

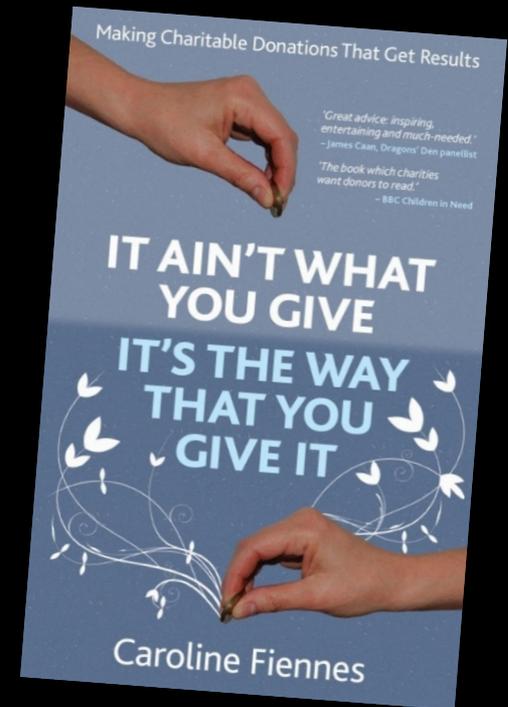
How Impact is Changing Research

Caroline Fiennes

www.giving-evidence.com

caroline.fiennes@giving-evidence.com

Twitter: [@carolinefiennes](https://twitter.com/carolinefiennes)



Giving Evidence

Enabling **giving** based on sound **evidence**



What my work has got to do with yours



Boring but important



How to fund successful research



The Magic Impact Fairy

Current and former clients



... and many anonymous donors

Press Coverage

SUNDAY EXPRESS



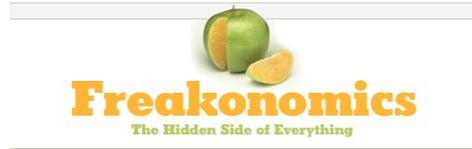
FINANCIAL
TIMES

BBC
RADIO



The
Economist

BBC
RADIO



Daily Mail

London
Evening
Standard

theguardian

SPEAR'S

Stanford SOCIAL
INNOVATION REVIEW



ThirdSector



Making Charitable Donations That Get Results



*'Great advice: inspiring,
entertaining and much-needed.'*
- James Caan, Dragons' Den panellist

*'The book which charities
want donors to read.'*
- BBC Children in Need

**IT AIN'T WHAT
YOU GIVE**

**IT'S THE WAY
THAT YOU
GIVE IT**



Caroline Fiennes





I was brought up in a different tradition.

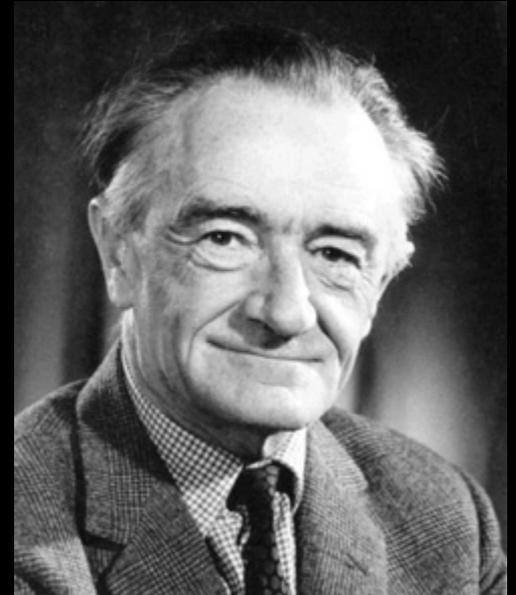
We were taught to ask: what would you do if:

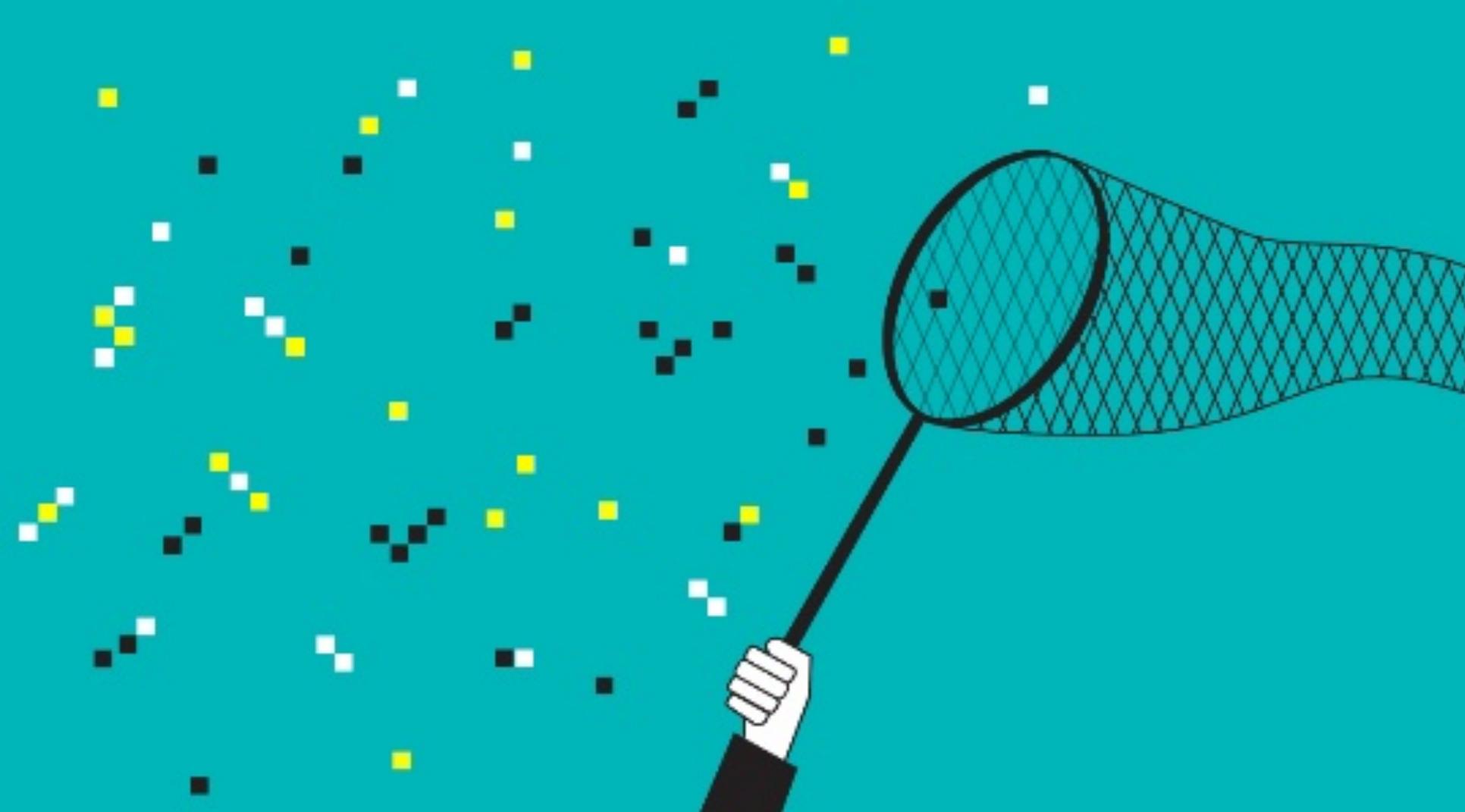
(a) the test is positive, or

(b) negative?

If A and B are the same, don't do the test.

Archie Cochrane







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We already know the answer

The method is too crap to provide a decent answer

It never gets published at all

It's published with insufficient detail to be useful

Who's not sharing their trial results?

Trials registered on [ClinicalTrials.gov](https://clinicaltrials.gov) should share results on the site shortly after completing, or publish in a journal. But many organisations fail to report the results of clinical trials. We think [this should change](#). Explore our data (last updated April 2017) to see the universities, government bodies and pharmaceutical companies that aren't sharing their clinical trial results.

