

Serving variegated audiences: from ranking oriented evaluation to mission oriented evaluation

Ad Prins

Support in Research Management

The Netherlands



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GRAND CHALLENGES FOR RESEARCH

EU Priorities:

- Health, demographic change and wellbeing;
- Food security, sustainable agriculture and forestry, marine and maritime and inland water research, and the Bioeconomy;
- Secure, clean and efficient energy;
- Smart, green and integrated transport;
- Climate action, environment, resource efficiency and raw materials;
- Europe in a changing world - inclusive, innovative and reflective societies;
- Secure societies - protecting freedom and security of Europe and its citizens.

UN Priorities:

- No poverty
- Zero hunger
- Good health and well being
- Quality education
- Gender equality
- Clean water and sanitation
- Affordable and clean energy
- Decent work and economic growth
- Industry, innovation, infrastructure
- Reduced inequalities within and between countries
- Sustainable cities and communities
- Responsible consumption and production
- Climate action
- Life below water
- Life on land
- Peace, justice and strong institutions
- Partnerships for the goals



MAIN FEATURES OF R&I POLICY

- High level political goals ('responsible research for a better world'), all aggregation levels, national, supra-national organisations (EU, ASEAN, UN)
- Increasing role of industry and the economy: new knowledge + new markets
- Stimulate new connections between academic research, industry (big and small), civil society, public sector, and also the general public
- Distributed agenda setting and governance, consensus orientated, RRI



CONSEQUENCES FOR RESEARCH EVALUATION

- Traditional evaluation mechanisms don't work; bibliometrics → what role, critique from inside and outside, new developments (f.e. altmetrics)
- Peer review needs to be reviewed → extended peer review, expert review, mixed panels, focus groups
- Societal impact, RRI: context dependent, under developed mechanisms, narratives, case studies
- Bureaucratic overload, preference for simple numbers



Addressing the challenges: Dutch Standard Evaluation Protocol 2015-2021

- All academic research every six years, 3 main criteria, international review committees, no hard consequences
- Scientific quality and societal relevance assessed in a balanced way
- Disciplinary freedom for indicators three categories: output, use and recognition
- Productivity, numbers no longer a main criterion; quantitative indicators where possible and sensible, qualitative indicators are equally valuable and informative – narratives, case studies
- Allow for stakeholder involvement in review process

