

Engaging with the Real World: Understanding Your Priorities

Think about your own PhD research and who you would like to engage. What would success would look like for this project? What impact would you like it to have and who would you want to reach?

<p>Who is/are the intended audience(s)? Who do you want to engage with? Who do you have an obligation to engage with? What are the demographics or special aspects of these audiences?</p>	
<p>What impact/audience-related objectives have been agreed with your funder and/or supervisor? What types of outcome have been agreed with funders or your supervisor? What kind of activities do they expect you to get involved in?</p>	
<p>Are there other hopes or expectations that you have for your work, and ensuring it reaches wider audiences? Is there a niche audience you want to reach? Is there an unofficial target for engagement? Is there a follow on project to seed?</p>	
<p>Are there particular activities you definitely want to get involved in? e.g. working with community groups; reaching out to policy makers; working with industry; engaging with the press; schools work; blogging your research; performance around your work (e.g. PhD in an Hour; Bright Club; Fun Palaces; CODI; science festivals; YouTube channel).</p>	

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<p>What would success look like? What do you want your research to achieve beyond academic outputs? What do you want to do after your PhD – would links with industry help? Do you want to reach policy makers? Practitioners?</p>	
<p>What kind of impact would that involve? It may help to think about the REF Impact areas: Political; Health; Technological; Economic; Legal; Cultural; Societal; Environmental.</p>	
<p>What are your goals for public engagement activities? Think about any SMART (Specific, Measurable, Achievable, Relevant and Time-bound) goals, and your wider priorities. Think about how these would fit into your ongoing goals and PhD timeline.</p>	
<p>What support do you have available to help you achieve your goals? Think about any local mentors, supportive knowledge exchange or public engagement colleagues, national organisations (e.g. NCCPE), resources (e.g. LSE Impact of Social Sciences Blog), etc. available to you.</p> <p>Who in your network can help you get started?</p>	

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