

Institution: University of Salford
Unit of Assessment: 34
<p>1. Unit context and structure, research and impact strategy</p> <p>Unit context and structure</p> <p>Research at the University of Salford in Culture, Communication and Media Studies, Library and Information Management (CCMLIM) dates back to 2001 and has an established record of taking place within and across several organisational units. Building on our REF2014 return of 17 staff, we submit 20 (19.2 FTE) to REF2021 (Bagnall, Brettle, Choi, Coen, Crawford, Frade, Gosling, Hancock, Hewett, Kreps, Light, McMurtry, Miah, O'Reilly, Randall, Simpson, Smith A, Smith G, Taylor, Vasilica). In 2014, 29% of staff returned were female, a figure that has risen to 50% in REF2021. We have more than doubled the number of PhD awards from the previous census period from 24 to 55.</p> <p>CCMLIM research makes a major contribution to the University's research strategy through addressing one of its three core foci: Digital (REF5a). We renewed our commitment to digital research articulated in REF2014 and set in train research within the two key areas of this submission: digital culture and heritage and media industries and media systems. These areas reflect the growth of digital media whilst underpinning a multi- and interdisciplinary research environment to generate an understanding of the creation, production and consumption of communication media in cultural, economic, political and societal contexts, both past and present. Our research allows us to understand the values and practices of the world of communications media across the digital revolution continuum and contributes to the University's goal of developing strong industry collaboration.</p> <p>The <i>Arts, Media and Communication Research Centre (AMCRC)</i> and the <i>Centre for Social and Health Research (CSHR)</i> are the organisational focal points of this submission, based respectively in the Schools of Arts, Media and Creative Technology (SoAMCT) and the School of Health and Society (SoHS). The Culture, Communication and Media Research Group (CCMRG), part of AMCRC, undertakes research in the conceptual, applied and practice-based aspects of cultural and media studies and traditional and new digital media. The Connected Lives, Diverse Realities Research Group (CLDRRG) in CSHR addresses pressing social issues by exploring shared methodological and theoretical approaches from the cultural turns in sociology and studies of digital society. Our group membership is diverse, comprising staff from SoAMCT and SoHS predominantly, as well as Salford Business School (SBS) and the School of Science Engineering and Environment (SEE).</p> <p>Each research group shares the following objectives:</p> <ol style="list-style-type: none"> 1. Produce internationally excellent and world-leading research outputs 2. Deliver and sustain postgraduate research degree completions 3. Organise academic research conferences and seminars that attract leading media scholars and support the submission and presentation of CCMLIM research at leading research conferences 4. Foster a culture conducive to obtaining funding to undertake high-quality research 5. Broaden the impact of CCMLIM research at Salford for its civil society, commercial and governmental users 6. Provide high-quality peer support and development for all CCMLIM researchers in an environment of ethical and inclusive research culture, behaviour and practice. <p>In responding to these objectives, our work has developed in two broad areas:</p> <p>1. Digital culture and heritage</p> <p>Our research has investigated the many aspects of daily life influenced by the digital and the historic cultures that predate these, with particular concern for the spheres of health and leisure.</p>

Work on health has created innovative platforms, spaces and methods to explore the use of a range of digital media to provide health information. By encouraging peer support, the work has also facilitated self-management and improved health outcomes (**Brettle, Light, Miah, Taylor, Vasilica**). Research on leisure and digital media includes work on cosplay and video gaming (**Crawford, Hancock**), online dating and 'hooking up' and internet humour (**Light**), e-sports and drones (**Miah**), video game production practices (**Smith, A**), audience engagement in museums and in relation to classical music cultures through digital media (**Bagnall, Crawford, Gosling, Light, Randall**); and the historical significance of public leisure spaces (**O'Reilly**).

2. Media industries and media systems

This area has five key elements and has produced some notable highlights. **Coen's** work on the historical and contemporary importance of journalism led her to take part in a key international collaborative project on journalism and media consumption. For **O'Reilly**, it resulted in her winning a 2020 Curran Fellowship. The research of **McMurtry** on the history of radio drama and **Hewett** on television acting produced two monographs. Research on developments in trans- and converging media and their economic, political and regulatory consequences (**Light, Simpson, Smith A.**) was presented at leading international conferences and published widely in scholarly literature. The evolution and consequences of information and communications media as socio-technical systems of production, service delivery and consumption (**Brettle, Choi, Kreps, Light, Simpson, Smith G., Vasilica**) and the impact of health libraries and librarians (**Brettle**) was underpinned by external funding and led to key book and journal publications.

Our research is inter- and multidisciplinary with staff expertise in the diverse fields of culture, media, communications, politics, information systems, psychology, sociology and librarianship. Researchers are drawn from a variety of disciplines creating a rich intellectual research environment, for example: Arts Practice (**Bagnall, Crawford, Randall**); Nursing and Midwifery (**Brettle, Light, Vasilica**) and Journalism (**Coen**).

Strategy to support impact

The development and articulation of impact from our research has been a strategic priority in the census period, delivered through:

- Provision of internal funding by research centres in tandem with institutional investment
- Appointment of School-level Impact Coordinators who receive workload in their role to support impact action plans and provide training and advice
- Work with University industry collaboration colleagues (in Research & Knowledge Exchange, RKE) in the areas of Health, Wellbeing and Society, and Creative and Digital, to develop new partnerships and embed impact into existing projects.

