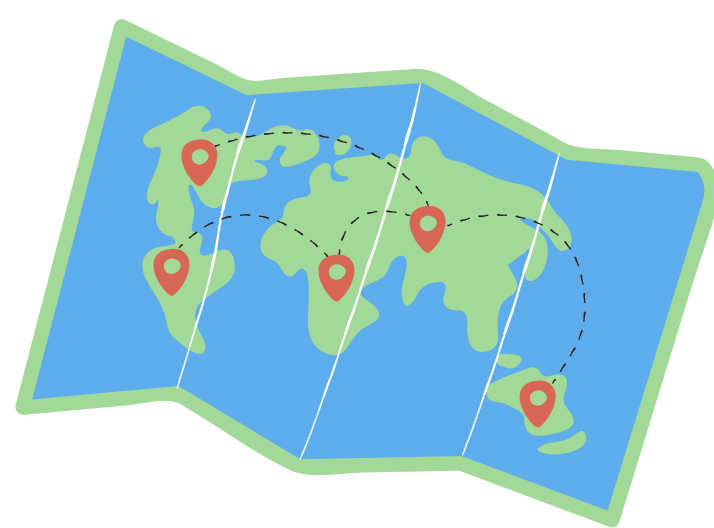


Evidence of Impact Market Research Report

A summary of the research undertaken looking at how important it is to have evidence of impact when purchasing product



EVIDENCE OF IMPACT HOW IMPORTANT IS IT?



In September 2022, we undertook some market research via OUP's UK and International Educational Research Forum to get a better understanding of how important it is for our customers to have evidence of impact when purchasing an educational resource (print or digital).

Here we share some key findings from the research.



