

## Results

The pilot project results substantiate the view that COMPAS is effectively engaging with users, has a positive and trusted reputation in the field of migration research, and that many of its outputs are being accessed, referenced and relied upon by policymakers, academics, migrant organisations and the media.

Of specific importance we found that the majority of the 300 users surveyed became aware of COMPAS through word-of-mouth and other referrals (academic contacts (55%), internet search (26%) and professional referrals (19%)). Of the non-users surveyed, 29% of them were aware of COMPAS, having learned of the Centre through academic contacts, internet search, professional referrals and media channels.

87% of COMPAS users access the research outputs through the Centre's website and most users are satisfied with their means of access. In fact, the majority of users did not want a different means of accessing research outputs and 94% of users usually find what they need at the website. Of the 10 specific types of publications disseminated by COMPAS, the four most widely used, in order, are: working papers, full research reports; research briefings and research findings. These and other such findings are very helpful in our future shaping our strategies toward dissemination.

The percentage and ranking of usefulness of COMPAS publications is as follows:

Publication	Very Useful	Useful	Not Useful	Don't Know	Very Useful or useful	Ranking
Full Research Reports	42%	40%	0%	18%	82%	1 <sup>st</sup>
Working Papers	43%	37%	0%	20%	80%	2 <sup>nd</sup>
Research Findings	31%	45%	1%	24%	76%	3 <sup>rd</sup>
Research Briefings	25%	49%	1%	25%	74%	4 <sup>th</sup>
Research Resources	23%	39%	1%	37%	62%	5 <sup>th</sup>
Newsletters	22%	39%	5%	34%	61%	6 <sup>th</sup>
Refereed Journal Articles	28%	26%	2%	44%	54%	7 <sup>th</sup>
Books	25%	22%	3%	50%	47%	8 <sup>th</sup>
Media Work	11%	31%	6%	52%	42%	9 <sup>th</sup>

Almost all the interviewees (mainly non-academic users) were aware of COMPAS' role in 'contributing to policy debates' and had strong perceptions that such policy related work was based on rigorous independent academic research. 90% of the user survey respondents 'agreed' or 'agreed strongly' with the statement that "COMPAS is a reliable and authoritative voice on migration issues".

The interviews, internet searches and questionnaire surveys utilized by the project were complemented by a comprehensive review of published literature on both the subject of non-academic impact assessment strategies and social marketing methodologies. In terms of providing transferable lessons for assessing non-academic research impacts, the project's interview and survey methods can be taken up readily by other ESRC investments in order to present good indications of dissemination effectiveness.

Given a general trend in the social sciences, towards the production of metrics and proof that research is having an impact on the wider world, the report recommends development of the current system of collecting data on performance. It was suggested that we begin to include more information on more informal activities, such as email comments and feedback on the use of research findings. COMPAS might also consider linking this system directly to overall centre strategy and possibly to individual contracts so that aims, expectations and outcomes are all made explicit and clear.