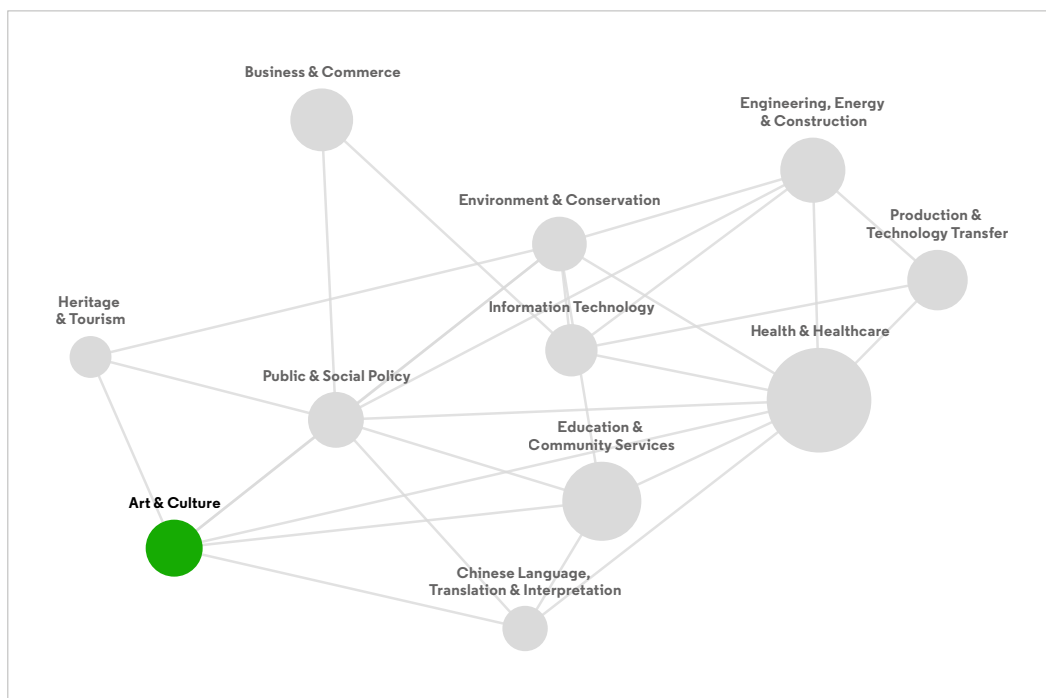




The societal impact of research undertaken by Hong Kong universities:

Art & Culture

A synthesis of the RAE 2020 impact case studies



Partnered with:



