

Making Qualitative Research Impactful

Presented by

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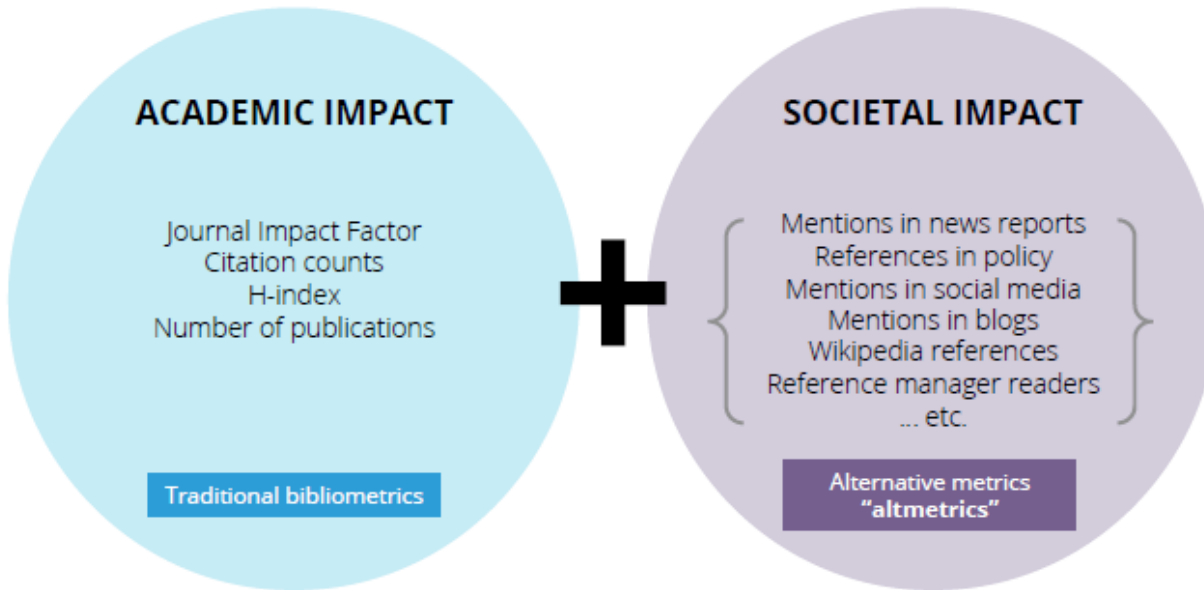
Associate Professor Carly Moulang



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Perspectives on Research Impact



Source:

<https://lrl.lincoln.ac.nz/research/measuring-research-impact/>

“It’s a waste for talented people to work on issues of limited relevance to a limited number of people, when there are so many major problems in business and society.”