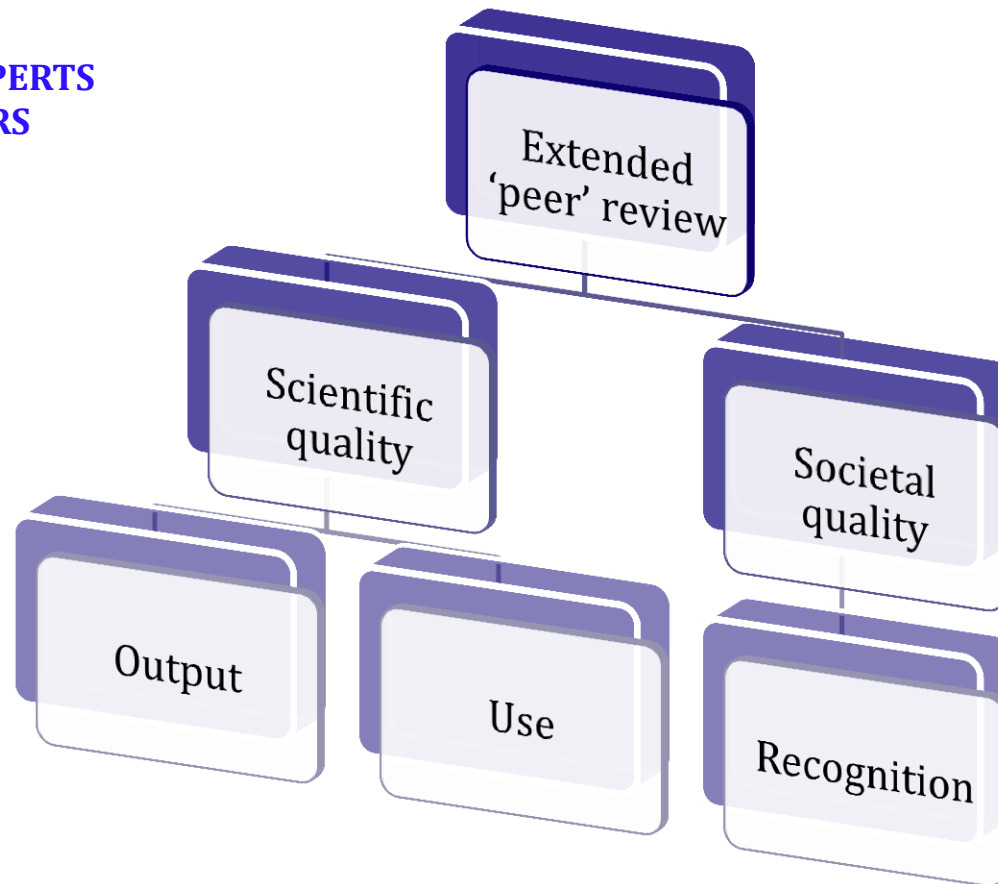


ARCHITECTURE OF NEW SEP

PEERS, OTHER EXPERTS
and STAKEHOLDERS

EQUAL ATTENTION IN
ASSESSMENT

INDICATORS
BOTTOM UP





SEP INDICATOR SCHEME differences per disciplines are allowed

		Quality domains	
		Research quality	Relevance to society
Assessment dimensions	Demonstrable products	1. Research products for peers	4. Research products for societal target groups
	Demonstrable use of products	1. Use of research products by peers	5. Use of research products by societal target groups
	Demonstrable marks of recognition	1. Marks of recognition from peers	6. Marks of recognition by societal target groups



WHAT DOES THIS MEAN FOR WORK FLOOR

- Self evaluation report: includes SWOT, data for the SEP table, and a perspective on the policy context: *Top sectors, Strategic choices of the universities, H2020, contribution to technological and social innovation, National Research Agenda*
 - Bottom up development of indicators: the research field decides which indicators represent best how work is done in the field, and how it is communicated, stakeholders can be included
- Indicators for scientific quality, for societal relevance,



NL HUMANITIES PROJECT

Goal: a 'SEP' guideline for humanities research

How: develop this with the help of all humanities faculties and research schools

What:

- *Review of bibliometrics in humanities research:*

Look at how journals and monographs are used in different subfields, options and limitations, language issues o.a., usability of databases like Google, Bing, Google Scholar, specialist databases (f.e. parliament, Nexus Lexus).

- *Review Societal impact assessment*

- Look at different audiences, the products/output, patterns of communication
- The role of stakeholders
- Development of methods for societal impact evaluation