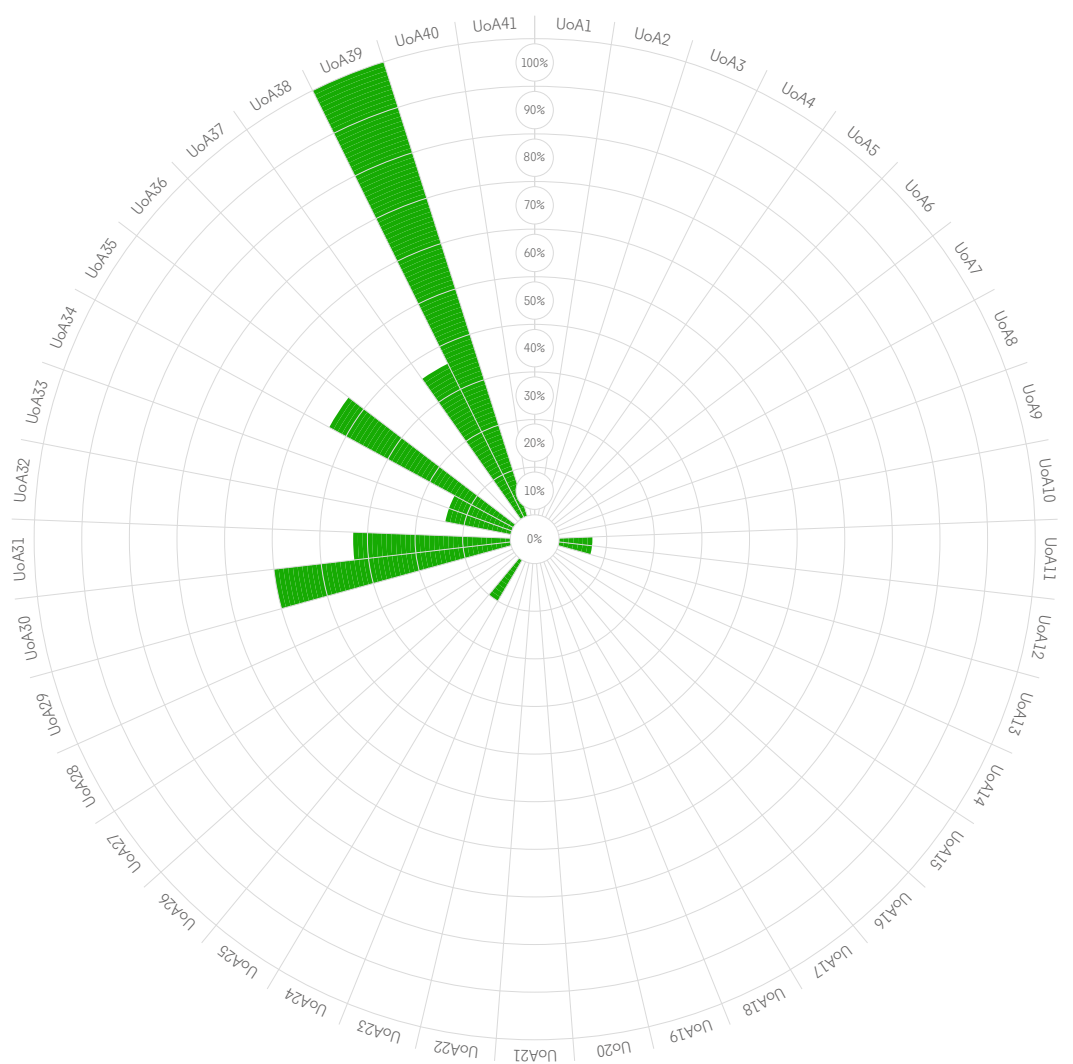
This report is part of a series of outputs that examines the impact of research arising from eight universities based in Hong Kong and funded by the University Grants Committee (UGC). The report focuses on the Impact Case Studies (ICS) produced by the UGC-funded universities as part of their response to a Research Assessment Exercise (RAE) in 2020. The overarching report - *The impact of research undertaken by universities in Hong Kong: A synthesis of the RAE 2020 impact case studies* – is accompanied by 11 thematic reports that examine the nature of research impact in different areas, ranging from Arts & Culture to Health & Healthcare. The 342 impact case studies that are analysed through this body of work are also available on a searchable database that is posted on the UGC’s website.

The Art & Culture cluster contains 24 impact case studies (ICS) from four primary topics identified in the topic modelling.¹ The cluster represents 7% (i.e. 24/342) of the case studies submitted to RAE 2020.

The impact wheel in Figure 1 illustrates how the Art & Culture cluster is distributed across the 41 Units of Assessment (UoA) used for RAE 2020. For example, not surprisingly, for UoA 39 (music and performing arts), all four of the ICS (i.e. 100%) submitted to the UoA

were in the Arts & Culture cluster. Overall 10 of 41 UoAs contributed to this cluster. The other UoAs included: UoA 11 (mathematics and statistics); UoA12 (electrical & electronic engineering); UoA 25 (political science); UoA 30 (Chinese language & literature); UoA 31 (English language & literature); UoA 33 (linguistics & language studies); UoA 34 (history); UoA 35 (area studies, cultural studies and other arts/humanities); UoA38 (visual arts, design, creative media, other creative arts and creative writing).

Figure 1: Impact wheel for the Art & Culture cluster (n = 24)



¹ See methodological annex for details.

The impact of Hong Kong universities' research: **Art & Culture**

Table A shows the most salient features of the case studies in terms of beneficiaries, location, type of impact and time lag. It gives the percentage of case studies in this cluster that were tagged with sub-codes under these code headings, as well as the percentage of case studies tagged with those sub-codes in the entire sample of 342.

The 24 case studies in this cluster impacted beneficiaries in three key sectors under the classification of the Hong Kong Standard Industrial Classification: 92% influenced the Arts, entertainment and recreation, 25% Education and 4% the Information and communications sector. The key socioeconomic group was children, with 33% of case studies relating to this group, followed by citizens and communities (25%) and university students (21%). The primary decision taker groups that were involved in the impact were government departments/agencies (17%), NGOs/third sector (13%) and the private sector (13%). Beyond Hong Kong (96%) and

Mainland China (4%), these case studies primarily had an impact in the United Kingdom (38%) and Japan (38%). The most salient type of impact was change in public attitudes, behaviours, or knowledge (83%), change in practitioners' attitudes, behaviours or knowledge (75%), service or product in regular use (42%) and enabling innovation in the sector (33%). On average, the research in this cluster was started in 2010, compared to 2006 for the whole sample. This suggests a short time lag between the start of research and the relevant impact. The median publication date for this cluster was 2015, which mirrored the publication date for the whole sample.