We return to REF3 our two strongest examples of impact during this period. The first demonstrates impact generated from a 2012 AHRC-funded project, in which **Crawford, Bagnall, Gosling** and **Light** worked collaboratively with the London Symphony Orchestra and software developer Kodime Ltd. to develop a new audience engagement platform (Student Pulse), which is now used by nine of the UK's leading classical music orchestras, successfully engaging a younger, more ethnically diverse audience. Our second submission describes research involving **Brettle, Light** and **Vasilica**, which led to the development of two digital interventions: Facemums (social media platform supporting pregnant women); and the Kidney Information Network (digital platform helping chronic kidney disease patients to manage their condition). The platforms have facilitated greater self-management and enhanced health and wellbeing outcomes among users, with NHS Trusts adapting the models to increase provision during the COVID-19 pandemic.

However, impact generated in the Unit transcends our two REF3 case studies. **Simpson's** work on media governance had influence in political (the European Parliament), regulatory (the Body of European Regulators in Electronic Communication), technical (the Institute of Electrical and Electronics Engineers) and civil society (the Voice of the Listener and Viewer) circles. **Brettle's** work for Knowledge for Healthcare has enabled NHS libraries to demonstrate the value of their services at organisational and national levels. **Taylor's** research on the effects of social media

and screen time on children's physical and mental wellbeing contributed to the British Psychology Society (BPS) guidelines on Children, Adolescents, and Screen Use, presented at the House of Commons to the All-Party Parliamentary Group on Psychology. **Miah's** work on esports has informed the United Nations *AI for Good* research programme and the work of the Global Esports Federation, to which he was appointed in 2019.

Research vision and strategy

Over the next five years, we will sustain and develop the multi- and interdisciplinary work that lies at the heart of CCMLIM research through the following overarching goal:

To provide enriched understandings of the roles and significance of digital culture, heritage, media industries and systems in diverse 21st Century human existence and to establish Salford as a leading international voice in this field.

Our goal is realistic since it is underpinned by the pursuit of developmental continuity and is in line with our institution's strategic priorities. It builds upon our long-established expertise in digital research in this and previous census periods. Our world is increasingly reliant on digital technologies and services – understanding their opportunities and affordances, as well as their barriers and limitations, will be a crucial intellectual, economic, social and policy endeavour over the next decade. We intend to maintain our themes and groups and deliver our contribution through the following aims:

- **Increasing the diversity and number of staff** with expertise in digital research, by developing new and early career researchers through the three-year research plan process and making appropriate strategic appointments.
- **Increasing the number of postgraduate researcher (PGR) enrolments and completions** in CCMLIM digital subjects through growth in domestic and international recruitment. This will allow us to boost our knowledge base, enrich our scholarly community, build our global partnerships and collaborations and grow the next generation of scholars.
- **Increasing the value and duration of external research funding** to allow for greater stability and depth in our activity. This will be achieved through the three-year research planning process and increased collaborative research grant applications and will increase links between our researchers, extend our research capacity, enhance our reach and reputation internationally and strengthen our international networks.
- **Broadening and deepening the impact of CCMLIM research** for a diversity of non-academic users through continued staff development in this area, particularly with a focus upon the deployment of digital methods, service delivery and engagement with policy related to digital life. Sectors with whom we will expand our engagement are: galleries, libraries, heritage, events and festivals, health and social care organisations and civil society.
- **Continuing to invest in digital infrastructure** across our campus by opening a Digital Humanities Lab based at MediaCityUK and opening a virtual related visioning facility within the Salford Innovation District as part of the Campus Masterplan. We will also infuse digital technologies and maximise use of the University's new Microsoft Azure cloud-based computing facilities to engage in digital methods research. We aim to retain improvements in organisational practices driven by COVID-19 and intensify these affordances within research.

Open access and open research

In line with our institutional strategy of creating a culture of open research to promote industry collaboration and real-world learning, CCMLIM is committed to promoting and delivering an open research culture within and beyond the University. Via the University's Library Open Research

Team, staff have received and implemented training on open access and its benefits, research data management best practice, routes to publication and how to publish outputs as open access resources. Consequently, all CCMLIM staff submitted to REF2021 are registered with an ORCID identifier and have a ResearchGate or Academia.edu profile. Staff have deposited 182 open access items into USIR (the University's open access repository) in the assessment period which have been downloaded 35,681 times. Externally, CCMLIM staff have given keynotes at Altmetric conferences (**Miah**) and provided board membership of international open access journals in library and information practice (**Brettle**).

Research governance and integrity

The three-year research plan process ensures that individual researchers wishing to pursue research can do so within the values of the University, their School and Group. Each Research Group is led by a senior researcher who reports to the School Associate Dean for Research and Innovation (ADRI). Each School has a Director of PGR Studies who is responsible for monitoring all aspects of the PGR student journey and a Research Ethics Committee to which staff and PGR student projects must be submitted for double peer review. The School Research and Enterprise Committee (SREC) within each School has the assurance of research integrity as one of its core goals. The conduct and performance of research is scrutinised in a once-per-trimester meeting at which the ADRI, Research Group Leads, the Director of PGR Studies and PGR student representatives are present.

2. People

Our strategy to increase the size of CCMLIM has involved a combination of consolidating and developing core research strengths through retention and internal promotion, coupled with the development of capacity through external recruitment of staff at both senior and early career researcher levels. We have embedded strong research leadership and effective researcher development processes within the Unit, ensuring its future sustainability.

Staffing strategy

CCMLIM has sought to recruit staff with excellent track records who align to the group's focus on digital. Three external professorial appointments were made in the census period: **Choi** (media systems - SoAMCT), **Light** (digital society – SoHS) and **Miah** (science communication - SEE), complementing existing expertise and ensuring that all our professors (**Brettle, Choi, Crawford, Light, Miah, Simpson**) are engaged in digital research. This has meant that 100% of the £1.28m research income generated by our researchers is digitally focused work.

