

الحمد لله الرحمن الرحيم



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# Kudos: Promoting the reach and impact of published research

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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)  
<http://scholar.google.com/citations>



16<sup>th</sup> March 2016

3<sup>rd</sup> SERIES OF INTRODUCTORY WORKSHOP ON:  
***Strategies to Enhance Research  
Visibility, Impact & Citations***

**Nader Ale Ebrahim, PhD**

=====  
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[www.researcherid.com/rid/C-2414-2009](http://www.researcherid.com/rid/C-2414-2009)  
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Read more: Ale Ebrahim, N., Salehi, H., Embi, M. A., Habibi Tanha, F., Gholizadeh, H., Motahar, S. M., & Ordi, A. (2013). [Effective Strategies for Increasing Citation Frequency](#). *International Education Studies*, 6(11), 93-99. doi: 10.5539/ies.v6n11p93

# Abstract

**Abstract:** In order to ensure that the high quality work of your research, reaches the widest possible audience. You need tools to disseminate the research findings and publications. Kudos is one of the service that provides tools for researchers to maximize the visibility and reach of their published papers. Kudos provides a new way for authors to use social media to engage the digital community with their research. By creating 'profiles' for their published articles and adding short titles, lay summaries, impact statements and supplementary content, authors can make their articles more engaging for a digital readership.

**Keywords:** H-index, Improve citations, Research tools, Bibliometrics, KUDOS, Research impact, Research Visibility

# Strategies for Enhancing the Impact of Research

Improving access and retrieval of your research study is the surest way to enhance its impact. Repetition, consistency, and an awareness of the intended audience form the basis of most the following strategies.

[Preparing for Publication](#)

[Dissemination](#)

[Keeping Track of Your Research](#)

[Source: Washington University School of Medicine, St. Louis Missouri](#)

## Authors cite a work because:

- It is relevant (in some way) to what they're writing
- They know it exists

Source: Gosling, C. (2013). [Tips for improving citations 2nd Bibliometrics in Libraries Meeting: The Open University](#).

# Disseminate Publications

**(Advertising)**



THE LONDON SCHOOL  
OF ECONOMICS AND  
POLITICAL SCIENCE ■



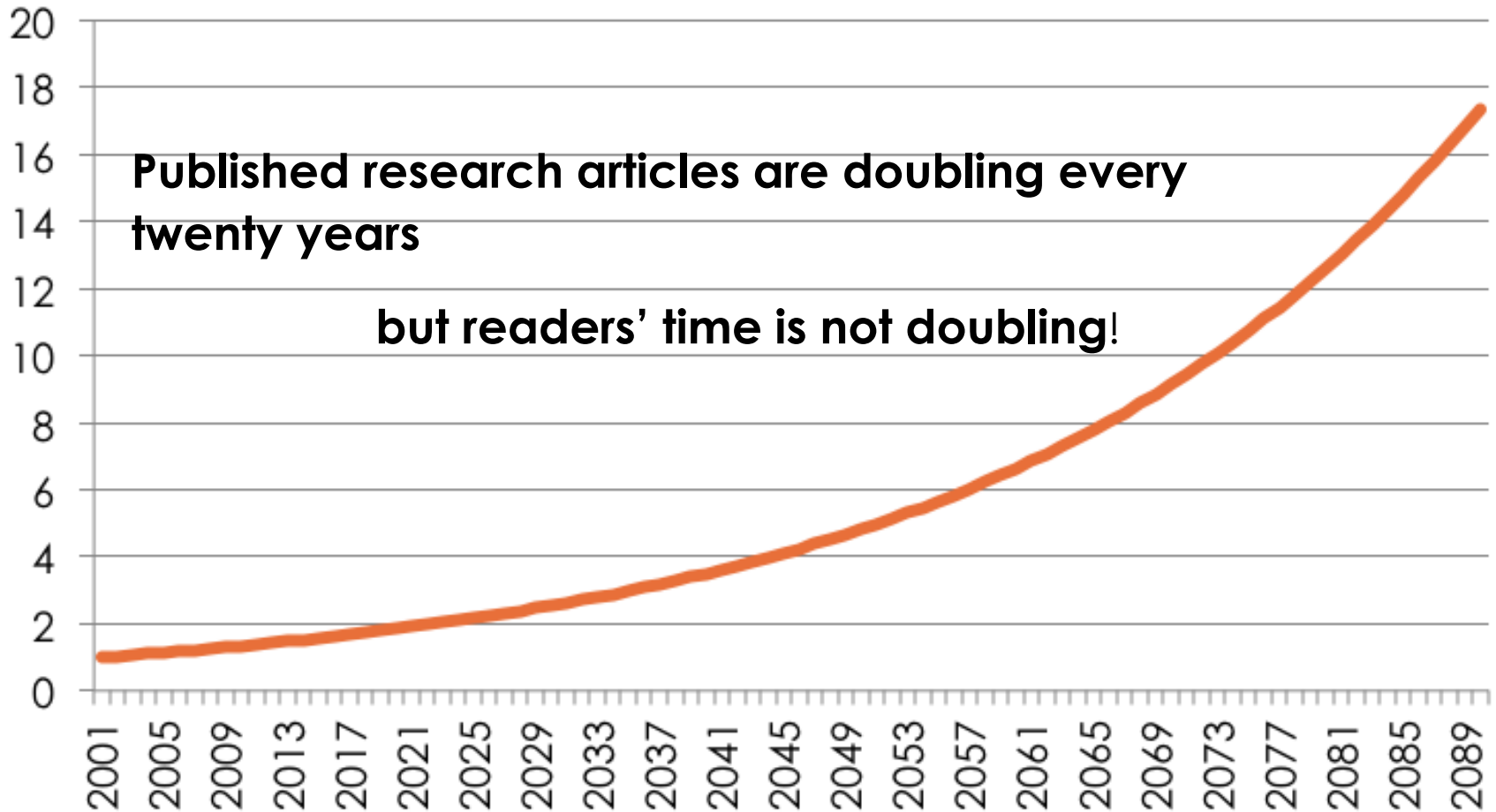
## Citations are not enough: Academic promotion panels must take into account a scholar's presence in popular media.



Scholars all around the world are almost solely judged upon their publications in (prestigious) peer-reviewed journals. **Asit Biswas** and **Julian Kirchherr** argue that publications in the popular media must count as well. After all, these publications are crucial in informing practitioners' decision-making.