- Professor Leonard Berry

<https://bized.aacsb.edu/articles/2019/november/a-new-era-for-business-research>

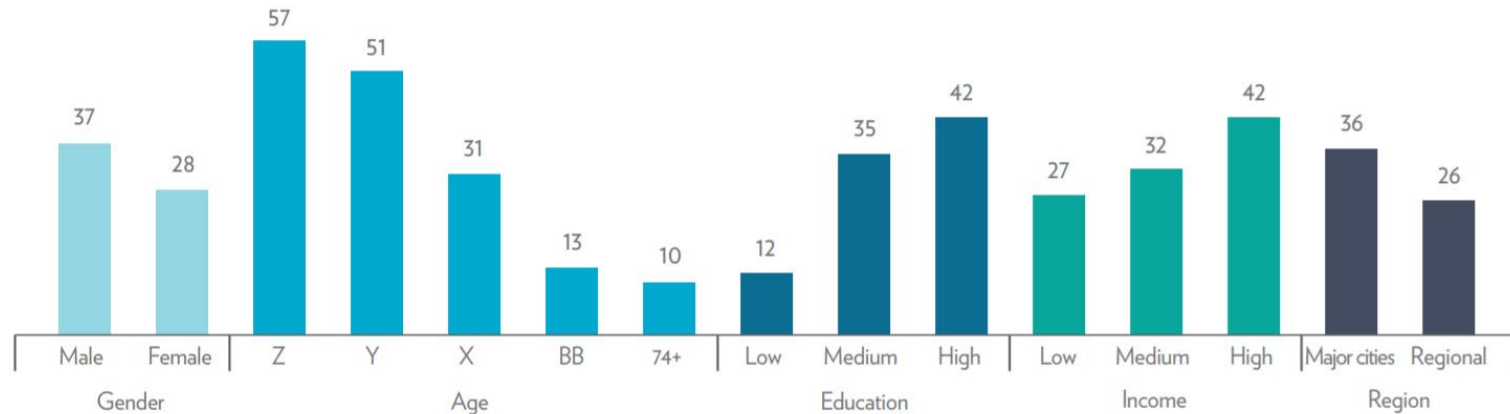
SERIAL

A new podcast from the creators of This American Life

- In the Autumn of 2014, *Serial*, a 12-part spin-off from the popular radio and podcast, *This American Life*, investigated the murder of a Baltimore high school student, Hae Min Lee. It was an automatic hit.
- A poll of *Serial*'s listeners showed that:
 - Nearly 25% of listeners had never heard a podcast before
 - Nearly 50% went on to listen to podcasts on a weekly basis
 - A staggering 90% of those first-time listeners said it changed the way they thought about podcasts.
- This was all part of the so-called 'Serial Effect'.

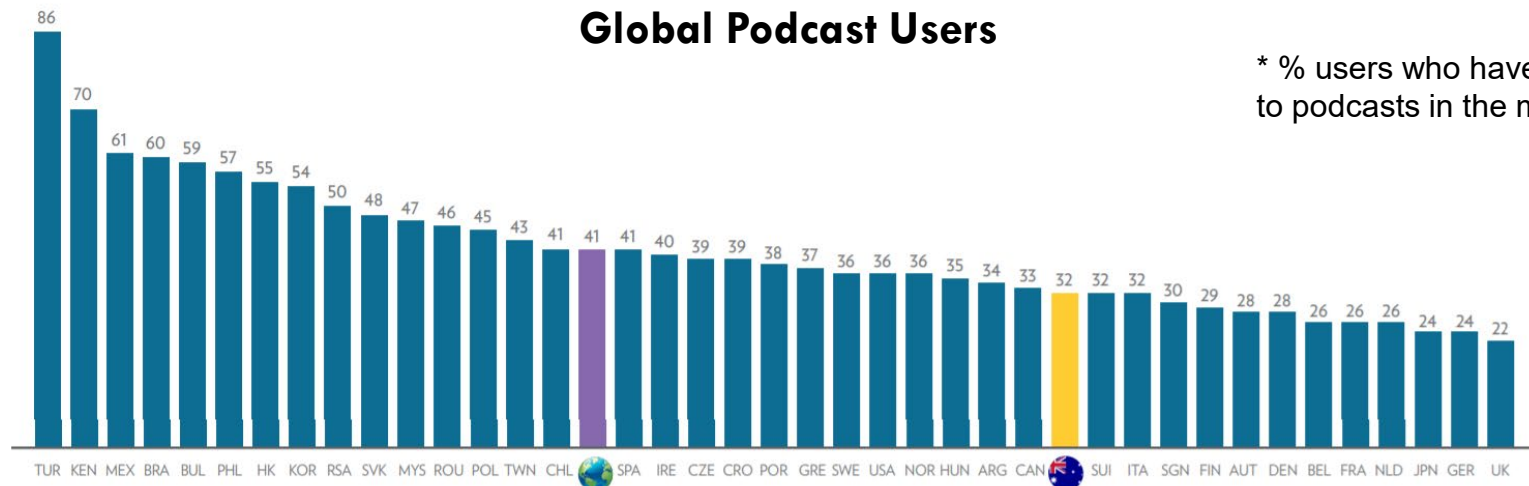
In Australia, podcast listening* has increased by 18.5% in 2020 but is still at the lower end in the global market

Australian Podcast Listeners by Demographics (%)



