

A maker-inclusive understanding of impact by Frédéric Dubois

Panel 'Conceptualisations of impact'

Day 1: Strategies for impact

Symposium 'Social impact of audiovisual media'

12-13 August 2021

Outline

01. Conceptual framing
02. Layers of impact
03. Impact measurement

01. Conceptual framing

- Strategic impact
- Tactical impact
 - ‘Committed’ storytelling (Waugh, 1984)
 - *Impact arenas* (Whiteman, 2002, 2004)
 - Impact pathways framework (Notley et al., 2017)

01. Conceptual framing

- Gap between what Juries, Funders, Broadcasters of media and stories value as impactful, and what Makers see.
- Maker-inclusive: Combine ‘frog’ and ‘helicopter’ perspectives

02. Layers of impact

- The question is: Impact of what on whom?
- The answers are hidden in **Product & Process**, in the **Short & Long-term**
- Multilayer impact framework (own integrative model)

02. Layers of impact 1/2

CULTURAL LAYER

Product	Process
<i>Factual impact</i>	<i>Content re-use impact</i>
<i>Emotional impact</i>	<i>Format re-use impact</i>
<i>Multiperspectivity impact</i>	<i>Tech re-use impact</i>
<i>Interface/format impact</i>	<i>Common ground impact</i>
<i>Participatory impact</i>	<i>Workflow impact</i>
	<i>Positioning impact</i>
	<i>Partnership-induced impact</i>

Originality / uniqueness impact

Source:
Dubois, 2021 (PhD thesis)

02. Layers of impact 2/2

FINANCIAL LAYER

Product	Process
	<i>Return-on-investment impact (on maker community; cultural, media & educational sectors)</i>

POLITICAL LAYER

Political impact (on decision-makers, funders, elites, social movements)

03. Impact evaluation

- **Quantitative**
 - E.g.: Metrics (**engagement**, reach, views)
 - *Thick data* (Wang, 2013)
- **Qualitative**

E.g.: Ethnographic context and case studies
- Not to be mistaken with “**the story of impact**”

03. Impact evaluation

- Scholars: Accounting for hard-to-measure impact criteria (e.g. via *thick descriptions*), otherwise we risk curtailing media innovation
- Makers: Disclaiming for ‘stories of impact’ - being transparent about that - but doing the extra effort to try to define and measure more honestly
- Audience/Users: Look beyond the product/story when assessing the success of a production

Thank you for listening!

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