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# Overload of information



## Growth curve for number of articles published per annum

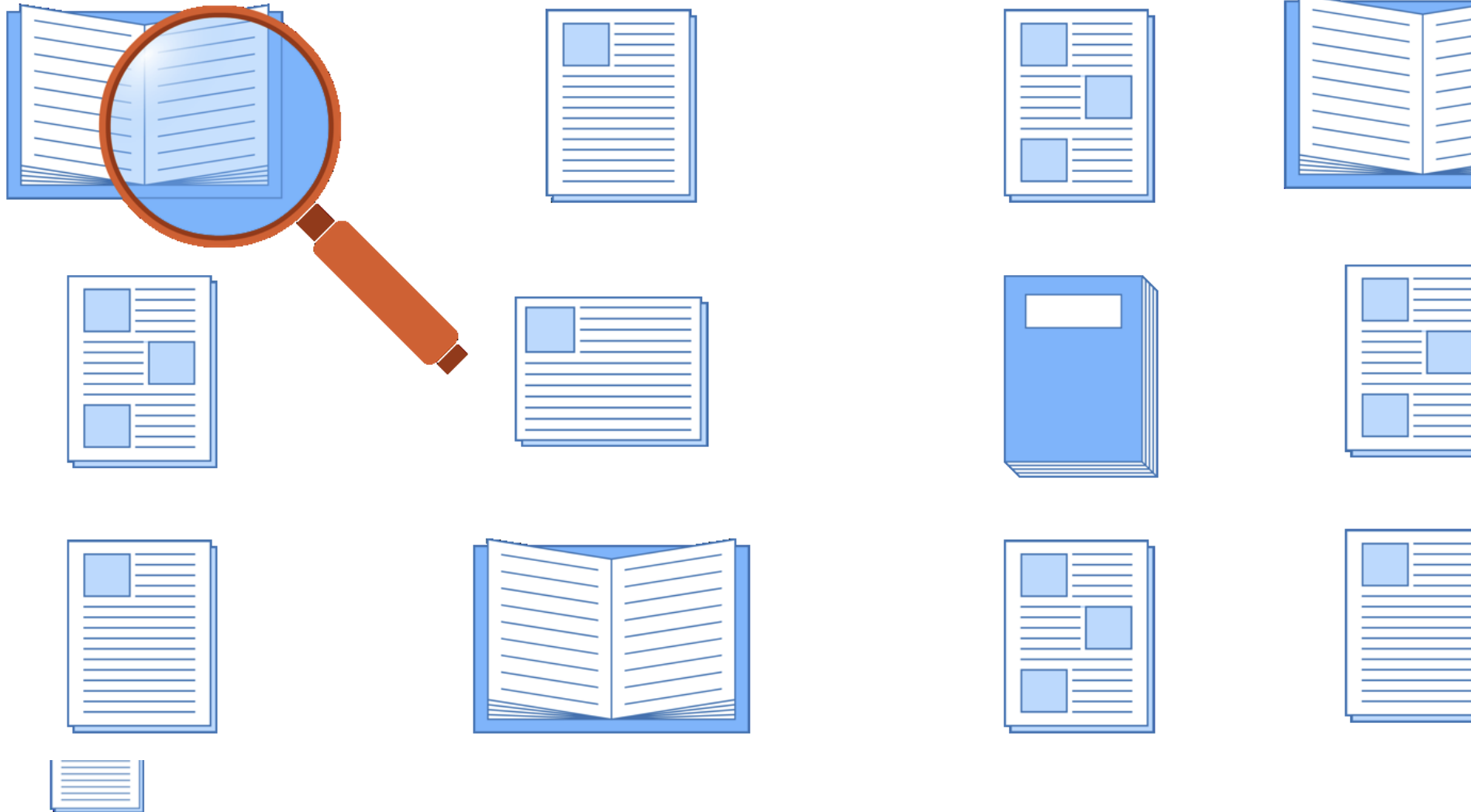
Chart based on 3.26% pa growth in article numbers, the lower limit proposed by Mabe and Amin in „Growth dynamics of scholarly and scientific journals“. *Scientometrics*, 51:1 (2001) 147–162



**Increased access**  
**=**  
**Increased downloads**  
**=**  
**Increased citations**  
**=**  
**Increased impact!**

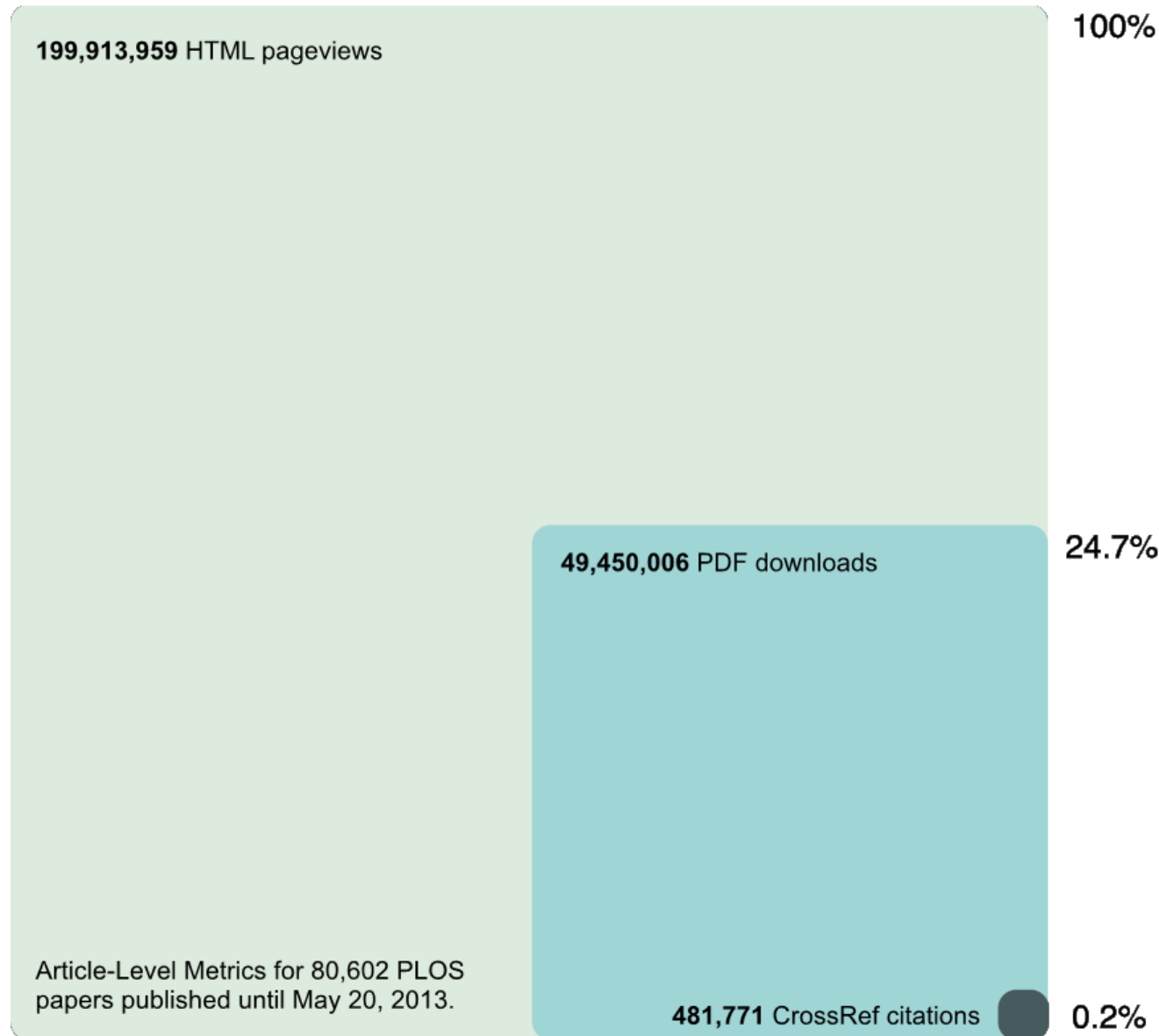
Source: [Rosarie Coughlan, \(August 2011\) "Enhance the Visibility & Impact of Your Research-9 Simple Tips", Accountancy Librarian, Concordia University](#)

