

EVIDENCE OF IMPACT - HOW IMPORTANT IS IT?

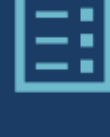
In September 2024, for the third year running, we undertook market research via OUP's UK and International Educational Research Forum to get a better understanding of how important it is for our customers to have evidence of impact when purchasing an educational resource (print or digital).



2 poll questions



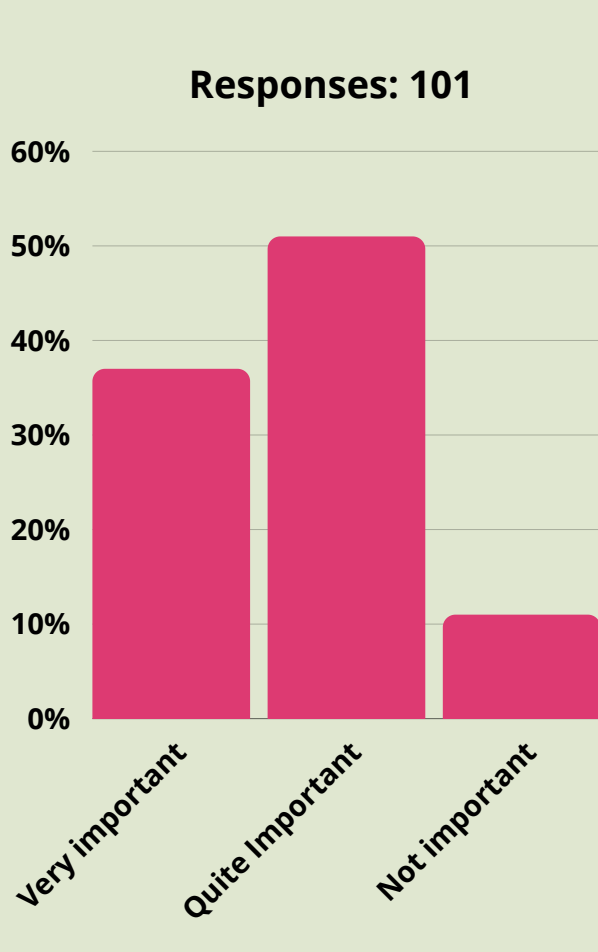
1 forum question



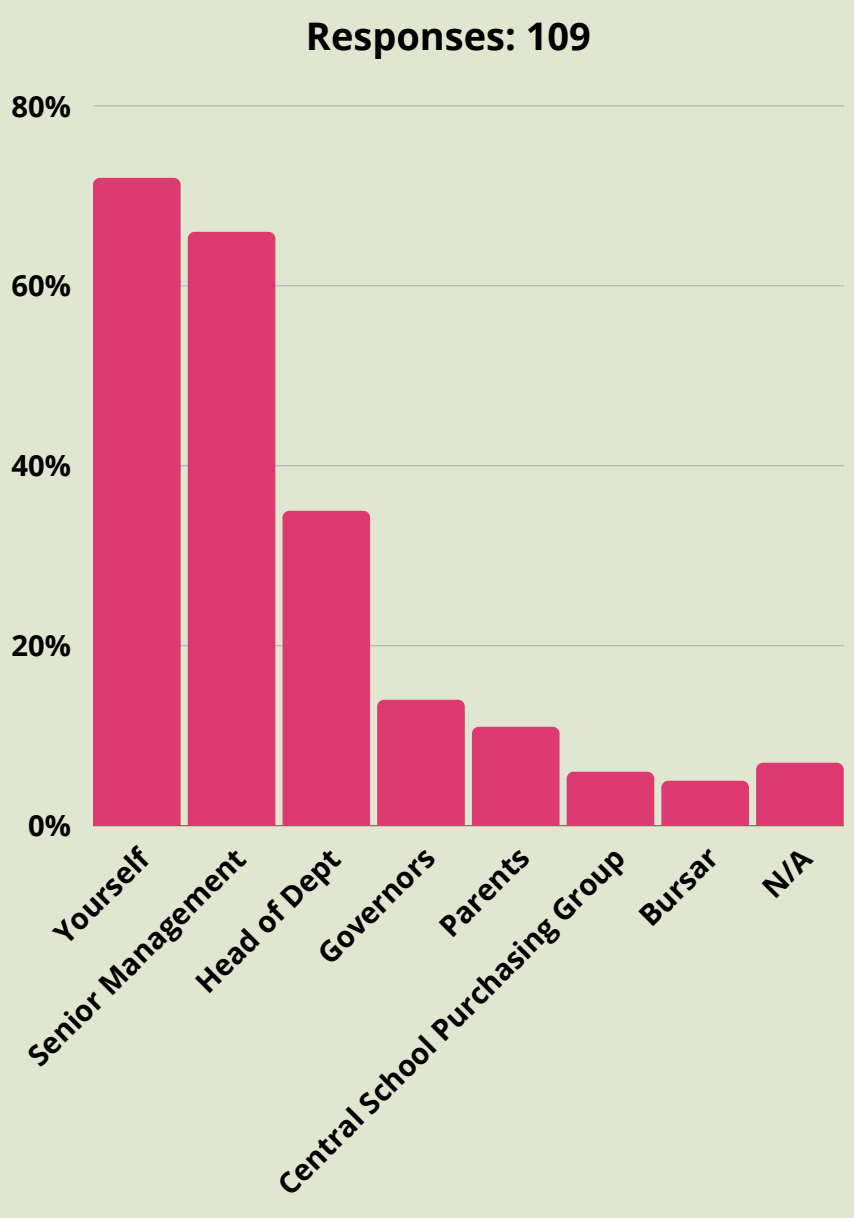
1 survey

Poll Questions:

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?



Poll 2: Who asks for/needs that evidence? (Please tick all that apply)



Forum Discussion: Why evidence is needed?

On the forum, there was a great deal of discussion about the importance of evidence of impact when making purchasing decisions. Here are some quotes from the 169 educators who commented.



*When schools don't have a lot of money you need to know what you are about to purchase is **fit for purpose and worth the spend***



This evidence is used to support budget approvals and ensure that new investments will be effective, contributing to improved student outcomes and the overall learning experience at the school