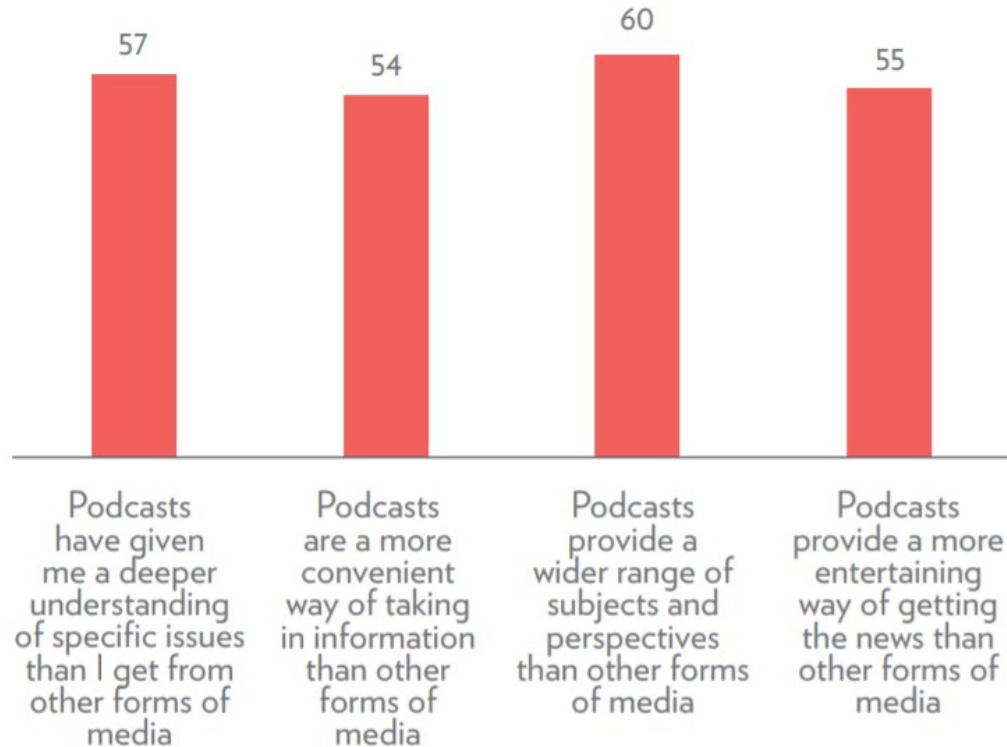
Global Podcast Users

* % users who have listened to podcasts in the month

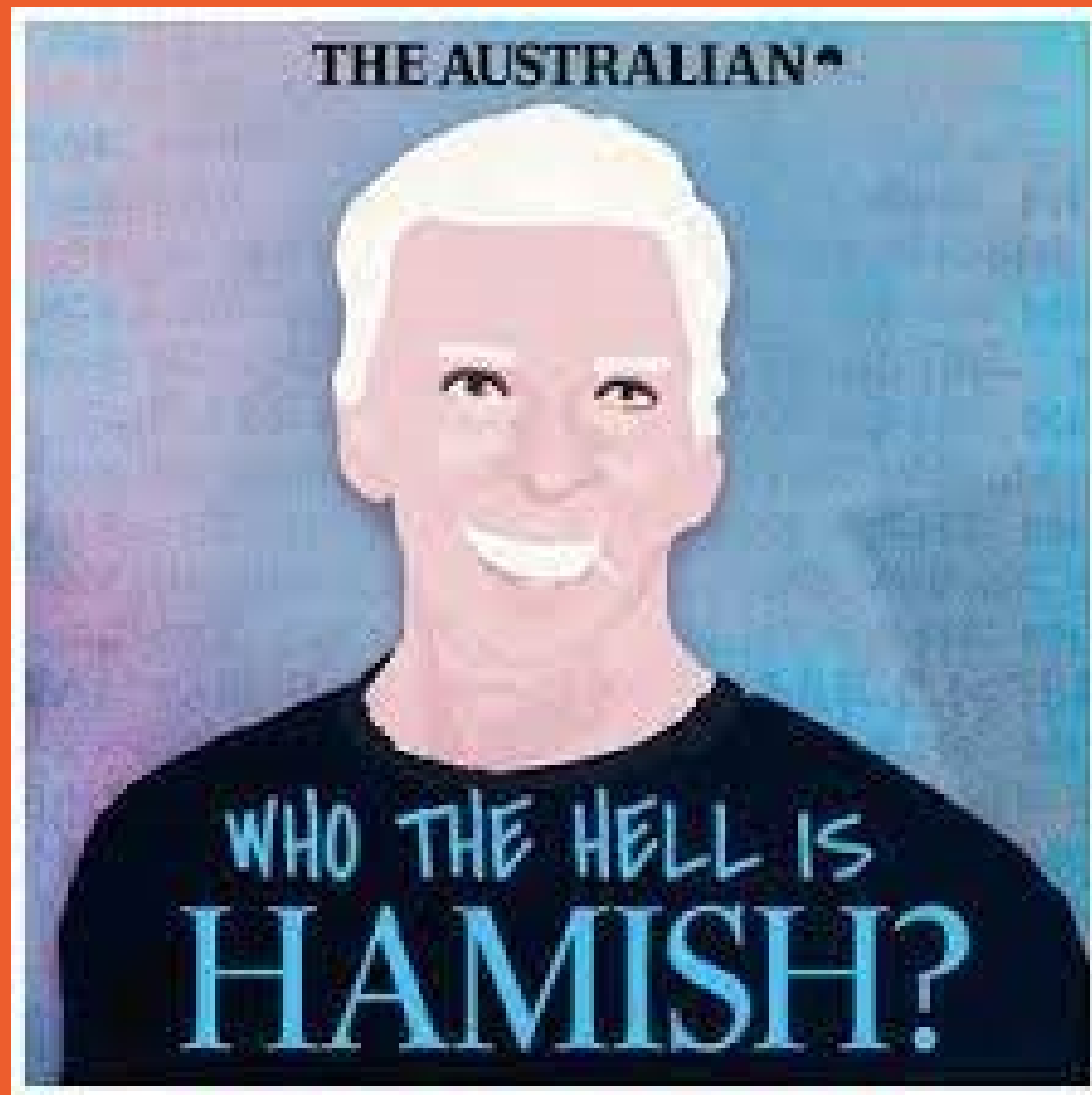


The top reason for listening to podcasts among Australians is because podcasts cover diverse subjects and perspectives compared to other forms of media