# Impact requires visibility



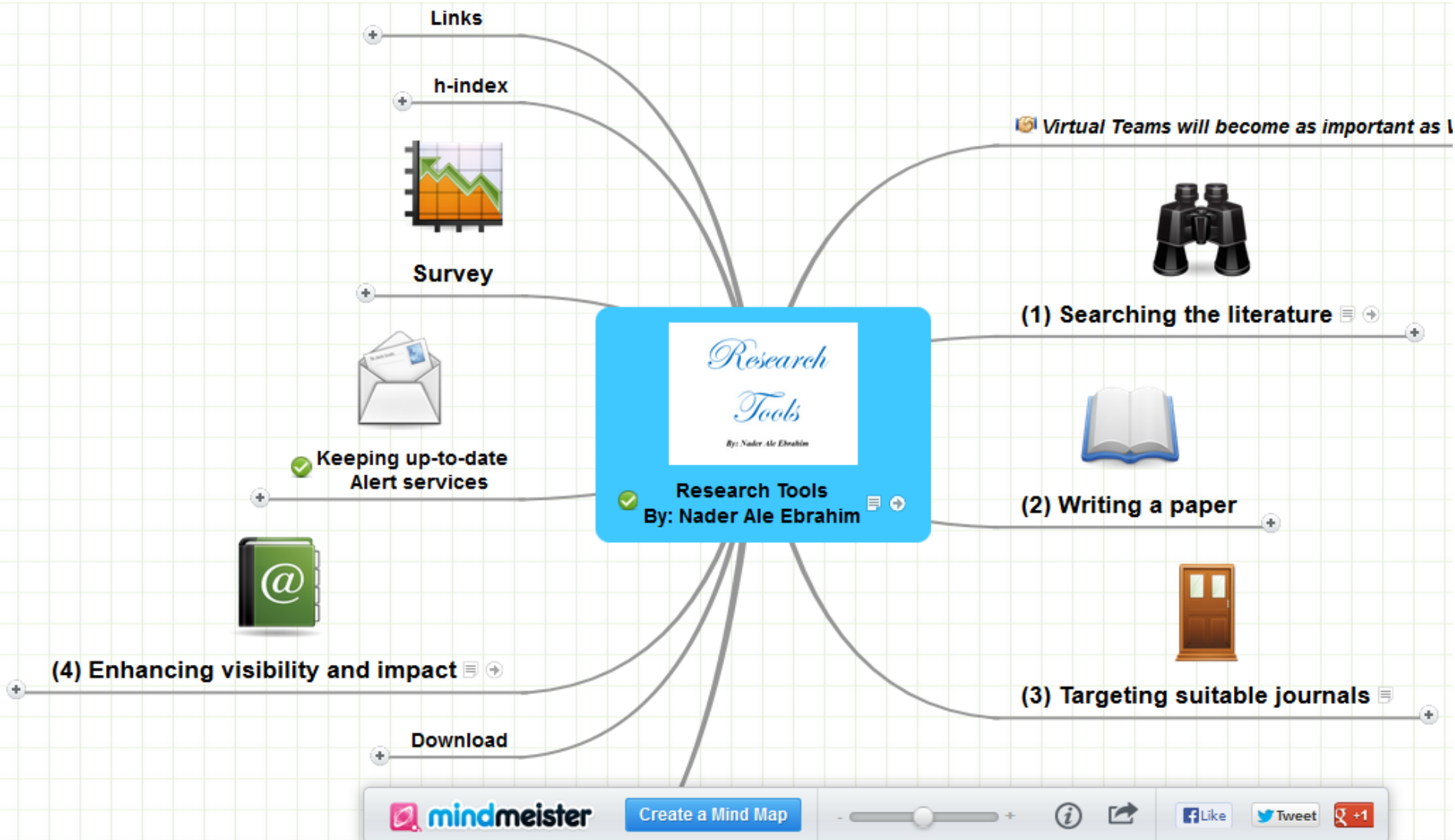
Numbers are  
GREAT

but what's the  
impact of the  
research?