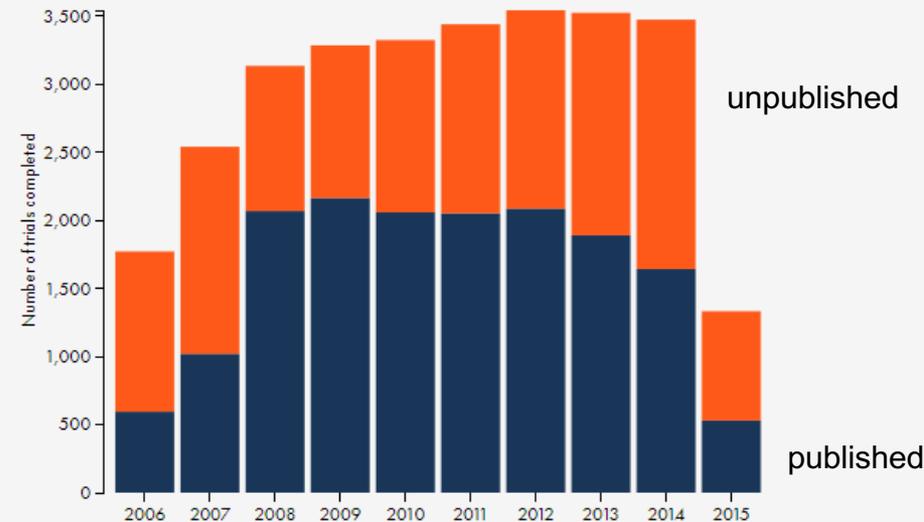
Trial sponsors

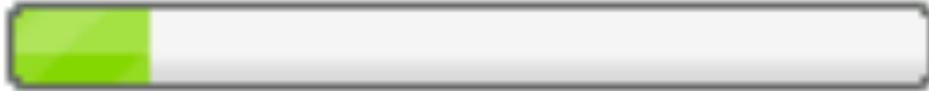
We've ranked the major trial sponsors with the most unreported trials registered on [ClinicalTrials.gov](https://clinicaltrials.gov). Click on a sponsor's name to find out whether it's getting better at reporting completed trials - or worse.

	Name of sponsor	Trials missing results	Total eligible trials	Percent missing
12	University of California, San Francisco	129	278	46.4%
13	University of Pennsylvania	126	225	56.0%
14	Novartis	124	352	35.2%
15	Bayer	123	285	43.2%
16	University Health Network, Toronto	114	149	76.5%
17	Massachusetts General Hospital	113	318	35.5%
18	Astellas Pharma Inc	111	174	63.8%
19	University of Michigan	111	191	58.1%
20	Medical University of Vienna	110	166	66.3%