Six Lecturers (**Hancock, Hewett, McMurtry, Smith, Taylor, Vasilica**) were appointed in the digital research area in this cycle. In SoAMCT, three lecturer appointments were **McMurtry** (mass media culture), **Hewett** (television history and production) and **Smith A** (media industries and production). These staff developed quickly with each producing a monograph during the census period. **McMurtry** is Postgraduate Research lead in SoAMCT; **Hewett** (with **O'Reilly**) established the CCM Work in Progress Reading Group in 2019. In SoHS, two new scholar appointments were **Vasilica** (digital health and society), a key contributor to a REF3 submission through work supporting people with chronic kidney disease online; and **Taylor** (psychology and digital society) whose research on children's screen use was funded by the ESRC. CCMRG is led by a professor (**Simpson**) and includes seven staff from SoAMCT (**Choi, Hancock, Hewett, McMurtry, O'Reilly, Randall, Smith A.**), and one each from SBS (**Kreps**), SEE (**Miah**) and SoHS (**Coen**). CLDRRG is led by a professor (**Smith, G.**) and includes **Light** (also ADRI in SoHS), **Brettle** (also Director of the Centre for Social and Health Research, CHSR) and six other staff (**Bagnall, Crawford, Frade, Gosling, Taylor, Vasilica**).

Our team comprises staff at different stages of their academic careers (7 Professors, 5 Senior Lecturers/Readers and 8 Lecturers) and includes 10 female and 10 male staff, demonstrating that we have a sustainable group with strong leadership which is developing a pool of early career talent. Internal support for progression and development saw **Brettle** appointed to Professor in 2016 and **Kreps** (information systems, SBS), author of two monographs in the census period,

promoted to Reader in 2017. **Brettle** was also previously a Director of Postgraduate Research Studies.

Support and development mechanisms

The development of research-active staff is a key University strategic priority and this goal is delivered through multiple activities within Schools as part of their core business. Internal funding of £30.5k has been awarded to CCMLIM staff from central schemes, with School match-funding, to enable staff to participate in international conferences, build professional networks, share research findings and undertake effective impact activities. School-level training and development opportunities complement the University's researcher development programme (SECRET) and support staff to produce high-quality research outputs and plan impact activity. Nurturing a supportive environment in which to conduct research is a priority and opportunities are provided for staff to interact at research group and School levels.

Formal career development processes

All staff have annual Career Conversations with their line managers, allowing for feedback and advice on colleagues' research trajectory, setting of research objectives and measurement of achievement. Staff three-year research plans now feed into these discussions so that objectives are set for specific activities and staff receive the necessary support from their line manager, group lead and ADRI. QR is used to provide research workload for staff based on the outcome of their three-year plan assessment, with a minimum of 20 workload units for staff with 'significant responsibility for research' in accordance with our REF2021 Code of Practice. Three-year research plans provide the context for individual, group and School-wide reflection on the research process and attendant priorities. In SoHS, from 2019, this led to provision of an individually tailored research training menu based on identified requirements, which complements SoHS' annual staff development programme of bi-monthly grant labs, writing retreats, internal and external research seminar programmes, open access tutorials and impact workshops.

Study leave

Three staff have benefitted from a competitive sabbatical scheme that provides a 5-6 month period to complete a research project, funding bid, output or impact work. **Smith's** sabbatical allowed him to complete his monograph *Storytelling Industries: Narrative Productive in the 21st Century* (Palgrave Macmillan, 2018) and two journal articles on comedy podcasting (in *Comedy Studies*) and the US network drama *Mr. Robot* (in *Television & New Media*). **Hewett's** sabbatical enabled him to undertake initial research for a forthcoming monograph on British TV fictions and to complete journal articles on character agency in early *Doctor Who* (in *SERIES: International Journal of Serial TV Narrative*) and Harold Pinter as performer (in *The Historical Journal of Film, Radio and Television*) and a book chapter on sound and vision innovations in the TV series *Morse*. **Coen's** sabbatical period allowed her to conduct a study in collaboration with University of Milano-Bicocca, Italy, on young adults' use of smartphones.

Funding for conference attendance

Annual funding to support conference and workshop attendance is available from central and School sources. CCMLIM researchers have benefitted from £10k to support attendance at conferences, such as **Frade** at the *European Sociological Association*, 2015 (Czech Republic), **Smith G** at *The Times They Are a-Changing* conference, 2014 (Denmark), **Simpson** at *International Communication Association* conferences 2014, (Seattle) and 2015, (Puerto Rico) and **Brettle** at *Evidence Based Library and Information Practice*, 2015 (Australia).

Supporting the production of high-quality research outputs and impact

Internal Peer Review Panels were established in each School in 2016 to provide feedback on research outputs using the criteria of 'originality, significance and rigour' and all CCMLIM members have been involved in and benefitted from this process. This complements School staff development workshops focused on improving the quality of publications, where staff can receive guidance on selecting appropriate publication outlets and learn about open access dissemination mechanisms.

Developing research impact is a strategic priority and supported in multiple ways, with internal impact funding assisting key activities for **Light, Randall** and **Simpson**. Annual impact action plans were introduced in 2018/2019 to support researchers to develop their impact strategically to maximise the benefits of research for wider society and School Impact Coordinators meet regularly with plan holders to monitor objectives and discuss future activity.

Development of a supportive research community

SoHS and SoAMCT foster a vibrant research community through providing opportunities for staff to come together from across research disciplines for productive intellectual exchanges and peer support. In SoAMCT, staff congresses take place once per trimester, *inter alia* providing a briefing on core research issues. A Staff Development Week, held at the start of each academic year, features events devoted to research and research strategy, where researchers share their experiences. Chaired by the ADRI, Research Group Lead's meetings and School Professoriate meetings occur monthly with standing agendas on the review and development of research in the School. In SoHS, the Professoriate (comprising Readers and Professors) meets monthly to discuss research strategy and is a mechanism to feed research issues into the School Senior Management Team via **Light**, the ADRI. In addition to the University mentoring system, mentorship schemes exist within both Schools that match experienced researchers with more junior colleagues.