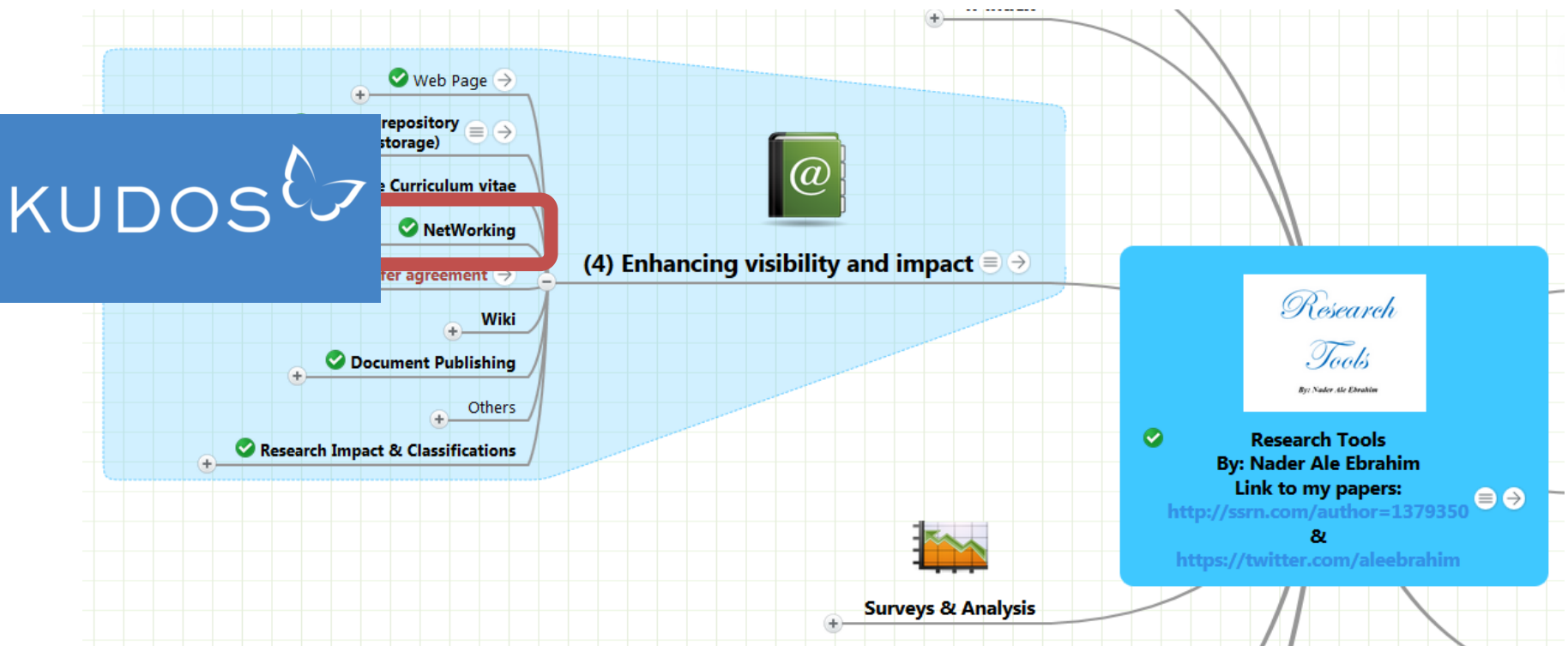


Source: [Finding Insights in ALMS for Research Evaluation. Posted on November 20, 2013 by PLoS Admin](#)

# 33-Use all “Enhancing Visibility and Impact” tools



# Research Tools Mind Map: Networking





# KUDOS puts researchers in the driving seat

tools to improve the impact of their work

14 Week Pilot in 2013

**19% higher**  
**article usage per day**

for articles shared using the Kudos tools  
compared to the control group

Home » [Increase Impact With Kudos](#)

## Increase Impact With Kudos

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KUDOS 

Liverpool University Press has partnered with **Kudos** – a service that provides tools for researchers to maximise the visibility and reach of their published journal articles – in order to ensure that the high quality work of our authors reaches the widest possible audience.

If you have recently had an article published in a **Liverpool University Press journal**, you can **register with Kudos** and begin using the service immediately, completely free of charge.





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## Library

### Research Hive Seminars 2014



Now in its fifth year, the highly popular Sussex Research Hive Seminar series returned to bring together the research community to discuss a range of current issues. This year speakers explored how archives can support qualitative research and approaches for increasing the reach of your research, as well as how to demonstrate the impact of creative research outputs, and innovations in scholarly publishing.

These lunchtime events, funded by SAGE, were hosted by the Library and open to everyone engaged in, or supporting, the research process at Sussex.

## Increasing the reach of your research

With academics increasingly facing information overload, how can you ensure that other researchers find your articles in the first place? This seminar looked at different approaches: Kudos, a new service which can help you increase the impact of your research, and case studies from academics who have used social media to generate interest in their work.

Speakers:

**James Wilsdon** - Professor of Science and Democracy, University of Sussex ([Audio](#) / [Slides](#))

**Tim Hitchcock** - Professor of Digital History, University of Sussex ([Audio](#) / [Slides](#))

# EVENT: Increase the Visibility of Your Work: Embracing Alternative Metrics Tools



This event is sponsored by the [UCSF Library](#) and [Altmetric](#).

**DATE & TIME:** February 26, 2016, 12 noon – 1:30 pm

**LOCATION:** Mission Bay Campus, Genentech Hall, Room N114

Publishing the results of your research is the first step. How can you increase the reach and visibility of your work? Hear from three presenters on tools to help present, disseminate, and track use of your scholarly work.

For UCSF researchers and faculty, [UCSF Profiles](#) is an essential tool for presenting your research portfolio to the world. UCSF Profiles pages are viewed by industry, media, foundations, NIH, other universities and more. Learn how to optimize this tool to advance your career, recruit staff and research collaborators, and showcase your accomplishments to the online world.

[Kudos](#) is a web-based service that helps researchers and their institutions and funders to maximize the visibility and impact of their published articles. Kudos provides a platform for assembling and creating information to help search filtering, for sharing information to drive discovery, and for measuring and monitoring the effect of these activities.

[Altmetric](#) is a service that tracks a range of sources to capture and collate activity around scholarly content, helping researchers monitor and report on the attention surrounding their work.

# Institutional partners



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LIVERPOOL



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INSTITUTE**



Stockholm  
University

  
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HUDDERSFIELD

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Activate your online access!

Home

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Search:



## ***The MIT Press Partners with Kudos***

In November 2015, the MIT Press became a publishing partner with [Kudos](#), a service to “help researchers explain, enrich, and share their publications for greater research impact.” With just a few clicks, authors can claim their publications and promote them to the wider public.

