

Impact of the ESS: academic and non-academic outputs

Stefan Swift

Head of Communications

31 May 2023

europeansocialsurvey.org

ESS is a European Research Infrastructure Consortium (ESS ERIC)



A brief introduction to the ESS

European Social Survey: History

- **First funded in 2001**
Funded by the European Commission, following preparatory work by Roger Jowell and Max Kaase at the European Science Foundation
- **Won Descartes Prize (2005)**
The first social science project to win the research prize
- **ESFRI Roadmap > Landmark**
Named on Roadmap (2006, 2008, 2010) and as Landmark (2016, 2018, 2021)
- **Became European Research Infrastructure Consortium (2013)**
Currently the highest number of members (28) of any ERIC
- **Lijphart/Przeworski/Verba (LPV) Dataset Award 2020**
Awarded the LPV by the Comparative Politics Section of the American Political Science Association (APSA)

“When considering new policies, governments in the past were often ignorant of their citizens’ preferences and needs. Now European governments have a source for counteracting that ignorance.”

Professor Sir Roger Jowell CBE
Co-founder of the ESS

European Social Survey: Overview

- **Academic cross-national survey**
Measuring attitudes and behaviour
- **10 rounds completed**
Every two years since 2002/03 -
in 39 participating countries
- **Face-to-face interviews R1-9**
The questionnaire lasts one-hour and
has been translated into 50 languages
- **Self-completion methods in R10**
Due to the pandemic, national teams
could implement self-completion
methods in Round 10 for the first time
- **Over 480,000 interviews completed**
Data collection by range of providers
- **All data free for non-commercial use**
Available to download from the ESS
Data Portal in a range of file formats for
statistical software programmes
- **Round 10 data available**
Edition 3.0 includes 30 countries and
post-stratification weights (22 face-to-
face, 8 self-completion)
- **Over 215,000 registered users**
More than 65% students
- **6,585 academic publications**
Journal articles, books, working and
conference papers that analysed our
data have been published (2003-22)

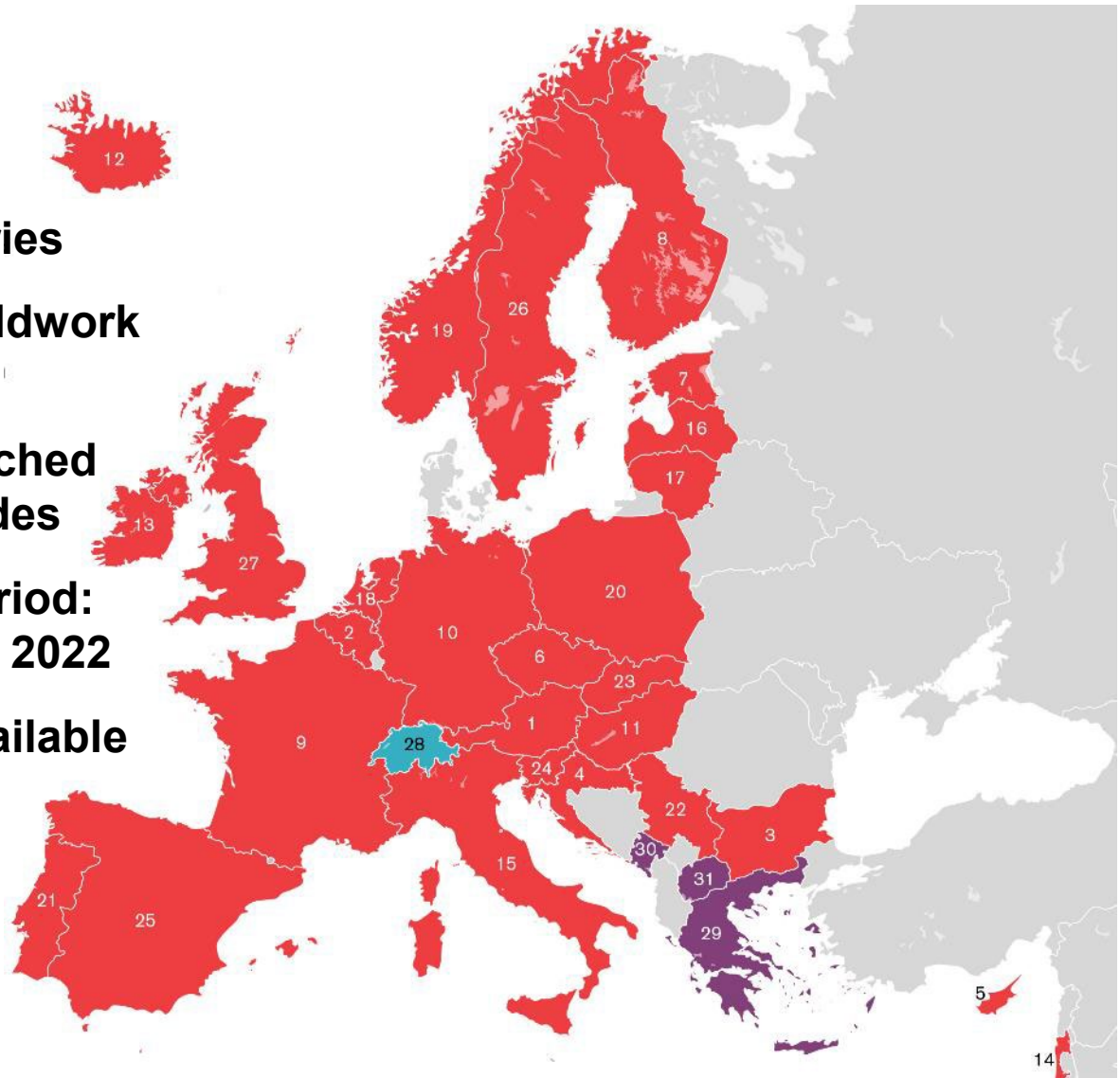
European Social Survey: Core Scientific Team (CST)

1. HQ: City, University of London (UK) 
2. Centerdata (Netherlands) 
3. GESIS - Leibniz Institute for the Social Sciences (Germany) 
4. Sikt - Norwegian Agency for Shared Services in Education and Research (Norway) 
5. SCP - The Netherlands Institute for Social Research (Netherlands) 
6. Universitat Pompeu Fabra (Spain) 
7. University of Essex (UK) 
8. University of Ljubljana (Slovenia) 



Round 10 (2020-22)

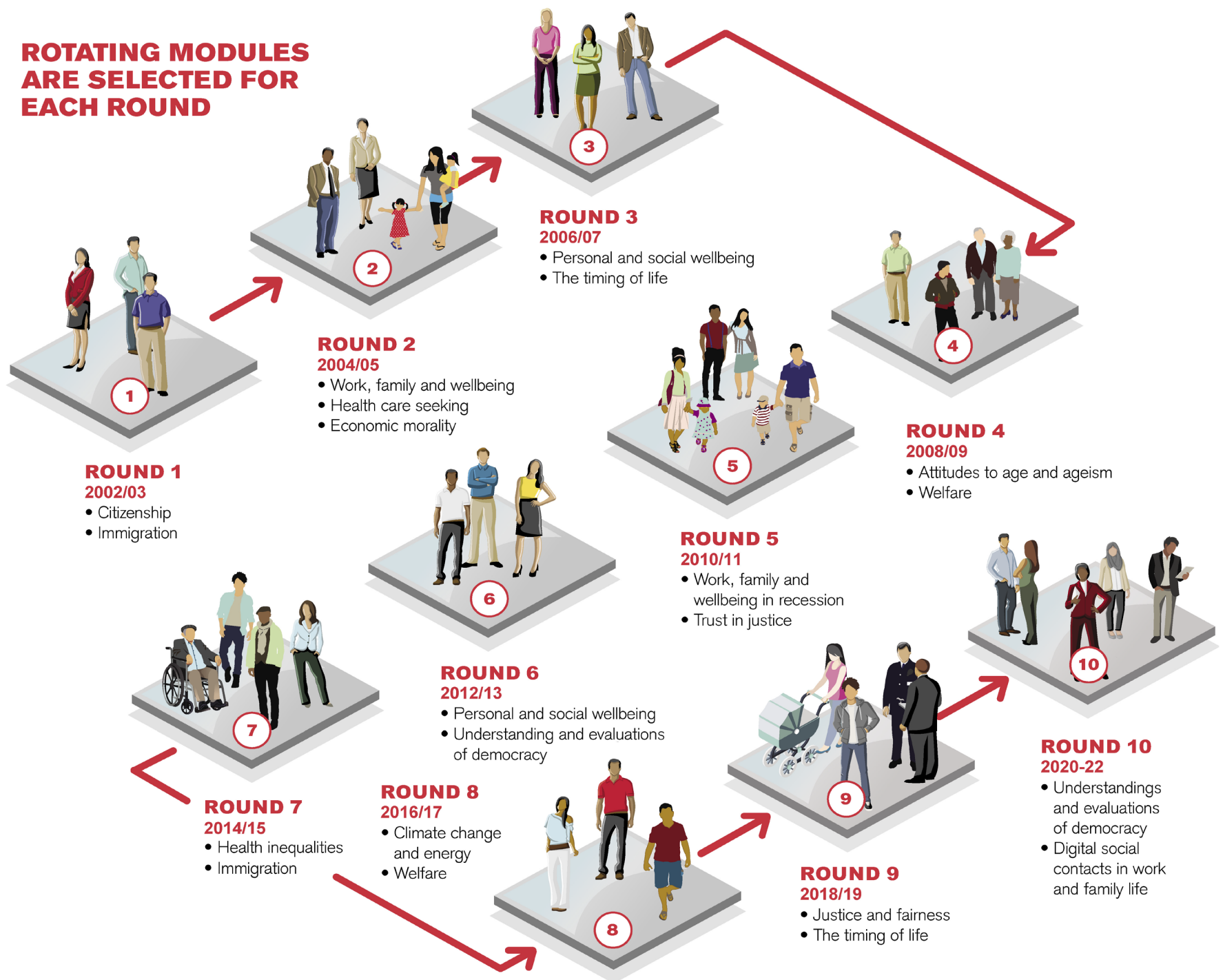
- 31 participating countries
- Complications with fieldwork due to pandemic
- Several countries switched to self-completion modes
- Extended fieldwork period: September 2020 – May 2022
- Weighted data now available for 30 countries
- Separate datasets: Face to face & Self-completion



Questionnaire

- **Media/Internet use, social trust**
6 questions
- **Political interest, trust in others / institutions, electoral and other forms of participation, party allegiance, socio-political orientations, immigration**
43 questions
- **Subjective wellbeing, social exclusion, crime, religion, perceived discrimination, national and ethnic identity, vote intention in EU referendum**
35 questions
- **Socio-demographic profile: household composition, sex, age, marital status, type of area, education & occupation of respondent, partner, parents, union membership, income and ancestry**
35 questions
- **Human Values Scale**
21 questions
- **Rotating modules**
Two sections of 30 questions on a single academic and/or policy concern within Europe

ROTATING MODULES ARE SELECTED FOR EACH ROUND



Rotating modules (Round 9, 2018/19)

Timing of Life

35 questions

Repeated from Round 3 (2006/07)

- The life course and timing of key life events;
- Age: leave education, become adult, leave family home, live with partner, married, have children, retire, become grandparent;
- Attitudes towards the ideal age, young people, old people.

Justice and Fairness

32 questions

Brand new module

- Political procedural justice;
- Fairness of: income, educational and job opportunities, distribution of resources;
- Attitudes towards normative principles, social closure;
- Belief in a just and fair world.

Rotating modules (Round 10, 2020-22)

Understandings and Evaluations of Democracy

32 questions

Repeated from Round 6 (2012/13)

- Fair elections/courts, justice system hold government to account;
- Attitudes towards political parties, minority groups, voting in referendums;
- Government responsibility to protect against poverty/reduce income inequality.

Digital Social Contacts in Work and Family Life

36 questions

Brand new module

- Internet access/skill and smartphone use;
- Intergenerational contact;
- Contact at work, remote working, expectations at work, job satisfaction, work-life conflict.