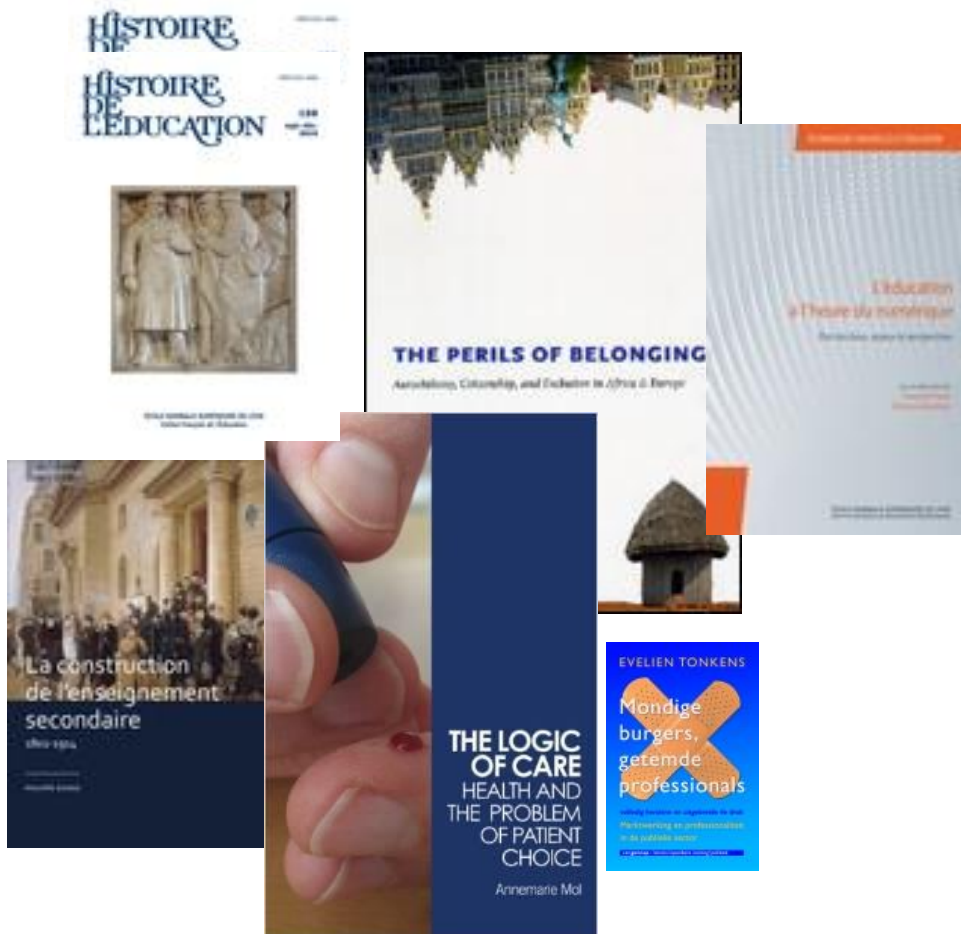


DRAFT GUIDELINE

- ☐ Narrative as core of the self evaluation, not only about results, but also about interaction with relevant stakeholders (not only 'sending')
- ☐ Toolbox for indicators, quantitative and qualitative
- ☐ Casestudies (not mandatory)
- ☐ A SWOT-analysis directed towards future direction of the group



Characteristics of Social Sciences and Humanities



Diversity in output :

- Books, Chapters
- Journal articles
- Reports
- Lectures, Documentaries etc.

Multi-, Inter- and Transdisciplinary orientation

Varied audiences beyond domains of science & university



Contextual Response Analysis (CRA)

- Networks of interactions (SIAMPI)
 - Identification of stakeholders
 - Are stakeholders reached? Do they react?
- Identifying patterns in indirect interactions:
 - Diversity of sources
 - Diversity of stakeholders
 - Socio-economic / cultural sector? Function?
- Method used for evaluation of major Dutch policy research bureaus, and acad. research