Trials by year

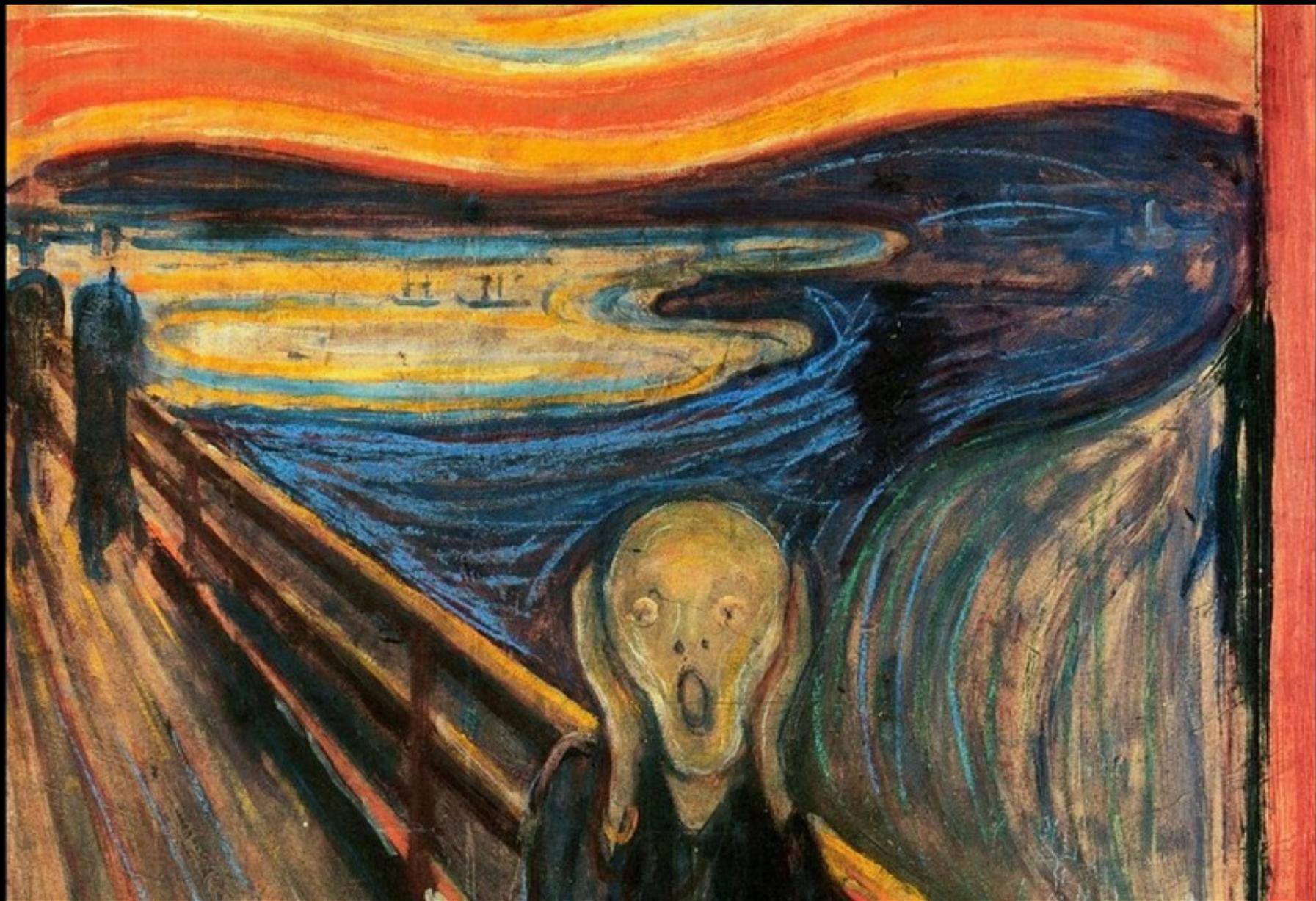
Since Jan 2006, **all major trial sponsors** completed 29,377 eligible trials and **haven't published results for 13,266 trials**. That means 45.2% of their trials are missing results.