In reading the ICS in the Art & Culture cluster it was clear that the nature of impact broadly related to three key areas: art and film, music and literature.

Table A: Some salient features of research impact identified in the Art & Culture cluster (n = 24)

Beneficiaries of impact (top mentions)	% of <u>cluster</u> impact case studies	% of <u>all</u> impact case studies
Hong Kong Standard Industrial Classification		
Arts, entertainment and recreation	92%	14%
Education	25%	18%
Information and communications	4%	11%
Sociodemographic group		
Children (under 18)	33%	20%
Citizens/communities	25%	17%
University students	21%	6%
Decision taker group		
Government departments/agencies	17%	31%
NGOs/third sector	13%	17%
Private sector	13%	30%
Location of impact		
	% of <u>cluster</u> impact case studies	% of <u>all</u> impact case studies
Hong Kong	96%	75%
Greater Bay Area (excluding Hong Kong)	0%	3%
Mainland China (excluding Hong Kong and GBA)	4%	12%
United Kingdom	38%	17%
Japan	38%	11%
Type of impact (top mentions)		
	% of <u>cluster</u> impact case studies	% of <u>all</u> impact case studies
Change public attitudes, behaviours or knowledge	83%	30%
Change practitioners' attitudes, behaviours or knowledge	75%	31%
Service or product in regular use	42%	28%
Enabling innovation in sector	33%	12%
Elapsed time		
	<u>Cluster</u>	<u>All</u>
Median year of research commencement	2010	2006
Median year of publication date	2015	2015

Art and film

One key area of focus for this cluster was art and exhibitions. One interesting example of impact relates to event-based and participatory visual art research at Hong Kong Baptist University, which created changes in organisational behaviour and attitudes towards commissioning public art in alternative venues in 12 government departments, museums, and art festivals across East Asia. This work reached 350,000 participants and developed new audiences and understanding in contemporary art in Hong Kong, Taiwan, South Korea, and Japan. Another example, from City University of Hong Kong, aimed to strengthen the affinity between mathematics and the public through art. This was achieved through a book and an art piece, which reached thousands of people who were introduced to mathematical notions via art appreciation. In another ICS, also from City University of Hong Kong, innovative contemporary art education led a new institute to implement several successful cross-cultural art education programmes dedicated to the Hong Kong public. In another ICS, work from The Education University of Hong Kong created international cultural impact on the issue of global re-location of people with direct dissemination to 750,000 participants. This was achieved through scheduled programmes at significant international venues and high-profile exhibition opportunities for international artists. Another example was a co-curated exhibition by researchers from The University of Hong Kong for the 12th Gwangju Biennale, Faultlines, presented contemporary artworks that challenged conventional understandings of borders. This exhibition created new cultural experiences and deepened understanding for 320,000 visitors, engaged with local communities, and developed the exhibiting artists personally and professionally. Two case studies related to film. The first of these showcases

research on Hong Kong film conducted by The University of Hong Kong, which had a significant impact on the work of Hong Kong filmmakers, particularly women. To do this, researchers set up an English-language website that champions Hong Kong women filmmakers and challenges their under-representation and a programme of public talks and contributions to local and international film festival to bring Hong Kong cinema to new global audiences. The second describes research by The Hong Kong Polytechnic University into urban culture and cultural memories has led to several art and film projects. These were supported by screenings, media interviews, exhibitions, invited presentations in Hong Kong, Mainland China, South Korea, the US, the UK, Japan, Germany, Switzerland and Taiwan, which attracted an estimated total viewers and participants of over 9000.