2 polls



1 survey

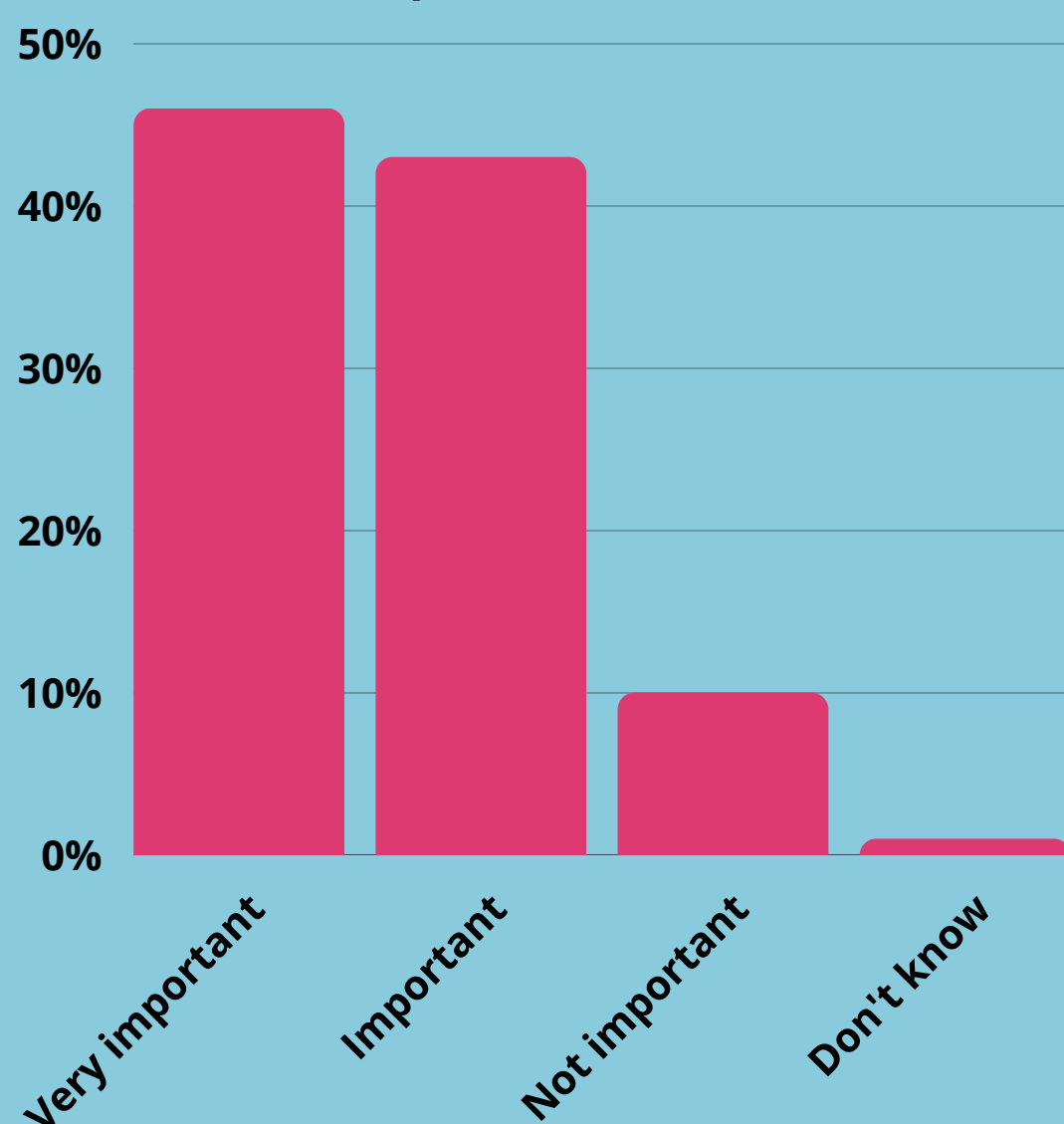


1 forum question

Polls

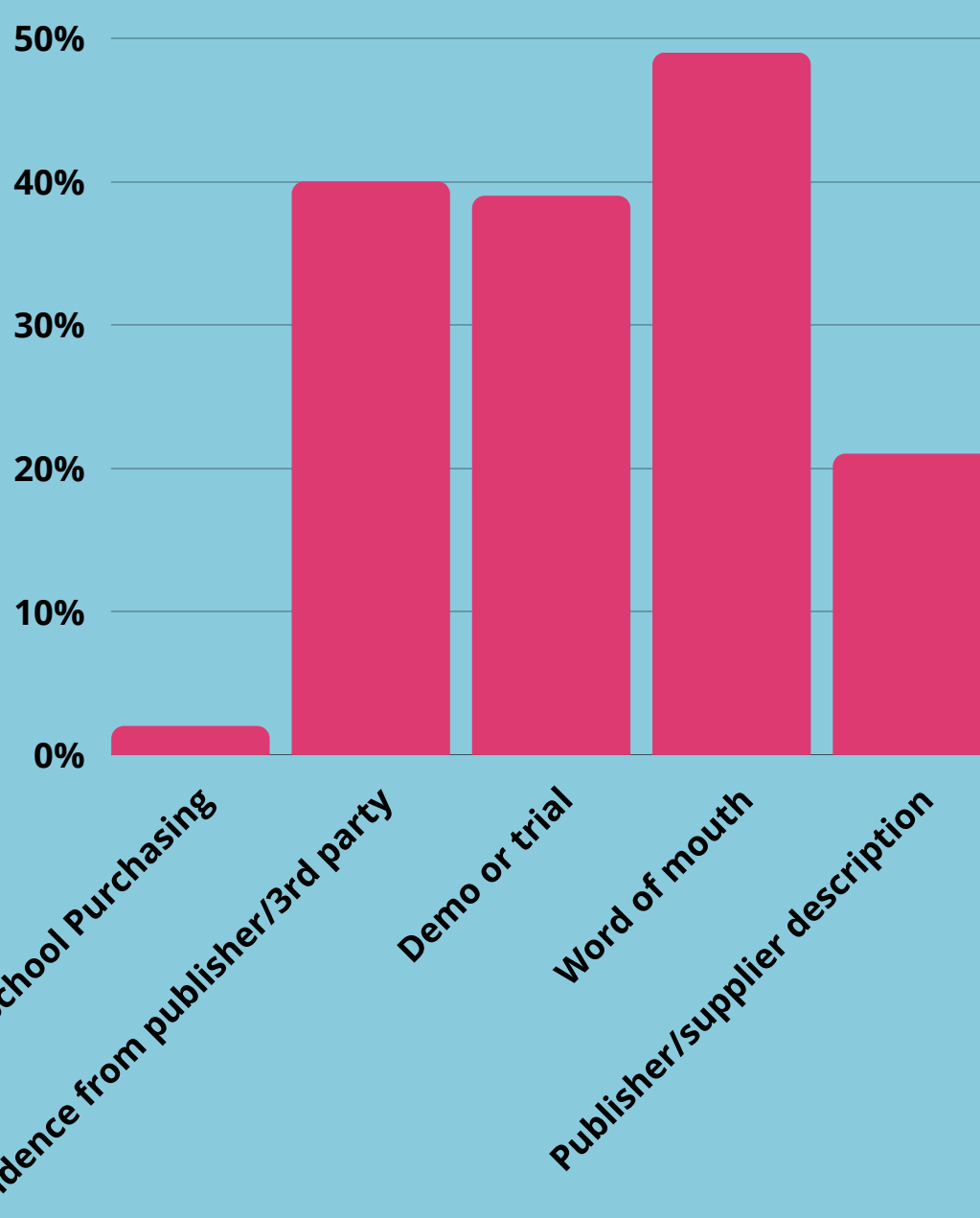
Poll 1: How important is it for you to have evidence about the impact of an educational resource (print or digital) before making a purchase?