Coronavirus questions (Round 10, 2020-22)

ESS COVID-19 Module *20 questions*

Brand new module

- Fielded instead of country-specific questions;
- 10 questions developed by national coordinators and the CST.

Government authority and legitimacy in the age of a pandemic

- Proposed by a team led by Marc Helbling (University of Bamberg);
- 5 questions measuring attitudes towards government responses to COVID-19.

COVID-19 conspiracy beliefs and government rule compliance

- 5 questions proposed by Kostas Gemenis (Max Planck Institute for the Study of Societies).

Rotating modules (Round 11, 2023)

Gender in contemporary Europe: Rethinking equality and backlash

Approx. 30 questions

Brand new module

- Attitudes towards feminine and masculine identities;
- Attitudes towards sexism, gender discrimination and gender equality;
- Opinions on policy responses to gender inequalities implemented by governments, organisations and social movements.

Social inequalities in health and their determinants

Approx. 30 questions

Repeated from Round 7 (2014/15)

- Childhood, employment and behavioural determinants;
- Health outcomes;
- Healthcare access;
- Will also examine the effect of COVID-19 on social determinants of health and increases in income and wealth inequalities.

Rotating modules (Round 12, 2025)

Immigration

Approx. 30 questions

*Repeated from Round 1 (2002/03)
and Round 7 (2014/15)*

- Attitudes towards specific skills/ qualifications of immigrants
- Specific ethnicity and religions
- Economic and cultural impact(s) of immigration
- Attitudes to refugees

Personal and social wellbeing

Approx. 30 questions

*Repeated from Round 3 (2006/07)
and Round 6 (2012/13)*

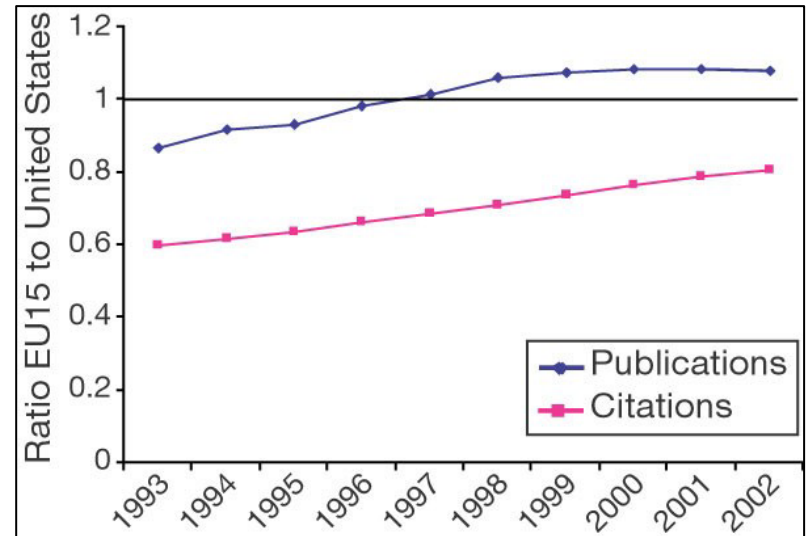
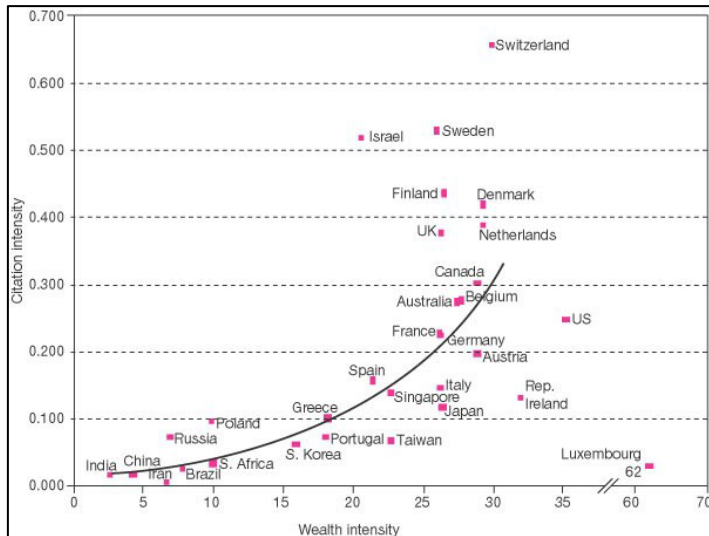
- Volunteering, sleep patterns, physical activity
- Feelings of positivity, depression feelings, loneliness, energy, anxiety
- Attitudes to the future, treating others with respect, society

Defining and measuring impact

What is impact?

The ability to judge a nation's scientific standing is vital for the governments, businesses and trusts that must decide scientific priorities and funding.

King, D. The scientific impact of nations. Nature 430, 311–316 (2004)



Measuring our impact: Sources

- **Activities within the core scientific team (CST)**
 - Bibliographic monitoring (University of Ljubljana) 
 - Media monitoring (HQ) 
 - User Statistics (Sikt)  Sikt
- **Comparative impact study of the ESS ERIC (2017) technopolis group** 
- **Impact Study of the ESS (2022) technopolis group** 
- **Policy Consultant (2023) EFISCENTRE** 

Activities within the core scientific team (CST)

- **Bibliographic monitoring (University of Ljubljana)**
 - Google Scholar
 - ESS Bibliography
- **Media monitoring (HQ)**
 - Signal media monitoring service
 - Google, Mention and Talkwalker alerts
 - National teams, internal groups
- **User Statistics (Sikt)**
 - Information provided by anyone who registers to access our data

technopolis **Impact Study of the ESS (2022 and 2017)**

group 

- **Appointed to investigate the impact of the ESS and its data (SUSTAIN and SUSTAIN-2)**
- **More tailored for a major academic project (European Research Infrastructure Consortium)**
- **Assessed our existing stats in more depth and incorporated qualitative interviews**
- **Technopolis defined impact beyond simply academic publications:**
 - **Registered users (data accESS)**
 - **Academic impact (incorporating many of the King principles)**
 - **Teaching impact (the use of ESS data by institutions)**
 - **Non-academic impact (policy, media, social media)**

 **EFISCENTRE Policy Consultant (2023)**

- **Appointed to investigate the impact of the ESS and its data in the policy arena (SUSTAIN 2)**
- **Includes monitoring of ESS mentions by policy organisations using Overton**
- **Conducting a series of qualitative interviews with target organisations (European Parliamentary Research Service, World Bank, etc.)**
- **Final report due this summer**
- **Will include recommendations for better engagement with policy audiences**

Measuring impact

Participating countries

10 ROUNDS

1. Belgium
2. Finland
3. France
4. Germany
5. Hungary
6. Ireland
7. The Netherlands
8. Norway
9. Poland
10. Portugal
11. Slovenia
12. Spain
13. Sweden
14. Switzerland
15. United Kingdom