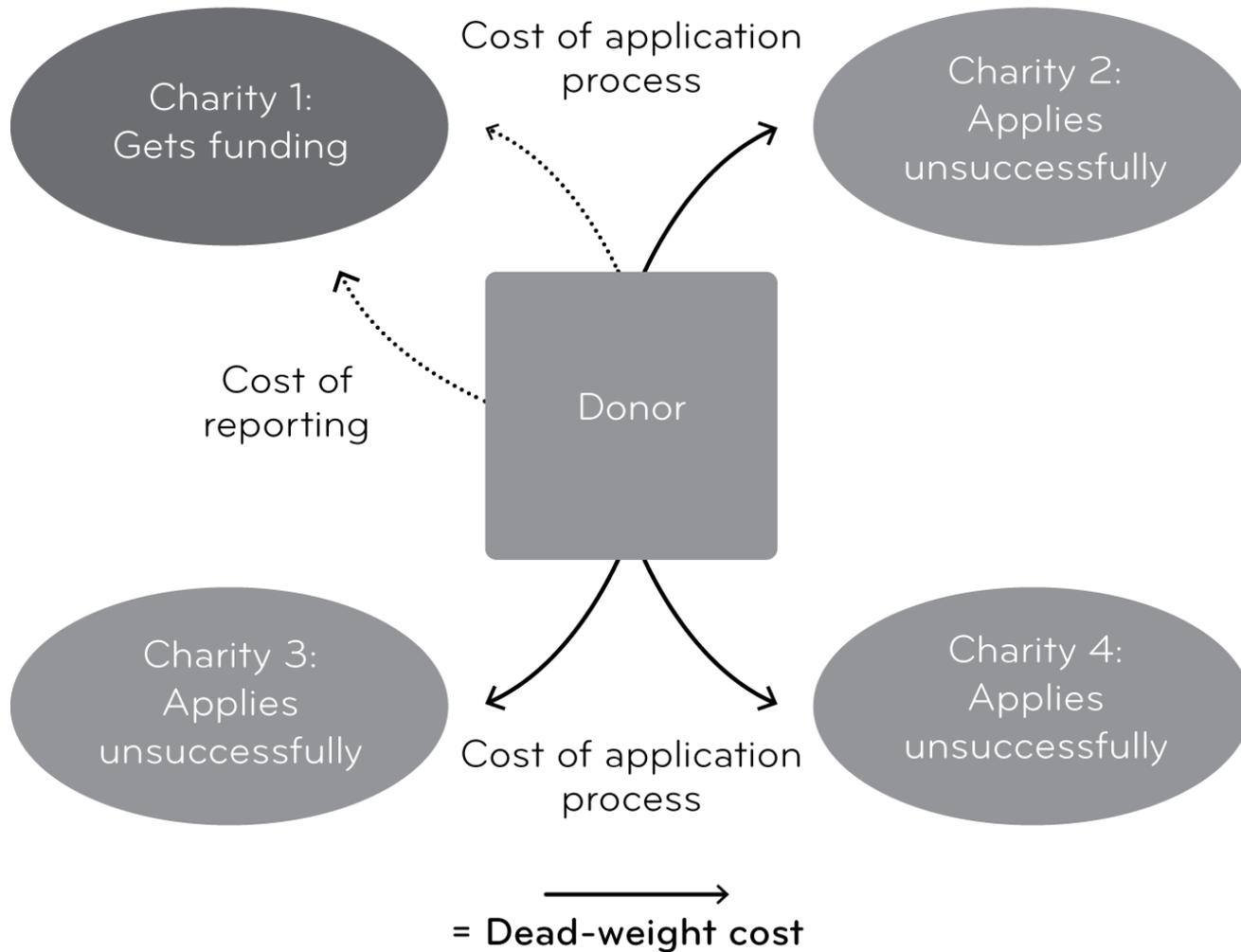


15%

“the best minds of our generation are filling in forms”



Costs created by donor borne by charities







- Applications to NZ medical school
- NZ Health Research Fellowships
- US Greencards
- Wimbledon tickets at my tennis club(!)



Trisha Greenhalgh  @trishgreenhalgh · Nov 2

Email from postdoc, preparing talk. "Do I have to read all 128 pages of @OfficialNIHR guidance on how to use logo?"
one.nihr.ac.uk/nihr-identity-...



6



8



43





What my work has got to do with yours



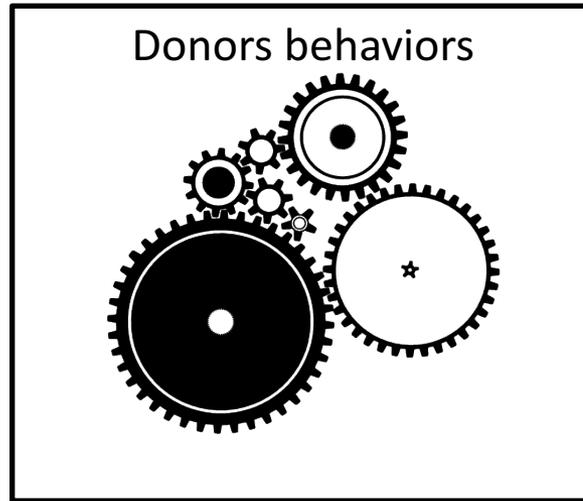
Boring but important



How to fund successful research



The Magic Impact Fairy



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graph LR; A[Sourcing organisations to consider] --> B[Selecting which to support]; B --> C[Helping them]; C --> D[Tracking their impact]
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We need a science of philanthropy

Billions of dollars are being donated without strong evidence about which ways of giving are effective, says Caroline Fiennes.

Philanthropists are flying blind because little is known about how to donate money well. Facebook founder Mark Zuckerberg's US\$100-million gift to schools in Newark, New Jersey, reportedly achieved nothing. Some grants to academic scientists create so much administration that researchers are better off without them. And some funders' decisions appear to be no better than if awardees were chosen at random, with the funded work achieving no more than the rejected.

The recipients of funds are increasingly scrutinized, but the effectiveness of donors is not. Funders are rarely punished for under-performing and usually don't even know when they are: if the work that they fund helps one child but could have helped ten, that 'opportunity cost' is felt by the would-be beneficiaries, not by the funder. The same is probably true of agencies that fund research.

I founded an organization that promotes charitable giving based on sound evidence. I am acutely aware of how scant the evidence is about which ways of giving work best. The solution lies in more research on what makes for effective philanthropy. A 'science of philanthropy' could enable more to be achieved with the tens of billions given each year by foundations and other donors and funders.