Responses: 177



Poll 2: Which of the following do you find most useful in helping you to decide which educational resources to purchase for your school? (Please select your top two)

Responses: 165



Survey

378 respondents

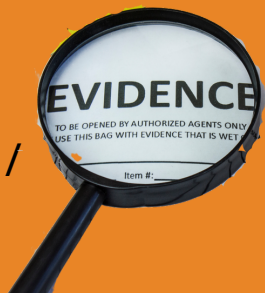
We asked 14 multiple choice and open-ended questions to understand:

- How important the evidence of impact is for customers when making a purchasing decision of an educational resource (print or digital)?
- What sort of evidence of impact do teachers look for?
- Which organisations do they use to find that evidence?
- How much influence does the evidence have on their final decision to purchase resources?



Our survey showed that teachers need evidence of impact for:

- **themselves** (UK 77% / International 78%)
- **senior management** (UK 35% / International 51%)
- **heads of department** (UK 30% / International 44%)



The majority of UK (94%) and International (81%) teachers responded that **evidence of impact is either 'very influential' or 'quite influential'** when reaching their final decision on whether to purchase that resource.



53% of UK and 75% of International teachers use **experts, key influencers and/or colleagues** to find evidence of impact.



39% of UK teachers and 51% of International teachers said that their school **undertake their own evaluations.**



52% of UK and 57% of International teachers found **'efficacy/impact studies'** the most credible forms of evidence of impact.

“

The impact of evidence is very paramount in decision making in order to justify the reasons for purchases and this helps to make sure the products will have a meaningful impact in the learning process of the students.

Deputy/Assistant Head, International School, Nigeria



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When making a significant spend, particularly with public money, evidence of impact is vital in helping to justify a decision. If no evidence of impact is available I simply wouldn't have the confidence to purchase that particular resource.

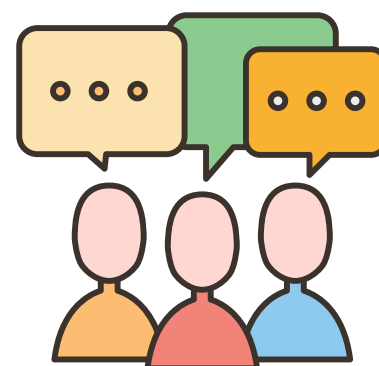
UK Secondary Curriculum Lead



Forum

On the forum, there was a great deal of discussion around the importance of having evidence of impact when making purchasing decisions.

It became clear from the 129 responses that it was crucial for many educators especially when making a significant investment decision.



Forum questions:

- What evidence does your school consider to be important around the impact of an educational resource (print or digital) when making a significant investment decision?
- Where do you look for this evidence?
- What influence does that have on your school's choice of resource?



Evidence of impact is crucial. My school is in a very deprived area where many pupils need to make accelerated progress in order to try to meet age-related expectations. We do not have the time or money to invest in an intervention which does not deliver results.



Budgets are tight and resource purchasing needs to be justified by evidence of effectiveness.



Evidence is extremely important as it can be a 'make or break' decision. If a product has no evidence, then I am unlikely to spend much time looking at it.



Oxford Impact

Choosing the most impactful resources can be difficult, and as our research shows, with increasing demands on time and budget, it has become ever-more important to invest in the right ones

In response to this global growing demand for evidence of impact, OUP has developed a rigorous process for evaluating how our products and services support teaching and learning.

At the heart of Oxford Impact is the Oxford Impact Framework; a rigorous process for evaluating impact developed with the National Foundation for Educational Research (NFER), and supported by Oxford University Department of Education, giving you reassurance around the integrity and consistency of how we evaluate and report on impact.



"With unprecedented changes in Education and the world around us, we have seen an accelerated demand for evidence of what works and makes a real difference to teaching and learning. Oxford Impact has enabled us to work with thousands of educators across the globe to evaluate how Oxford products and services support teachers and have a positive impact on learning."

Fathima Dada, Managing Director, Education



Making the right choice

Carrying out impact studies provides us with the opportunity to build deeper relationships with educators as we gain greater insights into how OUP's educational products and services are used to achieve the best teaching and learning outcomes.

By sharing that evidence with you, we can:

- make it easier for you to select the educational resources that have the greatest impact
- give you confidence that OUP's products and services meet the high-quality standards that you expect.

To find out more visit
www.oup.com/oxfordimpact

