Kudos: Promoting the reach and impact of published research

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www.researcherid.com/rid/C-2414-2009
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16th March 2016

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3rd SERIES OF INTRODUCTORY WORKSHOP ON:
Strategies to Enhance Research Visibility, Impact & Citations

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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](#)

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 ■

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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.*

This wo
Creative
3.0 Un

Overload of information

Published research articles are doubling every twenty years

but readers' time is not doubling!
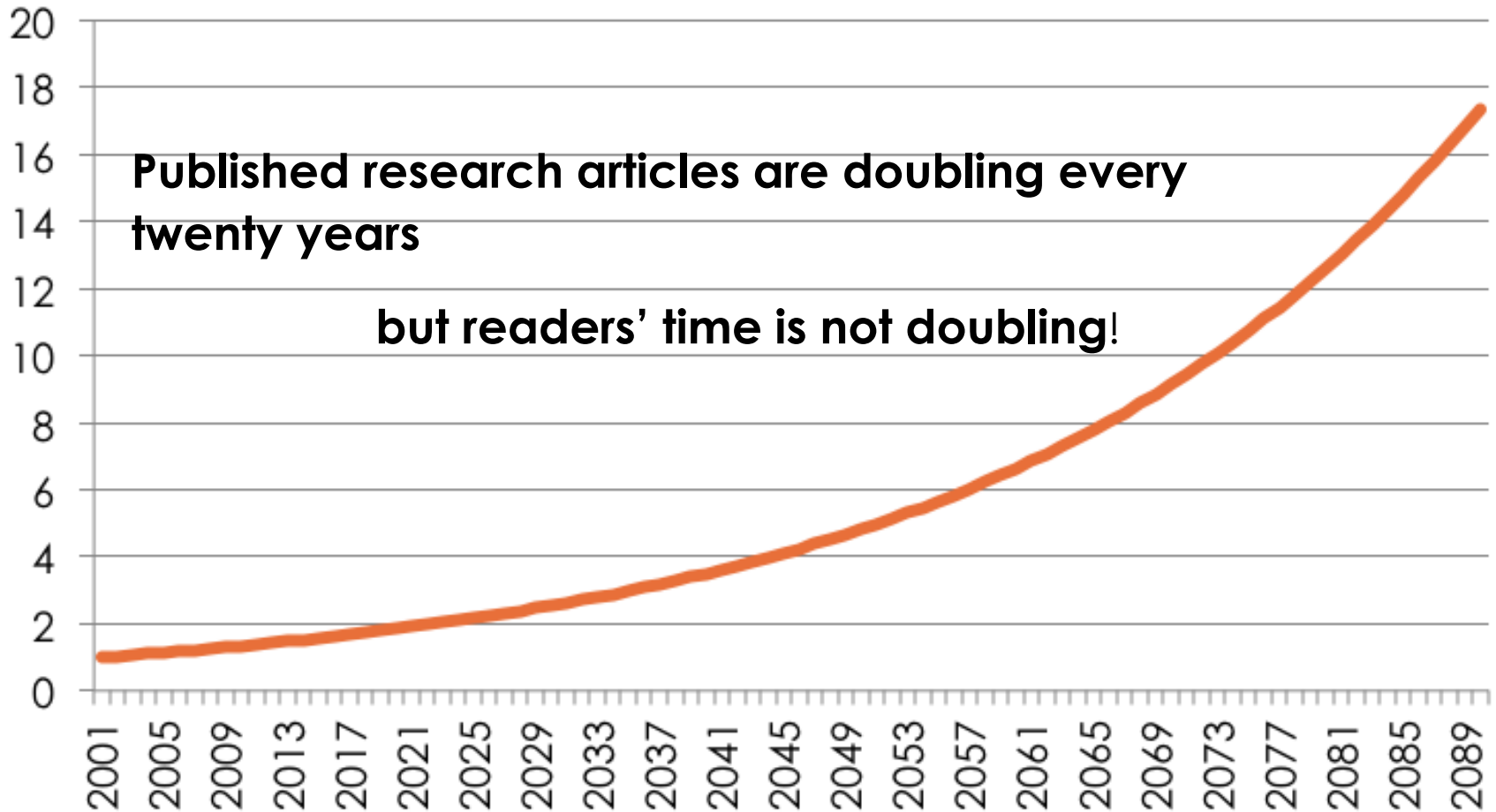
Growth curve for number of articles published per annum

