

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**.

Whenever possible research should return the investment to society either by improving quality of life or in terms of knowledge. Because I hope my research is changing people's knowledge about nature and about themselves within nature. Because I hope science can contribute to an improved quality of life.

IMPACT DO YOU HOPE THAT YOUR MOST **RECENT PUBLICATION WILL HAVE? ACADEMIC**

WHICH OF THE FOLLOWING TYPES OF



IMPACTTO INFORM FUTURE RESEARCH 76%



SUPPORT SUSTAINABLE DEVELOPMENT 55%



QUALITY OF LIFE 44%

10%

IMPROVE

The majority of researchers believe that the funding of research should be more

THE FUTURE OF RESEARCH FUNDING

strongly linked to demonstrable societal impact. STRONGLY AGREE

32%

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. Not all research will have direct, measurable societal impact,

19%



WHILE SOME

31%

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**

but all research should and often does have the potential to add

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

A GREAT DEAL 16% 26% 30% 11% 14%

Scientific social networking sites are the most popular way SDG15 researchers increase their societal impact. Scientific social ■ Which have you done? 63% networking site

Conference 9% 60% Open access 49% Professional 40% web page Social media 14% 40% Open data 40% Public engagement 40% Personal website 12% 31% Uploaded to 25% repository Media coverage 20% Subject-specific 14% mailing list Podcast or video

ACADEMIC

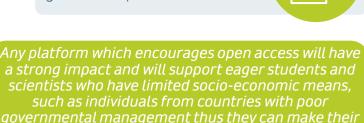
SPHERE

But more researchers consider

open access to have the greatest impact.

Which one has the greatest effect?

Any platform which encourages open access will have



2%

bigger number of readers in society, therefore it is likely to create an increase MEASURING ACADEMIC VS. SOCIETAL IMPACT

I believe open access makes my publication more easily accessible to a



SOCIETAL

SPHERE

Which of the following audiences were you trying to reach with your most

recent publication?

88% 45% 33% Researchers outside of my area Researchers in commercial business and industry Researchers in my subject area

ACADEMIC 33%

DOCUMENTS PUBLICATIONS PAPERS PUBLICATION 12% 11% 16%

Which one method do you think is the best for tracking the societal impact of

What are the **biggest roadblocks** stopping researchers

TIME

CITATIONS

FROM OTHER

your research?

TOOLS

DOWNLOADS

OF YOUR

RESEARCH

from measuring the societal impact of their work?

COMPREHENSIVE APPROACH

CITATIONS/

POLICY

REFERENCES IN

PROFILE OF

READERS OF

YOUR RESEARCH

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