

Global Researcher Attitudes to Societal Impact: SDG15: LIFE ON LAND



These findings are part of a **GLOBAL SURVEY** of more than **9,000** researchers. Nearly **800** researchers identified SDG15 as one of the Sustainable Development Goals (SDGs) related to their research.

Researchers who identified **LIFE ON LAND** as relevant to their research most often said that **CLIMATE ACTION (46%)** and **GOOD HEALTH AND WELL-BEING (40%)** were related to their work as well.

THE IMPORTANCE OF SOCIETAL IMPACT TO RESEARCHERS

**74%** of researchers who identify SDG15 as related to their research describe **societal impact** as either **extremely or very important**.

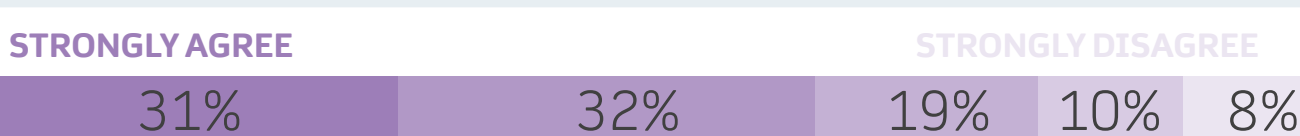


WHICH OF THE FOLLOWING TYPES OF IMPACT DO YOU HOPE THAT YOUR MOST RECENT PUBLICATION WILL HAVE?



THE FUTURE OF RESEARCH FUNDING

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



Time devoted by researchers is very precious. A lot of thought is given before publishing an article or paper. There is no point if the work does not have an impact on society.

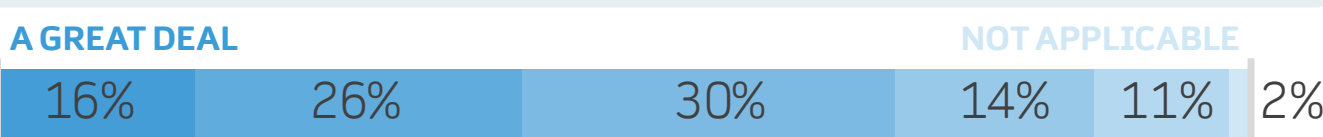
Having a strong social impact shows the research we conducted had great importance and brought new ideas or products to people in our society.

WHILE SOME DISAGREE →

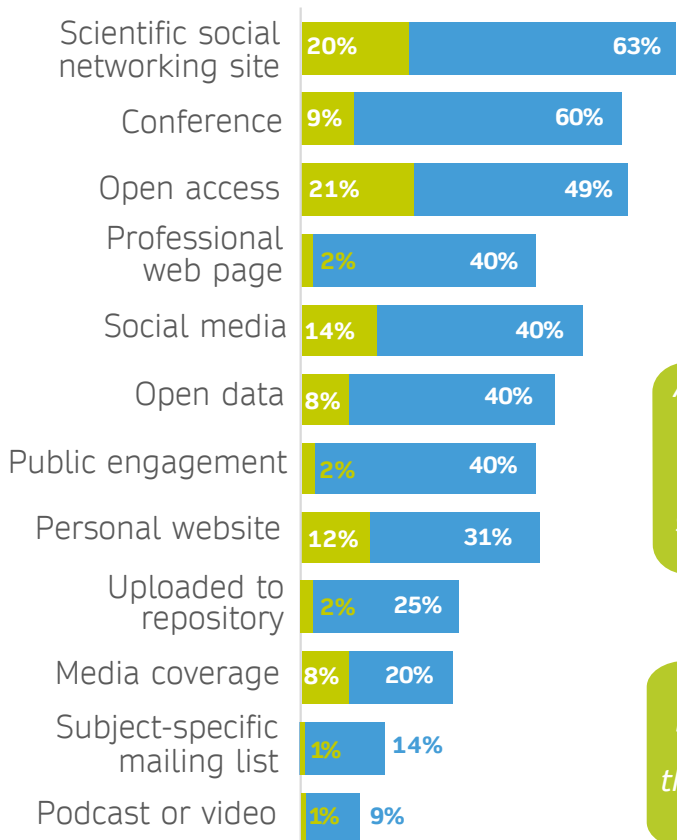
Not all research will have direct, measurable societal impact, but all research should and often does have the potential to add to our base of knowledge that informs future inquiry and policy that will have impact. Requiring all research to demonstrate measurable societal impact is like cutting roots off a tree and still expecting it to produce leaves.