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

8

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
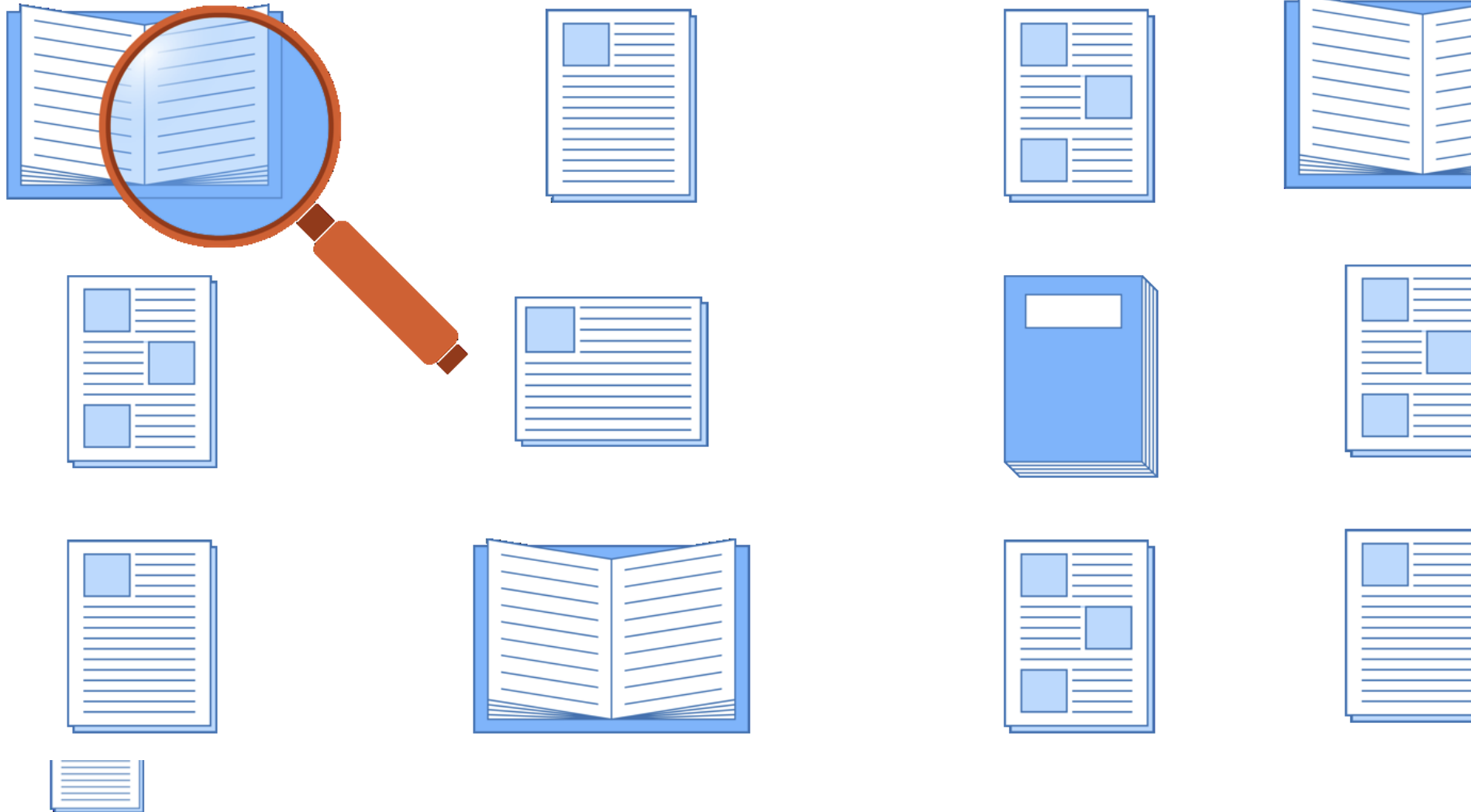
Numbers are GREAT

