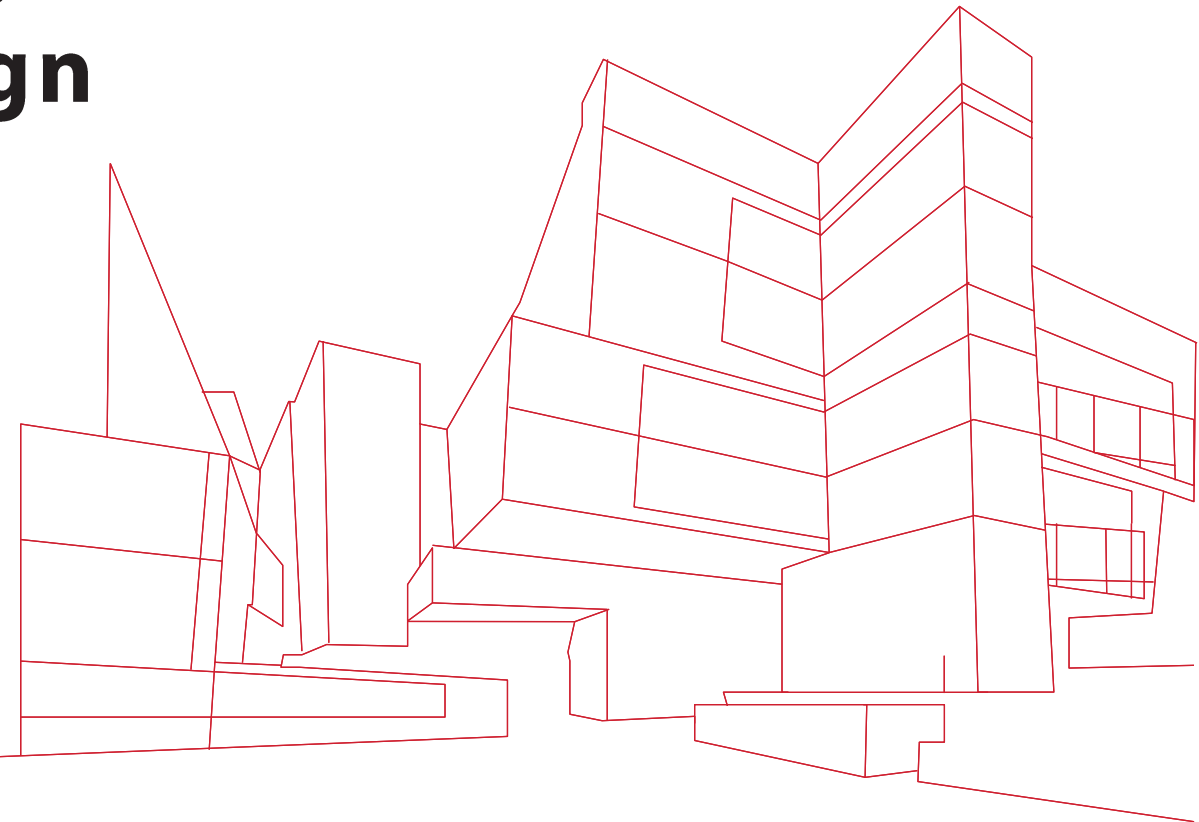


Cardiff, United Kingdom

Barriers to Communicating Research in Commercially-Driven Design Projects

Dana Al Batlouni
Katie Beverley
Andrew Walters

PDR | Cardiff Metropolitan University



