

Global Researcher Attitudes to Societal Impact: SDG12: RESPONSIBLE CONSUMPTION AND PRODUCTION



These findings are part of a **GLOBAL SURVEY** of more than **9,000** researchers. Over **600** researchers identified SDG12 as one of the Sustainable Development Goals (SDGs) related to their research.

Researchers who identified **RESPONSIBLE CONSUMPTION AND PRODUCTION** as relevant to their research most often said that **GOOD HEALTH AND WELL-BEING (50%)** and **CLIMATE ACTION (47%)** were related to their work as well.

THE IMPORTANCE OF SOCIETAL IMPACT TO RESEARCHERS

73% of researchers who identify SDG12 as related to their research describe **societal impact** as either **extremely or very important**.

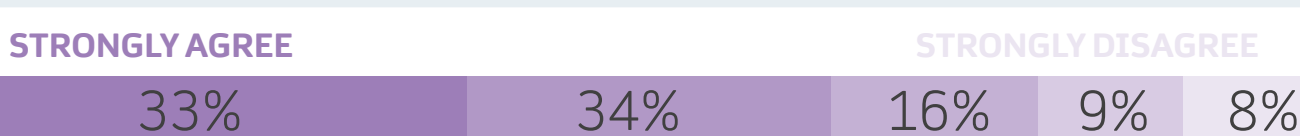


WHICH OF THE FOLLOWING TYPES OF IMPACT DO YOU HOPE THAT YOUR MOST RECENT PUBLICATION WILL HAVE?



THE FUTURE OF RESEARCH FUNDING

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



It is necessary to measure the effects of an investigation in the resolution of problems.

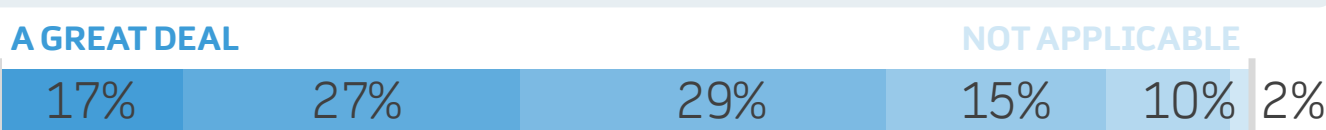
While we need blue skies and pure research to make discoveries and push the boundaries of human knowledge, we are currently facing huge crises, such as climate change, that need to be solved in order for us to have a planet on which to conduct pure research in the future. It is our duty to conduct research that can help society.

WHILE SOME DISAGREE →

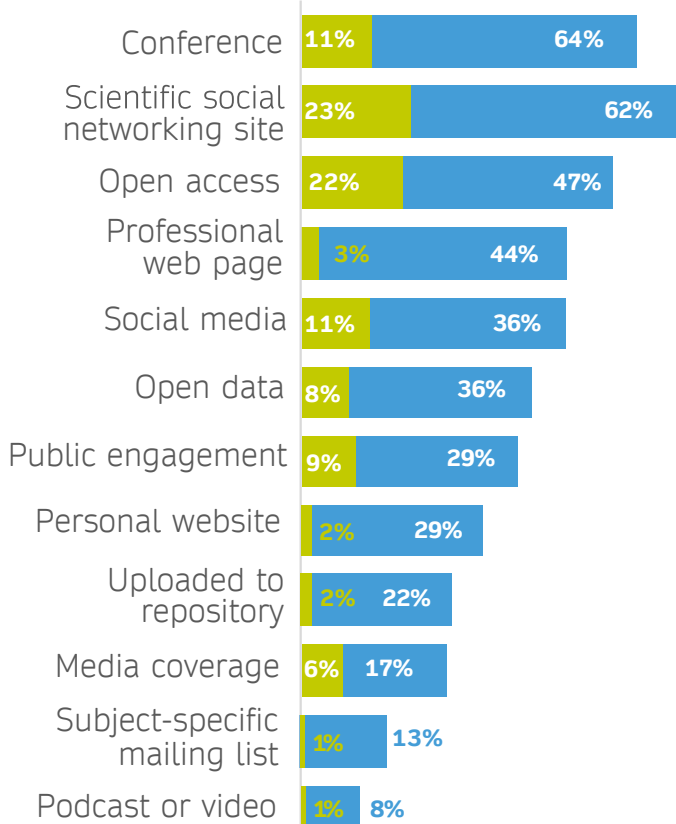
Linking funding to "demonstrable" societal impact will further the existing tyranny of rankings, metrics and measures. We in academics have enough of these constraints already, and really don't need one more "measure" to live up to. Leave research alone - that's the best way to achieve better research, and even societal impact.

COMMUNICATING RESEARCH

44% 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 SDG12 researchers increase their societal impact.



■ Which have you done?
■ Which one has the greatest effect?

But more researchers consider **social networking sites and open access to have the greatest impact.**



Presenting at a conference is a good way to get feedback from peers but is unlikely to have a major societal impact due to the audience that is present. Promoting the research on a scientific social networking site can reach a larger audience and is free of charge.

For this type of research, the broad impact must be among those who can make use of the information in a research context, and this is the purpose of science networking sites.

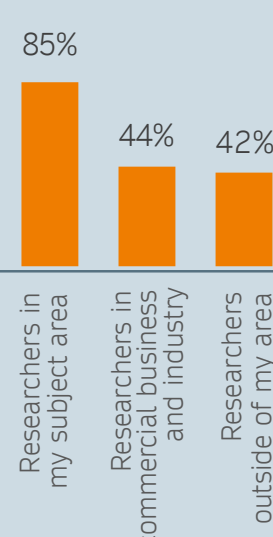


MEASURING ACADEMIC VS. SOCIETAL IMPACT

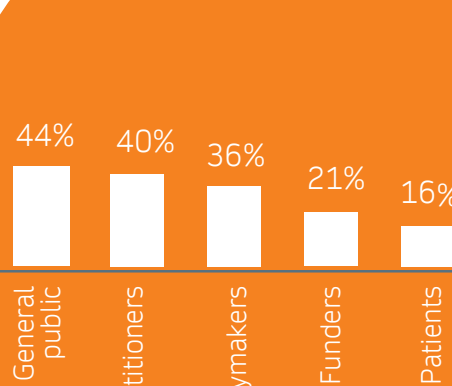
An overwhelming majority of researchers track the societal impact of their research to some extent, but there is limited tracking of impact outside of academic research.

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

ACADEMIC SPHERE



SOCIETAL SPHERE



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

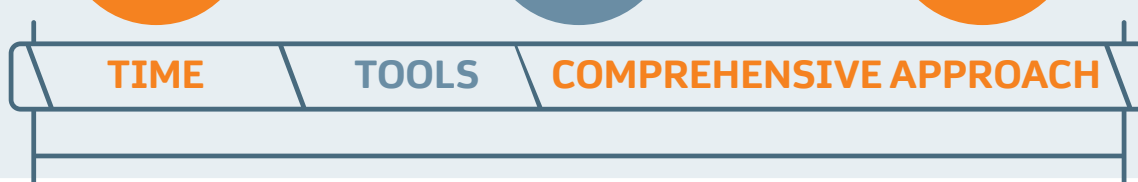
CITATIONS FROM OTHER ACADEMIC PUBLICATIONS
33%

CITATIONS/ REFERENCES IN POLICY DOCUMENTS
14%

DOWNLOADS OF YOUR RESEARCH PAPERS
14%

PROFILE OF READERS OF YOUR RESEARCH
14%

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



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