

Evidence of Impact Market Research Report 2023

A summary of the research undertaken asking customers how important it is to have evidence of impact when making purchasing decisions



EVIDENCE OF IMPACT HOW IMPORTANT IS IT?



In September 2023, for the second year running, we undertook 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 are some key findings from this year's research and make some comparisons with last year's research.



2 polls



1 survey

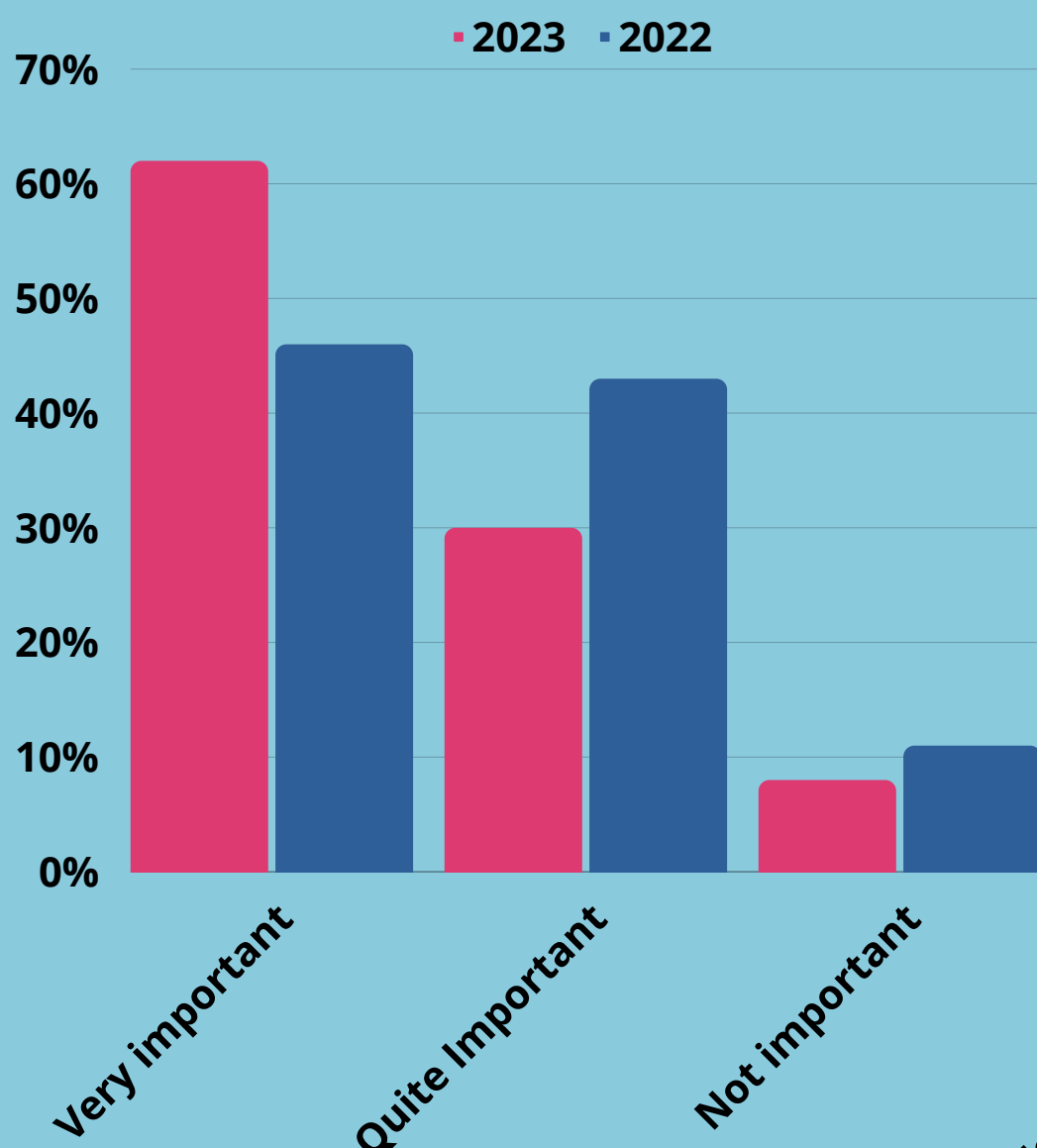


1 forum question

Polls

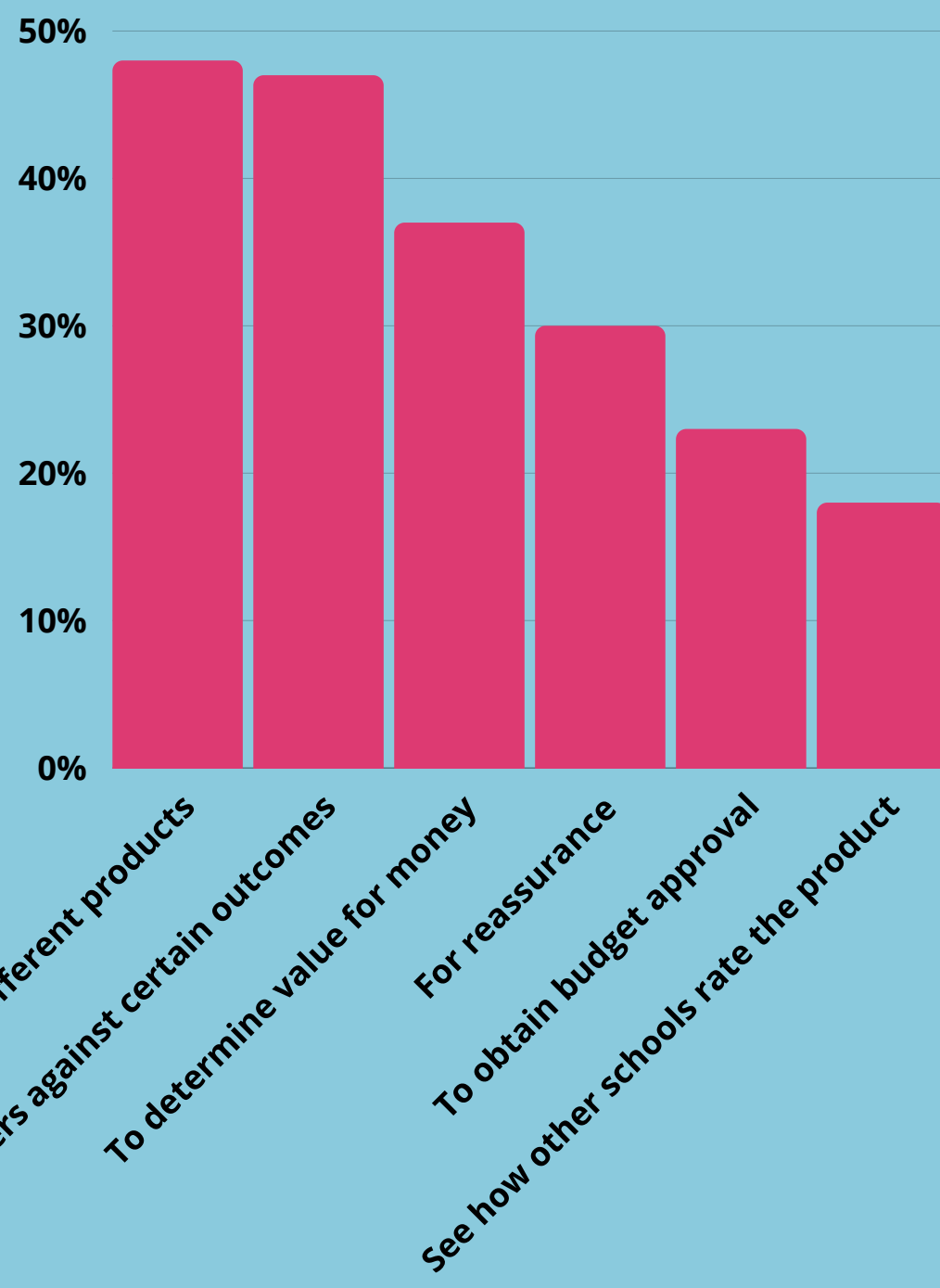
Poll 1: How important is it for you to have evidence about the impact of an educational resource (print or digital) before making a purchase?

Responses: 128 (2023), 177 (2022)



Poll 2: Why do you need evidence of impact?
(Please select your top two)

Responses: 120



Survey

346 respondents

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

- How important evidence of impact is for customers when making a purchasing decision of an educational resource (print or digital)?
- Why they need it and for what level of spend?
- What sort of evidence of impact do teachers look for?
- How much influence does the evidence have on their final decision to purchase resources?

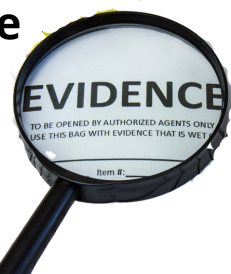


Our survey showed that teachers need evidence of impact for:

- **senior management** (UK 63% / International 52%)
- **themselves** (UK 44% / International 40%)
- **heads of department** (UK 35% / International 49%)

A **significant increase in senior management asking for evidence** compared with last year, especially in UK.

The majority of UK (93%) and International (90%) teachers responded that **evidence of impact is either 'very influential' or 'quite influential'** when reaching their final decision on whether to purchase that resource.