### **Why partner with Kudos?**

With millions of academic articles published each year, it’s a challenge for authors to draw attention to their individual works. Kudos surmounts this obstacle by providing opportunities to further disseminate the high quality, high impact articles we publish at the MIT Press. We’re optimistic about increasing the readership and the reach of our journals program.

### **I’m an author and I’d like to share my articles. How can I get involved with Kudos?**

RESEARCH AUTHORS // APRIL 7TH, 2015

## See how Kudos can impact citations of your publications

**Charlie Rapple***Co-founder, Kudos*

0 Comments

Tags: [Charlie Rapple](#), [citations](#), [digital news](#), [Impact Factor](#), [industry news](#), [Kudos](#), [Web of Science](#)

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Almost 18 months ago, I wrote a [post for this blog](#) about Kudos, then a pilot service to help researchers and their publishers increase the reach and impact of publications. The pilot was a success, with basic analysis indicating that downloads of full text were 19% higher for publications explained and shared using the Kudos toolkit. The service launched fully in April 2014, and to date has attracted over 35,000 researchers and 35 publisher partners – including Wiley, whose own experimentation with Kudos in 2014 resulted in encouraging indications of the effect that Kudos can have on reach and impact.

A number of developments have helped to improve the service since launch, for example, our integration with [ORCID®](#), which makes registration and claiming easier for authors that already have ORCIDs. We're also now piloting an institutional service, which will give staff in roles such as

Home > Elsevier Connect > New Kudos service helps researchers boost their visibility and impact

Innovation in Publishing

# New Kudos service helps researchers boost their visibility and impact

15 publishers, including Elsevier, are beta-testing a platform that helps authors reach a wider audience and measure the impact of their published articles

By Inez van Korlaar, PhD   Posted on 29 January 2014

 Print  PDF

Share story:       

## Elsevier's partnership with Kudos

After a successful alpha release phase in partnership with [AIP Publishing](#), the [Royal Society of Chemistry](#) and [Taylor & Francis](#), Kudos is ready to take the next step and has signed up additional publishers, including Elsevier, for their beta phase.

In this article, Kudos co-founder [Charlie Rappale](#) (@CharlieRappale) and Elsevier

# Emerald extends partnership with Kudos after authors benefit from record pilot



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## Emerald news

### Product Information:-

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## Emerald extends partnership with Kudos after authors benefit from record pilot

Bingley - United Kingdom, 10 July 2015 – After a successful trial period in 2014, [Emerald Group Publishing](#), global publisher linking research and practice, has extended its partnership with [Kudos](#) - an online platform that helps increase the impact of published articles - to roll out the value-add service for Emerald authors. Results of the 2014 trial were very encouraging with Emerald authors showing the highest level of activity across the Kudos trial, illustrating the interest of Emerald authors in broadening the reach and impact of their research.

### Services

[Publishing Services](#)

[Research and Publishing Pathway](#)

Academics are increasingly under pressure to illustrate the value of their work to wider society and to extend their impact and visibility; the Kudos platform provides a valuable set of resources towards achieving this goal. One indication of the value of the pilot to Emerald authors was that usage of full-text articles for those authors trebled when using the Kudos tools, compared to articles whose authors did not use the service.

### Resources:

[Licensing Solutions](#)

[For Authors](#)

[For Reviewers](#)

Tony Roche, Emerald's Publishing Director, comments: "Partnering with Kudos offers Emerald authors further support in extending the impact of their research. Social media is now firmly embedded as a scholarly communication tool. The Kudos service provides authors with an opportunity to share insights globally and reach wider audiences, across subject communities and a variety of stakeholders. Aligning closely with Emerald's vision to better link research and practice, our continued collaboration with Kudos affirms the company's commitment to supporting authors in achieving their goals."

Fibre Systems

Electro Optics

Europa Science

Imaging & Machine Vision Europe

# Research Information

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
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PUBLISHING NEWS

## Sage and Kudos extend partnership

26 January 2016

 Tweet  0  Share



# 50+ publisher partners



# What is Kudos?

[An Interview with David Sommer, Co-Founder](#)

- The idea for Kudos was born at the ALPSP (Association of Learned and Professional Society Publishers) conference in 2012 when Melinda Kenneway and Charlie Rapple (both from TBI Communications) and David Sommer, Co-Founder sat down and started talking about the challenges that face academic researchers today.
- **Kudos pilot phase was until Dec 2013.**
- Kudos is available for authors of published research from any field
- Kudos is well positioned to support the scholarly publishing process and help authors become more efficient and effective at communicating their works to maximize the reach and impact of their research.

Source: <http://scholarlykitchen.sspnet.org/2013/12/17/what-is-kudos-an-interview-with-david-sommer-co-founder/>

# Launched May 2014



**30,000+** researcher registrations

**1,000+** new registrations weekly

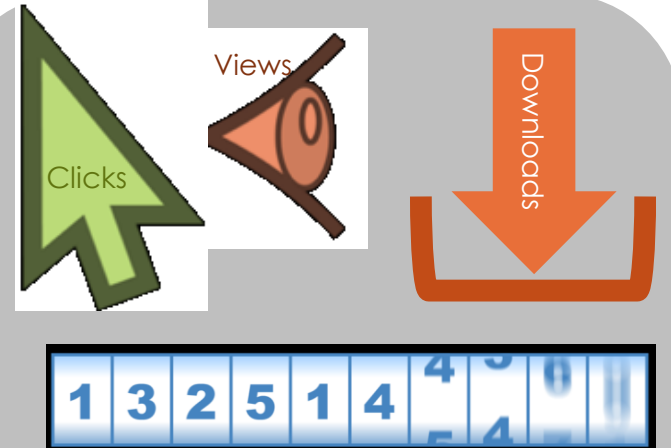
**300,000+** publications claimed

**Free for authors to use**

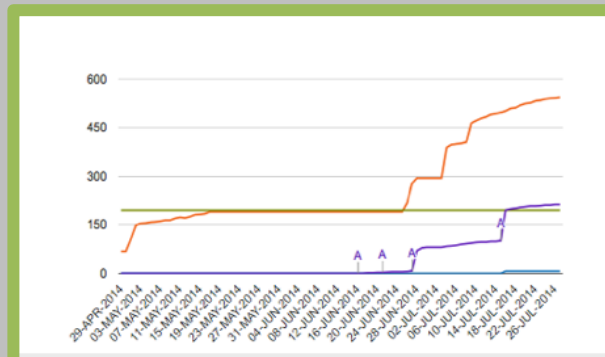
# How Kudos is different – sharing



How do you know what effect your efforts to **share your work** are having on its **performance?**