Support specifically for ECRs is available via several initiatives to ensure they can transition into a research career, develop and progress through effective mentoring and learn skills necessary to peer-support others:

- An early career researcher (ECR) group is represented on School research committees in SoHS and runs quarterly meetings and training events.
- Internal research centre funds are used to support ECR projects and provide match funding for more established researchers' investment and impact projects.
- The PhD by Published Works route used across the University originated in SoHS and contains a staff development programme to support completion of academic publications in a timeframe accommodating the needs of individual colleagues.
- In 2019 a new APEL (Accreditation of Prior Experiential Learning) route to the Professional Doctorate was introduced in SoHS. The current cohort comprises 89% women, providing them with a supportive networking environment, a rapid route to progression at work and in their doctoral studies and a flexible approach to research where support and study sessions are available at different times in online and face-to-face mode.

Equality and diversity

CCMLIM researchers embed inclusion into their research culture in accordance with the University's policy of delivering diversity through an action-based Inclusion and Diversity Strategy. We seek to create an environment where all people are respected and treated fairly; to maintain a culture where diversity is celebrated and discrimination is not accepted; to take positive action to promote equality, diversity and fair access; and to embed equality and diversity in the ongoing execution of our research strategy. In line with our Code of Practice we analysed our REF2 attributions and 43% of outputs have been attributed to female staff, compared to a female submitted staff proportion of 48%, and 2% of outputs have been attributed to staff from a BAME background, compared with 5% BAME submitted staff. We recognise that this reflects our lower proportion of female and BAME staff at higher grades and are committed to addressing this in the next cycle.

Examples of support within the census period include:

- Implementing our three-year plan process has involved individual discussions with staff to allow them to report any experience of difficulties due to health, caring and/or equality of

opportunity related to protected characteristics. This exchange has been used to make reasonable adjustments for staff, e.g. an additional 10% research workload following maternity leave.

- Anonymised insights from the three-year plans have fed into discussions across the Unit on research strategy and implementation plans. This has created ways of surfacing and addressing the challenges different groups face, particularly where protected characteristics intersect and also with long-term health conditions and diverse caring responsibilities.
- All internal funding opportunities are made available openly whether at School or research centre level. Decisions on funding allocations are made by panels that represent the diversity of Schools.
- The formation of the Women in Research Group in SoAMCT, which has met to hear the work of fellow researchers and share experiences of the challenges of undertaking research.

Ensuring an excellent postgraduate research experience

To accommodate a range of professional backgrounds and students joining from practice settings, routes to PhD include an APEL Professional Doctorate programme and a PhD by Published Works alongside traditional PhDs. A new, innovative split-site delivery model has recently been established with Aga Khan University, based in Kenya, Tanzania and Uganda, that enables academics from another institution to remain in their home country for a significant part of their candidature in SoHS; 3 CCMLIM students are benefitting from this mode of study.

Funded pathways have been available to support students. Between 2015 and 2018, an internal *Pathways to Excellence* scheme utilised QR monies to provide bursaries to students with significant potential and a topic in a strategic priority area. Salford is also a member of the AHRC North West Consortium Doctoral Training Partnership (NWC DTP) on whose Academic Management Committee Simpson sits as Institutional Representative.

To ensure quality and build capacity, those new to supervising act as a co-supervisor alongside an experienced supervisor. Supervisory meetings occur at least monthly, ensuring clear and open lines of communication. Students and supervisors complete an annual progress report. Supervision records and assessment reports are regularly monitored by School PGR Directors, ensuring any concerns can quickly be addressed. PGR Directors, the ADRI and the SREC have overall responsibility for compliance with processes. This system has helped to deliver 55 doctoral graduates (47% UK/EU, 53% international). Of these, 38% are female and 47% from a BAME background.

CCMLIM PGRs participate in the Salford Postgraduate Research Training (SPoRT) programme (REF5a) and are encouraged to join relevant Master's-level modules. To provide flexibility for part-time and distance students, masterclasses and intense training sessions (initially aimed at APEL Professional Doctorate students) take place on Saturdays and can be accessed remotely (also recorded for asynchronous accessibility). PGRs are encouraged to contribute to research seminars and present at conferences at local, national and international levels. CSHR PGRs have benefitted from an individual annual stipend towards their development which can be used towards relevant conference attendance. This can be supplemented from an institutional PGR conference fund and supervisory discretionary funds. PGRs benefit from involvement in the Salford Postgraduate Annual Research Conference (SPARC), as well as biannual *Celebrating PGR Research Days* and methods seminars. Salford has run research training events for Consortium students as part of its AHRC NWC DTP membership and, in 2018, hosted the annual DTP research conference whose theme was *Digital Humanities: Human Technologies*.

CCMRG and CSHR organise research seminar programmes allowing research students to hear the work of University staff and many high-quality external speakers. The CLDRRG research

seminar programme has attracted internationally recognised speakers, such as Mark Carrigan (Cambridge, UK), Susanna Paasonen (University of Turku, Finland), and Jenny Sunden (University of Södertörn, Sweden). PGRs are asked to suggest external speakers for the research seminar programme and have been supported to organise research events of their own: three students co-organised the Saudi media research student forum in November 2013 and another two co-organised the 2015 PGR CCM Research on Nigerian Journalism Colloquium in 2016.

