

# WHAT CAN PSYCHOLOGY TELL US ABOUT TRANSLATING RESEARCH INTO POWERFUL IMPACT CASE STUDIES?

*"Language itself is a powerful form of virtual reality, there's an important sense in which when we tell each other stories that we can control the perceptual processes that are happening in each other's brains" Jeffrey Zacks, Professor of Psychology at Washington University*

Esmay Slator, University of Huddersfield

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## BE ORIGINAL

Originality equals memorability. This is your research so don't be afraid to tell your own story and avoid emulating REF2014 case studies too closely.

2

## KEEP IT SIMPLE

Alienation reduces engagement. Technical jargon always risks switching off the reader- get feedback from someone outside your research field to make sure it is understandable

3

## BREAK IT DOWN

The human brain processes information spatially. Structure your impact case study by using descriptive subheadings to highlight key stakeholders or impact types.

4

## MAKE A GOOD INTRO

First impressions shape how we interpret later information. Think of the case study summary as a blurb on the back of a book. Does it make you want to read more?

5

## REACH OUT

Empathy leads to sympathy. Make your case study relatable by framing the problem and explaining what issue your research is tackling. Use testimonials to bring your impact to life.

6

## PROVIDE SOLUTIONS

All powerful stories are based on conflict and resolution. Satisfy the reader and add value to your case study by telling them how your research has helped to resolve an issue.

7

## PEOPLE MATTER

It's about the people as much as the plot. We engage better with a narrative if we have been introduced to the characters- use a few lines to tell the reader who you are and what you do

8

## BE SPECIFIC

Detail increases believability. Remember to provide evidence for every claim of impact made and include a combination of quantitative and qualitative data if you can.