Only a handful of studies have been done on donor effectiveness. The Center for Effective Philanthropy in Cambridge, Massachusetts, found that the time spent on proposals for, and the management of, ten grants of \$10,000 takes nearly six times as long as the time spent on one grant of \$100,000. The London-based consultancy nfpSynergy found that UK charities value £2 (\$2.6) of unconditional funds as much as £3 of

Foundation in Hong Kong (published this month) found that grant size didn't seem to affect success. Similarly, a study of the impact of arthritis research found that large grants were no more consequential than small ones, possibly because smaller grants were awarded for different types of work. Another key issue is whether a broad or narrow scope makes funders more effective. The dominant theory in business is that specialization boosts success; nobody knows whether (or when) that is true in philanthropy.

Other unanswered questions concern the appropriate duration of grants, whether funders do better operating alone or in partnership with other funders, how involved donors should be in the work that they support and how donors should find recipients. Is it better to open applications to everyone, or to approach prospective grantees?

How to select recipients also needs study. Almost all funders make their decisions subjectively, either by soliciting the opinions of experts about a proposal or by interviewing applicants. Research on everything from picking stocks to student admissions shows that humans show weaknesses and biases in allocating scarce resources. The role of biases in awarding philanthropic funds has not been examined. One funder of academic research found that shortlisting applicants based on objective criteria was a better predictor of success (measured by scientific publications) than interviews were. Such findings are intriguing, but still too indiscriminate to yield broad implications.

When medicine became a science, health and longevity increased. Similarly, a science of philanthropy could reveal principles about which ways of giving are most successful. To move in