Reasons for Listening to Podcasts in Australia (%)



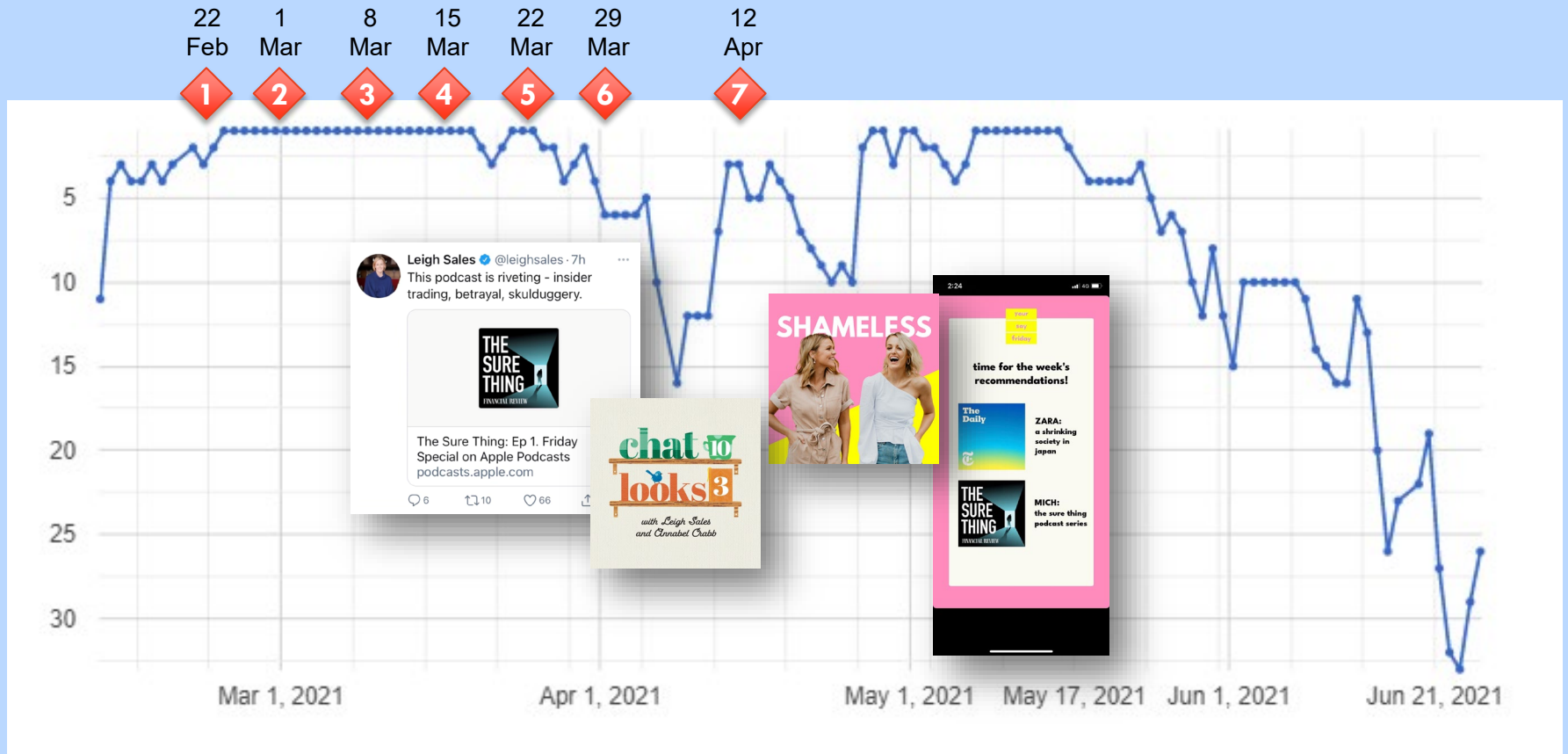
Responses to survey question: You say you use podcasts, how much do you agree or disagree with the following statements? [n= 692 Australian podcast listeners]



