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Public Affairs & Policy Impact

- **Sabina Frediani, Director of Communications & Public Affairs, University of Liverpool**
- **Mubeen Bhutta, Senior Clerk, Digital, Culture, Media and Sport Committee**
- **Susan Jarvis, Deputy Director Heseltine Institute for Public Policy, Practice and Place, University of Liverpool**



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Public Affairs at The University of Liverpool

Sabina Frediani, Director of Communications & Public Affairs, University of Liverpool

Public Affairs & HE

- Academic research can directly influence public policy and the way we live our lives.
- Policymakers – including MPs, civil servants, and regulatory bodies – need credible research representing different sides of a debate, to inform their work
- To maximise the impact of research, universities must find ways to communicate it to central and local government.
- Non-ministerial departments, regulatory bodies, charities, think tanks, pressure groups and opposition parties are also influential stakeholders



Public Affairs at The University of Liverpool

- Home to world class research across a range of disciplines. Engaging with policymakers helps us translate research into impact – evidence based policymaking.
- Our collaborations with business and industry across the Liverpool City Region make a significant economic and social contribution to regional prosperity and influence. Civic commitment.
- Increase public understanding of the aims and activities of the University – universities are most commonly associated with undergraduate teaching.
- Universities also contribute to our cities, towns and regions and to the UK's global reputation.
- Research breakthroughs, student volunteering, arts and cultural spaces...
- Communicate and engage outside our walls and sector!

Policy impact & REF

- One in five impact case studies (*REF 2014*) mentioned substantive engagement with Parliament*
- Find out more about how the UK Parliament uses research and how to make an impact with yours on Parliament's research impact hub
- Stay up-to-date on opportunities, information and advice on working with Parliament as a researcher by following UK Parliament's Knowledge Exchange Unit on Twitter

Research impact hub: www.parliament.uk/research-impact

Twitter: @UKParl_Research

How can reach & significance be evidenced?

- ✓ Direct citations of research in parliamentary publications e.g. Hansard, committee reports, evidence submissions/briefings
- ✓ Acknowledgements to researchers on webpages, in reports or briefings.
- ✓ Quantitative indicators or statistics on the numbers of attendees or participants at a research event, or website analytics for online briefings
- ✓ Qualitative feedback from participants or attendees at research events
- ✓ Testimonials from members, committees or officials
- ✓ Analysis by third-party organisations of parliamentary proceedings or processes e.g. studies of the passage of legislation

The Communications & Public Affairs Team

- Supports colleagues across the institution to identify common ground with key stakeholders, especially those can help highlight the transformative potential of our research to an external audience.
- Offers advice and support on engaging with decision makers – includes media relations; HE sector influencers and political stakeholders.
- Organises key public engagement events to help showcase and demonstrate the impact of research e.g. annual ‘Open House’ festival.



How we support policymakers





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- ✓ **Connect policymakers with our academic experts**
- ✓ **Provide research summaries and accessible briefings**
- ✓ **Act as a point of contact for visits, events and meetings between policymakers, committees and academics**
- ✓ **Organise parliamentary and University based events**

How we support our researchers





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- ✓ **Provide advice on written and oral committee evidence**
- ✓ **Provide advice on how best to reach policymakers e.g. avoiding jargon and presenting summary briefings in an accessible way**
- ✓ **Seek out opportunities to present research to political stakeholders via events and other face to face channels**
- ✓ **Provide annual party conference and other political event planning support**



Key Contacts

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The Digital, Culture, Media and Sport Committee

Mubeen Bhutta
Second Clerk

The Committee



Chair



- @commonsCMS
- www.parliament.uk/business/committees/committees-a-z/commons-select/digital-culture-media-and-sport-committee/

