

## Global Researcher Attitudes to Societal Impact: SDG5: GENDER EQUALITY



These findings are part of a **GLOBAL SURVEY** of more than **9,000** researchers. Nearly **600** researchers identified SDG5 as one of the Sustainable Development Goals (SDGs) related to their research.

Researchers who identified **GENDER EQUALITY** as relevant to their research most often said that **GOOD HEALTH AND WELL-BEING (68%)** and **QUALITY EDUCATION (59%)** were related to their work as well.

### THE IMPORTANCE OF SOCIETAL IMPACT TO RESEARCHERS

**79%** of researchers who identify SDG5 as related to their research describe **societal impact** as either **extremely or very important**.

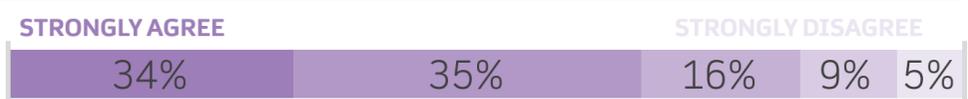


### WHICH OF THE FOLLOWING TYPES OF IMPACT DO YOU HOPE THAT YOUR MOST RECENT PUBLICATION WILL HAVE?



### THE FUTURE OF RESEARCH FUNDING

The majority of researchers believe that the funding of research should be more strongly linked to demonstrable societal impact.



*Research that matters, that impacts lives and makes them better, should be better funded.*

*Taxpayers' money should be about holding researchers accountable to conduct research that makes a difference.*

*Research is useful only if it is implemented.*

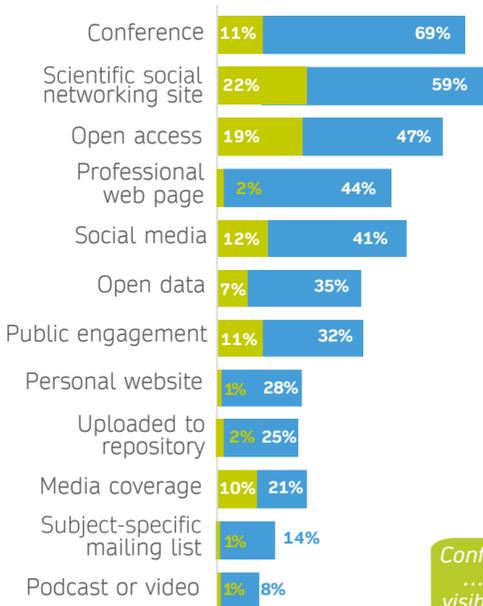
**WHILE SOME DISAGREE** → *Because basic research is extremely important for the progress of knowledge, and it is intrinsically unpredictable.*

### COMMUNICATING RESEARCH

**47%** of researchers say their choice of journal was influenced 'a great deal' or 'a lot' by the intended societal impact of their research.



**Presenting at a conference** is the most popular way SDG5 researchers increase their societal impact.



But more researchers consider **scientific social network sites, open access, and public engagement to have greater impact.**

*Social media reaches the broadest audience.*

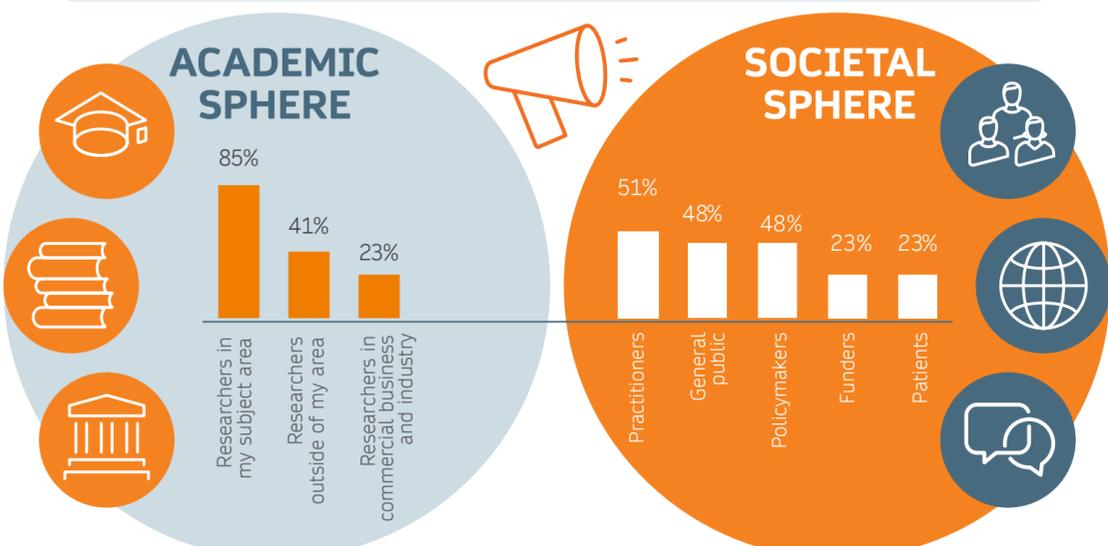
*...By promoting the research in scientific social networking sites it is made more available for larger groups of scientists, thus providing for the opportunity to engage in collaborations with groups from other countries.*

*Conference presentation is limited to the attendees ...whereas public engagement affords broader visibility and brings the research to the community.*

### MEASURING ACADEMIC VS. SOCIETAL IMPACT

An overwhelming majority of researchers track the societal impact of their research to some extent, but there is limited tracking of impact outside of academic research.

**Q** Which of the following audiences were you trying to reach with your most recent publication?



**Q** Which **one** method do you think is the best for tracking the societal impact of your research?



What are the **biggest roadblocks** stopping researchers from measuring the societal impact of their work?



To learn more about our new strategic partnership to accelerate progress on global societal challenges through open research, visit: [springernature.com/SDGimpact](http://springernature.com/SDGimpact)