**KUDOS**  
connects the dots!



This shows cumulative activity since the date this publication was first made available

# How Kudos compares to other services

|  | Create a profile | Connect publications to related resources | Share research | Broaden engagement with research | View a range of metrics | Manage multiple comms channels | Map actions against metrics | Understand how to maximize reach and impact |
|--|------------------|---|----------------|----------------------------------|-------------------------|--------------------------------|-----------------------------|---|
| <b>Kudos</b>   | ✓                | ✓   | ✓              | ✓                                | ✓                       | ✓                              | ✓                           | ✓   |
| ORCID, ResearchGate, Academia.edu                              | ✓                |   |                |                                  |                         |                                |                             |   |
| Google Scholar, Scopus   |                  |   |                |                                  | ✓                       |                                |                             |   |
| Institutional repository, CRIS                                 |                  |   | ✓              |                                  | ✓                       |                                |                             |   |
| Altmetric, Impact Story, Plum Analytics                        |                  |   |                |                                  | ✓                       |                                |                             |   |
| YouTube, Flickr, Slideshare, Figshare                          |                  | ✓   |                |                                  |                         |                                |                             |   |
| VIVO, Incend, ResearchFish                                     | ✓                |   | ✓              |                                  |                         |                                |                             |   |
| Twitter, Facebook, LinkedIn, Google+                           | ✓                |   | ✓              | ✓                                |                         |                                |                             |   |
| ResearchMedia, The Conversation, Futurity, Bulletin, Publisize |                  |   |                | ✓                                |                         |                                |                             |   |

Source: Charlie Rapple, Co-Founder Kudos (2015) Increasing the reach and impact of published research

# The Kudos workflow

Kudos provides an independent, cross-publisher platform for researchers to explain and share their work with wider audiences, and to measure the impact this has on downloads, citations and altmetrics.

There are four simple stages involved for authors to achieve this:

**Explain** – Explain publications by adding plain language short titles and lay summaries, and by highlighting what makes the work important; this serves to boost discoverability

**Enrich** – Enrich articles by adding links to related resources (including videos, slides, data, etc.) that will help put author research in context

**Share** – Share publications by email and social media. Kudos will also share content and links with other discovery channels to maximise reach

**Measure** – Measure the impact on article performance against an array of metrics, including downloads, citations and altmetrics, providing a comprehensive picture of a specific article's success

EXPLAIN

SHARE

MEASURE



# Step 1: Explain your publications

- Adding a **short title** to your publications will help make them easier to find and can help increase citations. Make the title specific, descriptive, concise, and comprehensible to a broad range of readers. Studies show that the **construction of an article title has a significant impact on how frequently the paper is cited** [1]. Studies also show **articles with short titles can be more highly cited** [2].
- Adding a simple, non-technical explanation (**lay summary**) of your publication will make it easier to find, and more accessible to a broader audience. Adding an explanation of what is most unique and/or timely about your work (**impact statement**), and the difference it might make, will also help increase readership.
- **Kudos will deposit this additional information about your article with a range of discovery services**, all linking back to your publication, to ensure it is even easier to find, read and cite.
- Useful resources to help you write lay summaries and impact statements:
  - <http://www.dcc.ac.uk/resources/how-guides/write-lay-summary>
  - [http://www2.ncri.org.uk/ctrad/documents/ctrad\\_how\\_to\\_write\\_a\\_good\\_lay\\_summary\\_nov\\_2012.pdf](http://www2.ncri.org.uk/ctrad/documents/ctrad_how_to_write_a_good_lay_summary_nov_2012.pdf)
  - <http://blogs.bournemouth.ac.uk/research/2011/06/15/writing-a-lay-summary-is-easy-right/>
  - <http://www.southampton.ac.uk/ris/funding/impact.html>
  - <http://www.sfi.ie/funding/sfi-research-impact/impact-statements/what-makes-a-good-impact-statement.html>
  - <http://agsci.oregonstate.edu/research/writingimpacts>





# EXPLAIN

Step 1

Authors write a short title, lay summary and impact statement.



**CAPTURE WHAT IS MOST SIGNIFICANT**



**SUMMARIZE THE MAIN OUTCOME**

# Step 2: Enrich your publications

- Link your publications to related resources such as images, videos, blogs, data sets etc. These additional resources also help give readers a broader view of your work and can help increase citations.
- **Studies that made data available** in a public repository **received 9% more citations** than similar studies for which the data was not made available. **Publicly available data** was significantly ( $p=0.006$ ) associated with a **69% increase in citations**, independently of journal impact factor, date of publication, and author country of origin using linear regression [3]. Evidence also exists from individual publishers that linking videos to articles can increase downloads.