OUTLINE

Context

Background

Methodology

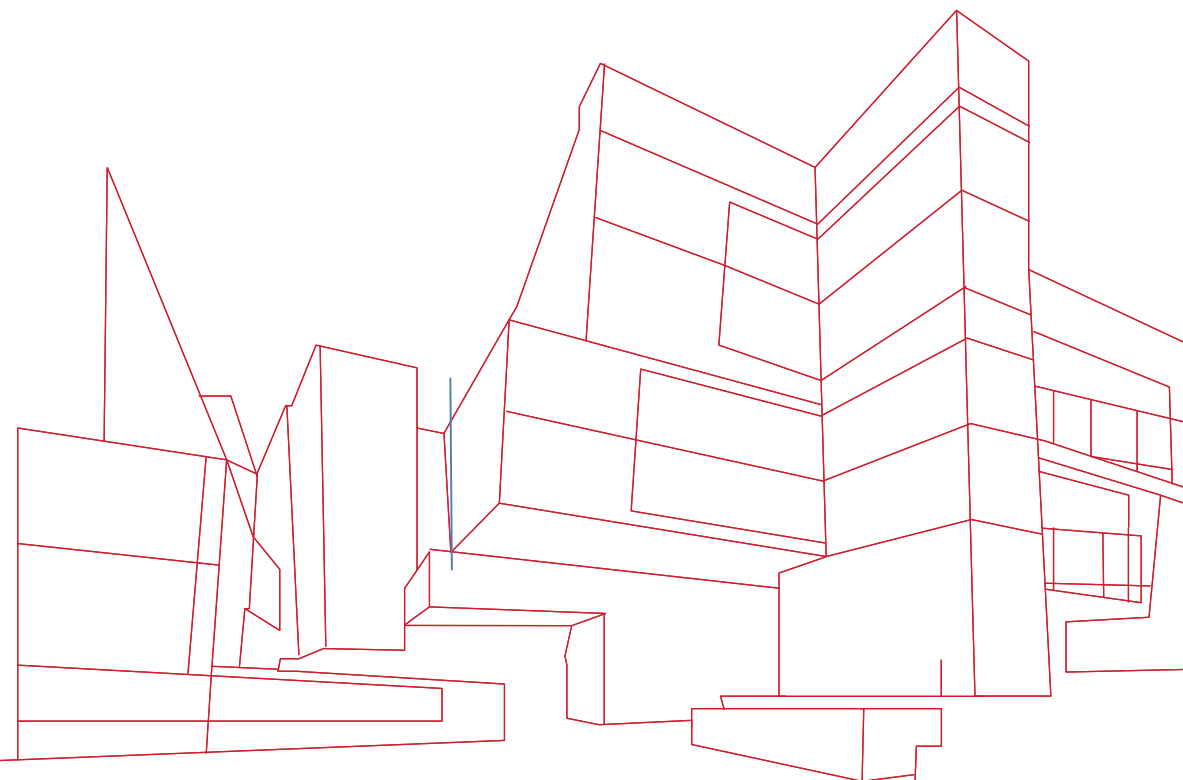
Results

Analysis

Outcomes

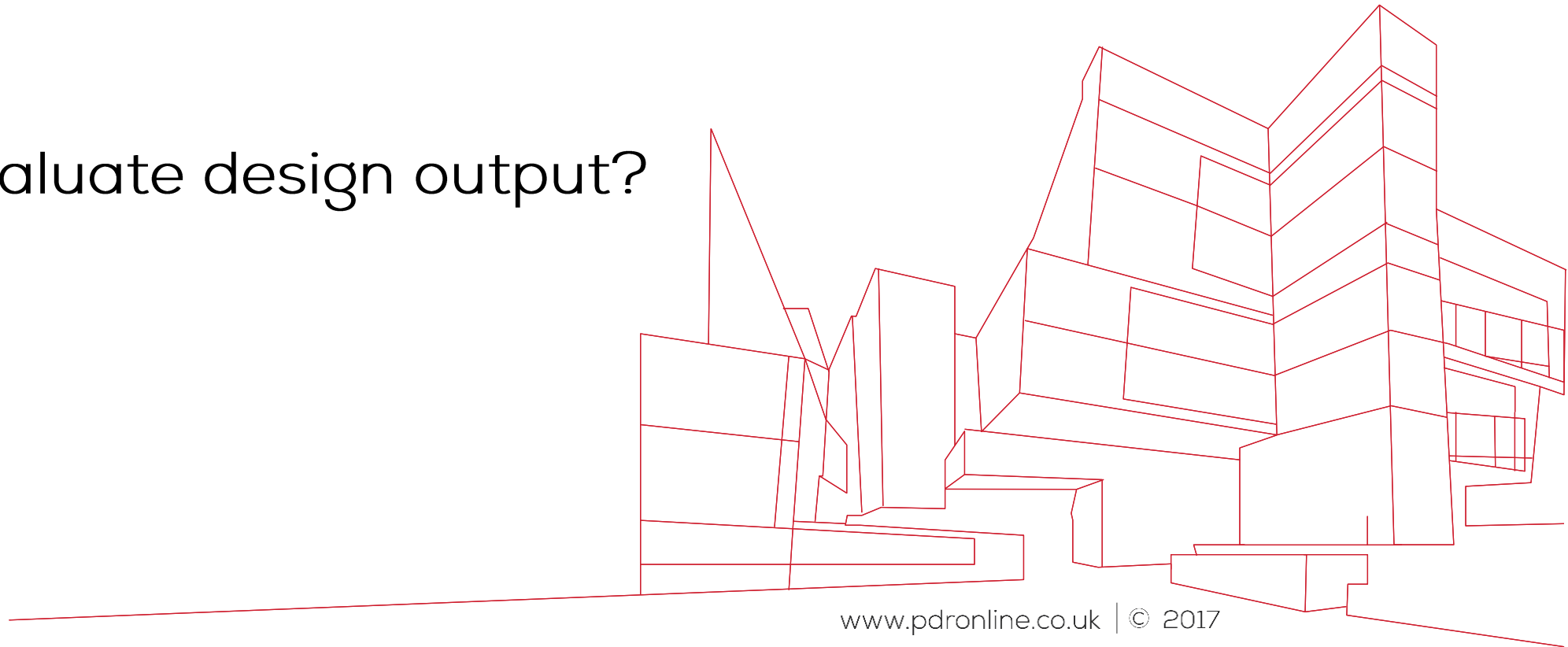
Conclusion

Next step



What is the state of University-Industry collaboration?