9 ROUNDS

16. Austria
17. Czechia
18. Estonia

8 ROUNDS

19. Denmark

7 ROUNDS

20. Israel
21. Lithuania
22. Slovakia

6 ROUNDS

23. Bulgaria
24. Cyprus
25. Italy

5 ROUNDS

26. Greece
27. Iceland
28. Russia
29. Ukraine

4 ROUNDS

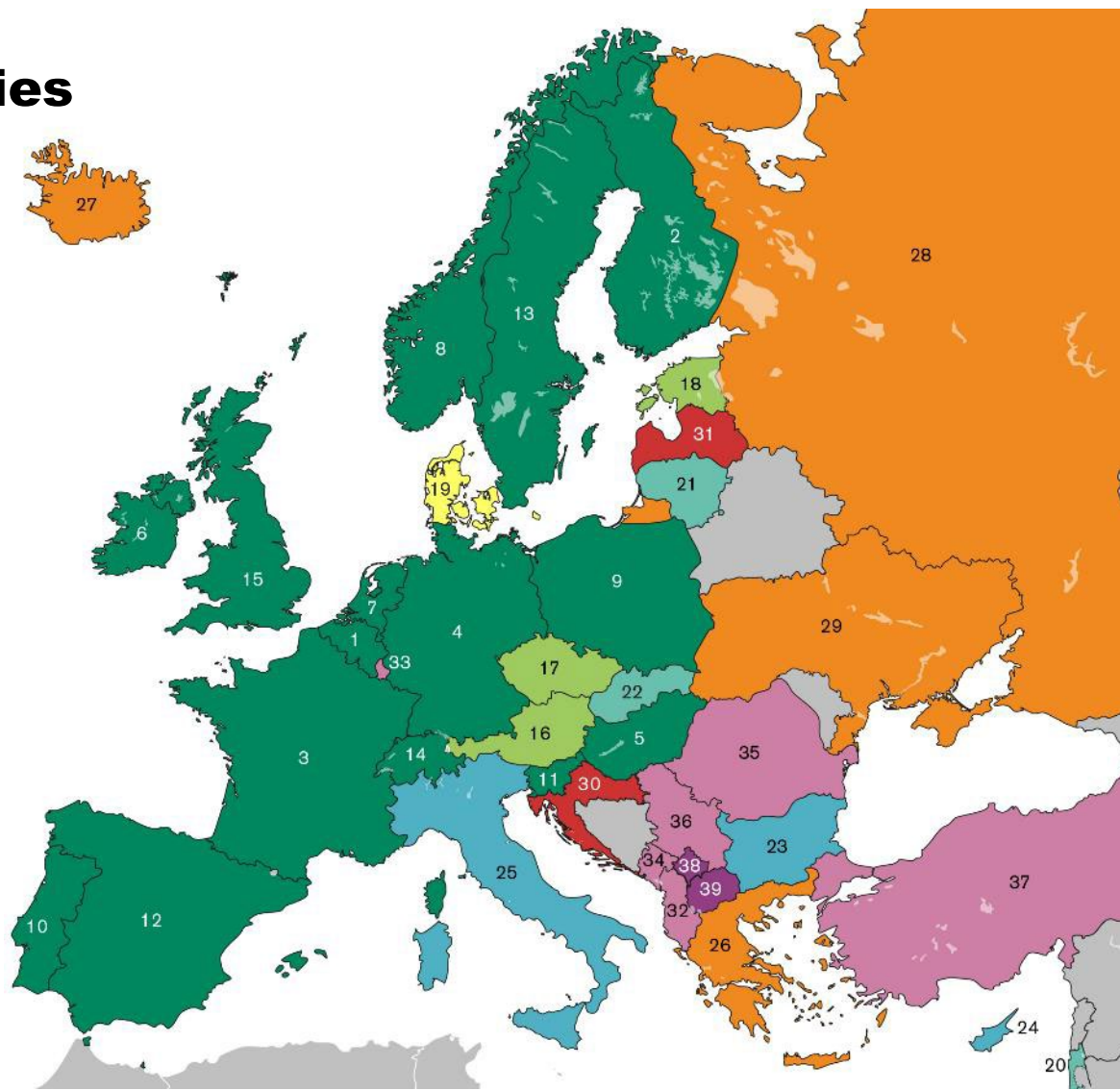
30. Croatia
31. Latvia

2 ROUNDS

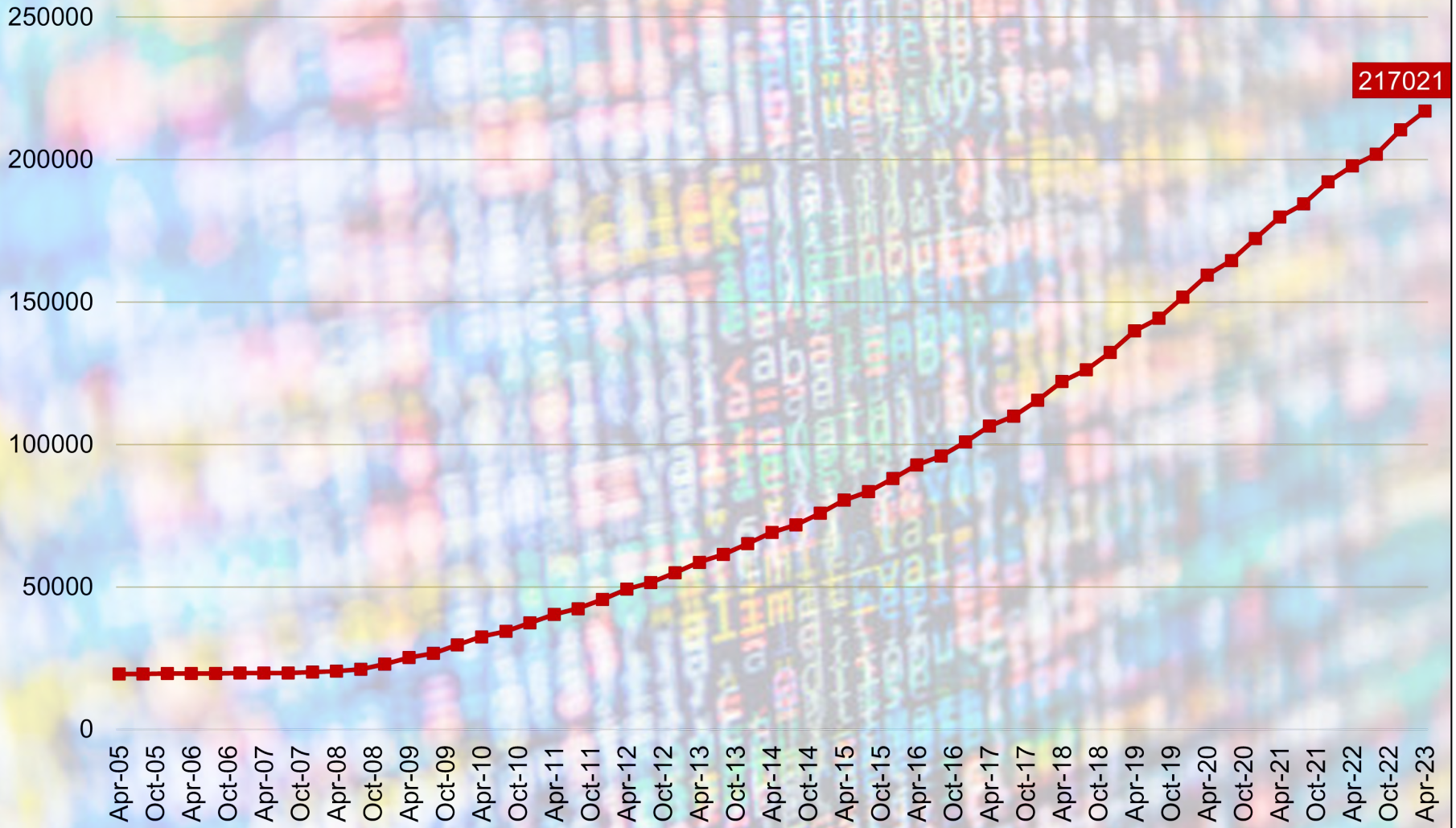
32. Albania
33. Luxembourg
34. Montenegro
35. Romania
36. Serbia
37. Turkey

1 ROUND

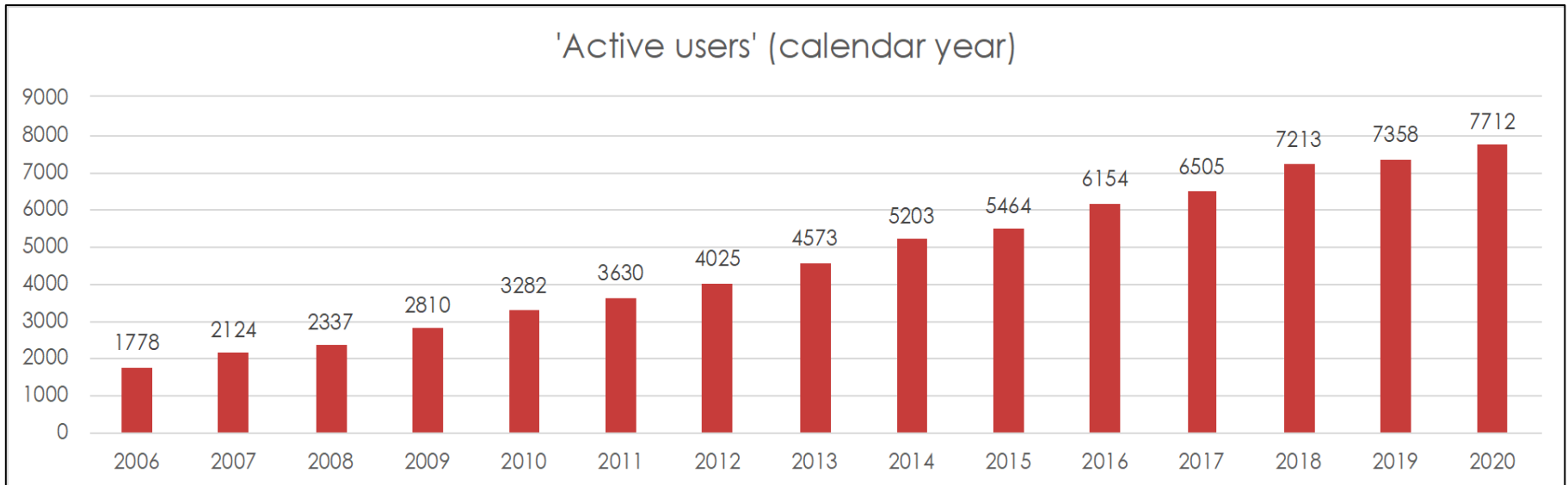
38. Kosovo
39. North Macedonia



Registered users (2005-23)



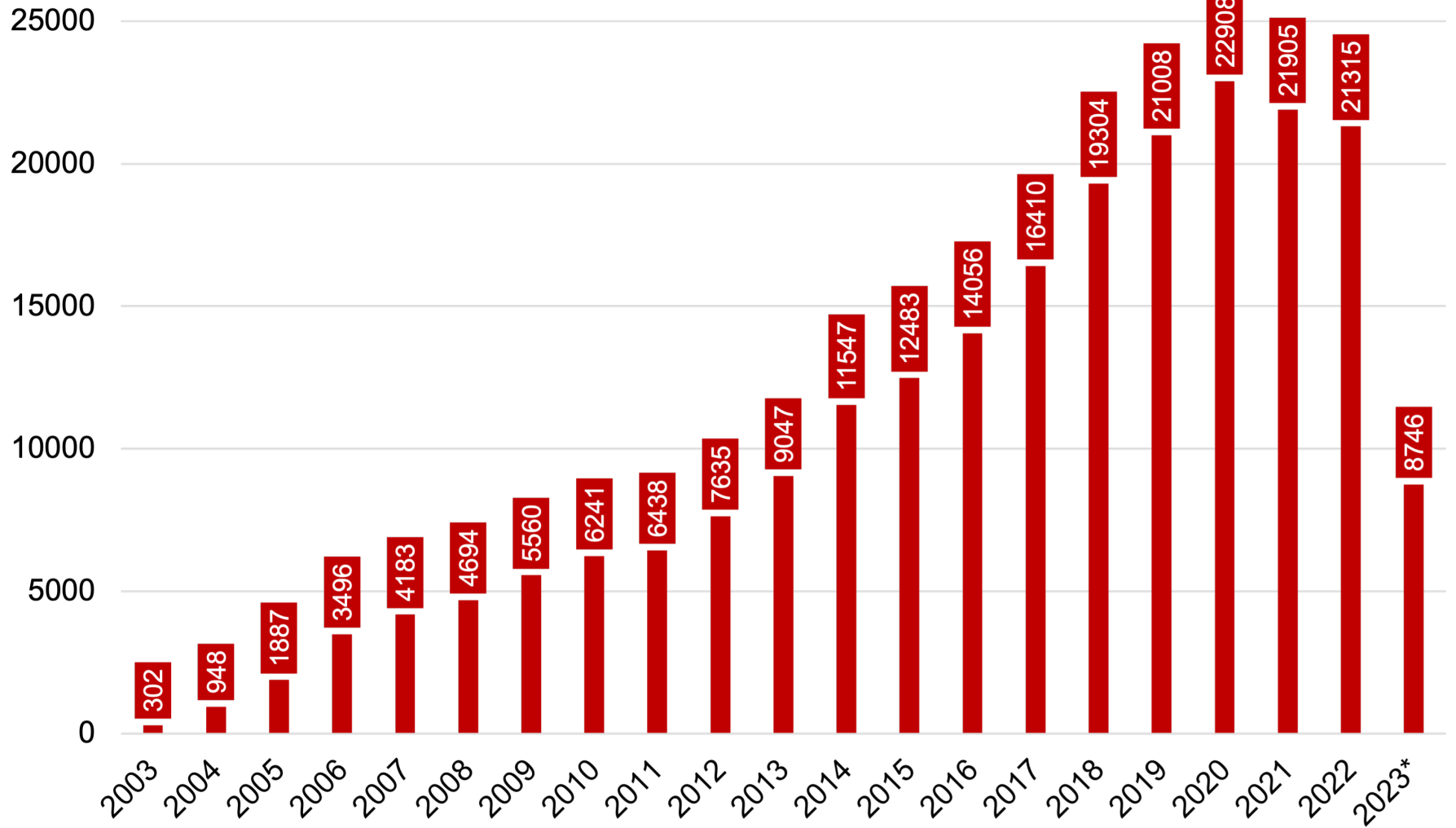
'Active users'



Definition of active users:

Number of non-student users who have logged in and downloaded data one time or more during the calendar year

