**’How do you prioritise feedback?’**

Please find below transcript for the video ’How do you prioritise feedback?’ This video features academic Harsha Parmar. The full [video can be found on YouTube here](https://youtu.be/JALUSYebhUA).

**Transcript**

**“**So I’m an academic I’m a senior lecturer at the University of Manchester and I get feedback in all sorts of different ways.

So for example if I was writing a journal article I would send it off to the to the journal, to the editor, and then they would get some peer reviewers to look at that feedback.

And actually that can be quite a brutal process because you’ve spent months and months on end putting a piece of work together, you’ve had colleagues who’ve also worked on that piece of work and it becomes really close to you and it’s a piece of work that you’re really proud of. And then six weeks, eight weeks down the line you get an email to say “sorry we’re not going to accept it unless you make these changes” and it’s actually quite horrific but you kind of even learn that when you send something away you’re always going to get comments back because actually that’s just part of the process, and because you’ve been working on it so closely it’s always good to get another pair of eyes on it just to see how you could improve it.

So you almost have that belt and braces approach where you’re expecting you know some pretty harsh comments to come your way but once you’ve gotten over that read them through, that’s what I do, I read them through but then I need to take a few deep breaths before I do that and then I start prioritising and saying okay, these comments are quite significant, this is something that I need to take back to my team and work on in a little bit more depth, but these ones aren’t too bad and it’s something that you can manage in a smaller space of time.

And always, always, always remember to have a look at the good stuff as well. It’s quite often with feedback you’re just going straight in “what didn’t they like?” and “what is it that I’ve done wrong?” but look at the good stuff as well because that will probably help you to address your style of writing and things like that.

And so that’s one thing that I do when I’m receiving feedback from journal articles.

As an academic you have peer reviews as well so we do have other academics that come in and look at our teaching to see how we’re performing, what we’re doing well, what we could improve on, and I kind of see that as a nice process so it’s not someone coming and watching you as such and trying to find faults with what you’re doing and they may see things differently to how you perceive them going on so very often people will come in and they’ll say “I really liked what you did there you could see that students were engaged” so you think okay I’ll carry on doing that but there may be things that they pick up on that you’ve not seen or mentioned before — perhaps there are certain phrases that you use too often, perhaps you’re talking about or over emphasising certain points — so you have to not take it too personally because feedback is not meant to be personal in terms of you as a person it’s very much about a product of what you’ve produced and you have to kind of take yourself almost remove yourself from that situation and imagine like you’re a helicopter and you’re looking down at what’s happening around you and try and look at it objectively it’s taken me a long time to do that. I always did take things very personally and to heart and became disappointed with some of the outcomes that I got but you know as I’ve become older and wiser dare I say it and you learn to remove yourself from the situation and just see it for what it is.”