Disinformation and fake news

Major inquiry, using academic and international evidence

Specialist advisor

Tested select committee powers

International legacy

Ongoing sub-committee



Reality TV

Examining 'duty of care' to reality TV contributors

Raises questions about media consumption, attitudes and links to social media

Using two specialist advisors

Scrutinising industry alongside regulators and govt



Immersive and addictive technologies

Involved media, legal and psychology academics, visit to Abertay University

Two specialist advisors

First time evidence from games makers & social media platforms

Government response due before end of the year



House of Commons
Digital, Culture, Media and
Sport Committee

Immersive and addictive technologies

Fifteenth Report of Session 2017–19

*Report, together with formal minutes relating
to the report*

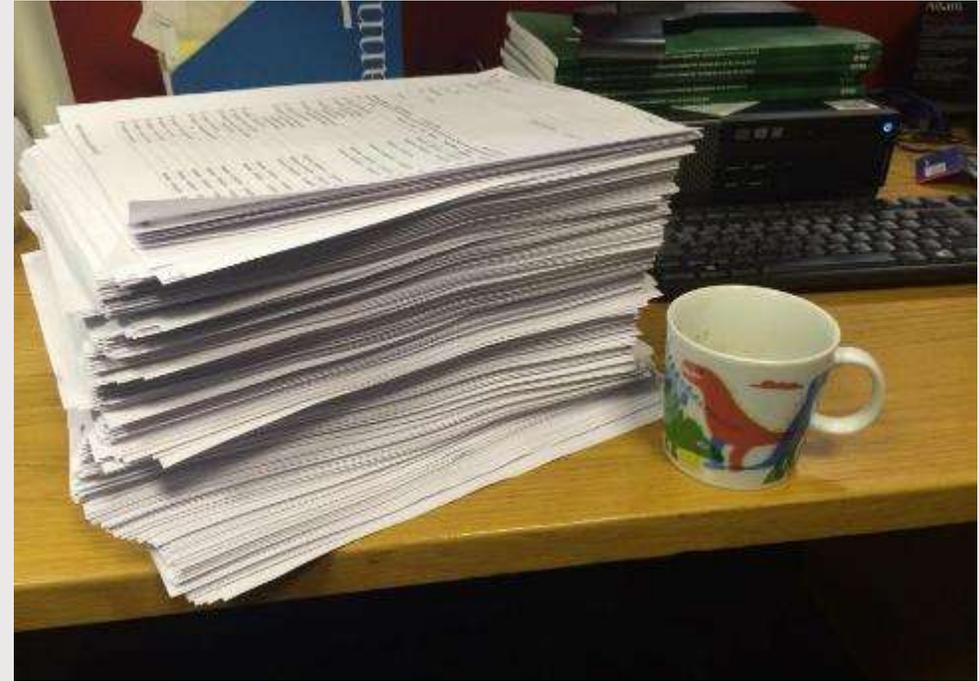
*Ordered by the House of Commons
to be printed 9 September 2019*



How select committees work

How Select Committees work

- Choose inquiry
- Announce Terms of Reference
- Collect written evidence
- ? Commission research
- ? Visit
- ? Appoint special advisor
- Take oral evidence
- Discuss conclusions
- Draft and agree report
- Publish report
- Open inquiries: www.parliament.uk/business/committees/inquiries-a-z/current-open-calls-for-evidence/



What is good written evidence?

1. Be concise and relevant:

- Keep to the word limit (3,000 words or less)
- Include a summary
- Use the Terms of Reference and don't copy/paste other reports

2. Make policy recommendations

- Don't just diagnose the problem
- Be specific whenever possible
- Don't just call for more research!

3. Write for an interested non-expert, avoiding:

- Too many acronyms
- Jargon
- Politicised language

What is good oral evidence?

1. Be concise and relevant:

- Stick to the question you have been asked
- Don't feel you have to answer every question