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Chartable



<https://chartable.com/charts/itunes/au-all-podcasts-podcasts>

Related Outputs

– Profile

- “From Oxford to the jailhouse, journey of a criminal scholar”, *AFR*, 19 February 2021. Available at <https://www.afr.com/companies/financial-services/from-oxford-to-the-jailhouse-journey-of-a-criminal-scholar-20210216-p572zi>

– Articles

- “How white-collar criminals sleep easy at night”, *AFR*, 8 March 2021. Available at <https://www.afr.com/companies/financial-services/how-white-collar-criminals-sleep-easy-at-night-20210217-p573ey>
- “Let’s be ‘smarter’ not ‘harder’ on white collar crime”, *AFR*, 14 April 2021. Available at <https://www.afr.com/companies/financial-services/let-s-be-smarter-not-harder-on-white-collar-crime-20210330-p57fam>

– Media Mentions (Select)

- “How The Sure Thing came about”, *AFR*, 18 February 2021. Available at <https://www.afr.com/companies/financial-services/how-the-sure-thing-came-about-20210216-p57329>
- “The cast of characters”, *AFR*, 18 February 2021. Available at <https://www.afr.com/companies/financial-services/the-cast-of-characters-20210209-p570zk>
- “Like a mafia sting, inside the biggest insider trading case”, *AFR*, 22 February 2021. Available at <https://www.afr.com/companies/financial-services/like-a-mafia-sting-inside-the-biggest-insider-trading-case-20210205-p56zy8>

Other Outputs

– Media Mentions (Select, continued)

- “ABS insider trader was ‘susceptible to blackmail’”, *AFR*, 1 March 2021. Available at <https://www.afr.com/companies/financial-services/abs-insider-trader-was-susceptible-to-blackmail-20210225-p575v7>
- “How to prevent fraud on your watch”, *AFR*, 25 March 2021. Available at <https://www.afr.com/work-and-careers/management/how-to-prevent-fraud-under-your-watch-20210323-p57der>
- “Insider trader feared he killed an inmate in prison brawl”, *AFR*, 29 March 2021. Available at <https://www.afr.com/companies/financial-services/insider-trader-feared-he-killed-an-inmate-in-prison-brawl-20210325-p57e6o>

– Public Forums

- AFR Summit Session. Available at <https://www.afr.com/companies/financial-services/the-sure-thing-podcast-host-angus-grigg-20210310-p579h9>
- McGrathNicol Live Event. Available at <https://vimeo.com/522586727>

– Other Media

- *The Future This Week Podcast*, 30 April 2021. Available at <https://sbi.sydney.edu.au/crime-and-punishment-on-the-future-this-week>.
- *Australian Story*, ABC. In production

Things to think about

Lean into opportunities to discuss your research in public

Create an impact plan for your research, so you know the impacts you want to achieve and for whom

Come up with a concept for your podcast that specifically meets the needs and interests of the people you think will benefit most from your research

Network with journalists/content creators and discuss ideas