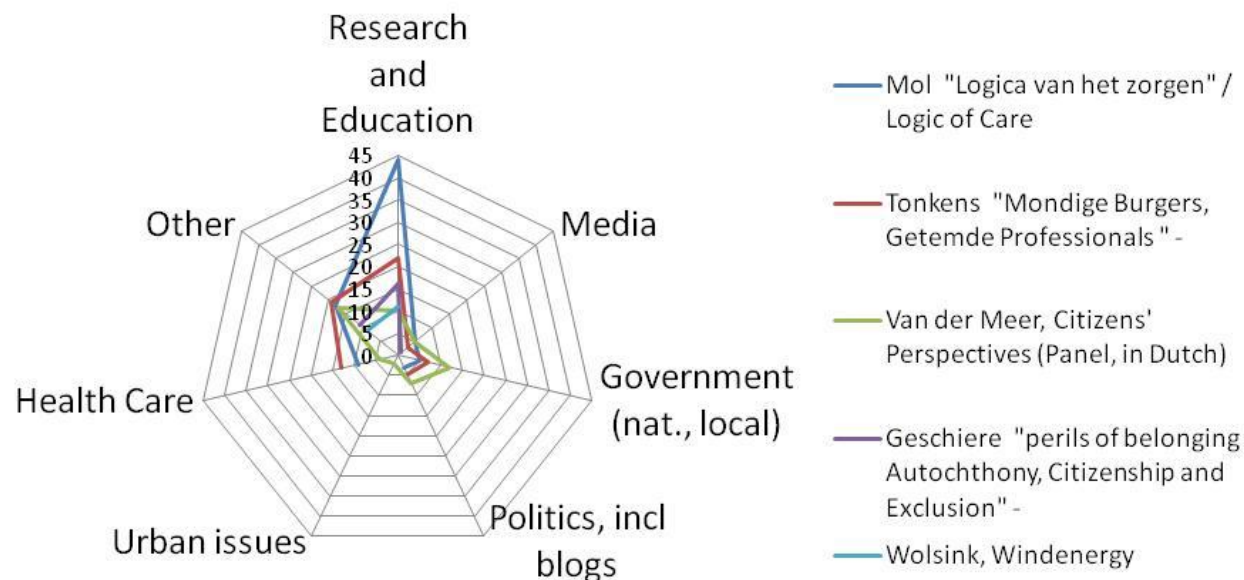


Hybrids: societal impact of scientific output in social sciences

Title	Kind of publication	Societal Use	Google Scholar Cites
A. Mol, (2008/2005) The Logic of Care,	Book	48/36	77/532
E. Tonkens, (2003) Mondige Burgers, Getemde Professionals	Book	69	179
Dekker, Van der Meer, and I. De Goede. (2009) Continu onderzoek burgerperspectieven	Panel	57	16
P. Geschiere, (2009) The Perils of Belonging,	Book	30	281
M. Wolsink, (2007) Wind power implementation,	Scientific Article	27	354