## Step 3: Share your publications

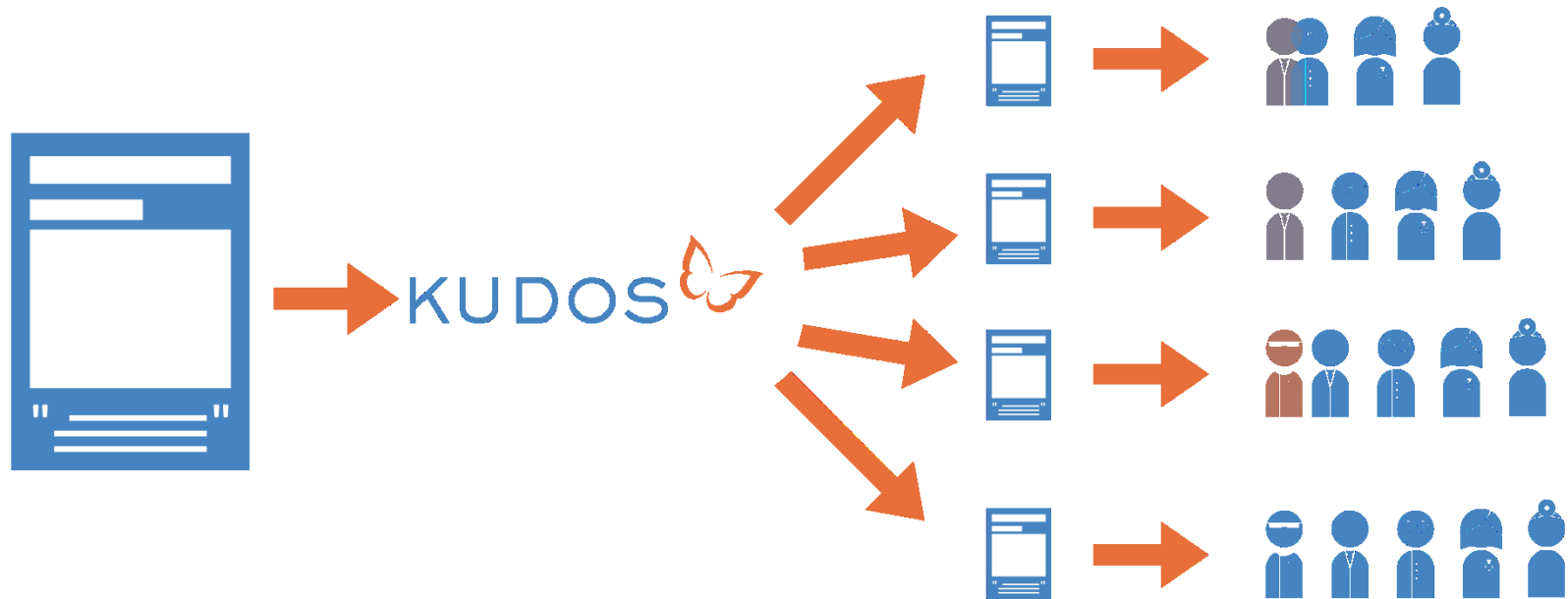
- Sharing your publications by email and social media can significantly increase usage and citations. For example, one study showed that **highly tweeted** articles are **11 times** more likely to be **highly cited** than less tweeted articles [4].
- Significant evidence also exists that promoting individual articles generally positively impacts on publication performance. One study showed that the **difference in citation count** for promoted articles versus non-promoted articles can still be **observed for more than 3 years post publication** [5].



# SHARE



Authors share links to their publications by email and through social media.

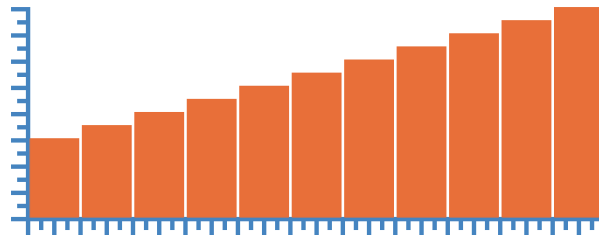
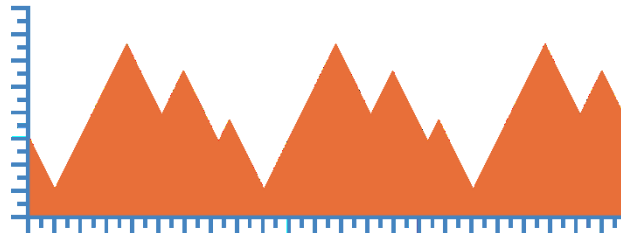




# MEASURE

Step 4

Authors can track the impact of this against a wide range of metrics.



# import the citations from ORCID into your Kudos

- First sign in to Kudos and select “Manage Account” from the My Tools drop down menu. Then, simply click the “create or connect your ORCID iD” button. Once your ORCID iD is connected to your Kudos account, Kudos can retrieve the list of publications you have added to your ORCID record and those you add in the future. These publications will appear on your “My Profile” page on Kudos.
- If you haven’t associated any publications with your ORCID record yet please create your ORCID publication list. See “How do I create my ORCID publication list?” for further information.

# import the citations from ORCID into your Kudos



## Dr Nader Ale Ebrahim

Current affiliation: Research Support Unit, Centre for Research Services, Institute of Research Management and Monitoring (I  
University of Malaya (UM)  
Subject speciality: Education  
Primary location: Malaysia

+ Add

### Publications

### Co-Authors



Definition of Virtual R&D Teams

Published in: SSRN Electronic Journal

Publication date: Not available

#### What's it about?

I defined "virtual R&D teams" based on the literature.

[Read more »](#)



Innovation and R&D Activities in Virtual Teams

Published in: SSRN Electronic Journal

Publication date: Not available

#### What's it about?

By a comprehensive reviewing of literature this article define a virtual teams and its characteristics, address environments...

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# import the citations from ORCID into your Kudos



 Dr Nader Ale Ebrahim | Menu ☰

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No file selected.

Title

Please Select

Dr

## Your ORCID® Details

 <https://orcid.org/0000-0001-7091-4439>

Your ORCID iD is connected to your Kudos account.

We will automatically check ORCID periodically to import any new publications that have been added.

Add publications to your Kudos profile:




# SHARE

**About** **Share** **Metrics** **Authors** **Related Publications** **Activity Log**

Post a trackable link to your publication on your social media accounts or via email, a blog post or online. We can then map your posts against metrics to help you understand which of these is helping you increase your readership.

## Social Media

Select which accounts to post to:

-  **Post to Facebook:**
-  **Post to Twitter:**
-  **Post to LinkedIn:**

Relationship among Economic Growth, Internet Usage and Publication Productivity

Characters remaining:  unlimited  36  596 [See examples...](#)

We will add a trackable link back to your publication on Kudos

**Post**





















## Email or post online

Create a trackable link to copy and share via email, other social media, or academic websites and networks (such as Mendeley, ResearchGate or Academia.edu.)