Why evaluate design output?



CONTEXT

- Economic and social impact of universities on industrial innovation (Cohen et al. 2002)
- Policies are being developed that promote and sustain university-industry collaboration (Dowling, 2015)
- Professional practitioners in academia
- Value Creation through design
- Role of the Research assessment exercises



A grayscale photograph of a workshop or meeting room. A man stands at the front, pointing at a large whiteboard. Several people are seated at long tables in the foreground, facing the whiteboard. The room has a creative atmosphere with various posters and images pinned to the walls. A projector is mounted on the ceiling.

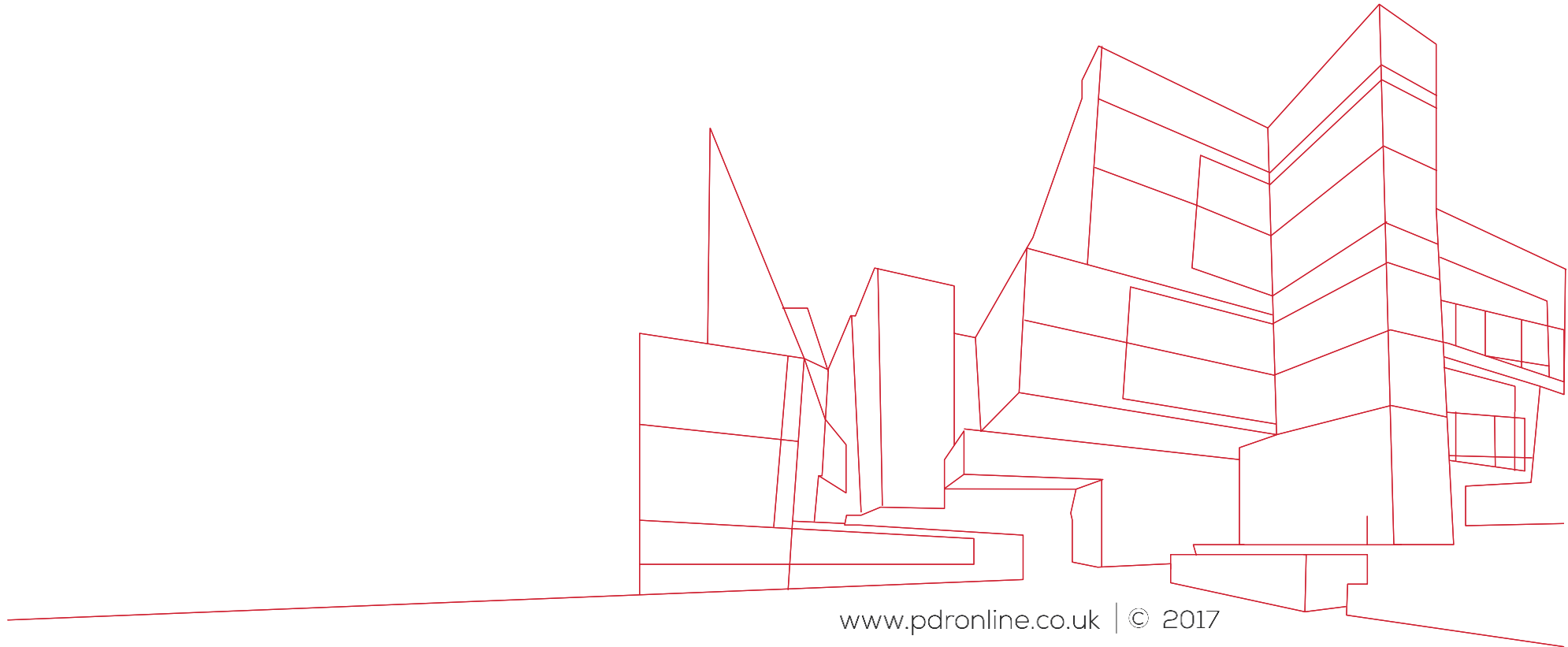
CONTEXT

Why PDR ?