but what's the impact of the research?
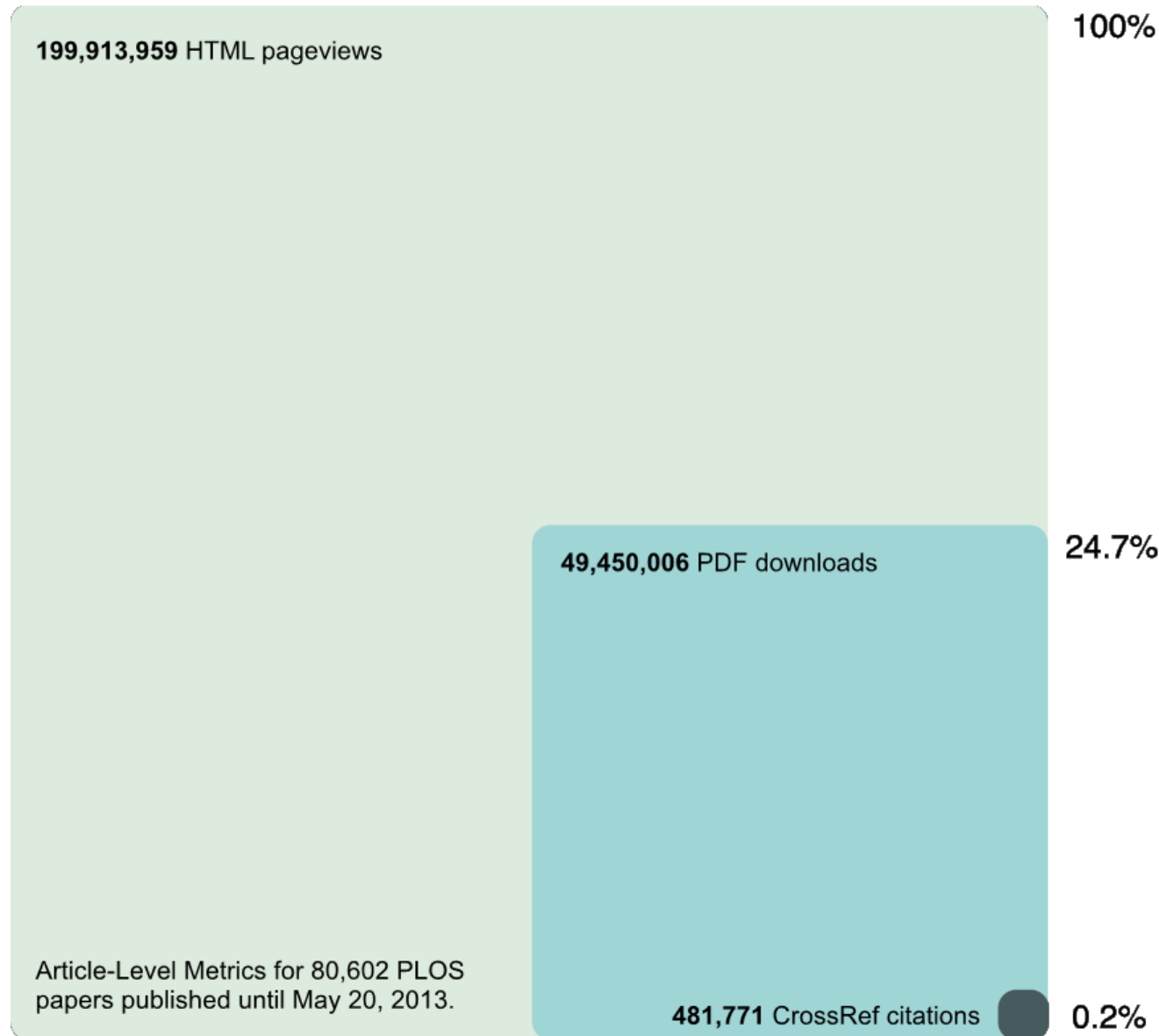
199,913,959 HTML pageviews

49,450,006 PDF downloads

481,771 CrossRef citations

Article-Level Metrics for 80,602 PLOS papers published until May 20, 2013.

