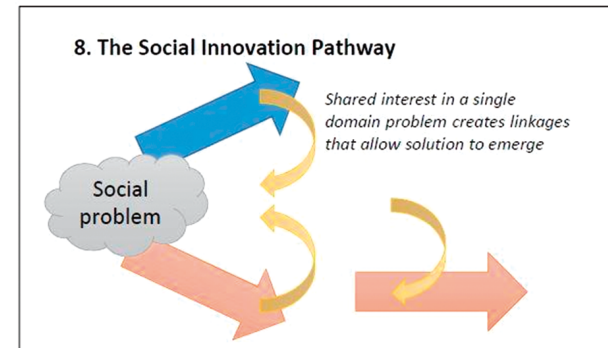
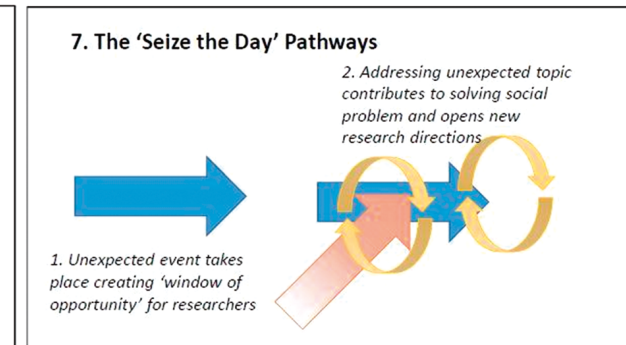
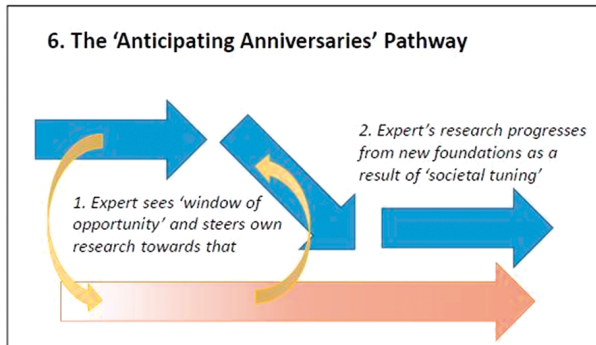
The key to the typology



Source of the images:

Reetta Muhonen, Paul Benneworth, Julia Olmos-Peñuela, From productive interactions to impact pathways: Understanding the key dimensions in developing SSH research societal impact, *Research Evaluation*, Volume 29, Issue 1, January 2020, Pages 34–47, <https://doi-org.ezproxy.univ-paris3.fr/10.1093/reseval/rvz003>

