# AI-generated impact narratives

## Communicate your impact
## Tell your story

Tell the story of research impact through AI-enabled evidence-based narratives across multiple characteristics.
We help you describe impact in the way humans really talk about it.

## How the tool works

We use your data to build impact narratives and an impact visualization



Callouts on the interface mockup:

- AI narrative tells the evidence-based story
- Widget showing relative strength
- Impact characteristics that apply to any research
- A story for each impact characteristic
- Evidence deep dive

Interface text:

Product name

Create project

Breadcrumb1 / Breadcrumb2

My Impact Narrative

Edit

**Impact characteristics**
- Summary
- Significance
- Reach
- Novelty
- Tangibility
- Durability
- Collaboration
- Transferability
- Policy
- Engagement

### Summary

Powered by GenAI   How it works

The significance of the provided research texts lies in their collective contribution to addressing real-world problems related to adolescent health, behavior, and well-being. These studies provide valuable insights into various factors that influence adolescent outcomes, informing interventions, policies, and our understanding of complex issues. Here's a summary of their significance:

1. **Subjective Socioeconomic Status and Health:** Highlights the impact of social rank on health outcomes, aiding in the development of interventions to address health disparities.  1

2. **Mental Health Implications of Adolescent Relationships:** Advances our knowledge of how adolescent relationships with older partners affect mental health, contributing to interventions for vulnerable populations.  2

3. **Youth Volunteering and Health Behaviors:** Explores the impact of youth volunteering, substance abuse, and adversity on individuals and society, guiding efforts to support youth.  3

### Source publications

1. Teaching struggling readers who are native Spanish speakers: What do we know
   Mathes, Patricia G.; Pollard-Durodola, Sharolyn D.; Cárdenas-Hagan, Elsa
   *Language, Speech, and Hearing Services in Schools*  2023
   Publication ID: 10.1093/ajae/aaq066

2. People are variables too: Multilevel structural equations modeling

### Impact

How it works

Engagement, Significance, Reach, Novelty, Tangibility, Durability, Collaboration, Policy, Transferability

How useful is this widget?

### Impact characteristics

A new way to tell the story of impact, using plain language and through the lens of research characteristics that the public can understand.

We are currently working with development partners to:
- identify high-impact case studies including research assessment exercises
- generate impact narratives
- use insights from past impact assessment scores to better understand the potential impact of ongoing research projects

## A qualitative approach: Narratives based on data

Tell a story. Use your data as input to generative AI which suggests a variety of lenses to showcase impact. You can use it as a starting place for narrative writing, looking at what characteristics tell the best evidence-based story of your research.

## A quantitative approach: A visual widget for inspiration

Driven by data. Our visualization of the relative strengths of the impact characteristics can inspire you to assess the strengths of research.
The widget is based on a basket of metrics accepted as indicators of research impact.

## Case study

In a blind evaluation involving 20 case studies, a prominent US medical funding organization tasked us with ranking the projects based on their potential impact. Utilizing AI technology and crafted prompts, we automatically assessed and ranked each project, from the highest to the lowest impact. Upon presenting our findings to the funding organization, we discovered that our analysis successfully matched their own manual evaluations for 8 out of the top 10 high-impact projects. This impressive outcome was met with enthusiasm by the funder, and we have since collaborated on a co-authored presentation highlighting the success of this project.

**ELSEVIER**

Scopus

SciVal

Pure

Researchfish

Interfolio

Customers' own data

**PLUM** ANALYTICS
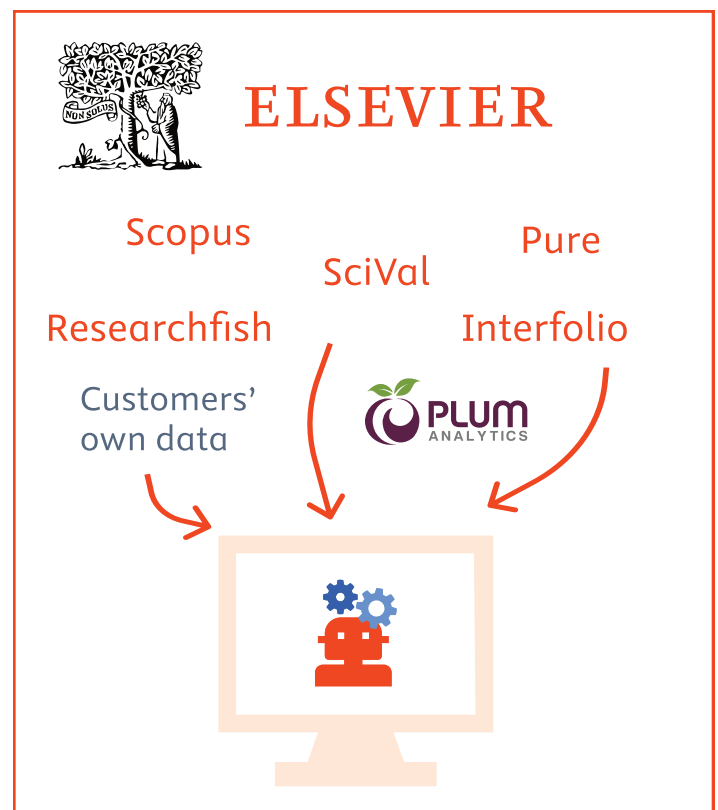
*Harnessing the power of your data to tell your story.*

**ELSEVIER**

Read more and sign-up to be a part of the new evolution of impact assessment:
elsevier.com/promotions/impact-ai