2. Be engaging:

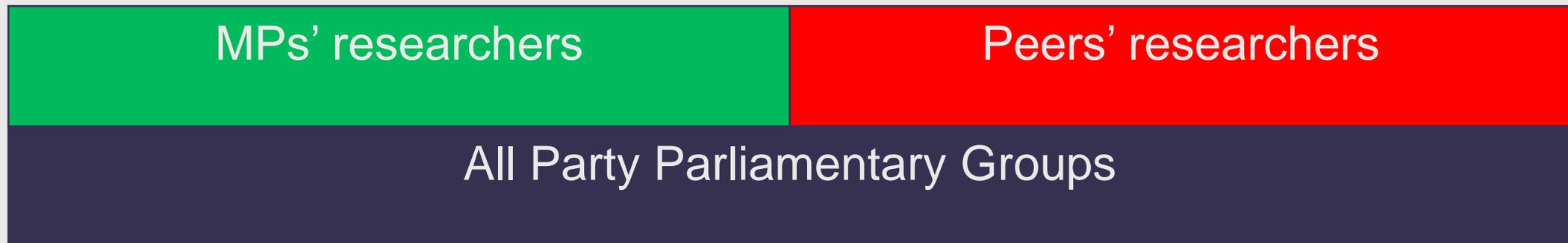
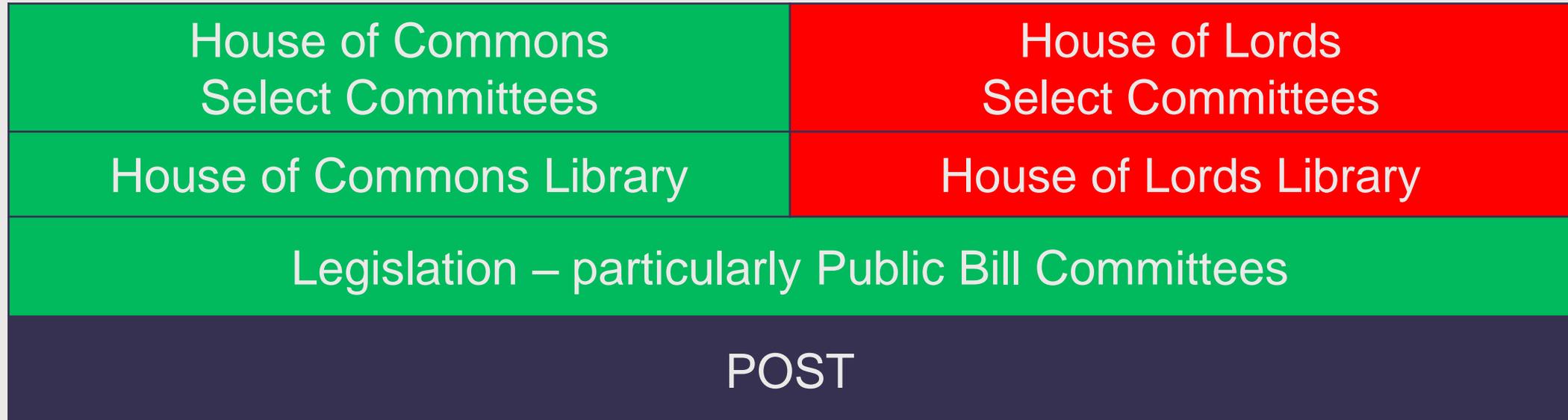
- Use examples where possible – e.g. refer to a real person (anonymously) rather than a vague problem
- Highlight your calls for action
- Show respect for the Members and the Committee – you'll have an easier time!

3. Feel free to follow up in writing

- If you forget to raise something important
- If you don't have certain facts and figures to hand

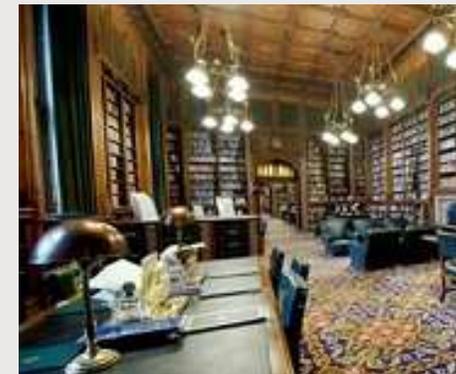
Research at the UK Parliament

Who uses research in the UK Parliament?



Commons and Lords Libraries

- Provide specialist impartial information and briefing service for MPs, Peers, their staff, committees and staff of the Houses
- Produce wide range of briefing material
- Work tends to be reactive and responsive to questions from Members, business in each House and current affairs.
- Briefings available online at www.parliament.uk under research publications
- Contact papers@parliament.uk, FAO subject specialist, 250 words maximum
- www.parliament.uk/commons-library
- www.parliament.uk/lords-library



POST

• Bridges research and policy to ensure that the best available research evidence feeds into the legislative process and scrutiny of Government, through:

- Horizon scanning briefings (POSTNotes)
- Reactive advice for Committees and Libraries (POSTbriefs)
- Events
- Knowledge Exchange (internal and external)
- Academic fellowships

www.parliament.uk/POST / [@POST_UK](https://twitter.com/POST_UK)

HOUSES OF PARLIAMENT
Parliamentary Office of Science & Technology

POSTNOTE
Number 550 July 2017

Online Information and Fake News



Overview

- Social media platforms and internet search engines have made it easier to produce, distribute and access information online.
- These technologies, combined with user behaviour, filter the content that users see. Some studies suggest that this limits users' exposure to attitude-challenging information, while others argue that users still see a wider range of information than offline.
- Online fake news has the potential to confuse and deceive users, and is often financially or politically motivated.
- UK efforts to address these issues are largely led by industry and focus on fake news. They include better identification, fact-checking and user education.

Background

In 2017, the proportion of UK adults consuming news online exceeded those who watched news on TV (74% versus 69%). Meanwhile, a smaller proportion read news in print (11%), compared to in 2013 (20%).¹ Social media platforms (e.g. Facebook) and internet search engines can help users to find the items that they consider most interesting or useful by filtering content. Some suggest that filtering could lead to users seeing only content that conforms to their pre-existing opinions.² Others argue that users still see more diverse news than, for example, via print, TV or radio.³ Internationally, politicians, journalists and others have raised concerns about fake information online, and the effect that it may have on political events such as elections.^{4,5} This POSTnote explores:

- how people in the UK access and share news online
- the effects of filtering
- the factors driving fake news and its effects
- approaches to addressing the challenges.

Accessing and Sharing News Online

People can either access online news directly – via websites or applications (apps) – or through intermediaries such as social media platforms, internet search engines and news aggregators (that select and present news from multiple sources). Content is created not only by traditional news providers, but also by other organisations and individuals.

Internet Search Engines

Usually, Google, Bing and Yahoo are the most used search engines, with estimated monthly visitors of 1.5bn, 400m and 300m respectively.⁶ Users typically type a query into a computer (or ask a question via a voice-activated platform.

The Reuters Institute and Ofcom found that the websites or apps of TV and radio companies are the most popular source of online news in the UK.⁷ For instance, 47% of UK adults who accessed news online (surveyed in 2017) said that they had used BBC News online in the past week.⁸ People are increasingly using social media to access news in the UK.⁹ 41% of adults asked in 2017 reported using it as a source for news in the past week, up from 32% in 2013.¹⁰ Search engines are also key for finding news, 36% of adults who accessed news online in 2016 did so via a search engine, up from 16% in 2013.¹¹ Children's online news consumption may differ from adults', however the available data is limited.¹²

Social Media Platforms

Facebook (36 million UK users) and Twitter (22 million UK users)^{13,14} are the most popular social media sources of news in the UK (Table 1). They have two main features that provide content:

- a personalised list containing material from the user's connections (e.g. friends, followers or 'liked' pages);
- a list of popular (trending) topics from the site (Box 1).

The Parliamentary Office of Science and Technology, Westminster, London SW6 6AA, Tel: 020 7233 2966 email: post@parliament.uk www.parliament.uk/post

Legislation

- Most new legislation is introduced by the Government
- All legislation must be scrutinised by both Houses of Parliament
- Members suggest changes (“amendments”) at particular stages throughout the legislative process
- Getting involved:
 - Respond to consultations from Government, e.g. Green and White Papers BEFORE a Bill is introduced to Parliament
 - House of Commons Library produce briefings on Government Bills – make sure the subject specialist knows you
 - Submit evidence to pre-legislative scrutiny committees and/or Public Bill Committees
 - Brief opposition/backbench MPs and Peers to assist them in legislative debates

All Party Parliamentary Groups (APPGs)

- Informal groups of MPs and Peers focused on subjects or countries
- Some meet regularly, hold events, produce reports and run inquiries
- Allow Members to:
 - develop their knowledge
 - meet other interested Members
 - show their interest
 - raise awareness on a topic

Full register of groups available on www.parliament.uk

What support do we offer for researchers?