Feedback from PGR students is requested formally as part of their annual Self-Evaluation Report. This is reviewed by the PGR Director and reported to the SREC. Student representatives attend SREC meetings once per trimester to provide a student voice in research decision-making. CCMLIM students expressed a high level of satisfaction with their experience in the census period, with students from two cohorts (2016-19, 2018-21) strongly praising supervisor support. The support received has helped CCMLIM students achieve noteworthy accomplishments in their research journeys, for example:

- Francis Gbadgao won best PGR student paper at the 2019 UK Media, Communication and Cultural Studies Association (MeCCSA) conference and an Emerging Scholar Award for the 2019 International Conference on Communication and Media Studies, Bonn
- Aljawhara Almutarie presented a paper at the 2018 International Communication Association conference, Prague
- Ade Apejoye presented papers at the 2018 and 2019 International Association of Media and Communication Research (IAMCR) conferences
- Cristina **Vasilica's** PhD work was recognised through the Innovation Champion Award for best use of social media in 2015 and BigChip Awards - Best Tech for Good, 2018.

Research students in CCM-LIM at Salford have gone on, or returned, to notable academic and other careers after graduation. Some examples are: Ade Apejoye, Godfrey Danaan, Andrew Dewan, Harvey Igben, Taye Obateru (all returned to academic posts in Nigerian Universities); Ali Almanian, Aljawhara Almutarie and Abdullah Maqbul (returned to academic posts in Saudi Arabia); Yap Pao Sium (Lecturer at TAR College, Malaysia); Alex Connock (media industries entrepreneur and Lecturer, University of Oxford); Ufuk Onen (Sound-Designer-in-Residence at Bilkent University in Turkey and Vice President of the Audio Engineering Society (2017-2019)); and Sandra Carolina Patino (Senior Lecturer and Director at *Documentary Colombia*).

3. Income, infrastructure and facilities

Income

Acquiring external research funding has addressed objective four of the CCMLIM research strategy, proved a vital enabler of many of the research achievements made by Unit members and contributed to the strategic goal of industry collaboration. Income relates to 36 projects addressing local, regional, national and international priorities with a focus on a range of concerns related to the digital world. Within our total project income of nearly £1.3m, £620k (48%) has come from UK government/industry sources and £596k (46%) from Research Councils. Reflecting our focus on digital health, our main government funders include Health Education England (and Health Education North West), the NHS and Greater Manchester Health and Social Care Partnership, supporting activities that delivered significant benefits to our city-region. We report income from five of the Research Councils, predominantly AHRC (£640k awarded; £246k to Salford) and ESRC (£281k awarded; £195k to Salford) but also NERC, EPSRC and STFC (the latter two for STEM public engagement activities). We have received income from UK charities (£68k). This demonstrates success with a range of funder types and remits, ensuring our income levels will be sustainable going forward.

Digital Culture and Heritage

In 'Culture Label - Monetising Experiences Research' (2013-14, NESTA; £8.4k), **Bagnall** and **Crawford** led a consortium of researchers from Salford and Cambridge universities with Fusion Research & Analytics, to explore the opportunities and challenges of the experience economy. Researchers worked in partnership with the online retailer CultureLabel, the Royal Academy of

Arts, Dulwich Picture Gallery and Whitechapel Gallery to provide evidence of how cultural organisations can work together to deliver a clearer range of offers and experiences to consumers, ideally in one location.

Bagnall's work on the Moneyline Industrial project (2015-2019, £102k, EPSRC) helped develop and implement a cost-effective and reliable social impact tool to measure the wider impact of borrowing affordably from Moneyline UK. The project involved reviewing global social impact measures and conceptualising the consumption of small credit by borrowers. Fieldwork was undertaken with Moneyline customers to capture behaviour with regard to credit access and consumption. These data were analysed to develop social impact indicators, for example with regard to social capital.

Miah's Digital Health Generation Project, funded by the Wellcome Trust (2017-2019, £26.6k), provided insights into young people's experiences of digital health technologies focusing on 'healthy lifestyles'. The project mapped out a digital health ecology system including technologies being used by young people and their engagement with health data. It identified a network of related health professionals/clinicians, policy makers, academics and digital designers and hosted a national workshop at Westminster and symposia to bring together key expertise and disseminate findings.

Miah's *Project Daedalus* (2014, £115k), funded by NESTA, ACE and AHRC and co-produced with the Abandon Normal Devices Festival and creative technology collective Marshmallow Laser Feast, established a creative toolkit for drone artists, which included delivering drone schools at festivals across the country, including exhibitions in London and Manchester.

In the Facemums project (2014-2017, Health Education North West, £250k) **Brettle** established two midwife-moderated Facebook groups in two NHS Trusts within the North West supporting pregnant women across the perinatal journey. The groups utilised principles of social media engagement and midwives were trained by **Vasilica**, transferring lessons and approaches from her PhD research on the use of social media with renal patients. The finding that the groups were a means of providing relational continuity led to additional funding to roll out the project to other NHS Trusts. The project produced two articles in the journal *Midwifery*. A larger project focusing upon implementation and research at scale (2018-2020, Health Education England, £600k) followed when **Light** joined the team to support big data and digital methods analysis (using the *Big Content Machine* developed by **Light** and **Vasilica**) and to bring gender theory to the project in relation to maternity care (REF3).

As a result of expertise in systematic reviews and evidence-based practice, as well as research evaluating the effectiveness and impact of health libraries, **Brettle** was commissioned by the Chartered Institute of Library and Information Professionals to conduct a scoping review on the value of trained and professionally registered Library, Information and Knowledge workers (2015, £5k). The review located and highlighted research evidence of the value of information professionals in school, health, public and academic sectors and has been used to underpin advocacy work and begin development of the evidence base for the professional body.