SSH pathways to societal impact



A 4-9 case study with the digital as go between

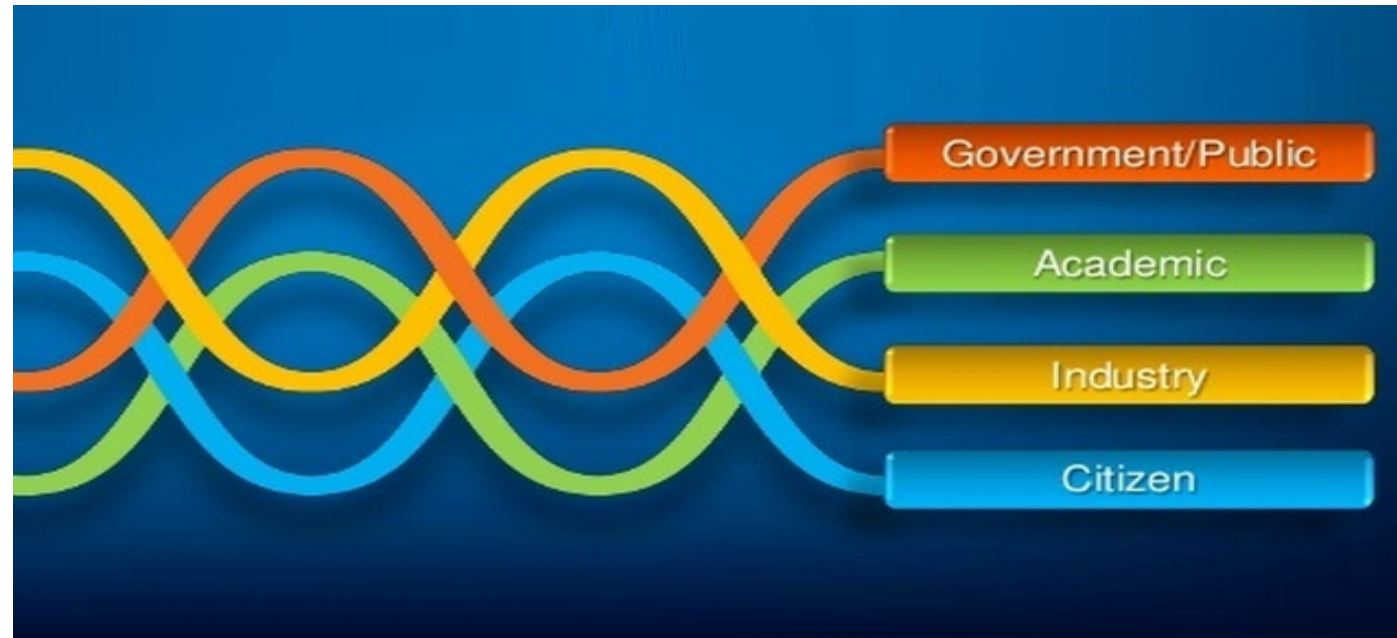
Scholarly impact

Impact outside academia



- Expressivity
 - Shared vocabularies
 - Long-term accessibility
 - Contextualisation of contents and processes
- ETC.

Recommendations: moving the quadruple helix



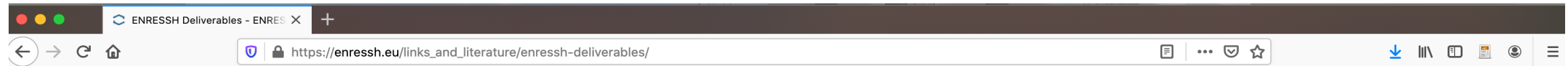
Carayannis, Elias G.; Campbell, David F. J. (2006). "'Mode 3': Meaning and implications from a knowledge systems perspective". *Knowledge creation, diffusion, and use in innovation networks and knowledge clusters : a comparative systems approach across the United States, Europe, and Asia*. Praeger Publishers. pp. 1–25. [ISBN 0-313-08323-1](#). [OCLC 7020939](#)

Image source: <https://realkm.com/2018/10/11/applying-the-quadruple-helix-model-of-open-innovation-in-knowledge-based-development/>

Recommendations



ENRESSH recommendations



COST is supported by the EU Framework Programme Horizon 2020

[PRIVACY NOTICE](#)

[HOME PAGE](#)

[STAKEHOLDERS](#)

[NEWS](#)

[ENRESSH NEWSLETTERS](#)

[CONTACT](#)

[LOG IN](#)



[ABOUT](#)

[MEMBERS](#)

[WORK GROUPS](#)

[STSM](#)

[ECI](#)

[TRAINING SCHOOLS](#)

[DOWNLOADS](#)

ENRESSH Policy Briefs

Spring 2020: Better Adapted Procedures for Research Evaluation in the SSH

An adequate research evaluation in the SSH (and beyond) corresponds to the research practices, makes its policy goals explicit, involves all stakeholders, ensures diversity of evaluation practices by respecting research's local and international embeddedness, uses a broad range of explicit quality criteria adequate for the discipline(s) under evaluation, evaluates each criterion separately, is based on informed peer review combining qualitative judgement and quantitative information, respects interdisciplinarity and does not prioritise some fields over others. Download the full policy brief [here](#).

Autumn 2018: Communication, evaluation and impact of Social Sciences and Humanities

ENRESSH argues that societal impact should be evaluated in its context to stimulate societally relevant research. Disciplinary and national differences should be acknowledged to allow for optimal communication with peers and stakeholders. Communicating with the right stakeholders in the most suitable ways is key to achieving impacts. The brief was circulated among all participants of the Pathways to Impact from SSH Research conference in Vienna (28/29 November 2018) and can be [downloaded here](#).

Recommendation and guidelines for proof-based impact narratives

Good impact evaluation should match with how scientists themselves define "good impact", reinforcing it as a widely accepted norm for what good scientists do. Guidelines for evidence-led evaluation of research impact in the SSH can be [downloaded here](#).

Helsinki Initiative on Multilingualism in Scholarly Communication

ENRESSH is one of the founding signatories of the Helsinki Initiative on Multilingualism in Scholarly Communication. Policy-makers, leaders, universities, research institutions, research funders, libraries, and researchers are invited to sign the [Helsinki Initiative](#) to promote multilingualism in scholarly communication.

THANK YOU FOR YOUR ATTENTION!

Contact:

ioana.galleron@sorbonne-nouvelle.fr

evalhum@evalhum.eu

<https://enressh.eu/>