Music

Several case studies provided evidence for the impact related to music. The first drew on research on the social history of Indian music at Lingnan University to create a performance-based project of India-China musical collaboration and comparative historical analysis. This influenced curators to welcome non-West/non-Euro-American collaborative performances to their spaces, thus increasing the diversity of programming in India, Hong Kong, and Mainland China, and provided the public with several performances in India and greater China, which led to appreciation for this kind of intercultural music. A second ICS details research by The Education University of Hong Kong that focuses on promoting transmission of Cantonese opera to different stakeholders. This has led to preservation of the art form through curriculum and pedagogical development for students, and newly developed software, publications,

public talks, and a bilingual website for professional and community teachers and learners. Another ICS provides details of performance-led research in Chinese choral music, which has led to changing perceptions of China and contemporary choral music for a wide audience of conductors, choir members, educators, and professionals. This work also augmented choral practices, providing musicians with new alternatives for collaborative performance, cultural-linguistic expression, thematic programming, and commercial publishing. A final ICS details the creation of hundred new musical works integrating Western and Chinese elements by academics at City University of Hong Kong, which has allowed Chinese musicians, audiences, and music educators a pathway to an expanding repertoire that is reflective of their own backgrounds. This has helped promote Chinese culture worldwide and has created new avenues of music.

Literature

One interesting example of an ICS that impacted on literature, from The University of Hong Kong, involved research in and the practice of translation, which influenced poets, translators, and general audiences. Through a programme of involvement with cultural organisations and through public talks, readings, and editorial work, this research has raised awareness of “both contemporary world poetry and issues of translation amongst literary translators and the general public”. Another interesting example is The University of Hong Kong, which conducted research on the Mao era. In the form of three books, this work has revised understandings of the era and of the Great Leap Forward. The three books have sold nearly 250,000 copies and have been made available in 13 languages. They have informed a documentary and have been discussed in hundreds of public and radio talks, television appearances, and a study guide. A third ICS details scholarship and

investigative research conducted at City University of Hong Kong that has provided new perspectives on the cultural mobility of one of the most vibrant cosmopolitans in the world. Through new editions, biographical and oral historical works, online archives, and public lectures, this has reached new global audiences and have enhanced public awareness and respect. Another ICS, from Hong Kong Baptist University, showcases research on Asian English and its literary expressions. Through *Cha: An Asian Literary Journal*, the literary and linguistic threads of this research have improved the reputation of Hong Kong literature and has fostered an appreciation of free speech and social activities. Another example comes from Lingnan University, which participated in several knowledge transfer focused on promoting research in Chinese literature. This work fostered new understanding of the relationship between Chinese and Western cultures amongst local, regional, and global communities. Another ICS, also from Lingnan University, details research adapting a range of English literary and dramatic works for the Hong Kong context. This work was staged in local cultural organisations and schools and was showcased in play readings and lectures, which enriched the cultural environment, contributed to public discourse, and informed educational practices. The seventh ICS in this group describes the work of the Chinese-language creative writing research hub in Hong Kong Baptist University. Researchers have collaborated with “local artists and arts organizations to advance the cultural life of citizens through civic engagement with social issues” and have augmented Chinese literary arts in Hong Kong. One other ICS in this category describes the cultural impact of *The Compendium of Hong Kong Literature 1919-1949* produced by researchers at The Education University of Hong Kong. Through media coverage, educational influence, and post-publication events, the compendium has contributed to cultural preservation, education, public memorialisation, regional cultural exchange, and tourism.

The characteristics and translation of the underpinning research

Table B provides the salient features of the underpinning research. It provides bibliometrics as well as information on the impetus for the research and mechanisms/channels of dissemination.

52 outputs from this cluster are indexed on the Web of Science, which have a mean citation score of 1.01. The median citation score is 0.64, which is substantially lower than the median of 1.59 for all case studies, is likely due to citation practices in art and culture fields. Key international collaborators included the United States (15%) and the Netherlands (4%). 21% of the research was commissioned, and 4% was in response to demand for better

