Recommended structure for writing a case study

Title of the Case Study:

Does the title give an indication of the impact involved?	☐
Is the title concise and engaging?	☐
Is the narrative clear to a non-specialist?	☐

Section 1. Summary of the impact (indicative maximum 100 words)

Is the impact being summarised (i.e. not the research) [time period not yet determined]	☐
Have you considered the context and purpose of research impact in your project?	☐
Who initiates and leads on your project's route to impact?	☐
How are your research of group(s) represented?	☐
Are the beneficiaries identified?	☐
Is 'reach and significance' clear?	☐
Has your research had a beneficial change in one or more of the following, if so indicate which: • Understanding and awareness • Attitudes • Economy • Environment • Health and wellbeing • Policy • Other forms of decision-making and behaviour change • Culture • Other social • Capacity or preparedness	☐

Section 2. Underpinning research
(indicative maximum 500 words - indicative maximum of six references)

Was the majority of the research undertaken at University of Aberdeen? ☐

Are names and positions of key researchers listed? ☐

Are joining and leaving dates provided if this is relevant during the time described? ☐

Has the problem or opportunity addressed by the research clear? Have you provided context around the problem so that a lay person can understand the importance? ☐

Is there an outline of the underpinning research?
What was your approach to addressing the issue/problem? ☐

Have key research insights and findings, related to the case study, been outlined? ☐

Has an outline of what research was undertaken (e.g. methods/approaches), when and by whom been included? ☐

Has key contextual information been made about the research area (e.g. value of research in the 'big picture')? ☐

Are dates provided throughout the section? ☐

Section 3. References to the research
(indicative maximum of six references)

Are the research outputs on Pure? Are the dates of outputs clearly listed? ☐

Are bibliographic details provided, including DOI or URL? If not available, where can publications be found? Are they open access? ☐

Is there evidence of underpinning research being predominantly ≥2*? (Quality that is recognised internationally in terms of originality, significance and rigour) ☐

Other comments:

Section 4. Details of the impact
(indicative maximum 750 words)

Does the first paragraph provide a convincing and compelling narrative 'hook'? ☐

Is 'reach and significance' of the impact clear? ☐

Are the beneficiaries identified? ☐

Is it clear how the underpinning research made a distinct and material contribution to the impact? ☐

Are the links from research to impact clear and key stages corroborated? ☐

Where there was collaboration, has the specific contribution been made clear? ☐

Are dates provided throughout the section? ☐

Are the data and evidence contextualised, relevant & concise? ☐

Are key claims corroborated? ☐

Have you considered how corroborative testimonials might be embedded? ☐

Is narrative clear without prior knowledge/expertise? ☐

Other comments: Make sure to identify which evidence will be needed to verify claims around your impact – consider your sources and best way to capture these. Get in touch with the Impact Team if you have any questions. ☐

Section 5. Sources to corroborate the impact
(indicative maximum of 10 references)

How many individual sources are there? ☐

If gaining testimonials ensuring they re-iterate the impact story you are telling ☐

Are specifics of where to find verifying information listed? i.e. page numbers, sections within reports, etc. ☐

Have you sort permission of individual users/beneficiaries to be cited (impact case studies may be audited to verify your claims). ☐

Confidential reports will require redacting ☐

Capture online evidence such as reports, web links, media interviews as soon as possible in case they become unavailable online – add to your Pure profile ☐