In our 2016/17 financial year, design practitioners at PDR undertook 411 projects with more than 95 clients

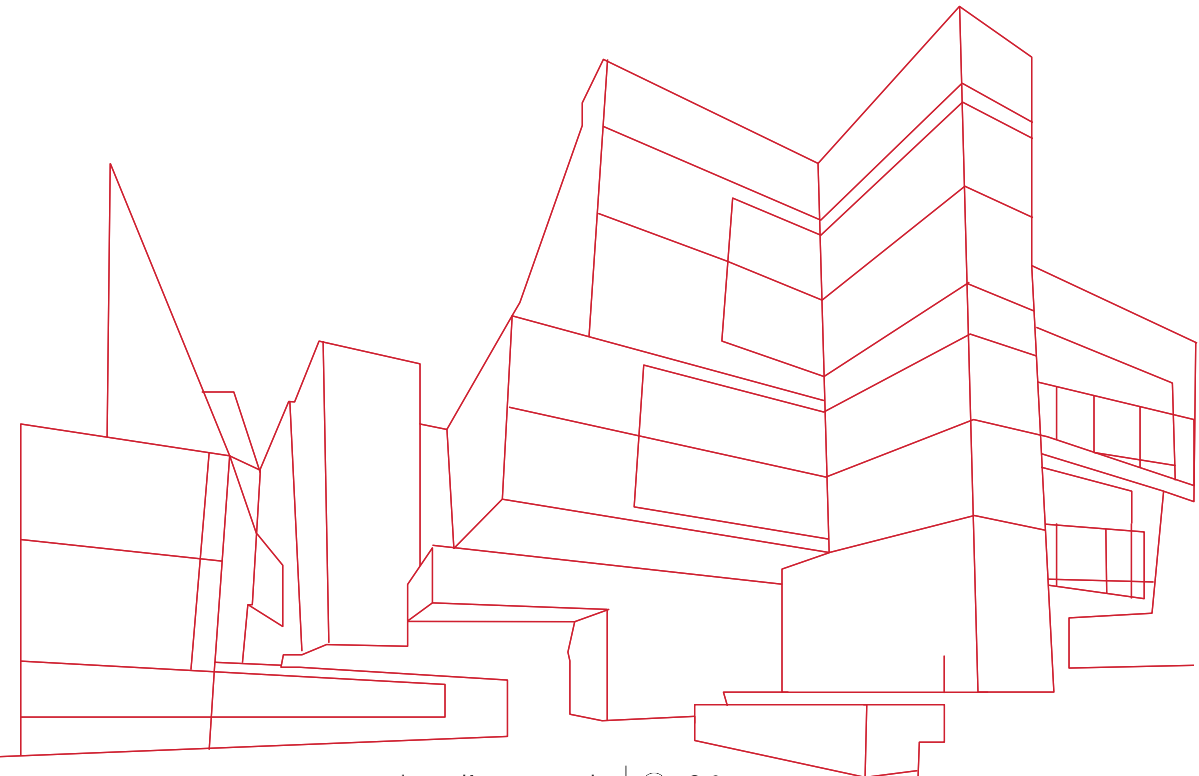
As an award-winning design and research centre based in a university, there's a lot of potential for its work to feature significant novel research.

This paper explores the **BARRIERS** to extracting research
excellence from commercial projects