*"As budgets are so tight, it is really important to know that something is going to have a **positive impact on outcomes** before deciding to commit funds"*



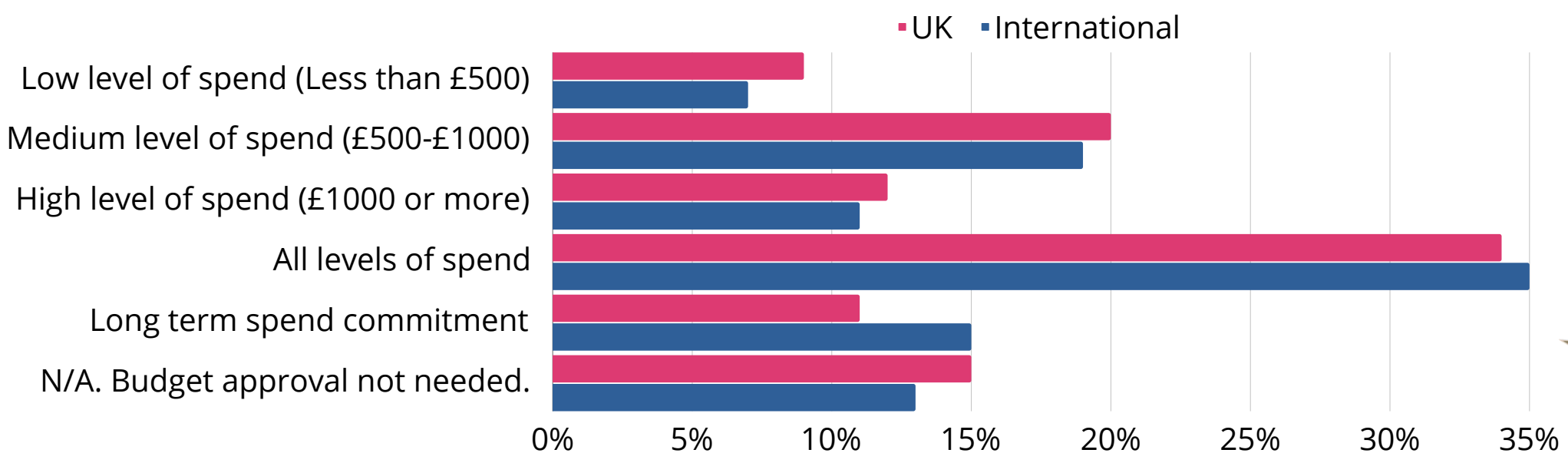
UK teachers mainly use 'Other Schools' (66%) and 'Third Party Education Groups' (58%) to **find evidence of impact**, and International teachers mainly use 'Publishers/Suppliers' (51%) and 'Other Schools' (48%)



Most teachers (73%) found **'efficacy/impact studies'** to be the most credible forms of evidence, up from last year, followed by case studies (53%) and word of mouth (41%).



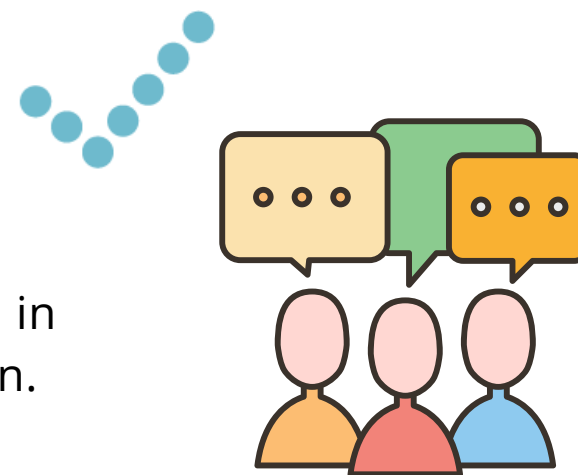
We asked customers for what level of spend evidence of impact is required to obtain budget approval:



Forum

On the forum, there was much discussion about the importance of having evidence of impact when making purchasing decisions.

From the 150 responses, it is clear that evidence of impact is critical in supporting educators when making a significant investment decision.



Forum questions:

- What kind of evidence of impact does your school look for when purchasing an educational resource? (e.g. research, case study, testimonials etc.)
- Why do you need it?
- What information is important or useful?



“**Every penny spent has to be justified these days. We wouldn't buy/subscribe to anything unless we could: See research (e.g. EEF) or know of similar schools using it successfully for a period, and/or it is from a trusted source.**”



“**I think it's important to know that it's *research-informed*, and that this research is *reliable and well-considered*”**”

“**As budgets are so tight, it is really important to know that something is going to have a *positive impact on outcomes* before deciding to commit funds.**”



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.



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"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