100%

24.7%

0.2%

33-Use all *"Enhancing Visibility and Impact"* tools
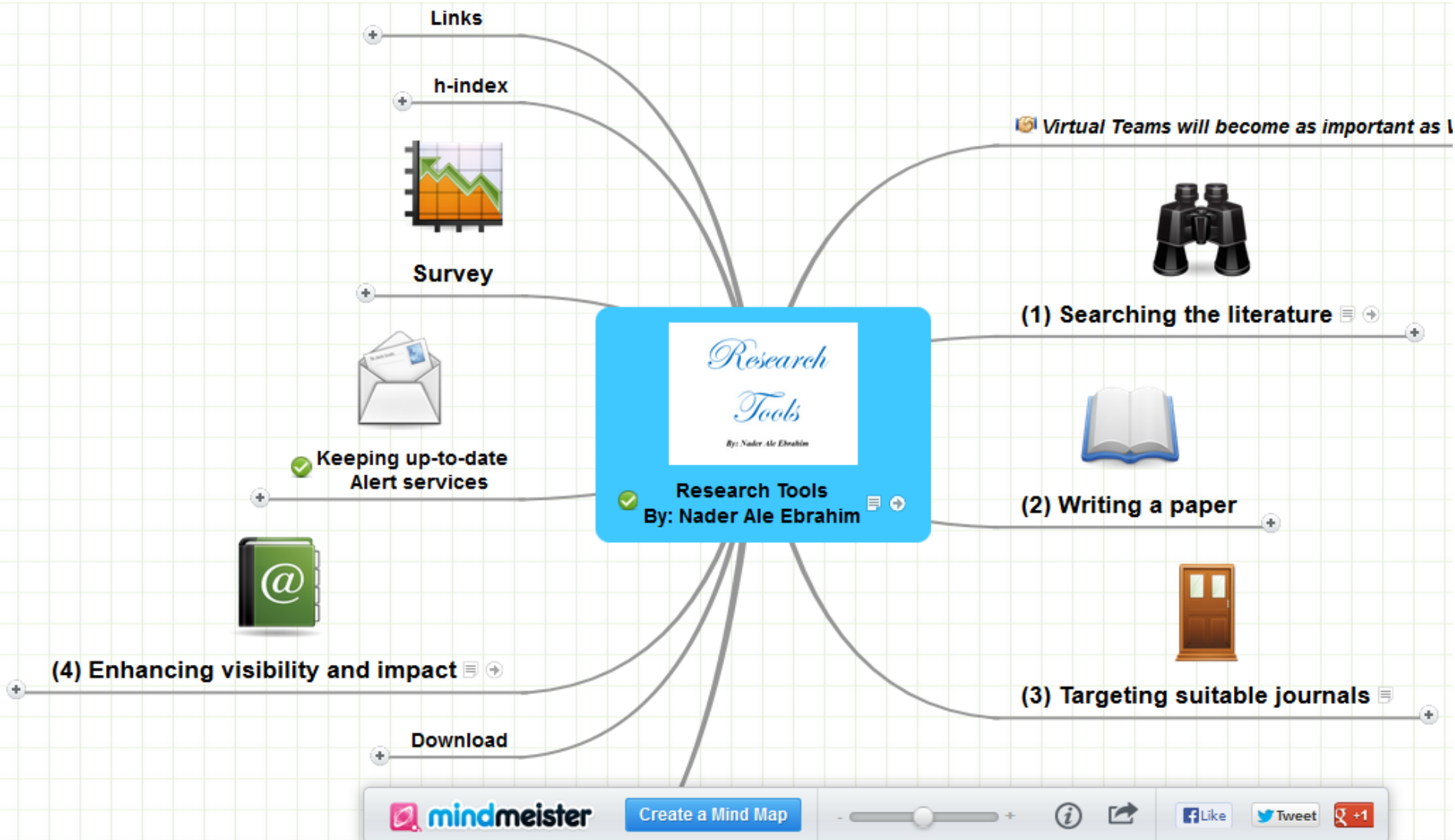
Research Tools Mind Map: Networking
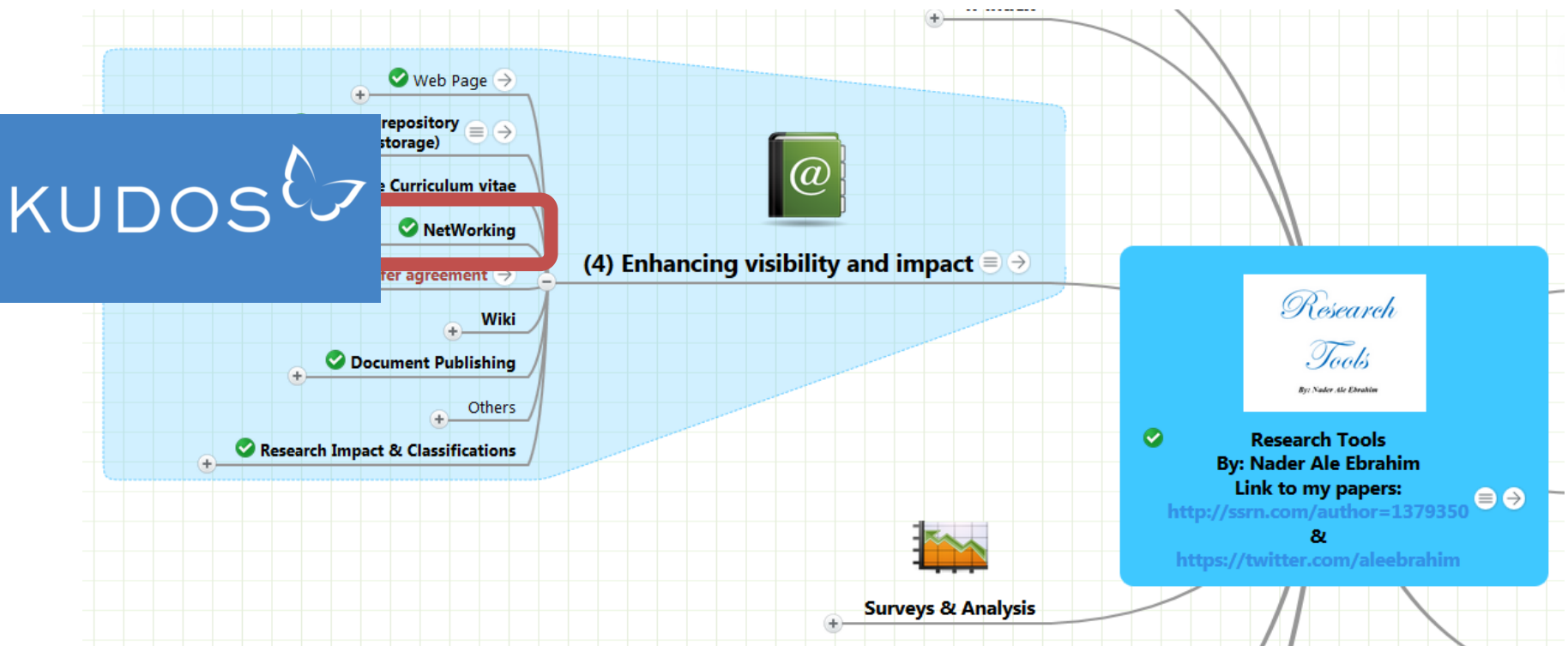
KUDOS puts researchers in the driving seat