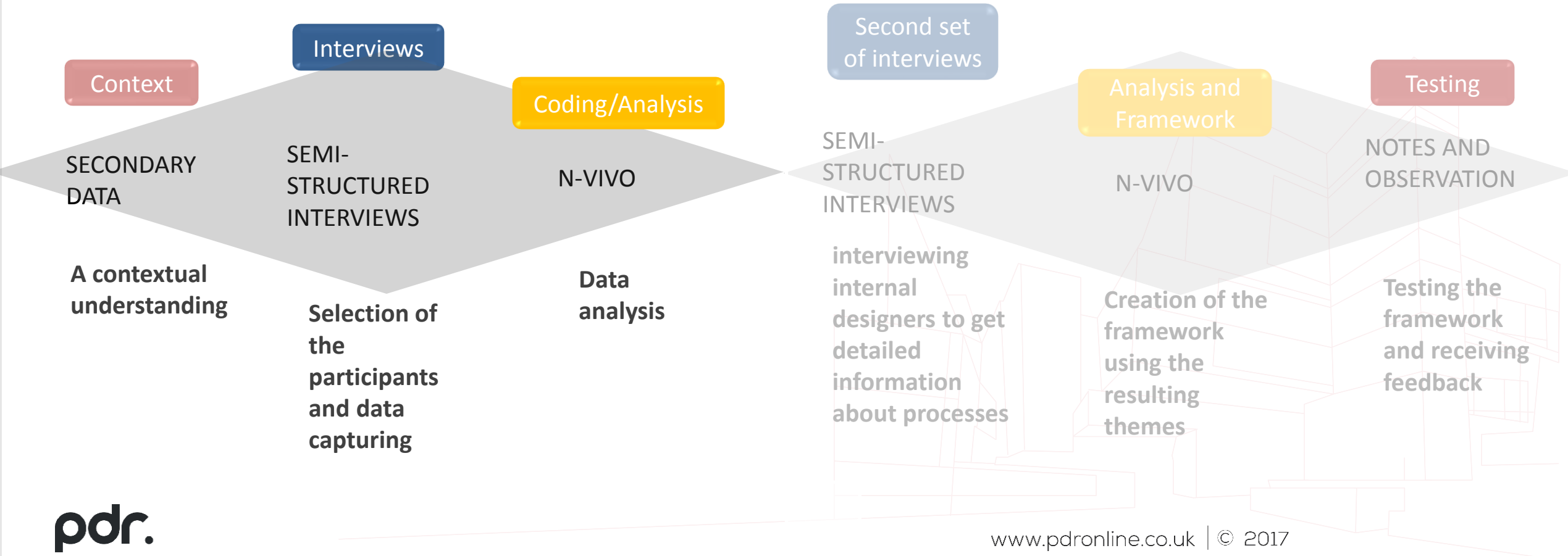


Research design

- Qualitative research
- Grounded theory
- Snowball sampling (13 interviewees)
- Semi-structured interviews
- Inductive coding



Research design

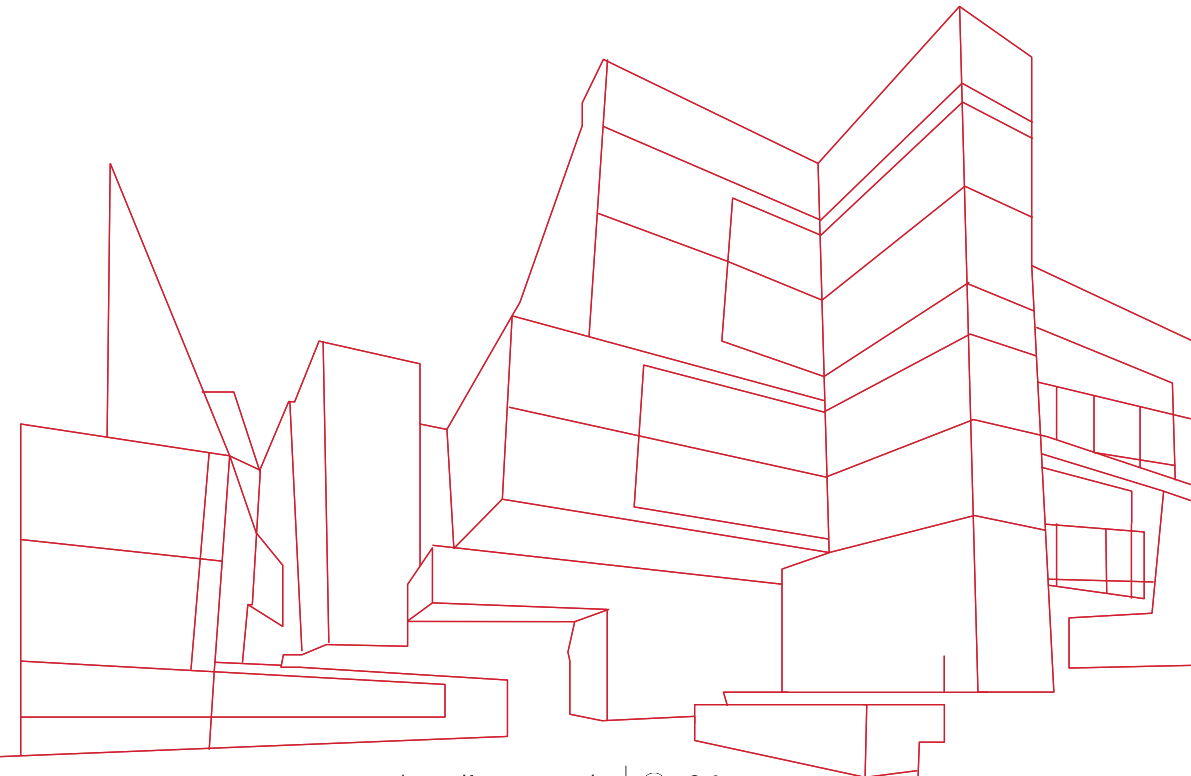


Three themes

THE NATURE OF THE
COMMERCIAL/ACADEMIC RELATIONSHIP

THE NATURE OF THE PROJECT
BEING UNDERTAKEN

THE NATURE OF THE RESEARCH
QUALITY ASSESSMENT PROCESS



Nature of the commercial/academic relationship

- Willingness to engage
- Ethical considerations
- Impartiality
- Cost of research
- Commercial environment
- Risk aversion
- 'Appropriate' research
- Communication