Media Industries and Media Systems

Kreps's Knowledge Transfer Partnership (KTP) (2014-2016, Technology Strategy Board, £122k) project with Sigma provided new understandings of the philosophical stances of digital practice, as well as appreciation of how new ideas around complex adaptive systems generated a different philosophical view. The project also led to his monograph on *Bergson and Complexity Theory*. **Kreps** was awarded a British Academy Mid-Career Fellowship (2018-2019, £106k) to explore human experience of the digital, using the diary study methodology developed during his Sigma KTP. From this he published the monograph *Against Nature: The Metaphysics of Information Systems* which outlined how the process philosophy of Bergson and Alfred North Whitehead impacted upon the philosophical approach of most information systems practice and how this is culpable in human-driven climate change. **Kreps** was awarded the International Federation for Information Processing (IFIP) Silver Core Award at the IFIP General Assembly, Kiev, in 2019.

Taylor was awarded an ESRC New Investigator Grant (2018-2021, £238k, with £155k income reported up to 2020) to research the educational potential of touchscreen apps for children's early vocabulary acquisition. The project produced an article in the *Journal of Children and Media* setting out the development of a questionnaire for academics, caregivers, early years educators and app developers to assess whether an app for children has educational potential.

Simpson's research on civil society participation in Internet governance (ESRC, 2015-2018, £42.6k), part of a broader project with the Universities of Exeter and Warwick, illuminated how civil society actors could use strategic alignment in trying to realise their preferences in debates on international spectrum policy. It also highlighted how forging digital technical standards-making displayed strong interconnected techno-cultural and policy dimensions which made securing agreement on fairness challenging to achieve. The work led to international conference presentations in the USA, Norway, Switzerland, Belgium, Italy and the UK, two journal articles (*Journal of Civil Society* and *Information, Communication and Society*) and two monographs.

Ongoing research projects

A number of projects continue into the next REF period. For example, **Light** and **Vasilica** are investigators for the Greater Manchester Health and Social Care Partnership teaching care home (TCH) programme (2019-2021, £49k). Their work focuses on improving engagement with new technologies in care homes and using digital technologies and services to provide support networks and access to resources for care home staff, residents, family and friends. **Brettie, Light** and **Vasilica** have been funded by Salford Clinical Commissioning group's Innovation Fund (2019-2021, £60k and £175k including partner funding) to build a digital technology system to support people living with Multiple Sclerosis (MS). It will enable people to self-manage and will assist MS nurses and consultants in using time with patients more effectively. The system is being co-created with patient and carer groups, Salford Royal NHS Trust, the MS Trust and Rescon Technologies.

Infrastructure to support CCMLIM research

Our MediaCityUK campus contains an industry standard ICT network, journalism, TV and radio broadcast and web design infrastructure. This has assisted **Hewett** and **McMurtry** in developing their understandings of televisual and radio broadcast processes and assisted **Choi's** work in digital asset creation, storage and curation.

MediaCityUK has also provided the venue for important CCMLIM public engagement activity, including hosting the Children's BBC summer social event, 2017 (**Light**, 300 attendees), Manchester Science Festival 2017 and 2018 (**Miah**), an 'NHS is going digital' event in collaboration with Salford Clinical Commissioning Group, 2019 (**Vasilica**, 150 attendees) and a Greater Manchester Teaching Care Homes programme digital transformation event, 2019 (**Light, Vasilica**, 120 attendees). It has hosted the *Nations and Regions Media* conferences, the *ECREA Communication Law and Policy* conference (October 2013), the *Challenging Media Landscape* conferences (2014, 2015, 2016), the *6th European Society for the Study of Symbolic Interaction conference (EU-SSSI)* (2015), the 2015 *Twin Peaks* conference, the 2016 *IFIP Human Choice and Computers* conference, the 2017 *Purple Reign* conference and the 2017 inaugural conference of *The British Digital Games Research Association*.

Taylor's research on the effects of social media and screen time on children's physical and mental wellbeing has utilised dedicated lab space and state-of-the-art eye-trackers. Staff also have access to digital methods infrastructure in the form of cloud-based data capture from Twitter and the Big Content Machine, a piece of software created by Salford staff (including **Light** and **Vasilica**) which allows for the analysis of social media conversation data.

CCMLIM will benefit from the next phase of campus development in the Salford Crescent Masterplan (REF5a). The home of 9 CCMLIM researchers on the Allerton campus will be redeveloped to include a village with focus upon health and technology as well as an adjoining Innovation Zone. Approximately £25m is expected to be invested in the new digitised Allerton

campus which will add elements of digital automation to our research agenda, including socio-cultural approaches to artificial intelligence, robotics, smart living and wearables.

4. Collaboration and contribution to the research base, economy and society

Evidence of effective collaboration with a diverse portfolio of organisations

In line with a core University goal, research in CCMLIM is informed by, and directly responds to, the needs of stakeholders at regional, national and international level leading to economic, social and cultural benefits. Through our funded projects we have used our expertise to work with a range of non-academic organisations to generate research insights that further the disciplinary knowledge base and address contemporary social and health issues. Our digital health projects have focused on patients and healthcare practitioners (**Brettle, Vasilica**) and young people (**Miah**) to ensure we design solutions that meet their needs. Our research with Moneyline (**Bagnall**) has studied the needs of credit borrowers; we have engaged with professional bodies to improve methodologies and regulation around information practices (**Brettle**); contributed to policy change around media governance at EU level (**Simpson**); worked with businesses to help improve the process of digital transformation (**Kreps**), leading to economic benefits; and partnered with culture and arts venues to improve their provision (**Bagnall, Crawford**).