Societal Impact of social science publications

Response profile of AISSR publications



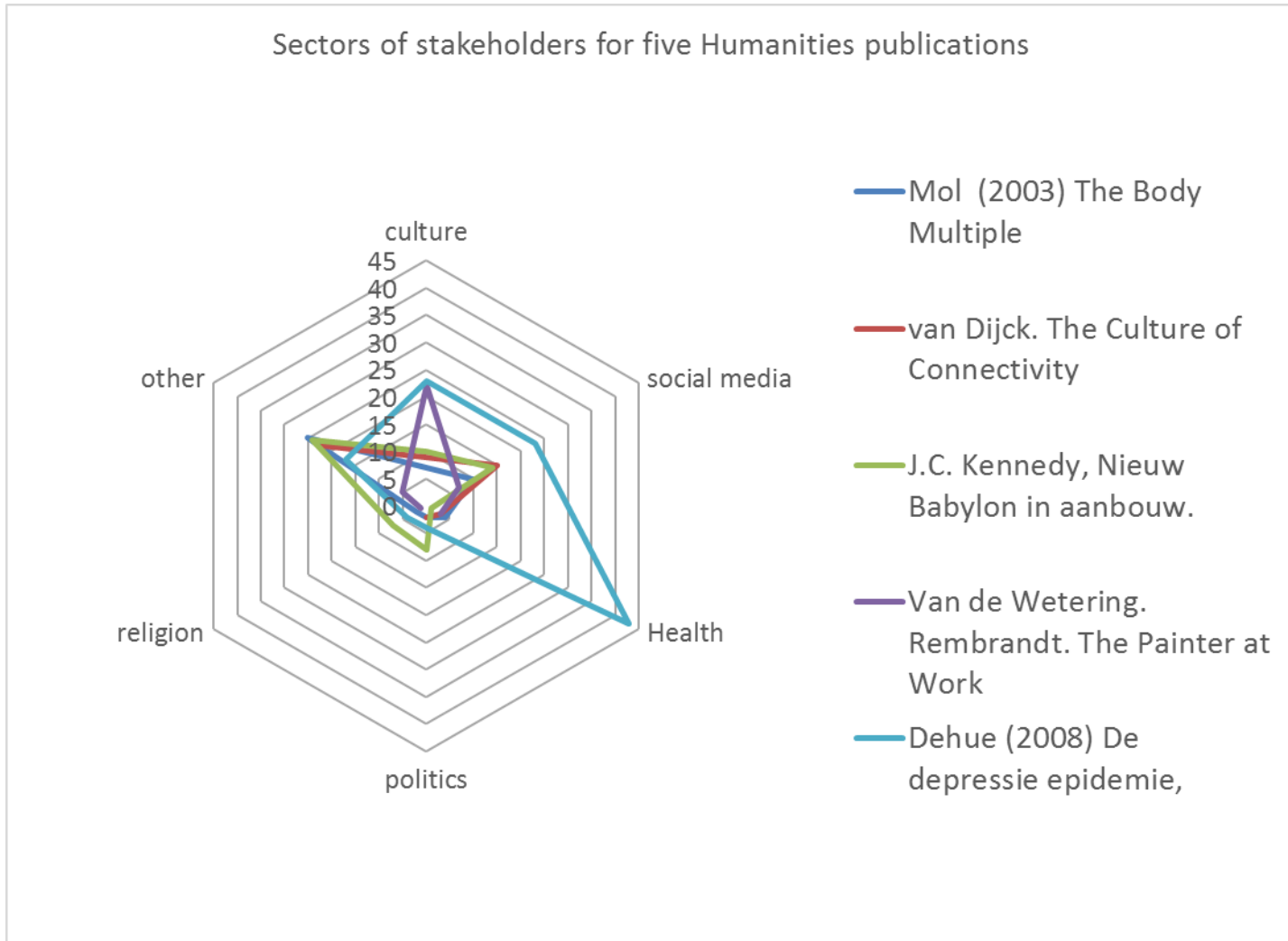
Numbers of frequent users, without book sellers, webshops, libraries etc



Hybrids: societal impact of scientific output in Humanities

	Google Scholar cites	# net societal stakeholders	Panel
Annemarie Mol (2003) The Body Multiple.	3359	86	STS
Van Dijck. (2013) The Culture of Connectivity	729	87	Literature Studies
Kennedy, (1995) Nieuw Babylon in aanbouw.	280	132	Political History
De Rooy, (2002) Republiek van rivaliteiten.	151	46	Political History
Van de Wetering. (1996) Rembrandt.	150	106	Arts and Art History
Dehue (2008) De depressie epidemie.	103	206	STS

Societal impact of publications in Humanities



Flexibility of SEP for innovation trajectories



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Quality and relevance in SSH can be systematically evaluated

SSH characteristics of Hybrids:

- At once realizing quality and relevance in both the scientific and the social domain
- Distinct category of research output to be separately listed in RIS
- Topical, public debate, normative dispute and adversaries

Contextual Response Analysis:

- Systematic approach showing traces of users in various domains
 - User traces vary, related to specific output
 - User traces vary, related to type of research unit
 - User traces vary, according to policy of research unit for societal relevance
- CRA enables profiling of research units
- Identification of users (potential stakeholders)
- Profiling can be used for mission oriented evaluation, and for extended peer review by including newly found groups of users



Evaluation in Variegated Audiences

SSH:

- Diversity in types of output, diversity in audiences and innovation trajectories
- Network approach, including networks of peers and target groups

Evaluating research for variegated audiences:

- Flexibility for field- and mission related indicators and robust data
- Flexibility for variegated innovation trajectories
- Narratives supported by robust data

Thank you for your attention

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