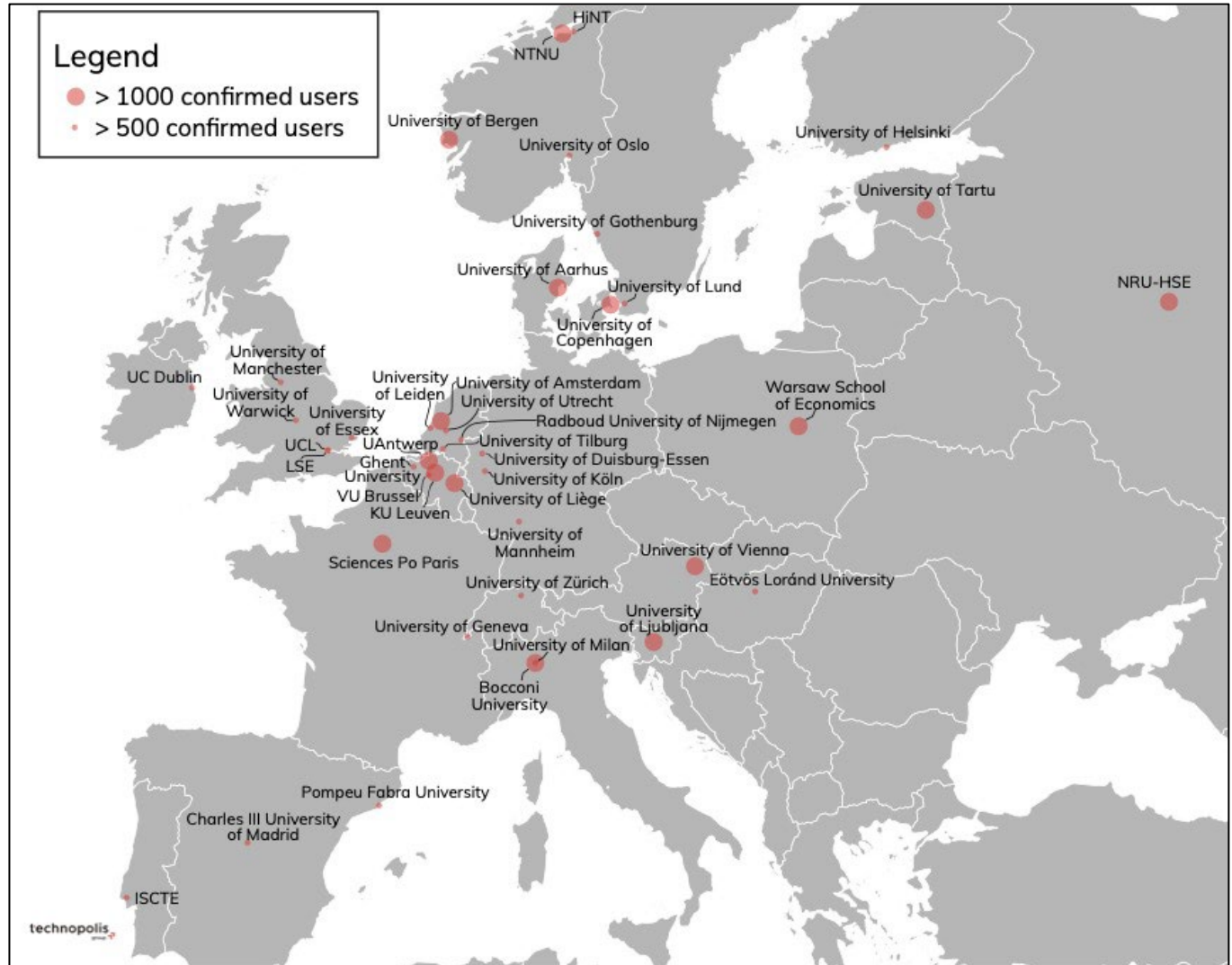
Active downloaders



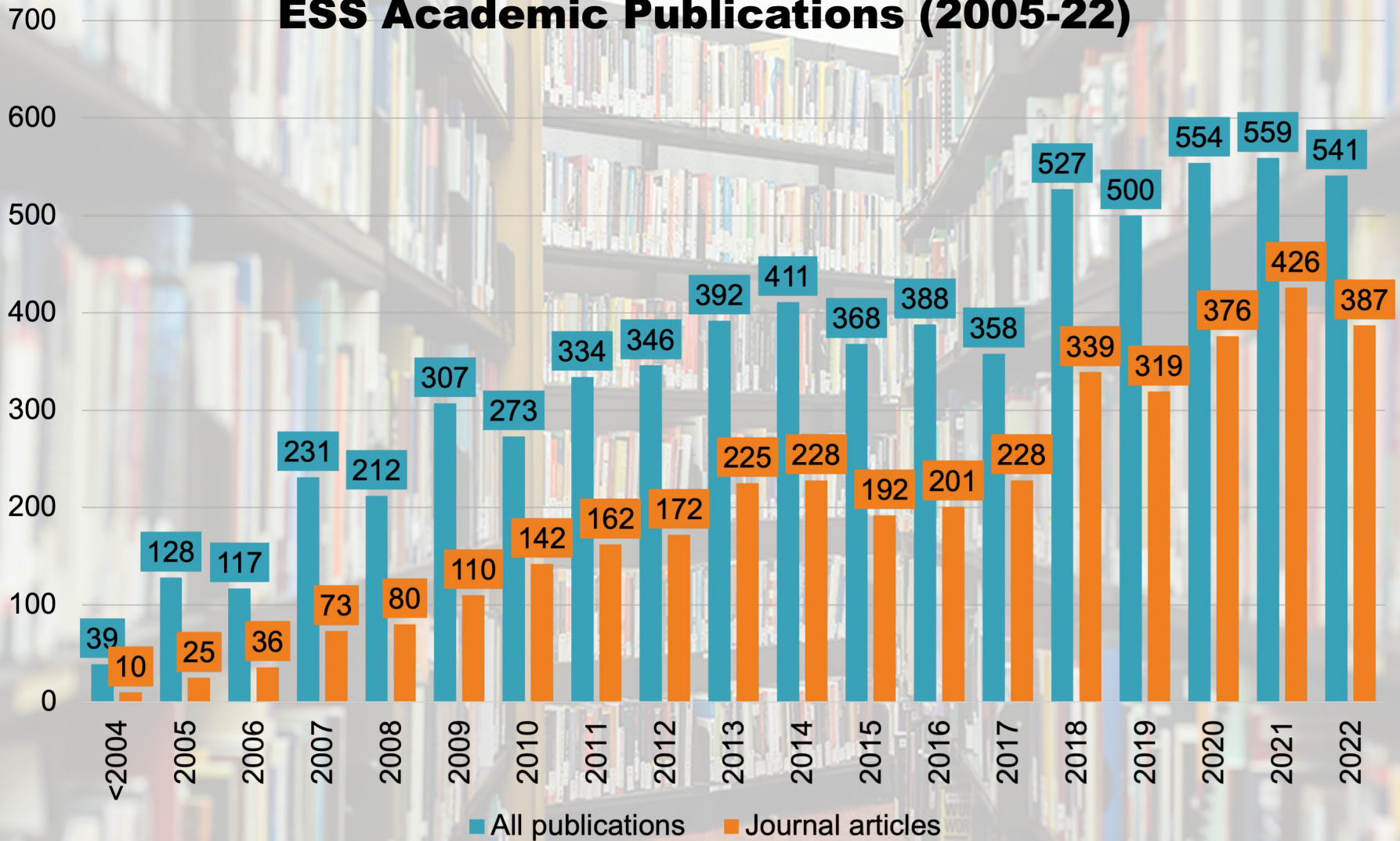
Institutional hotspots

- 42 institutions with more than 500 confirmed users, including 15 with over 1,000

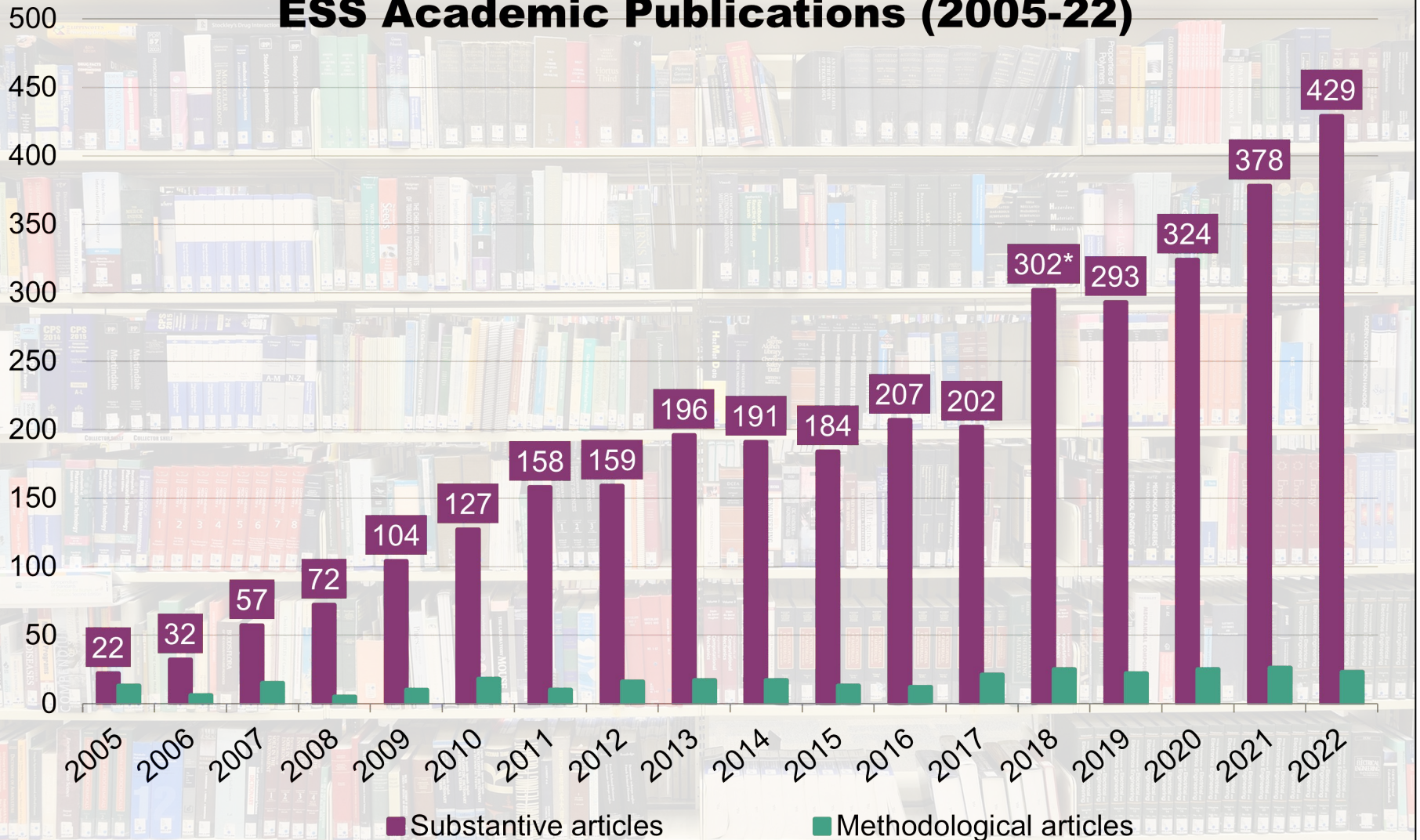
- Some have grown consistently since 2016, others have rapidly become new hotspots



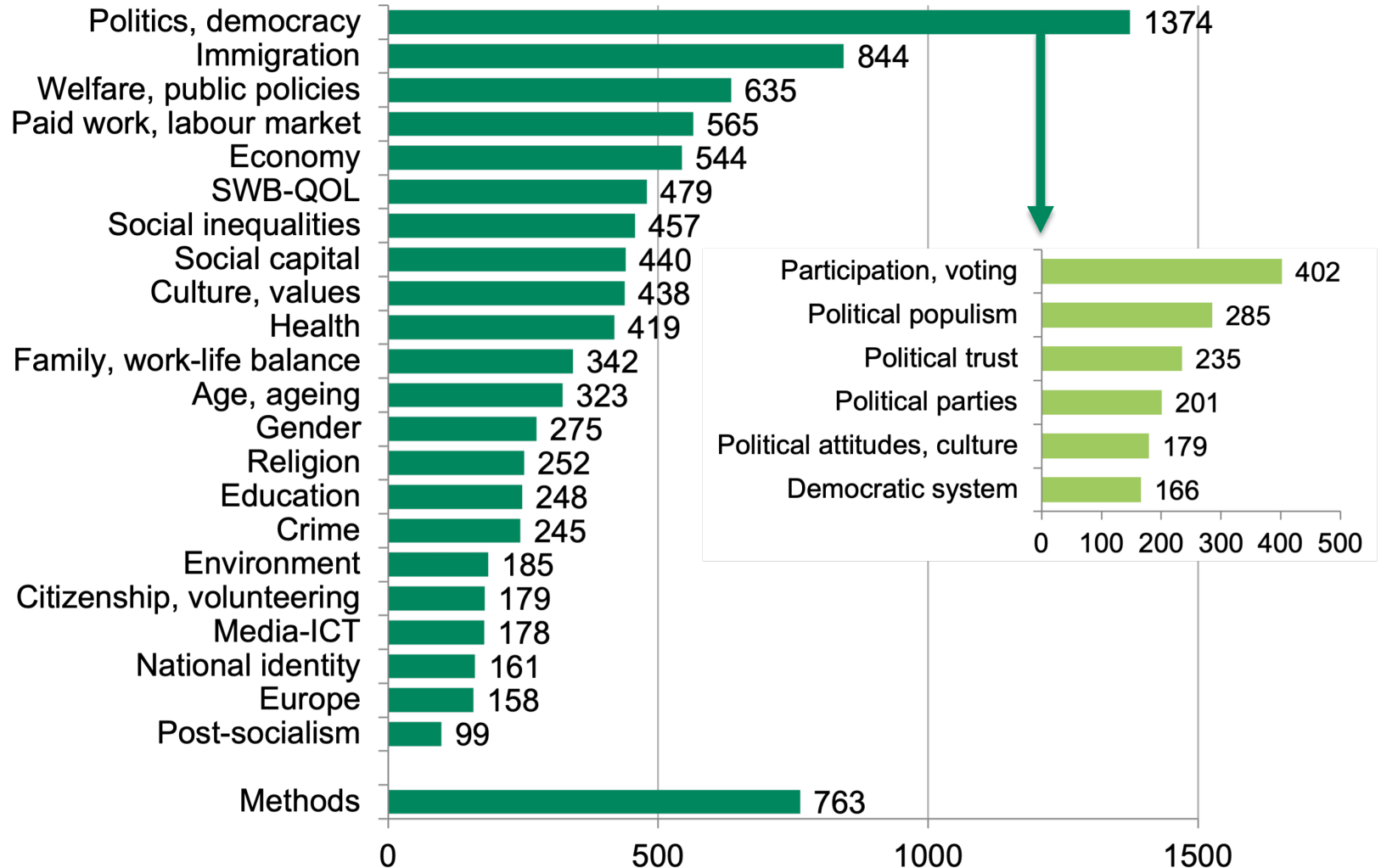
ESS Academic Publications (2005-22)



