

## ***Impact Case Study***

### **UoA 36: Communication, Cultural and Media Studies, Library and Information Management**

#### **Supporting Digital Media and the Creative Industries**

In the last five years, research has increasingly focused on the impact that digital media have had, and can have, on the creative industries. This has resulted in research initiatives with the public sector that explore how digital technologies can impact on the wider cultural environment. There has also been an emphasis on the role that the creative industries can play in job creation and economic regeneration. The Unit's researchers (especially Colm Murphy, Sarah Edge, Helen Jackson and Alan Hook) have established research projects developing particularly strong links, for example, with the tourism industry to explore the potential of mobile phone apps and on-line gaming to promote tourism generally and to increase visitor numbers in museums, galleries and heritage sites (Jackson and Hook). We have developed our relationship with the devolved government, the NI Executive, with local government and InvestNI to disseminate our policy research on the creative industries. We have helped Government to identify the skills needed to sustain growth in the digital media sector (C. Murphy, S. Edge).