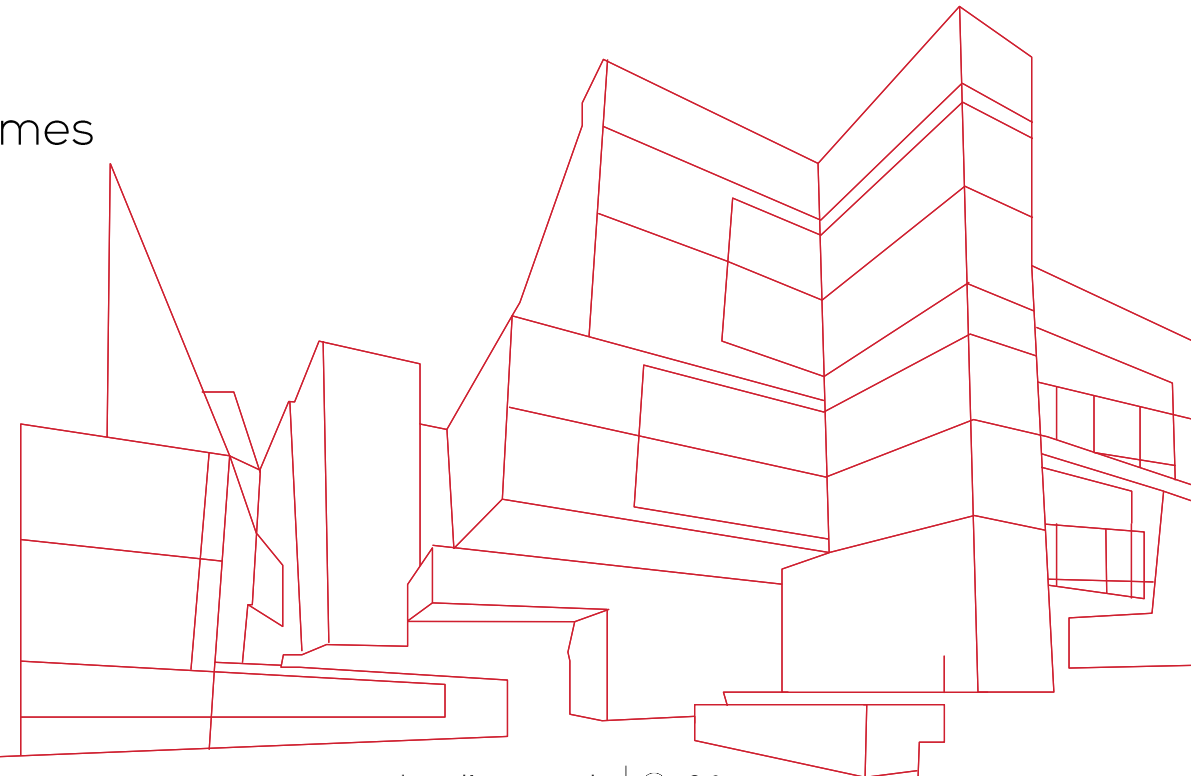
Nature of the project being undertaken

- Academic relevance and/or commercial relevance
- Transferability
- Building evidence of impact
- Scale
- Speed



Nature of the research quality assessment process

- Academic metrics of success
- Accessibility of information
- Generalizability, Quantification and Validity of outcomes
- Appropriate evaluation
- Timescales for impact
- Originality, Rigour and Significance



