







Gathering impact stories from JASMIN users

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Overview



- Who we are and what we do
- Rationale and difficulties
 - What is 'impact'?
- Methodology
- Collection process for 2019 impact stories
- Next steps







Who are we?





Centre for Environmental Data Analysis

SCIENCE AND TECHNOLOGY FACILITIES COUNCIL NATURAL ENVIRONMENT RESEARCH COUNCIL

We aim to provide support to the environmental science community. We do this via two main services...







Our key services



JASMIN



www.jasmin.ac.uk

- Data intensive supercomputer
- Over 44 Petabytes storage
- Jointly managed with STFC Scientific Computing Department

Working in parallel

CEDA Archive



www.archive.ceda.ac.uk

- Long term data archive
- Over 12 Petabytes of atmospheric and earth observation data







Communication with users



- >53,000 users (~2000 = JASMIN users)
- Limited to user queries asking us for support



We have many users, but we rarely know what they're doing with our data or computing power







Rationale

- Need to show the impact our services have on researchers and wider society
- Increasingly required by our funders (Lawrence & Townsend, 2016)
- Very difficult to evidence impact (Manville et al, 2015)
 - Especially 'once removed'



• Not all researchers agree with the impact agenda

Manville, C., Morgan Jones, M., Henham, M., Castle-Clarke, S., Frearson M., Gunashekar S. and Grant, J. (2015) Preparing Impact Submissions for REF 2014: An Evaluation.



Lawrence, B.N. and Townsend, P. (2016) JASMIN Science Case. Centre for Environmental Data Analysis (CEDA). Available from: http://cedadocs.ceda.ac.uk/1350/







But what exactly do I mean by impact?



Our definition adapted from Reed (2016)

Beneficial changes that occur in the real world (beyond the world of researchers) as a result of research that relied upon CEDA services for its success



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Impact context



National Centre for

Earth Observation

NATURAL ENVIRONMENT RESEARCH COUNCI

ATURAL ENVIRONMENT RESEARCH COUNCIL





Scientific narrative aka 'impact story'



- Short summary of project
 - How it will benefit wider society
 - How project used
 CEDA services
- Could also include;
 - If project would have been impossible without our services



Analysis of faults caused by earthquakes

- Know where to send rescue teams
 - Improving future predictions







Difficulties - how to collect the stories





- Only know about impact when users tell us about it
- Collected impact stories in 2016 as required by our funders
 - Reactive vs proactive
 - Not sustainable or time efficient
 - Only targeted known key users











Supervisor: Dr Clare Wilkinson

Aim:

to investigate how impact stories could be collected from CEDA users and propose suggestions as to how this could be implemented











Focus groups	Survey
Six groups at three events	17 questions, mainly tick box style
Optional self sign up sheet (26 attendees in total)	Email sent to ~17,000 users in July 2018
20-40 mins	520 responses (3.04%)
Thematic analysis	
Outcome:	
List of key recommendations to indicate how CEDA could implement processes for collecting impact stories	
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Key findings and recommendations - MSc project



- Be transparent about why collecting impact information is necessary
- Emphasise why it is beneficial to the user personally and for the service provider
- One process will not fit all users. Think about the purpose of collecting the impact stories, and tailor the process accordingly

Continued...

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Key findings and recommendations - MSc project

- Provide a simple process that avoids wasting users' time by;
 - Not asking for information too frequently Ο
 - Collecting information via existing \bigcirc processes where possible
 - Asking for basic information first, later Ο followed up (for more details) if the information is relevant and the user is willing
 - Providing support when writing impact \bigcirc stories





2019 collection process





- Took into account MSc findings
 - Targeted JASMIN users (~2000) \bigcirc
 - Survey asking for basic 0 information (sent in January 2019)
 - ~1 month deadline with reminders 0
 - Explained why we need impact Ο information
 - Random prize draw Ο
 - Only contact users for detailed Ο information if we want to use their story

National Centre for

Atmospheric Science





2019 impact stories



Over 50 responses from JASMIN users (2.5% response rate)

 ~80% of responses are suitable for writing up into a full story
 Including lots that we had no idea about!

Complete BirdTrack lists: Breeding season 2005 vs. 2016



UK bird population change using citizen science observations

Credit: Philip Boersch-Supan (British Trust for Ornithology)



Credit: Daniel Chapman (Uni of Stirling)





Insurance for African farmers - provide climate services

Credit: Emily Black (Uni of Reading)









- Continue to write up the suitable 2019 responses into impact stories
- Add stories to our website
- Think about different ways that we can 'advertise'/share the stories to help other users



• Repeat annually!







BY Photograp

Summary

- Some key lessons for collecting impact stories:
 - Simple, expandable process, engaging users in "their story"
 - Not too often, not too difficult...
 "just right"



- Response rates are low, which implies:
 - \circ $\;$ Lots of scope for more stories
 - Many users may be better at maths than words(?)
- Impact stories are just one component of the "impact landscape"
 But all the rest depend on these as their foundations















Over to you...



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