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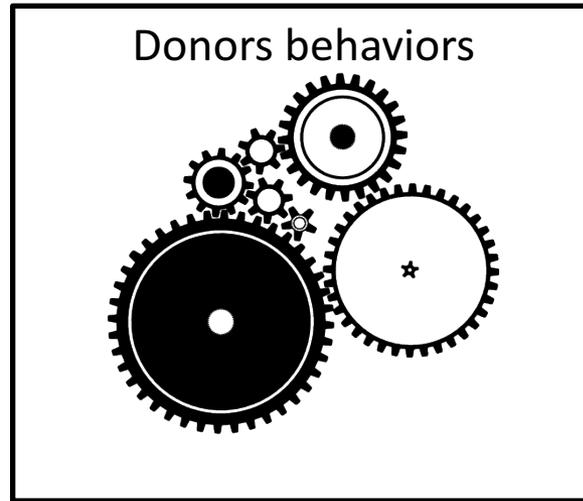
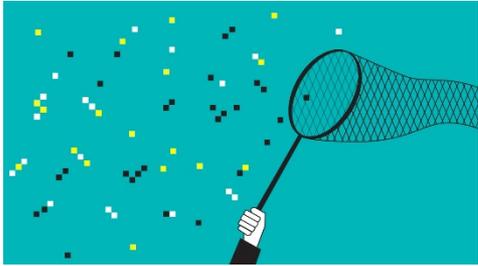
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graph LR; A[Sourcing organisations to consider] --> B[Selecting which to support]; B --> C[Helping them]; C --> D[Tracking their impact]
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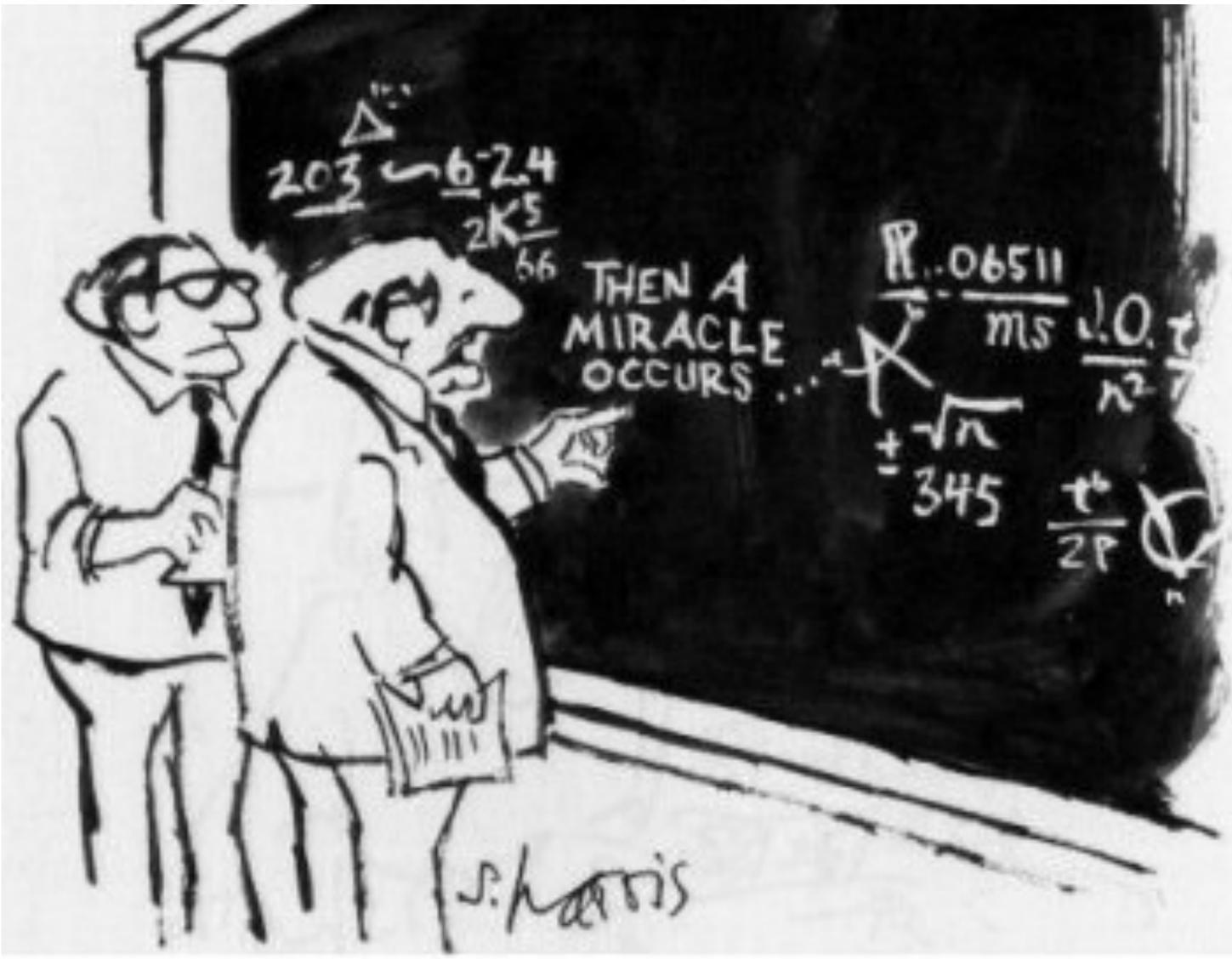
How to fund successful research