**Generate Link**

# MEASURE



| My research   |           |   | My shares |          |          |       | My metrics  |             |                |                     |                 | My citations  |   |
|---|-----------|---|-----------|----------|----------|-------|--|-------------|----------------|---------------------|-----------------|--|---|
| Publication   | Published | Explained   | Twitter   | LinkedIn | Facebook | Other | Share referrals  | Kudos views | Click throughs | Full text downloads | Altmetric score | Web of Science® Times Cited*   | More details...   |
| <a href="#">Virtual R&amp;D Teams: A New Model for Product Development</a>                  | 2015      |    | 0         | 0        | 0        | 0     | 0  | 2           | 1              | ?                   | 4               | -  |    |
| <a href="#">Qualitative and quantitative analysis of solar hydrogen generation liter...</a> | 2015      |    | 0         | 0        | 0        | 1     | 0  | 1           | 0              | ?                   | 2               | -  |    |
| <a href="#">Effective Factors for Increasing Rate of University Publication and Cita...</a> | 2015      |    | 0         | 0        | 0        | 0     | 0  | 0           | 0              | ?                   | -               | -  |    |
| <a href="#">The Scientific Articles on Art Criticism</a>                                    | 2015      |    | 0         | 0        | 0        | 0     | 0  | 0           | 0              | ?                   | -               | -  |    |
| <a href="#">Economic Growth and Internet Usage Impact on Publication Productivity am...</a> | 2014      |    | 1         | 0        | 1        | 0     | 13   | 19          | 0              | ?                   | 1               | -  |    |
| <a href="#">Equality of Google Scholar with Web of Science Citations: Case of Malays...</a> | 2014      |    | 1         | 0        | 0        | 0     | 2  | 12          | 0              | ?                   | 1               | -  |   |
| <a href="#">Ethical and Unethical Methods of Plagiarism Prevention in Academic Writing</a>  | 2014      |  | 1         | 0        | 0        | 0     | 4  | 15          | 0              | ?                   | 1               | -  |  |
| <a href="#">Visibility and Citation Impact</a>  | 2014      |  | 1         | 0        | 0        | 0     | 1  | 50          | 0              | ?                   | 1               | -  |  |
| <a href="#">Relationship among Economic Growth, Internet Usage and Publication</a>          | 2014      |  | 1         | 0        | 0        | 0     | 3  | 90          | 2              | ?                   | 1               | -  |  |

# Virtual R&D Teams: A New Model for Product Development

## Virtual R&D Teams for New Product Development



Virtual R&D Teams: A New Model for Product Development

Nader Ale Ebrahim


Published in: [International Journal of Innovation](#)


Publication date: October 2015

Publisher: University Nove de Julho

DOI: <http://dx.doi.org/10.5585/iji.v3i2.43>

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### What's it about?



The relationship between the three parameters in virtual R&D teams which are People, Technology, and Process, and virtual team's effectiveness is described. 

### Why is it important?




I found that the director of virtual team can reduce the cost and time of new product by improving the process. So, no need to spend too much investment to equip the team with high technology instruments or employ only talented knowledge workers. 


### Perspectives



[Nader Ale Ebrahim](#) (Author)

The paper provides a strategic forward guideline to the manager of new product development through virtual R&D teams. Improve and concentrate on the process of 

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#### "Virtual R&D Teams: A New Model for Product Development" in 3 Minutes

EPD 2010: 3 Minute Competition participant, Nader Ale Ebrahim, PhD Student from Engineering Design and Manufacture Department, University of Malaya shares his views on his

# Virtual R&D Teams: A New Model for Product Development



Dr Nader Ale Ebrahim | Menu

## Virtual R&D Teams for New Product Development



### Virtual R&D Teams: A New Model for Product Development

Nader Ale Ebrahim

Published in: International Journal of Innovation

Publication date: October 2015

Publisher: University Nove de Julho

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# Virtual R&D Teams: A New Model for Product Development

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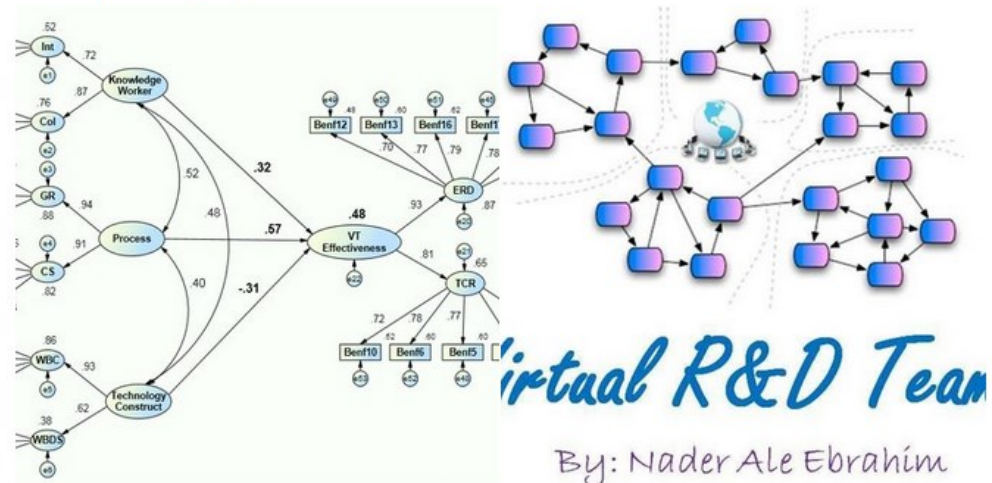


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# Virtual R&D Teams: A New Model for Product Development

## Virtual R&D Teams for New Product Development



Virtual R&D Teams: A New Model for Product Development

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Economic Growth and Internet Usage Impact on Publication Productivity

Published in: [Modern Applied Science](#)

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The study aimed to study the relationship among publication, gross domestic product (GDP) and internet usage.

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In this paper, the relationship between article visibility and the number of citations is investigated.

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Relationship among Economic Growth, Internet Usage and Publication Productivity

Published in: [Modern Applied Science](#)

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### What's it about?

This study aimed at finding the relationship among publication, gross domestic product (GDP) and internet usage.

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Virtual Teams for New Product Development

Published in: [Scientific Research and Essays](#)

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### What's it about?

The factors which influence the effectiveness of virtual teams are identified and these factors are modified using a field survey. The relationship...

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**Acceptance Date:** November 18, 2015  
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**Abstract**  
 Physical activity and aging research has burgeoned in the past few decades. Despite the increase in scholarly publications no attempts have been made to summarize the publication landscape and to identify works that had great impact to physical activity and aging research. We conducted a bibliometric analysis and collected publication data from 1980 to February 6, 2015 in the Web of Science Core Collection. Of the overall 9,935 publications most were published after 2007 and almost 60% were in the category of Geriatrics and Gerontology or Sport Sciences. Highly cited






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Mehdi Rakhshandehroo<sup>1</sup>, Mohd Johari Mohd Yusof<sup>1\*</sup>, Nader Ale Ebrahim<sup>2</sup>, Ali Sharghi<sup>3</sup>, Roozbeh Arabi<sup>1</sup>

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# Questions?



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