Contributions to the research base

In line with our objectives, CCMLIM has supported the organisation and delivery of the work of professional organisations and learned journals and our expertise and involvement has been frequently sought by our peers.

International conferences hosted at Salford

Salford has played host to eight international academic conferences at MediaCityUK in the CCMLIM field. In 2013, **Simpson** organised the European Communication Research and Education Association Communication Law and Policy Section two-day conference, which led to the edited collection *European Media Policy for the Twenty First Century* (Routledge). **Smith, G.** was the organiser of the *6th European Society for the Study of Symbolic Interaction conference* (EU-SSSI), 'Working the Interactionist Tradition: Contributions, Legacies and Prospects' (2015). **Kreps** organised the 2016 *Human Choice and Computers conference* and in 2017, **Crawford** organised the inaugural *British Digital Games Research Association conference*. **Frade** co-organised the 'Reclaiming the 'social' in digital society' workshop in 2019. In addition, CCMRG researchers ran the *Challenging Media Landscapes* trilogy of conferences (2014, 2015 and 2016), which featured keynote speakers from Syracuse University, the University of Vienna and MIT.

International conference organisation outside Salford

Six international research conferences and workshops have been organised in collaboration with other academics. **Miah** organised the 2014 Sport and Social Media workshop (European College of Sport Science, Amsterdam). In 2016, **Smith A.** co-organised *Mad Men: the Conference* in Murfreesboro, Tennessee, with Middle Tennessee State University which produced the edited collection, *The Legacy of Mad Men: Cultural History, Intermediality and American Television* (Palgrave, 2019). **Choi** was a member of Program Committee for the 14th European Conference on Artificial Life (2017). **Kreps** Chaired the 2018 *Human Choice and Computers* conference in Poznan, Poland. In 2019, **Bagnall** was co-organiser of the European Sociological Association conference. In 2019, **Brettle** was International Programme Committee Chair of the 10th International Evidence-Based Library and Information Practice international conference (University of Strathclyde).

Longer-term contributions to event organisation have been made through **Simpson's** co-organisation of the International Communication Association Communication Law and Policy division's contribution to the annual ICA conference on three occasions: Seattle (2014), Puerto Rico (2015) and Japan (2016), and **Bagnall** and **Crawford's** organisation of the Culture, Media, Sport and Food stream of the annual British Sociological Association Conference (2014-2018).

Keynote addresses and invited talks

CCMLIM researchers have given 114 keynote addresses and been invited to give 85 talks, nationally and internationally. Selected international invitations for keynotes have been to **Bagnall** at '*Understanding Museums - Methods: An International Conference*' Universität Tübingen, Germany (2015), to **Brettle** at the *9th International Evidence-Based Library and Information Practice Conference*, Philadelphia, USA (2017) and **Light** at the *Affective Politics of Social Media* conference, University of Turku, Finland (2017). In 2020, **Miah** gave invited talks at UKRI, the International Telecommunication Union and the Dutch Research Council.

Within the UK, in 2014, **Crawford** gave a keynote at the Leisure Studies Association conference, University West of Scotland, **Brettle** was invited to give a keynote at the European Association of Health Libraries Conference, Edinburgh (2015), **Hewett** gave a keynote address on changing acting style in British television to the Sherlock Holmes Society of London (2016) and **Light** gave a keynote at the IFIP Conference on e-Business, e-Services and e-Society, University of Swansea (2016 and 2017). **Simpson** provided the keynote address at the re-launch of the Centre for Cultural and Media Policy Studies at the University of Warwick (2017) and in 2018 **Miah** gave a keynote at the Media, Communications, and Cultural Studies Association annual conference, London South Bank University.

Journal Editorial roles

CCMLIM researchers have served in 21 editorial positions in international standard academic journals. **Bagnall** was Managing Editor of *Museum and Society* (2014-2018); **Brettle** was Editor-in-Chief of the *Evidence-Based Library and Information Practice Journal* (2013-2016); **Coen** is on the Editorial boards of *Journalism and Media* and *Psychology of Popular Media Culture*; **Crawford** is Reviews Editor of *Cultural Sociology*; **Hewett** is Assistant Editor of the book reviews section of *Critical Studies in Television*; **Kreps** is Senior Editor of *Information Technology and People*; **Light** is Associate Editor of *New Media and Society*; **Miah** is Deputy Editor of the International Journal of Esports and Editorial Board Member of the *Journal of Future Robot Life, Nanoethics, and Performance Enhancement & Health*; **Simpson** is a Founding Editor of the *Oxford Research Encyclopedia of Communication* (ORE) (Oxford University Press) and was a Senior Editor at ORE between 2015 and 2019; **Smith G.** is Associate Editor of *Symbolic Interaction*.

CCMLIM researchers have (co-) edited special issues in the assessment period in journals as diverse as *British Digital Games Research*, the *International Journal of Media and Cultural Politics*, the *International Review of Qualitative Research, Information Technology and People and Information, Communication and Society*.

Leadership within professional organisations

CCMLIM researchers have provided an important service to professional associations in the field. **Crawford** is British Sociological Association (BSA) publications director, was a BSA trustee (2008-2016) and BSA director of student engagement (2013-2016). **Simpson** served as Vice-Chair and Chair of the International Communication Association Communication Law and Policy Division (2012-16) and was a member of the International Communication Association Board of Directors (2014-16). **Bagnall** was BSA Museum and Society Study Group Convenor (2013-2016). **Kreps** was Chair of the IFIP TC9 Working Group 9.5, *Virtuality and Society* (2013-2018) and Chair of the IFIP Technical Committee 9 (TC9) *ICT and Society* (2018-2020). **Miah** was Board Member of the British Interactive Group (2015-2018). **Light** was the Association of Internet Researchers conference Doctoral Colloquium Chair in 2016 (Berlin, Germany) and 2017 (Tartu, Estonia) and is on the International Institute for Popular Culture Advisory Board, Turku, Finland. **Smith A** co-founded the North by Northwest Television Studies Group.