Survey:

352 respondents

Our survey showed that educators **need evidence of impact for:**

- senior management - 64%
- themselves - 43%
- heads of department - 37%



We continue to see an **increase in senior management asking for evidence year on year.**

49% of educators found **'efficacy/impact studies'** to be the most credible forms of evidence, up from last year, followed by case studies (30%) and reviews (28%).



The key reasons why **evidence of impact is needed** were:

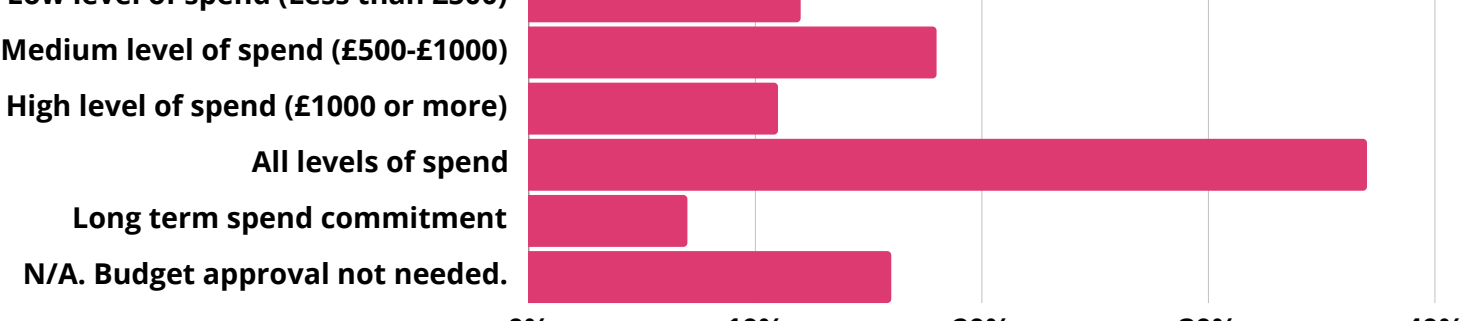
- to determine if it provides value for money - 45%
- to help with deciding between different products - 39%
- to see how well it delivers against certain outcomes - 37%

To find evidence of impact, educators mainly use:

- Other schools (59%)
- Third Party Education Research Groups' (46%)
- Experts/key influencers (44%)
- Publishers/Suppliers' (35%) .

91% of educators responded that **evidence of impact is either 'very influential' or 'quite influential' when reaching their final decision** on whether to purchase that resource.

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



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