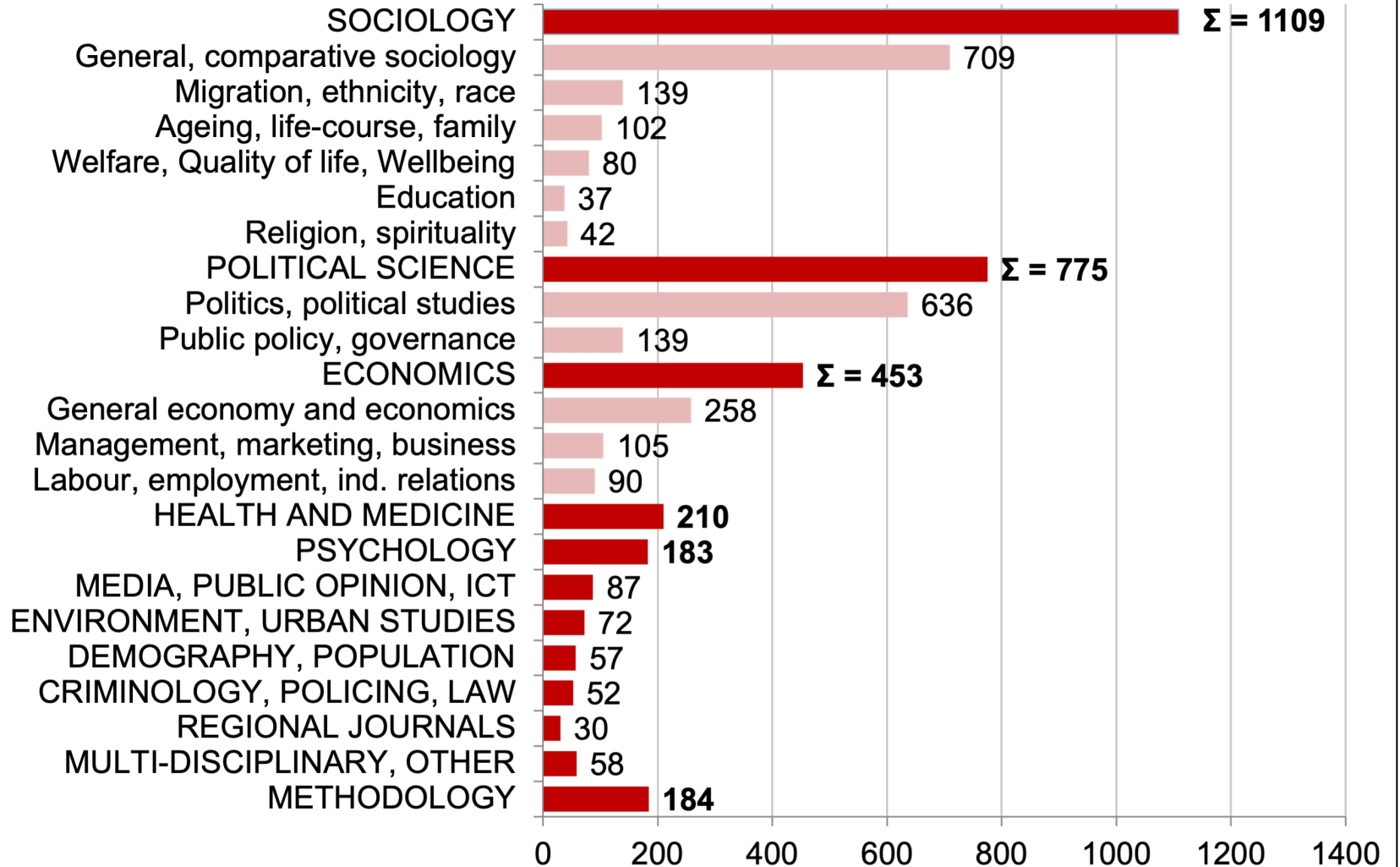
ESS Academic Publications (2005-22)



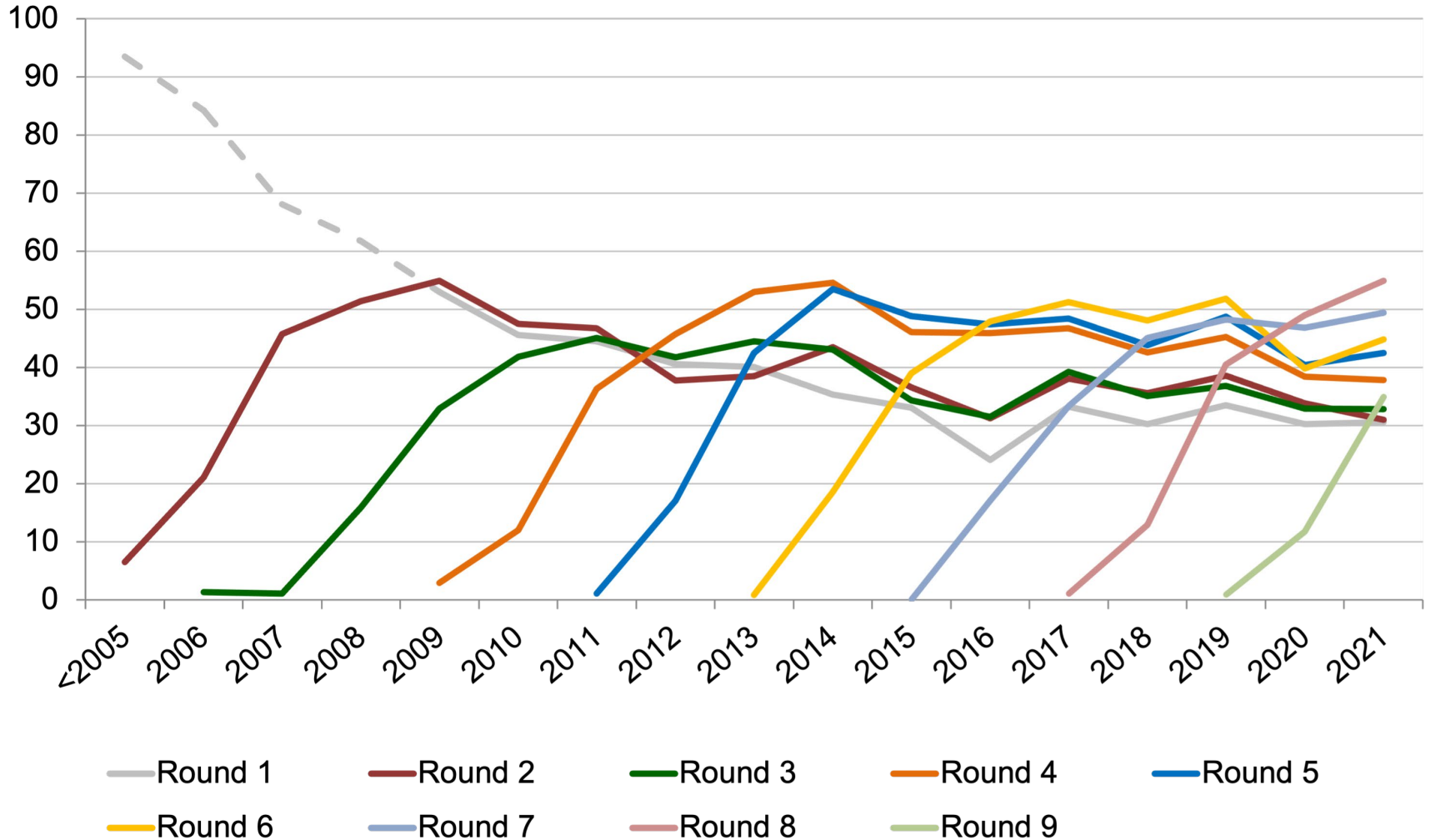
Journal disciplinary field



Research topics



The cycle of rounds use in ESS publications



Publications (co)authored by at least one author affiliated in a country (2003-21)

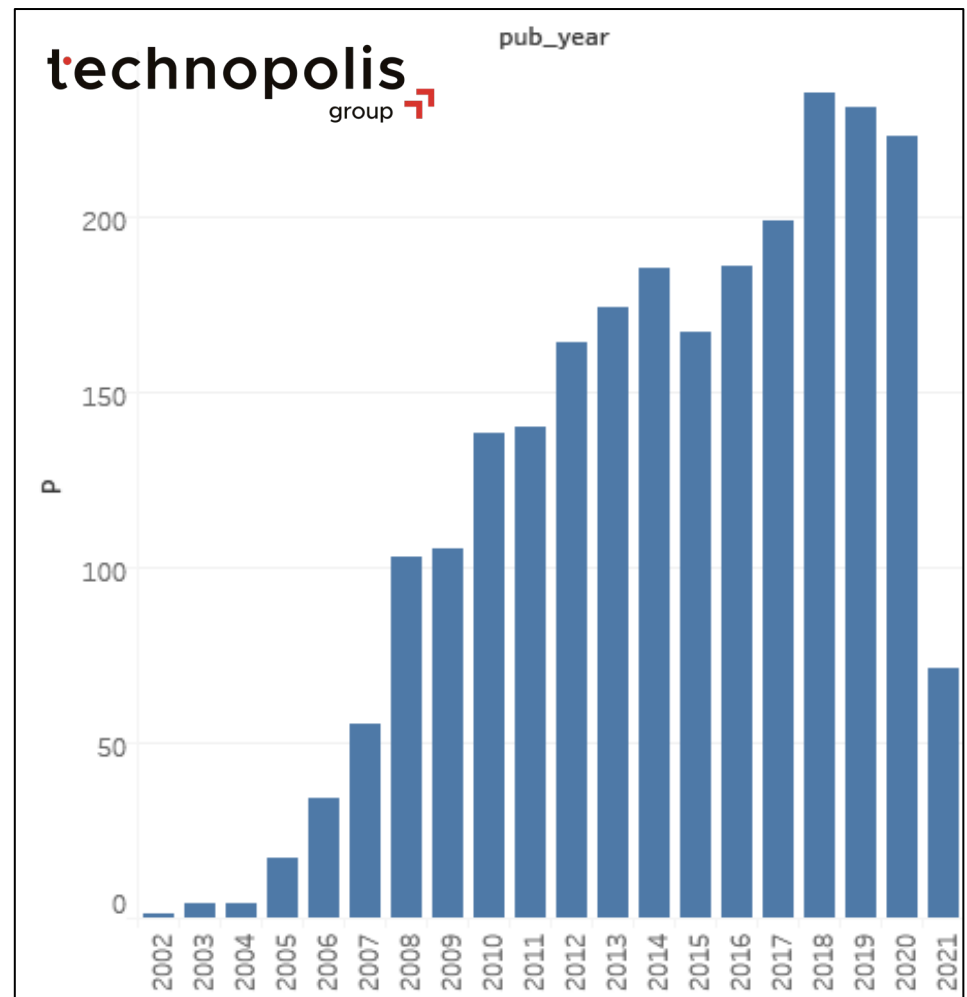
Country of affiliation	N	Country of affiliation	N	Country of affiliation	N
UK	896	Poland	167	<i>Australia</i>	49
Germany	783	France	138	Romania	44
<i>USA</i>	632	Ireland	132	Turkey	36
Netherlands	578	Israel	110	Lithuania	35
Spain	398	Hungary	107	Bulgaria	32
Belgium	376	Austria	94	Slovakia	30
Italy	351	Estonia	92	Cyprus	18
Sweden	349	Greece	83	Ukraine	19
Switzerland	227	Canada	77	Serbia	15
Norway	211	Russia	75	Iceland	12
Portugal	179	Czechia	66	Croatia	16
Denmark	173	Slovenia	53	Latvia	8
Finland	168	Luxembourg	47	Albania	4
				Kosovo	2