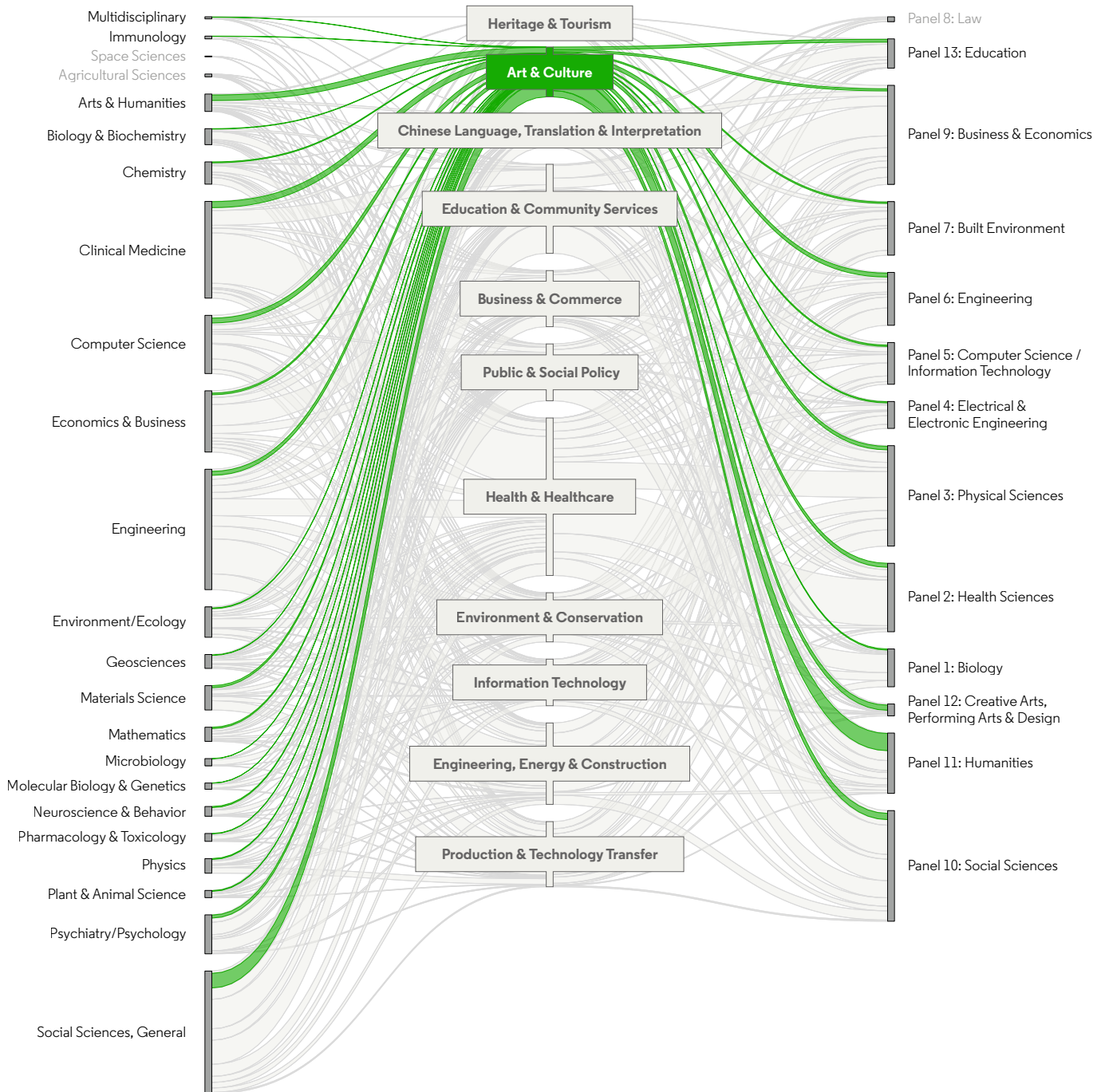
protocols, practices or policies. The research was often driven by research curiosity (17%) and followed on from previous work (13%). The main forms of co-production and collaboration were international partnership (29%) and domestic partnership (8%). The researcher was involved in the impact through collaboration with sector (46%) and through being references as an expert, practitioner, or advisor (29%). The research findings were disseminated primarily through media coverage (79%), and through non-academic presentations (71%). Many ideas and products arising from the research were given prizes and awards (50%) and were formally recommended by a recognised body (33%).

Table B: Some salient features of the underpinning research identified in the Art & Culture cluster (n = 24)

Analysis of underpinning research	<u>Cluster</u> impact case studies	<u>All</u> impact case studies
Bibliometrics indicators		
Number of outputs indexed on Web of Science	52	1445
Mean citation score	1.01	4.45
Median citation score	0.64	1.59
Collaborators location (top mentions, excluding China)		
USA	15%	18%
Netherlands	4%	2%
Impetus for research (top mentions)		
	% of <u>cluster</u> impact case studies	% of <u>all</u> impact case studies
Pull factors		
Commissioned	21%	16%
Demand for better protocols/practices/policies	4%	8%
Push factors		
Investigator initiated research (curiosity)	17%	12%
Follow on from research team's previous work	13%	12%
Mechanisms/channels of impact (top mentions)		
	% of <u>cluster</u> impact case studies	% of <u>all</u> impact case studies
Coproduction & collaboration		
International partnership	29%	6%
Domestic (mainland) partnership	8%	6%
Researcher involvement		
Collaboration with sector	46%	20%
Referenced as expert, practitioner or adviser	29%	33%
Dissemination of research findings		
Media coverage	79%	48%
Non-academic presentation (incl public lecture)	71%	36%
Codification of impact eg prizes, patents etc.		
Prizes and awards	50%	33%
Idea/product/invention formally recommended by recognised body	33%	12%