The Magic Impact Fairy

Common 'theory' of evidence and policy

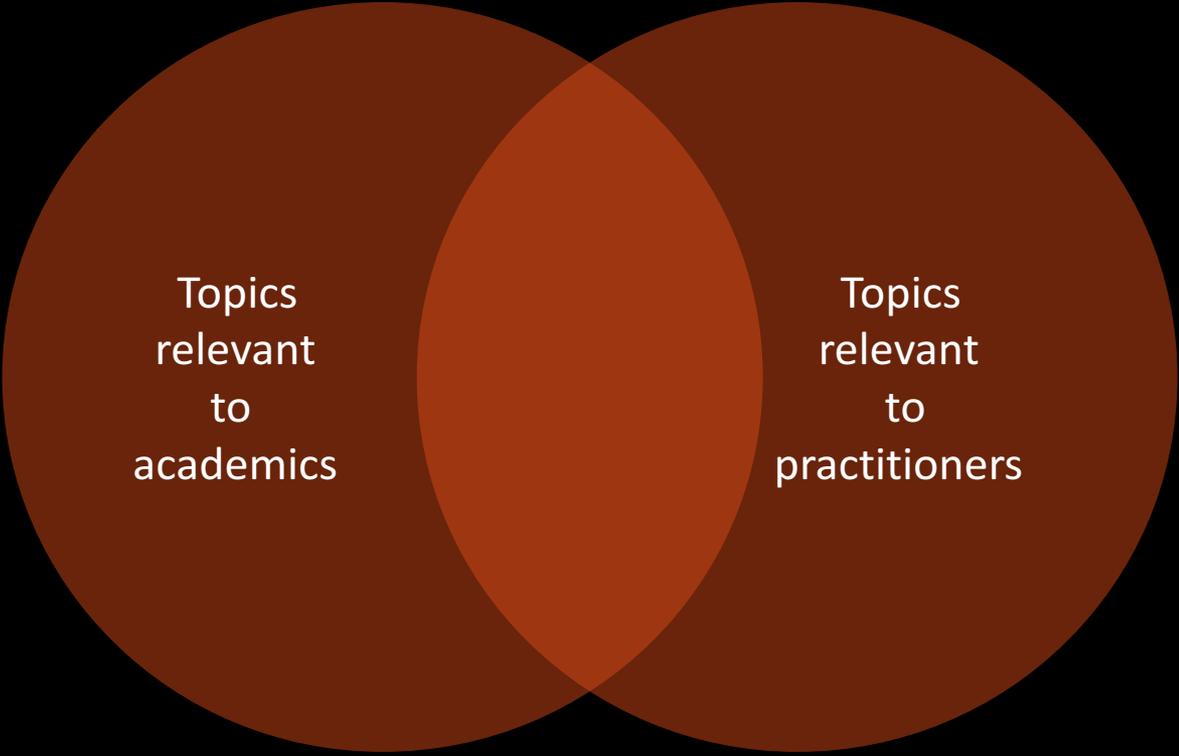
"I think you should be more explicit here in step two."



A Figure out what questions need answering

B Design programmes & test to answer those questions

C Tell everybody the answers and ensure they get used



A Figure out what questions need answering

B Design programmes & test to answer those questions

C Tell everybody the answers and ensure they get used

Ignorance

Inertia

Ideology

Instinct

“...we [the Nudge Unit] make the rounds [in] government. We usually meet with a minister and some senior staff. In these meetings, I have found myself proposing two guidelines so often that they have come to be team mantras:

1) You can't make evidence-based policy decisions without evidence.

2) If you want to encourage some activity, make it easy.”

- Richard H. Thaler, writing in

The New York Times

If nothing else...

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Lancet restaurant gives medical professionals food for thought

By Li Hongyang | China Daily | Updated 2017-11-02 07:14



Customers eat lunch at the Lancet Barbecue, which gives discounts to people who have had papers published in academic journals. Wang Zhuangfei / China Daily

“A barbecue outlet in Beijing has become a favorite dining place for the capital's scientific fraternity.

When Feng Shangqing published a paper in a scientific journal, she was simply hoping it would prove beneficial to her medical career. She didn't imagine that the article would provide her with a discount at a barbecue restaurant.

The physician, was given a discount of 84 yuan (\$12.67) as a result of the paper's "impact factor" - a measure of the frequency with which articles are cited in a particular year. The 84 yuan discount was a multiple of the paper's impact factor of 8.4, which is considered a good score...”

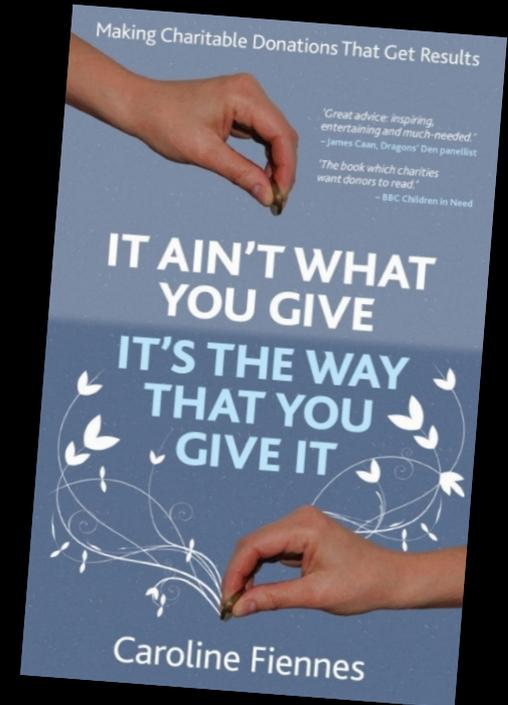
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