Shares of country data inclusion in ESS international publications (2003-21)

	% 2003- 2021 (N=3922) *	% 2021 (N=453)*		% 2003-2021 (N=3922)	% 2021 (N=453)
Germany	76.0	75.5	Greece	43.0	26.7
UK	74.6	73.0	Slovakia	40.0	33.6
Sweden	73.8	71.5	Italy	39.4	53.4
Netherlands	72.8	71.3	Bulgaria	32.6	34.3
Belgium	72.2	70.2	Cyprus	28.1	29.8
France	71.2	72.4	Lithuania	27.4	46.8
Finland	70.9	68.9	Luxembourg	24.2	15.0
Spain	70.9	67.1	Russia	23.5	24.7
Denmark	66.7	47.7	Israel	22.2	21.9
Portugal	65.9	64.7	Ukraine	21.7	13.9
Ireland	64.8	64.0	Iceland	20.8	30.2
Norway	64.6	60.5	Croatia	16.1	22.7
Poland	63.0	61.8	Latvia	13.8	17.2
Switzerland	59.4	59.2	Romania	12.3	7.5
Hungary	59.4	60.3	Turkey	11.0	7.9
Slovenia	59.0	58.7	Serbia	5.5	8.2
Czechia	55.8	58.1	Albania	4.4	4.9
Austria	52.0	62.5	Kosovo	4.0	4.9
Estonia	50.4	54.1	Montenegro	2.7	5.1

Bibliometric analysis

- 2,436 ESS-based publications listed in Web of Science
- Substantial increase in publication numbers over the most recent four years
- ESS-based publications are more highly cited than average when adjusted both for field/year (MNCS=1.70) and journal (MNJS=1.42)
- 21% of ESS-based publications are in the top-10% most cited by field (10% would be expected)
- 41% of publications are open-access



Bibliometric analysis: Top 10 disciplines and fields

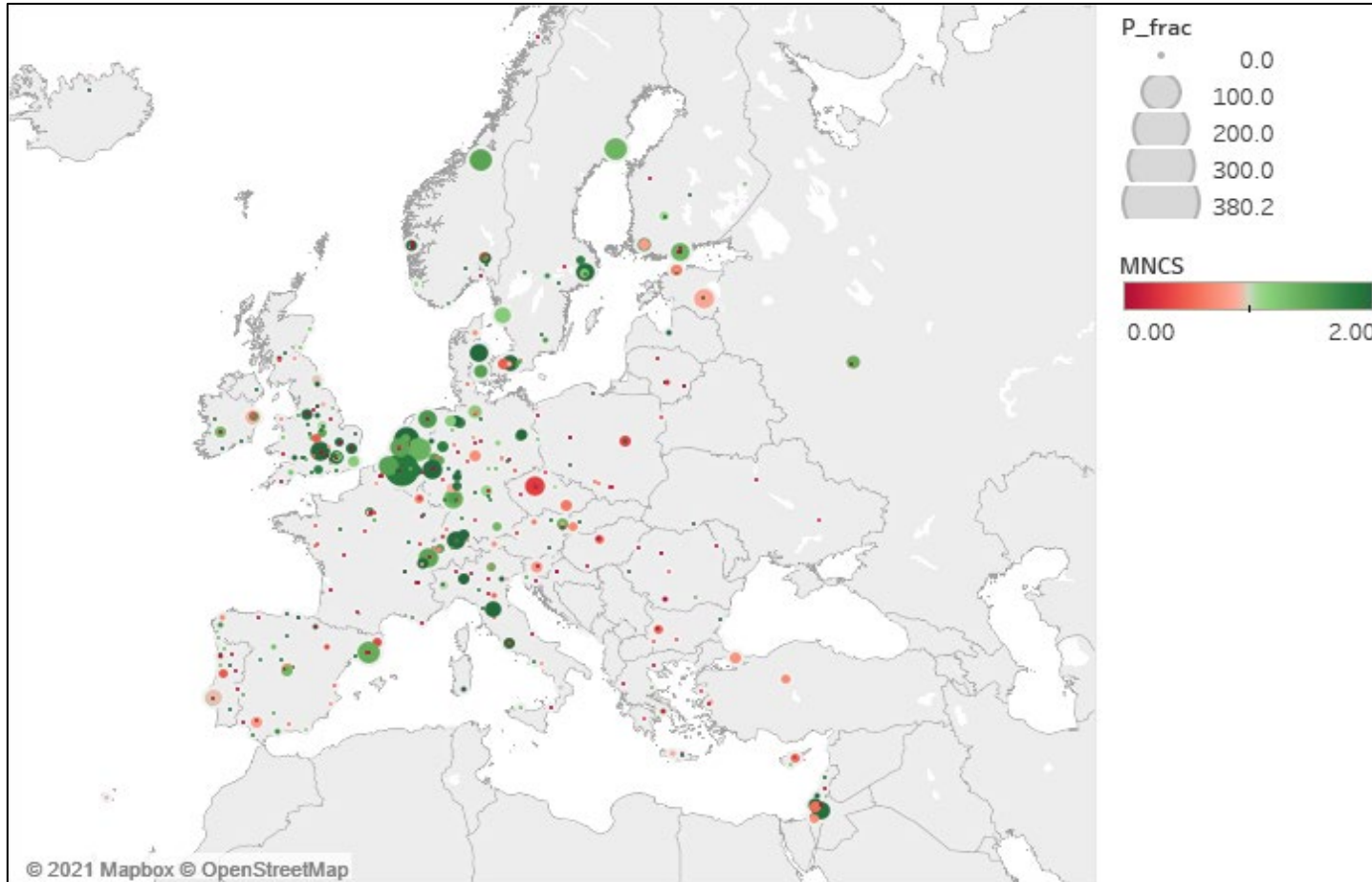
Web of Science
(WoS) disciplines

	P (full)	P (frac)	MNCS	PP(top 10%)	PP(OA)
Sociology	651	501.7	1.73	21%	36%
Political Science	589	465.5	2.21	28%	36%
Social Sciences, Interdisciplinary	277	147.1	1.28	16%	34%
Economics	239	149.0	1.85	24%	54%
Public, Environmental & Occupational Health	174	125.0	1.58	15%	71%
Psychology, Social	147	99.9	1.71	25%	39%
Public Administration	106	54.0	1.58	22%	35%
Social Issues	99	44.7	1.57	23%	43%
Psychology, Multidisciplinary	93	54.5	1.37	19%	62%
Social Sciences, Mathematical Methods	70	42.2	1.31	13%	34%

CWTS Microfields

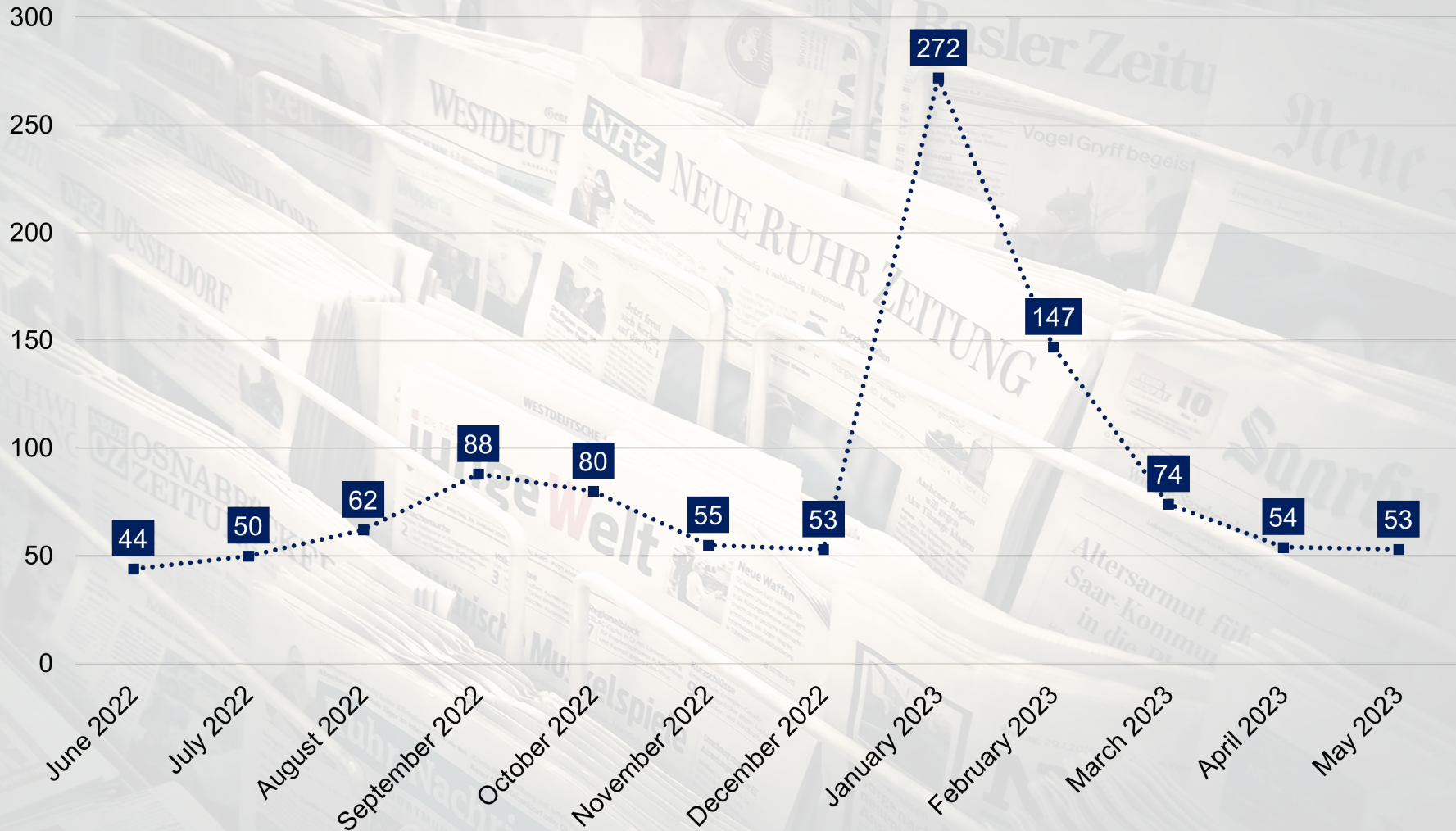
Terms	P (full)	MNCS	PP(top 10%)	PP(OA)
voter turnout, us house, electoral system, political knowledge, ..	344	1.85	24%	35%
social capital, older adult, volunteering, social trust, health	173	1.76	21%	33%
welfare state, policy transfer, pension reform, policy diffusion, ..	157	2.07	29%	47%
gratitude, happiness, subjective well, life satisfaction, characte..	152	1.29	13%	43%
socioeconomic inequality, health inequality, income, population..	118	1.13	8%	64%
work family conflict, work life balance, gender wage gap, house..	110	1.21	11%	28%
individualism, collectivism, cultural difference, values, self cons..	84	1.56	21%	37%
survey, web, response rate, effect, internet	78	0.89	8%	44%
cohabitation, coparenting, child support, divorce, interparental..	65	1.38	16%	44%
bolivia, populism, radical right, venezuela, ecuador	58	3.01	36%	36%

technopolis group Institutional publication hotspots



Measuring non- academic impact: media and policy

Media mentions of ESS (2022-23)



Non-academic impact

- **Czechia:** The ESS data has served as a resource for drafting the National Report on Life Quality and Its Sustainability. It assesses developments in the priority areas with a link to strategic and specific objectives of the Czech Republic 2030 strategy. The progress report is submitted to the government every three years.
- **Finland:** The ESS survey design and data were used in evaluating the Universal Basic Income (UBI) trial in Finland, among the largest such trials in the world to date. The module on social trust from round 9 was filled by the sample and a control group to compare with the data collected among the ESS sample in 2018.
- **Hungary:** At the start of the COVID-19 pandemic there was limited information in Hungary concerning the make-up of the elderly population. The core study team used the ESS to examine the social relationships of people aged 65 and over and warned of the potential impact that quarantine rules would have on this group. This report was widely reported in the Hungarian press, with many calling for more societal support for people in situations of loneliness and isolation.