Service to funding bodies

CCMLIM researchers have undertaken 37 reviews for research funding bodies. Examples include The Research Foundation - Flanders (FWO), Brussels University Association (**Bagnall**); the Grant Committee of the 25th European Association of Health Libraries Anniversary Research Award (**Brettle**); the Canadian Government (**Coen**); the Irish Research Council for the Humanities and Social Sciences (**Crawford**); the British Academy (**Kreps**); the US National Science Foundation

(**Light**); the International Olympic Committee (Advanced Research Scholarship) (**Miah**); the Norwegian Research Council (**Simpson**). They are - or have been - members of a number of UKRI peer review colleges, such as those of the AHRC (**Light** 2012-present, **Miah** 2012-2015); the EPSRC (**Light** 2007-present) and the ESRC (**Simpson** - throughout the census period).

Review work for publishers

CCMLIM scholars have undertaken 33 book manuscript reviews for the world's leading academic publishers. Examples include: Sage (**Bagnall**); Oxford University Press (**Coen**); University of Indiana Press (**Crawford**); Bloomsbury (**Hewett**); Ashgate (**Kreps**); Routledge (**O'Reilly**); MIT Press (**Simpson**); Palgrave (**Smith, A.**); and Polity (**Smith G.**).

Review contributions for Journals and Conferences

CCMLIM scholars have made an important contribution to the scholarly peer review process across the Unit's subject fields in the census period, having undertaken 105 peer reviews in publications as diverse as *New Media and Society*, *Sound Studies*, the *Journal of Victorian Culture*; *Regulation and Governance*; *Adaptation*; *Health Information and Libraries Journal*; *Sociology*, *Cyborg Studies* and *Game Studies*. In addition, scholars have acted as reviewers for major international research conferences, such as the Joint Journalism and Communication History conference at New York University; the British Sociological Association Conference; the International Evidence-Based Library and Information Practice Conferences; and the Association of Internet Researchers.

Service to the PGR community

CCMLIM scholars have made a sustained contribution to the assessment of postgraduate research students, having externally examined 43 doctoral theses in this cycle.

Contribution to society through media and community engagement

Salford, as the long-standing home of the *Nations and Regions Media* conference, provides a debating forum for delegates from the media industries and media policy with keynotes from leading figures in the media industries (Paul Greengrass, Director, Screenwriter and producer), regulation (Sharon White, Chief Executive, Ofcom) and policy (Karen Bradley MP, Secretary of State for Culture, Media and Sport).

Media appearances

CCMLIM expertise is sought regularly and researchers have engaged with the media 139 times this REF period. Five staff have been interviewed on - or contributed to - broadcast media programming: **Kreps** (BBC Breakfast), **O'Reilly** (BBC 2 Great Railway Journeys as the on-screen historian), **Miah** (BBC, NBC and Sky News to discuss research into esports, drones, the Olympics, and immersive technologies), **Smith G** (contributor to the Thinking Allowed programme, BBC Radio 4), and **Taylor**, whose work featured on ITV and BBC radio.

In online news media, **McMurtry** was interviewed about her research in the British Library Sound and Moving Image archives by *The Observer*. **Crawford** has been interviewed by GamesIndustryBiz and Wired concerning harassment in gaming and online aggression and **Light's** 2019 book, *NSFW: Sex, Humor and Risk in Social Media* (MIT Press), featured in *The Advocate* as one of '22 LGBTQ Books About Sex, Feminism, and Intersectional Desires'.

Public and community engagement

CCMLIM researchers have undertaken roles within a range of organisations contributing to society. **Coen's** and **Miah's** expertise has informed government committees: **Coen** was a panellist at the House of Commons concerning social media, politics and abuse in public life; **Miah** gave evidence to the Commons Select Committee for Science and Technology inquiry into Science Communication (2016) and was a member of the Scottish Government's Ministerial Advisory Group for Digital Participation (2013-2015).

Within cultural organisations, **Bagnall** was a member of the Imperial War Museum's academic network (2014-2016) and both **Bagnall** and **Randall** undertook public engagement workshops

investigating the impact of exhibitions at Geevor Tin Mine World Heritage Museum, Cornwall in 2016-17. **Miah** champions public engagement activities through his role on the Advisory Board to the Manchester Science and Industry Museum, which produces the Manchester Science Festival and, in 2017, co-edited 'The Science of Superheroes', a volume of essays from leading science communicators stemming from his involvement in the Festival. **Choi's** interactive cloud media installation 'Touch Crescent Moons' was part of an exhibition curated by the European Cultural Center (ECC), entitled 'Personal Structures – Identities', presented during Venice's 2019 cultural Biennale.

Within professional bodies, **Brettle** is Chair of the Chartered Institute of Library and Information Professionals (CILIP), Library and Information Research Committee and, within charities, **Light** was a member of the communications committee of the Albert Kennedy Trust which supports disadvantaged LGBTQ+ young people aged 16-25 in the UK.

Vasilica has translated her digital health research into practice for the European Distance Learning Networks and the Innovation Agency North West Coast. Her work has been incorporated into the National Institute for Health Research's Guidance on the use of social media to involve people in research. She won the Technology for Good category Big Chip Award in 2018 for her work on using social media to support people living with chronic kidney disease. **Vasilica** has also translated her digital research into the CodeUp Salford initiative, supporting the local community to acquire software coding skills for free in a learner-friendly environment.