RELATIONSHIP

PROJECT

ASSESSMENT PROCESS

ORIGINALITY

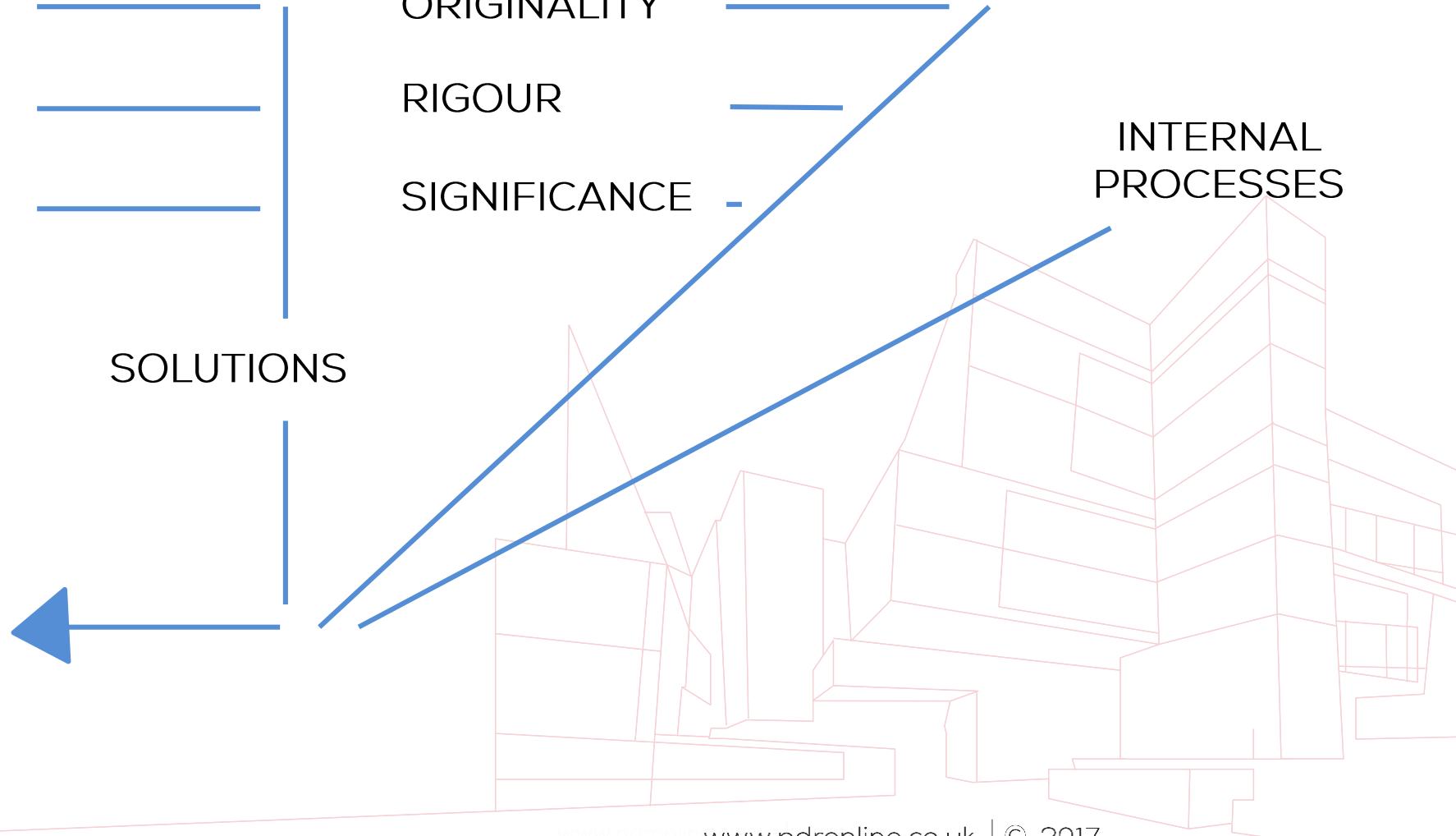
RIGOUR

SIGNIFICANCE

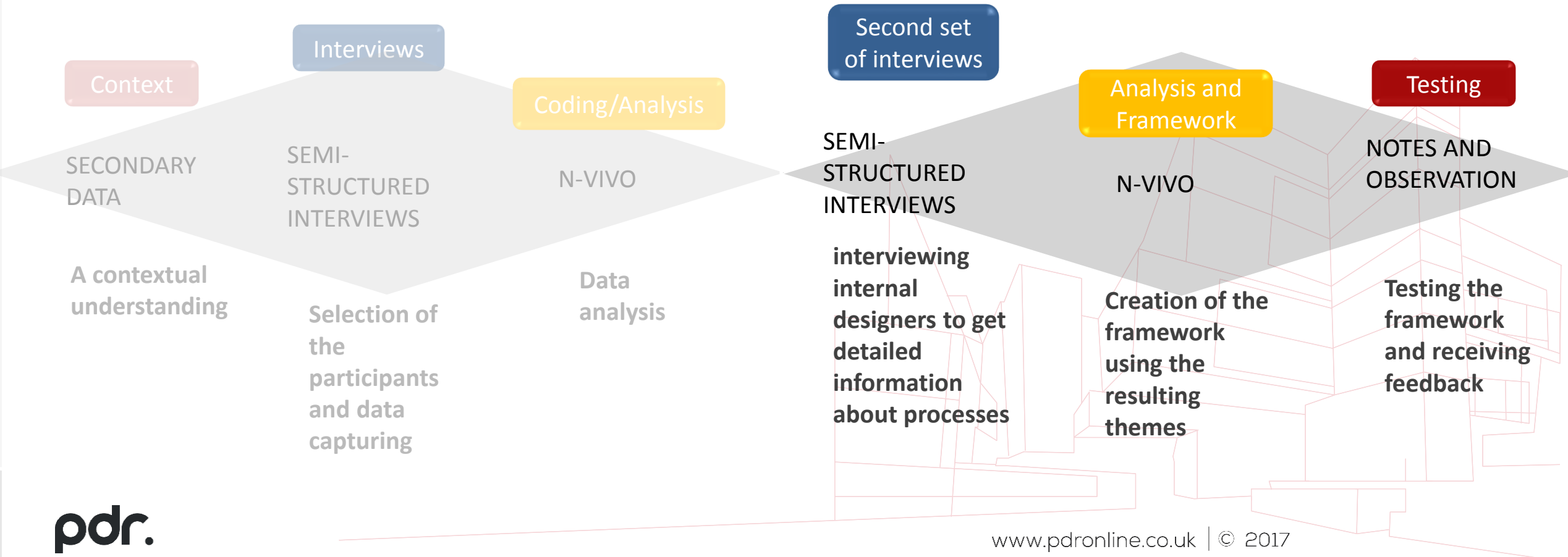
INTERNAL
PROCESSES

SOLUTIONS

DOCUMENTING
