

Publishing for Impact

Online course learning objectives

This course explores the concept of research impact and its importance throughout the research lifecycle. Learners will develop an understanding of the different types of impact, how impact can be generated and demonstrated, and the ways in which research can create meaningful change beyond academia.

The course examines pathways to impact, approaches for assessing and communicating research impact, and strategies for incorporating impact planning into research activities and proposals. Learners will also explore commonly used research metrics, understand their limitations, and distinguish between metric-based measures and real-world impact. By the end of the course, learners will be better equipped to recognize, articulate, plan for, and demonstrate the impact of their research.

This course will help learners to:

- Identify different types of research impact and understand the pathways, activities, and contexts through which impact occurs
- Articulate the actual or potential impact of research to a range of stakeholders beyond academia
- Assess and describe research impact while recognizing the challenges associated with measuring and evidencing impact
- Incorporate impact planning into research proposals and develop strategies for communicating research impact
- Identify the metrics used to measure article importance or rank and distinguish these from real-world impact
- Apply strategies that may increase the likelihood of publishing in high-impact journals

Language: English

Time to complete: 2 hours

Level: Beginner

Online course full syllabus

MODULE ONE: UNDERSTANDING IMPACT

This module introduces the concept of research impact and explores why impact is increasingly important within the research landscape. Learners will examine the relationship between different forms of impact and develop an understanding of how research can contribute to meaningful change.

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This module will help you to:

- Appreciate the importance of impact in research
- Distinguish and know the relationship between real-world impact, academic impact, and journal impact factors
- Characterize research impact by knowing the different types of real-world impact

Topics

- The Different Meanings of Impact
- Real World Impact
- Balancing Academic Excellence with Societal Value

MODULE TWO: EXPLORING THE PATHWAYS, TYPES, AND VALUE OF RESEARCH IMPACT

This module explores how research creates impact across different contexts and audiences. Learners will consider the various pathways through which impact occurs and develop approaches for communicating the value of their research beyond academia.

This module will help you to:

- Identify the different types of research impact, including the timeframes, activities, disciplinary contexts, and pathways through which impact occurs
- Articulate the actual or potential impact of your own research in ways that are meaningful to diverse stakeholders beyond academia

Topics:

- From Research to Real-World Impact: Key Concepts and Contexts
- Mapping the Diverse Impacts of Research
- Pathways from Research to Impact

MODULE THREE: ASSESSING RESEARCH IMPACT: FRAMEWORKS, METRICS, AND MEANING

This module examines how research impact can be assessed and evidenced. Learners will explore approaches to evaluating impact while recognizing the complexities and challenges involved in measuring research influence and outcomes.

This module will help you to:

- Make basic assessments of research impact and appreciate the associated challenges
- Recognize and describe the impact of your own research

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Topics:

- How Is Research Impact Assessed?
- Thinking Through Your Research Impact

MODULE FOUR: PLANNING AND COMMUNICATING RESEARCH IMPACT

This module examines how research impact can be assessed and evidenced. Learners will explore approaches to evaluating impact while recognizing the complexities and challenges involved in measuring research influence and outcomes.

This module will help you to:

- Make basic assessments of research impact and appreciate the associated challenges
- Recognize and describe the impact of your own research

Topics:

- How Is Research Impact Assessed?
- Thinking Through Your Research Impact

MODULE FIVE: IMPACT FACTOR AND OTHER METRICS

This module introduces the metrics commonly used to assess research outputs and journal performance. Learners will examine how these metrics are calculated and used, while considering their limitations and the differences between metric-based measures and real-world impact.

This module will help you to:

- Identify the metrics that are used to measure article importance or rank
- Distinguish the difference between these metrics and real-world impact, and use them responsibly
- Write an article that would increase your chance of publishing in a high-impact journal

Topics:

- Impact Factor
- Other Metrics
- Improving Your Chances of Publishing in a High-Impact Journal