Non-academic impact

- **Ireland:** The Healthy and Positive Aging Initiative (HaPAI) has used the ESS as the basis for some of its own survey questions to improve policy and services for Irish citizens as they age. The HaPAI will then be used to form a clear indicator set that can be deployed by the Irish government to establish clear policy goals in the long-term.
- **Latvia:** The Latvian government has asked the National Coordinator of ESS in Latvia to carry out an in-depth analysis of social and political trust in Latvia. The project's title is 'Anatomy of Trust – What European Social Survey Data Tell About Trust in Latvia'. The research will feature into the National Development Plan for 2021-2027, which is drawn up by the Cross-Sectional Coordination Center of Latvia, which directly answers to the Prime Minister.

Non-academic impact

- **Lithuania:** The Lithuanian Strategy for Demography, Migration and Integration Policy 2018–2030 references the ESS Round results to support strengthening Lithuanian NGOs and community organisations in order to foster stronger communities. The Lithuanian NC is preparing an analysis of how ESS data could contribute towards existing Lithuanian strategies and their findings are planned to be presented in autumn-winter of 2021).
- **Slovenia:** The Ministry of Labour and Social Affairs, asked the ESS national coordination team to collaborate and provide data for the formation of “Resolution on Family Policy 2018 – 2028: A Family-Friendly Society, which was adopted in February 2018.
- **Switzerland:** The Military Academy uses ESS data for its annual report on safety, which sheds light on attitudes towards Swiss foreign, security and defence policy. In this report, it was found that Swiss citizens feel safe, exhibit high levels of trust in authorities and are in favour of continued economic sovereignty.

Preliminary observations from desk research in Overton.io

References to European Social Survey found in:

- 3,246 policy documents
- Across 57 countries
- 355 sources:
 - Government: 46%
 - Think tanks: 39%
 - International governmental organisations: 15%



Overton.io: References per country / organisation

Country / Org	N=
Germany	530
IGO	502
UK	414
Belgium	202
USA	151
Netherlands	134
Sweden	80
Finland	76

Country / Org	N=
Norway	66
Estonia	49
Ireland	48
France	46
Australia	44
Czechia	44
Switzerland	39
Austria	35
Spain	22

Country / Org	N=
Hungary	19
Italy	19
Canada	17
Poland	16
Iceland	13
Portugal	13
Serbia	13
Latvia	12
Greece	7

Overton.io: Organisations with high citations

Country / Org	N=
EU	392
IZA (AT)	237
OECD	208
IFO Institute (DE)	95
UK Government	202
JRC (EC)	84
SCP (NL)	79
Government of Flanders (BE)	74
DIW (DE)	70

Country / Org	N=
Eurofound	65
WHO	64
World Bank	58
Government of Finland (FI)	54
NBER (US)	48
ISER (UK)	44
Government of Czechia (CZ)	43
Federal Planning Bureau (BE)	39

Country / Org	N=
Government of Switzerland (CH)	37
Analysis & Policy Observatory (AUS)	36
FAFO (NO)	30
Swedish Government (SE)	30
Government of Estonia (EE)	27
ETUI (BE)	26
ESRI (IE)	25

Generating impact

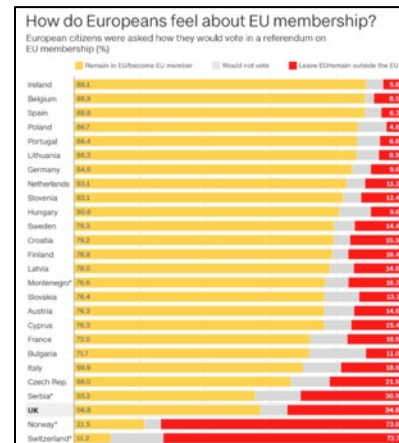
React to media enquiries

- **Received media request from BBC Northern Ireland's Eimear Flanagan Ahead of the Pope's visit**
- **Created a wide range of data tables**
Following a series of requests over three weeks
- **Using the most recent data available on religion**
Measures included: proportion of Catholics; religious affiliation by age; religious attendance
- **Data used in two articles, including an essay about Catholics in Ireland**
Both were published on the BBC website, World News section



Engaging with journalists: News agenda

- **EU Referendum question added in Round 8 (2016/17)**
Respondents in all countries were asked how they would vote in a referendum on EU membership
- **Luke McGee (CNN International) showed interest in the data**
Wrote an article at the time
- **Question was repeated in Round 9 (2018/19)**
Offered Luke the exclusive following the second data release
- **Article published on 26 June 2020**
Led to a huge amount of social media engagement (not all positive!)



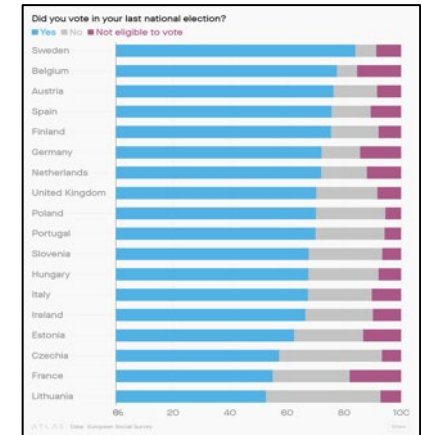
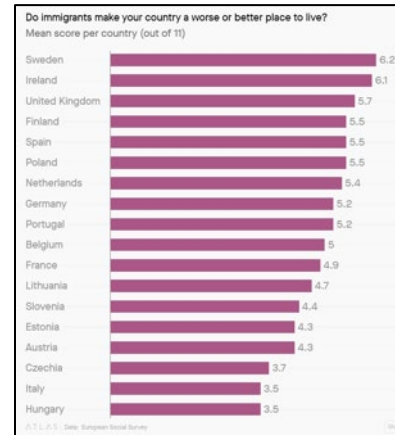
Engaging with journalists: Training

- Approached by the Financial Times statistics department**
 Initially requested some of our survey data
- Arranged a training session at their London office**
 How to access and analyse our data using the Online Analysis Tool
- Built a relationship with their data analysis team**
 Provided advice and data in subsequent months
- Data used on front page**
 Measuring concern towards climate change



Engaging with journalists: Europe

- **Annabelle Timsit (Quartz) contacted us about trying to understand the ‘European way of life’**
Following comments by the president of the European Commission, Ursula von der Leyen
- **Sent results for 40 questions**
Over a period of one week
- **Using the most recent data (Round 8, 2016/17)**
On a wide range of topics including: democracy, immigration, LGBT, income
- **Six items used in one article**
Published earlier this month



Engaging with journalists: The snowball

- Latest data from the EU Referendum question sent to contact at The Irish Times
Front page article written by European Correspondent, Naomi O’Leary
- The Irish Times article led to contact from The Guardian Article by European Correspondent, Jon Henley
- Over 150 articles referencing data published worldwide
Some contacted me; others simply used the data as already presented



Anti-EU sentiment plummets across Europe in wake of UK’s Brexit woes

Support for leaving in the survey’s most recent round was highest in the Czech Republic (29.2%), Italy (20.1%) and Sweden (19.3%), but even in those countries it had declined by 4.5 percentage points, 8.1 points and 4.6 points respectively since 2016-17, the survey showed. The idea of leaving the EU was least popular in Spain (4.7%).

The period covers Britain’s long and fraught negotiations to leave the EU, but also the country’s ensuing political turmoil – five prime ministers in six years – and its current social and economic woes, all of which have been heavily reported on the continent and are widely interpreted as having been caused at least partly by Brexit.

They also coincide with the Covid pandemic and Russia’s invasion of Ukraine, which experts suggest have prompted many EU citizens to view membership more favourably, and the decisions by many anti-EU parties, including in France and Italy, to abandon Brexit or take it off the agenda of reforming the EU from within.

Mathieu Gallard, the research director of the leading French polling firm Ipsos, which regularly conducts surveys of European opinion, said the

ESS numbers reflected a “veritable collapse” in support for leaving the EU in several countries.

Gallard said the fall in support for a leave vote most likely stemmed from a cumulative effect combining the EU’s attitude towards the various crises of recent years, the radical right’s moderation on the subject of leaving the EU, and the many vicissitudes of Brexit.

The ESS survey also found that respondents’ emotional attachment to Europe had increased between 2016 and 2021 in most member states. Asked to rate how attached they felt to the bloc on a scale of zero to 10, 54.9% of Portuguese respondents gave responses between seven and 10 in 2020-22, compared with 41.5% in 2016-17.

In Finland, feelings of strong attachment to Europe rose to 55.7% from 46% over the period, while in Hungary – engaged in an increasingly bitter row of law disputes with Brussels – it increased from 60% to 70.3%.

In Italy, the corresponding figures were 37.2% and 41.3%, and in France 41.4% and 48.8%. Germany and Spain were stable.

A survey of citizens of 10 EU member states by the US-based Pew Research Center conducted last year also found that large majorities in nearly every country surveyed held a broadly favourable opinion of the bloc, with a median of 72% viewing it in a favourable light, compared with 26% who held a broadly unfavourable opinion.

The ESS data also showed that support for staying in the EU – again excluding those who said they could not or would not vote, did not know which way they would vote, or would not cast a complete or valid ballot – increased in every member state for which comparable data was available, with the greatest increases in 2020-22 ranging from a low of 70.3% in the Czech Republic to a high of 95.3% in Spain.

The ESS survey is normally conducted in every member state for which comparable data was available in the questionnaire administered in 2020-22.

In those countries, the percentage of respondents who said they would not vote was generally higher. Tim Hanon, a senior research fellow at the ESS, said this was most likely related to the question format used in those countries, which asked people to choose between leave and remain.

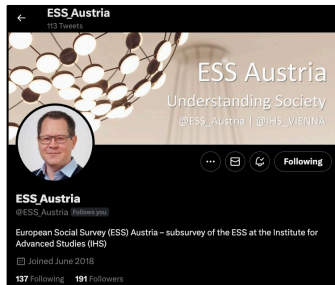
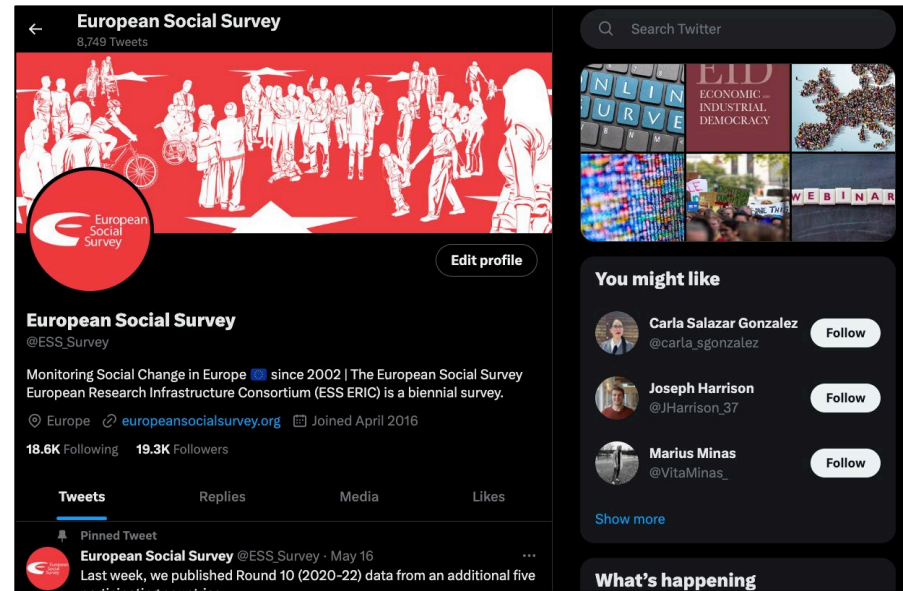
The overall effect was to depress the vote to remain in the “self-complete” countries rather than to increase the vote to leave, Hanon said. Nonetheless, the difference between the two questions presented themselves in 2020-22.