COMMUNICATING RESEARCH

**42%** of researchers say their choice of journal was influenced 'a great deal' or 'a lot' by the intended societal impact of their research.



**Scientific social networking sites** are the most popular way SDG15 researchers increase their societal impact.



But more researchers consider **open access** to have the greatest impact.



Any platform which encourages open access will have a strong impact and will support eager students and scientists who have limited socio-economic means, such as individuals from countries with poor governmental management thus they can make their contribution count.

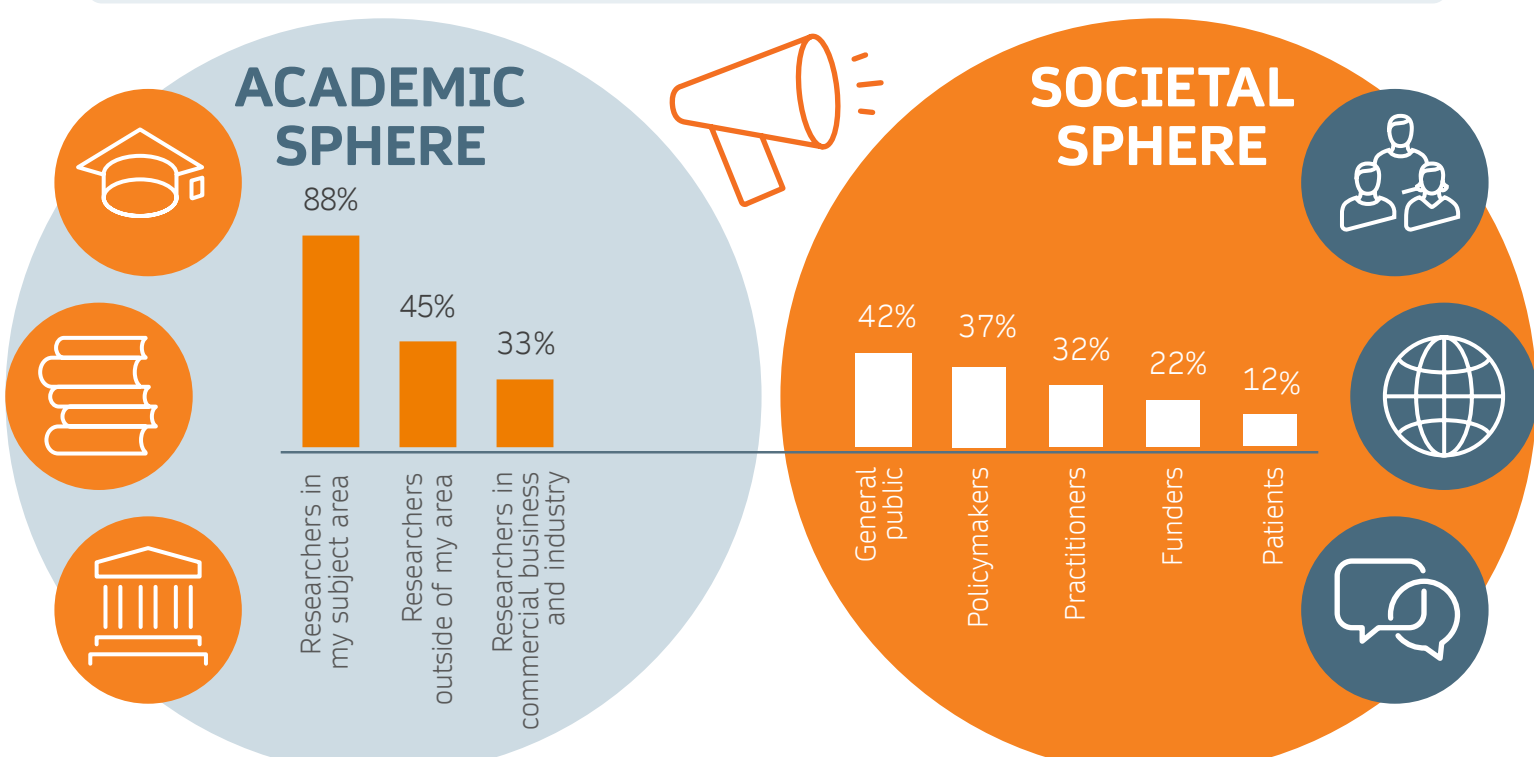
I believe open access makes my publication more easily accessible to a bigger number of readers in society, therefore it is likely to create an increase in the societal impact of the research.



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)