- “Parliament for researchers”: monthly regional training events (www.parliament.uk/academic-training)
- Advice and information from dedicated Knowledge Exchange Unit (foxens@parliament.uk or saintn@parliament.uk)
- Online resources on www.parliament.uk/research-impact
- Promotion of opportunities to engage through [@UKParl_Research](https://twitter.com/UKParl_Research) and other networks
- Working with UKRI and Research England to ensure understanding of research impact in UK Parliament for REF and KEF



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*Heseltine Institute:
Connecting Public Policy, Practice and Place*

Sue Jarvis
Deputy Director



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Work with Us

The Heseltine Institute

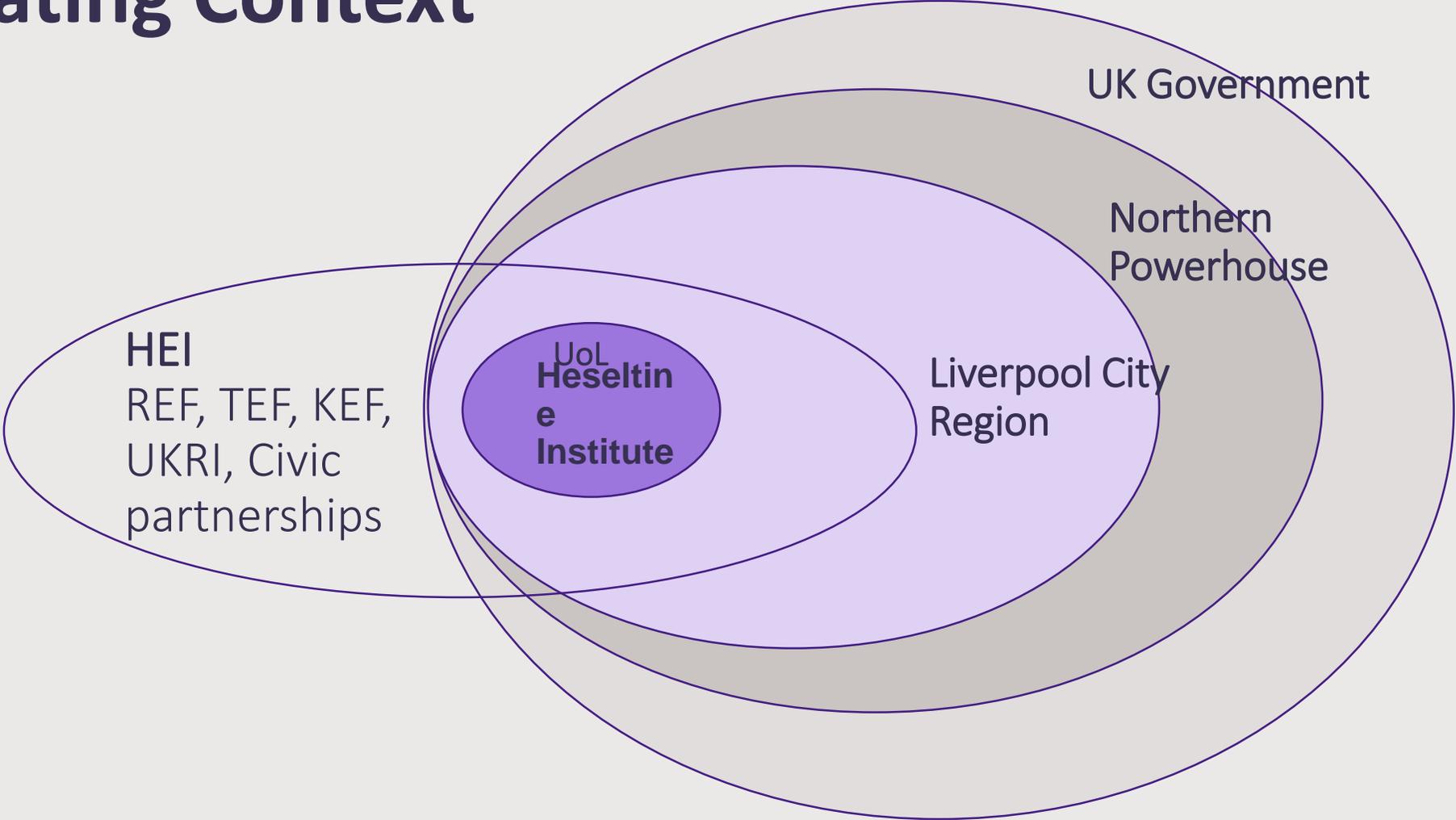
*Sharing academic expertise to
support the development of successful,
sustainable cities and city regions.*