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Additional reporting
Famela Duncan

Channels of communication: Twitter (@ESS_Survey)

- Created in April 2016
- Over 19400 followers
- Following a similar number
- Post 2-3 updates every weekday
- Retweet when appropriate
- National team accounts: AT, DE, GR, IE, RS



Channels of communication: Facebook and LinkedIn

@EuropeanSocialSurvey

- Created in April 2017
- Over 2,300 followers
- Post 2 updates every weekday

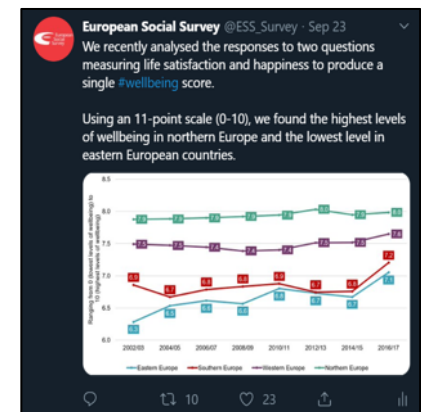
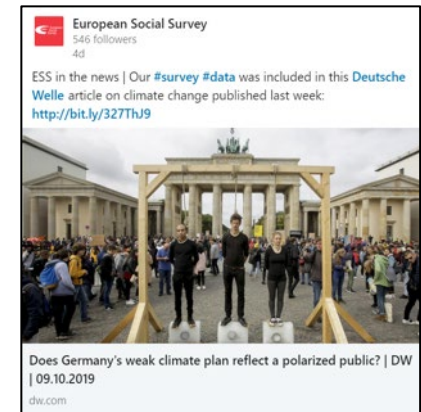


@European-Social-Survey

- Increased activity since July 2017
- Over 1,900 followers
- Post 2 updates every weekday

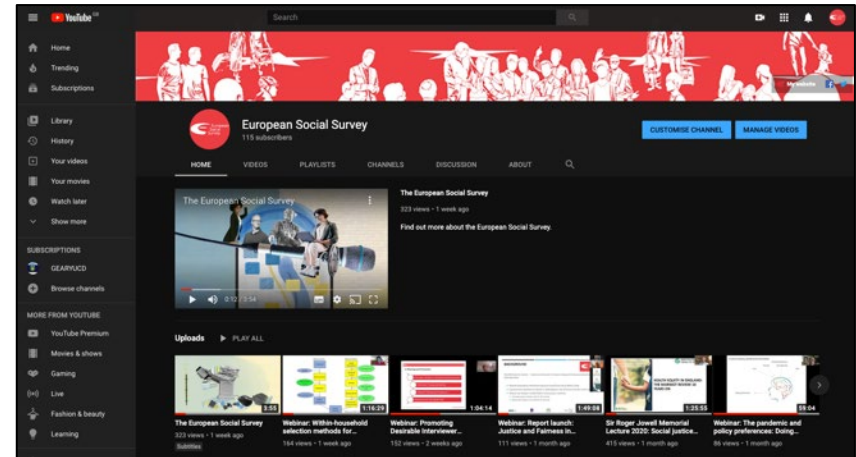
Social media channels: Content

- **ESS events, news and publications**
Content produced for the ESS website and national websites
- **ESS in the news**
Links to news articles that analyse our data or reference the ESS
- **External reports and websites**
Promote the entire report and any graphs individually
- **Academic papers**
Use the ESS Bibliography or Google Scholar listings
- **Data analysis**
Simple, graphical analysis of ESS data



Channels of communication: YouTube

- **As a result of lockdown, our survey methods seminars moved online**
Events where survey methodologists present their research
- **YouTube channel created**
Primarily to provide us with a platform for webinar recordings
- **Unintended consequences**
The move from in-person seminars to online webinars has boosted attendance and creates more content
- **More video content**
Thinking about promoting ESS and its data in different ways



Engaging with UK Parliament

- **Analysed our Round 8 (2016/17) welfare data**
Released in October 2017
- **Analysed several questions on welfare for background**
Mainly focused on one new item (universal basic income scheme)
- **Held an event in UK Parliament**
Hosted by Ronnie Cowan MP
- **Published an article on The Conversation website**
Published on the day of the event
- **Ronnie Cowan MP referenced data**
In an article published by The National



22nd November 2017

SNP warn Tory MP glory hunters not to take credit for police VAT U-turn

By Andrew Learmonth | [@andrewlearmonth](#)
Journalist

Engaging with the Joint Research Centre

- **Undertook research into the Joint Research Centre in late 2022**
Identified key departments
- **Approached named individuals**
Delivered two introductory presentations to staff across the JRC
- **JRC health unit interested in Round 7 (2014/15) health data**
Facilitated meetings with health QDT
- **Promoted the repeat module**
Health questions are being asked again in Round 12 (2023)
- **Will offer data analysis training**
Using the new online analysis tool being launched by Sikt in late 2023



Measuring impact in future

Annual activity report 2021-22 (KPIs)

- As part of the ESFRI process, beginning to monitor key performance indicators across different scientific disciplines

OBJECTIVE	KPIs	ESS APPLICATION AND SOURCE
ENABLING SCIENTIFIC EXCELLENCE	1. Number of user requests for access	Downloads (Ever: 145,244; last 12 months: 10,503) ³
	2. Number of users served	Registered users (Ever: 200,331; last 12 months: 18,715) ⁴
	3. Number of publications	Academic articles (Ever: 5,972; last 12 months: 543) ⁵
	4. Percentage of top (10%) cited publications	21% ⁶
DELIVERY OF EDUCATION AND TRAINING	5. Number of master and PhD students using the RI	PhD and students registered (Ever: 152,204; last 12 months: 15,403) ⁷
	6. Training of people who are not RI staff	Training course attendees (Last 12 months: 716) ⁸
ENHANCING COLLABORATION IN EUROPE	7. Number of Members, Observers and Guests of the RI (in ESS Round 10) ESS Member countries shown in bold; ESS Observer shown in italics; ESS Round 10 Guests shown in plain text) ESFRI status is shown as (M) = Member State; (AC) = Associated Country; (- = no affiliation)	31: Austria (M); Belgium (M); Bulgaria (M); Croatia (M); Cyprus (M); Czechia (M); Estonia (M); Finland (M); France (M); Germany (M); Greece (M); Hungary (M); Iceland (AC); Ireland (M); Israel (AC); Italy (M); Latvia (M); Lithuania (M); Montenegro (AC); Netherlands (M); North Macedonia (AC); Norway (AC); Poland (M); Portugal (M); Serbia (AC); Slovak Republic (M); Slovenia (M); Spain (M); Sweden (M); Switzerland (AC); United Kingdom (-)
	8. Share of users and publications per ESFRI member country	See separate table below ⁹

Annual activity report 2021-22 (KPIs)

OBJECTIVE	KPIs	ESS APPLICATION AND SOURCE
OUTREACH TO THE PUBLIC	9. Engagement achieved by direct contact	Engagement, last 12 months: User Bulletin recipients: 16,954 ¹⁰ Exhibition stands: 102 unique visitors; Activities by HQ/ CST: 1,266 attendees; Activities by NCs: 255 attendees. ¹¹
	10. Outreach through media	Media articles mentioning ESS (Ever: 5,463; last 12 months: 902) ¹²
	11. Outreach via the RI's own web and social media	ESS website (Ever, 1 June 2017 - 31 May 2022): 7,914,725 webpages accessed by 938,327. ¹³ ESS website (Last 12 months: 1 June 2021 - 31 May 2022): 1,462,128 webpages accessed by 214,656 unique users. ¹⁴ Facebook (1 June 2021 - 31 May 2022): 2,222 followers (122 new); 99,406 Reach. ¹⁵ LinkedIn (1 June 2021 - 31 May 2022): 1,391 followers (342 new); 51,778 Impressions (22,184 Unique Impressions) ¹⁶ Twitter (1 June 2021 - 31 May 2022): 17,095 followers (3,142 new); 1.009m Impressions. ¹⁷ YouTube (1 June 2021 - 31 May 2022): 334 subscribers (158 new); 6,500 views. ¹⁸ Access of on-line training (EduNet), Ever (since August 2016): 399,766 / last 12 months: 42,738. ¹⁹

Annual activity report 2021-22 (KPIs)

OBJECTIVE	KPIs	ESS APPLICATION AND SOURCE
OPTIMISING DATA USE	12. Number of publicly available data sets used externally	60 ESS data files are publicly available on the ESS Data Portal. ²⁰ The Data Portal also includes an updated version of the ESS Data Wizard, allowing users to create a bespoke subset of data by selecting variables (questions), countries and/or round(s) of data collection. Additionally, multilevel (contextual) data compiled from external sources is available to download alongside ESS data for rounds 4-9.
PROVISION OF SCIENTIFIC ADVICE	13. Participation by RIs in policy related activities	Last 12 months: 7 ²¹
	14. Citations mentioning policy in academic publications using ESS	Ever: 2,369; last 12 months: 262 ²²
FACILITATING INTERNATIONAL CO- OPERATION	15. Share of users and publications per non-ESFRI member country	See separate table below ²³
	16. Number of members of the RI from non-ESFRI countries	1 ESS Member and non-ESFRI country (United Kingdom) ²⁴
OPTIMISING MANAGEMENT	17. Revenues	€4,855,933.12 (2021-23) ²⁵



Active Horizon 2020 / Europe projects

- **European Research Infrastructure Consortium Forum (ERIC Forum 2)**
 - Aims to provide support from existing ERICs to research infrastructures interested in becoming an ERIC (will begin in September 2023)
- **Next Steps in Securing the Sustainability of the European Social Survey (ESS-SUSTAIN-2)**
 - Led by ESS ERIC, this project includes collaborative, promotional and membership development activities as well as the web panel (CRONOS 2) (March 2024)
- **Pilot Application in Urban Landscapes - towards integrated city observatories for greenhouse gases (PAUL)**
 - The ESS is a partner in this Horizon 2020 project that aims to develop a systematic greenhouse gas measurement system for urban areas (September 2025)



ERIC Forum 2

- **Develop consistent reporting methods for communications objectives**

Against a backdrop of standardised key performance indicators (KPIs) developed by the European Strategy Forum on Research Infrastructures (ESFRI), meetings will be held to discuss the value of KPIs for improving communications outputs of an ERIC and the methods used for the reporting of communications objectives.

From this, a report will be developed that includes recommendations for ERICs on consistent methods of reporting communications-focused activities, especially those which overlap with ESFRI KPIs. Specifically, this will recommend that all ERIC communications teams adhere to the same guidelines when reporting on traditional and social media monitoring, the reporting of policy-related involvements and anything else that may emerge from the meetings.



Contact

✉ stefan.swift@city.ac.uk

🌐 europeansocialsurvey.org

📘 EuropeanSocialSurvey
in European-Social-Survey

🐦 ESS_Survey

📺 EuropeanSocialSurveyERIC