FRAMEWORK

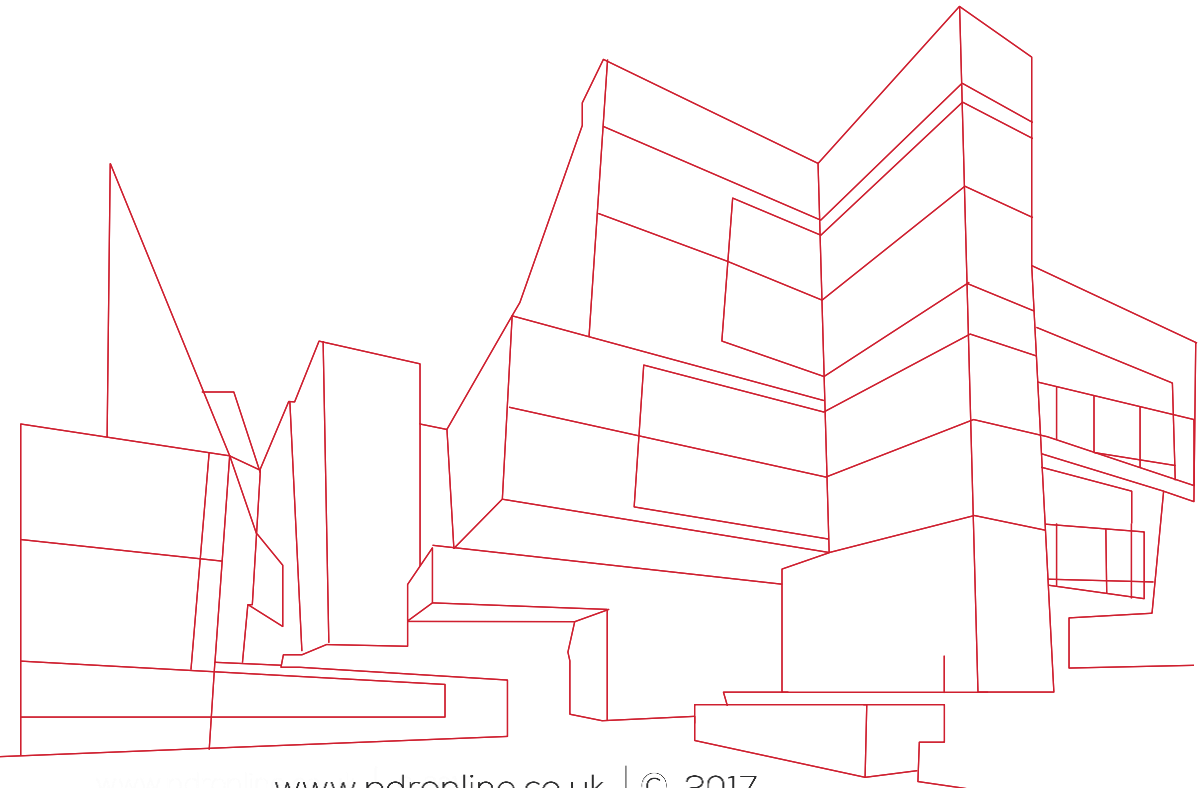


What next?



What next?

- Testing the framework
- Getting feedback from designers



CONCLUSION

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