The alluvial diagram in Figure 2 links the underpinning research (as classified by discipline using the 23 Web of Science, Essential Science Indicators (ESI), journal categories) to the 11 clusters identified through the topic modelling and the 13 Panels used in RAE 2020. The Art & Culture cluster has been highlighted, with the impact pathways for the other clusters greyed out. Figure 2 illustrates the multidisciplinary nature of research impact; multiple journal categories feed into the cluster and the cluster contributes to ICS submitted to a range of RAE panels.

Figure 2: Alluvial diagram linking underpinning research with clusters and panels.



Methodological annex

This synthesised impact report presents a cross-cases analysis of the salient features in 342 impact case studies (ICS) provided by Hong Kong universities as part of the RAE 2020 evaluation. A sequential multi-method approach was employed. The first component involved quantitative topic modelling, followed by directed content analysis. This approach allowed the essence of the impact generated by Hong Kong universities to be captured and synthesised. It is important to note that the analysis and conclusions of these reports are based on the impact as described in the ICS. That is, the authors of this report took the case studies at face value and did not verify or question the narratives provided. A summary of the methodology is given below. For more detailed information on the methodological elements of this study, please see the overarching impact report.

Quantitative topic modelling

Quantitative topic modelling was used to identify overarching topics in the ICS. Topic modelling is a language processing technique applied to document sets to understand the different combinations of words or phrases (topics) that are present. It is a data driven approach, meaning results are not dependent on pre-conceived notions of structure, but are instead derived from the data itself.

Python, Scikit Learn, and Gensim packages were used to implement the topic modelling. Text from section 4 (Details of Impact) from the ICS was normalized (i.e. removal of punctuation and special characters), and domain specific stop-words were removed (i.e. words that are used frequently across the case studies). Various implementations of

the topic modelling algorithm were tested, and the Non-negative matrix factorization [NMF] was found to produce the most usable results. After testing multiple models using this algorithm, and manual review by the authors, the number of topics was set to 35 to provide a balance between the breadth of groupings and granularity of topics.

In discussion with UGC, the research team developed an initial taxonomy by grouping similar topics into broader 'clusters'. For example, the topics 'finance', 'accountancy and governance', and 'economics' were grouped into a cluster titled 'business & commerce'. Topic clusters were set at the outset of the analysis to ensure cognitively similar cases were read together, thereby improving the quality of coding, analysis, and impact reports. This classification system then informed the coding and testing of case studies.

Directed content analysis

Qualitative directed content analysis was then used to elucidate the salient characteristics of the impact narratives. This involved an iterative process of examining case studies and developing a code book to categorise their inherent features. The code book was derived from the existing literature and the domain expertise of the authors. It included four overarching categories: a) research, which captured funding source and impetus for research; b) time lags, which captured the elapsed time between the research and its impact; c) mechanisms/channels of impact, which included forms of collaboration and dissemination; and d) impact, which included beneficiary groups (e.g. young people, women, ethnic minorities), location and reach (e.g. Hong Kong, Mainland China, elsewhere), and the nature of impact (e.g. commercial, policy, practice).

Using the cloud based qualitative analysis software, Dedoose, each case study was read, and relevant excerpts were 'tagged' with the relevant codes. Multiple codes

and subcodes were attributed to individual case studies. This allowed all case studies that had been tagged with a particular code (e.g. a particular beneficiary group) to be considered as a group. Two of the study's authors undertook the reading and coding (JG and KW). Inter coder reliability was ensured by double coding 10% of the cases (i.e. each author codes the same case study) and through regular coding meetings that were used to compare code applications and adjust the code book as required. The code book was thus a 'living document' that was reviewed and revised iteratively. This process allowed for cross case analysis that was the basis of synthesised impact reports. A code co-occurrence matrix was used to identify where the overarching codes intersect (for example, instances where particular topics are associated with particular beneficiary groups). The properties of the ICS were systematically examined, and evidence was gathered by assigning segments of text to unique codes within the broader coding categories. This process allowed for cross case analysis that formed the basis of this synthesised impact report.

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