Mission

To be a **non-partisan**,
internationally recognised thought
leader, bringing together **expertise**
from across the university and
practitioners, to **impact, influence**
and co-create public policies for
tomorrow's **cities**

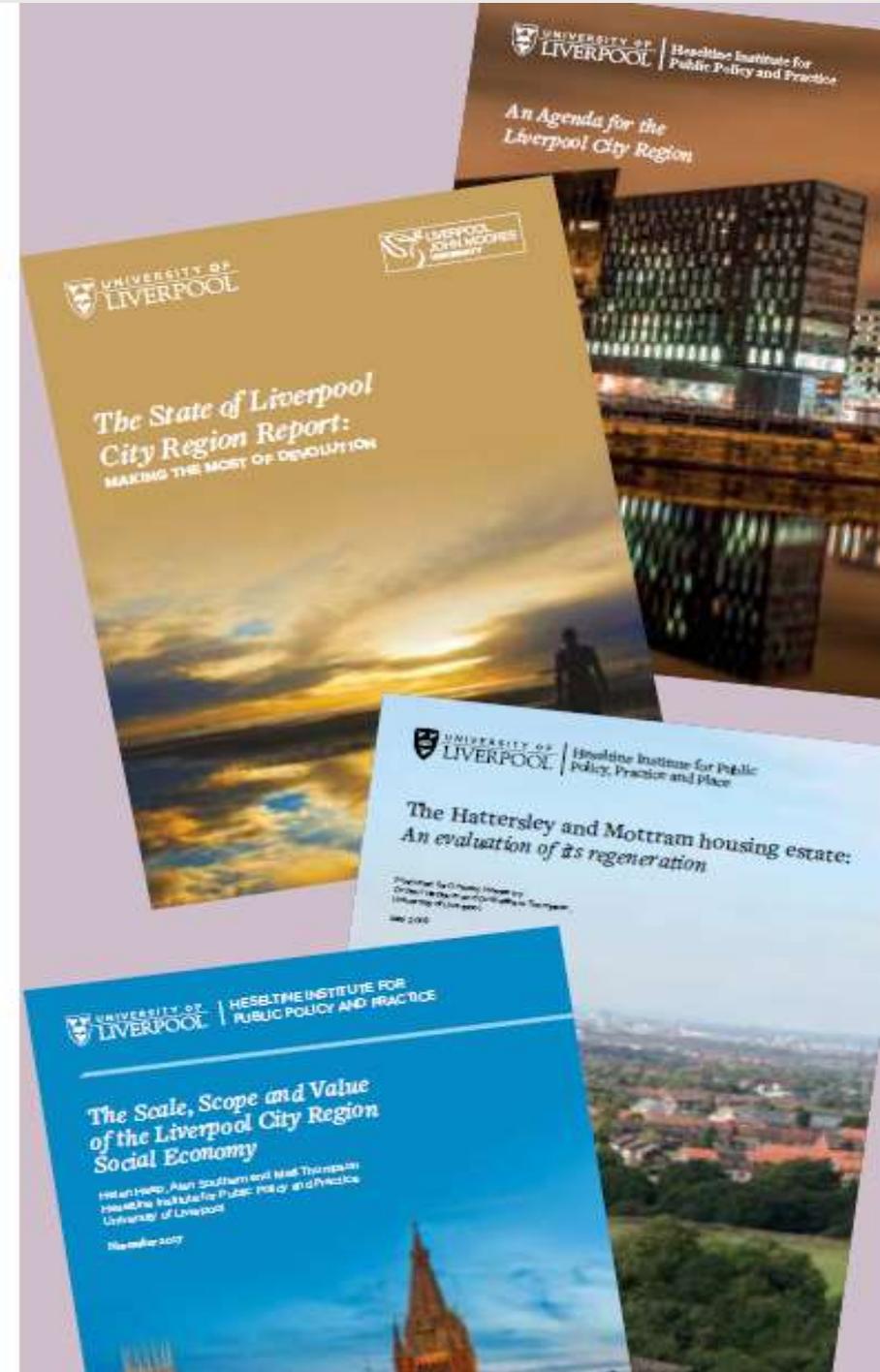
Operating Context



Our Approach

We support organisations by:

- Providing a place-based approach to key urban challenges
- Interdisciplinary expertise
- Impact vehicle and ‘one front door’
- Point of focus for the University’s civic role
- Association with Liverpool – we understand the local population and provide an independent voice for policy makers in support of strategic priorities





Policy Areas 2019/20

*An interdisciplinary research institute
with a focus on cities and city regions*

21st Century Cities

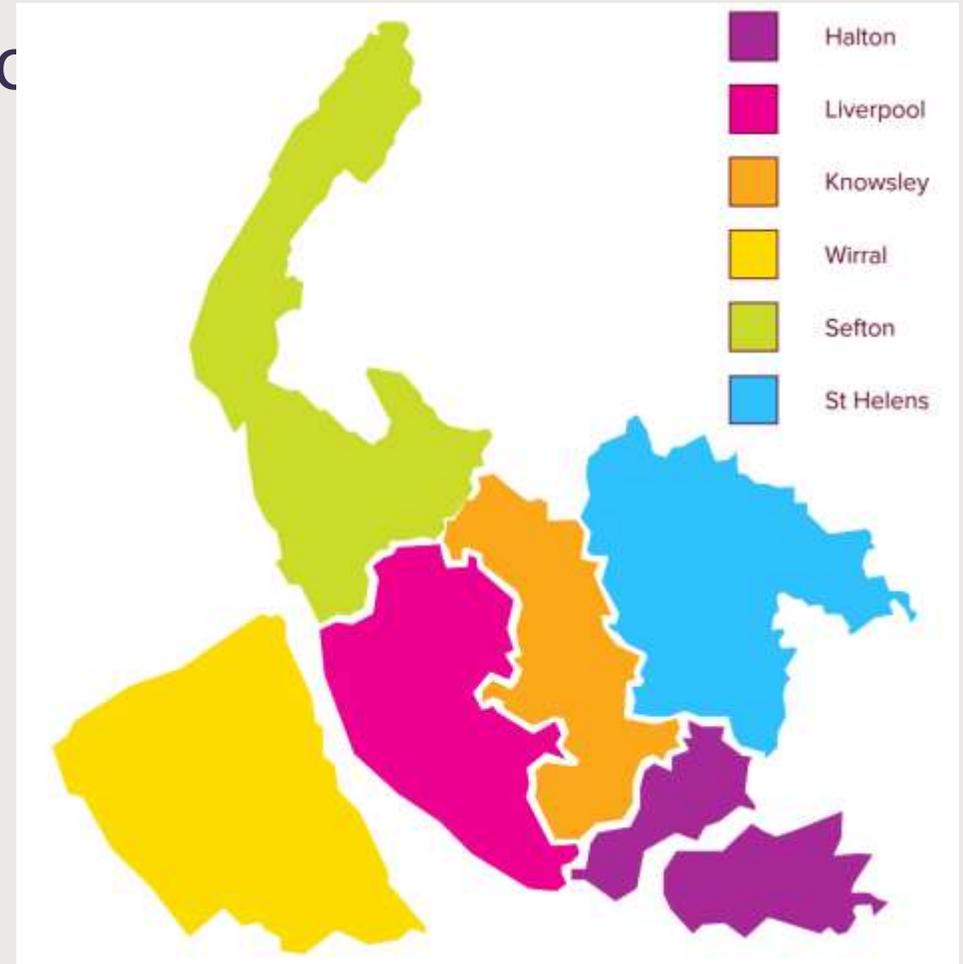
- Where next for devolution?
- Climate emergency
- Urban psychology
- Data for decisions
- Artificial Intelligence

Inclusive Growth

- Measuring inclusive growth
- Relational welfare
- Brexit geographies
- Social economy

Engaging with stakeholders and policymakers in local government

- Liverpool City Region Combined Authority
- Local Authorities
 - Halton
 - Knowsley
 - Liverpool
 - Sefton
 - St Helens
 - Wirral





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