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

Increase Impact With Kudos

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.

US

University of Sussex

Sussex Internal

◉ Site ◯ People (by surname)

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   Academic Book Week

   Open Access Week

   Research Hive Seminars 2016

   Research Hive Seminars 2015

> Research Hive Seminars 2014

   Research Hive Seminars 2013

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)**

UCSF Library

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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KUDOS

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?

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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

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

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 Rapple ↗ (@CharlieRapple ↗) and Elsevier

Emerald extends partnership with Kudos after authors benefit from record pilot

Emerald
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For Authors

For Reviewers

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.

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.

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.

Research Information

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PUBLISHING NEWS

Sage and Kudos extend partnership

26 January 2016

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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?**
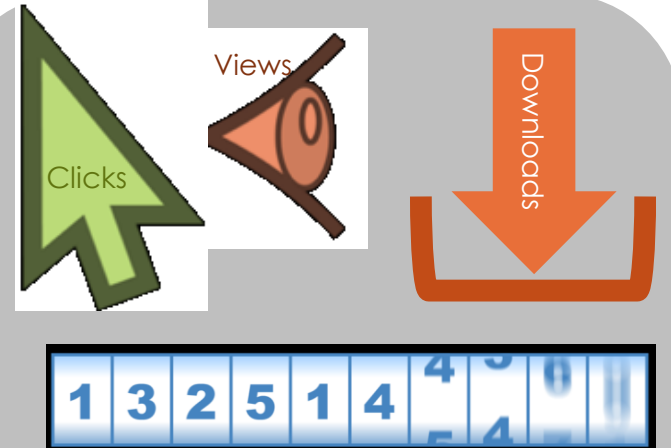
KUDOS
connects the dots!
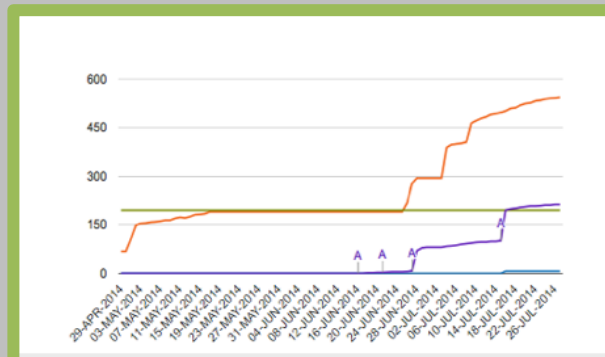
Views
Clicks
Downloads

1 3 2 5 1 4 4 3 0

Bookmarks
Shares
Mentions

1 3 2 5 1 4 4 3 0

Traditional media

Citations

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
Kudos	✔	✔	✔	✔	✔	✔	✔	✔
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, Publiscize				✔				

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

Source: http://www.future-science-group.com/kudos/

EXPLAIN   SHARE   MEASURE

Researcher toolkit

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

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://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

Source: https://www.growkudos.com/about/improve-my-results

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.

Source: https://www.growkudos.com/about/improve-my-results

ENRICH

Authors link related materials to their article, book or book chapter.

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].

Source: https://www.growkudos.com/about/improve-my-results

SHARE

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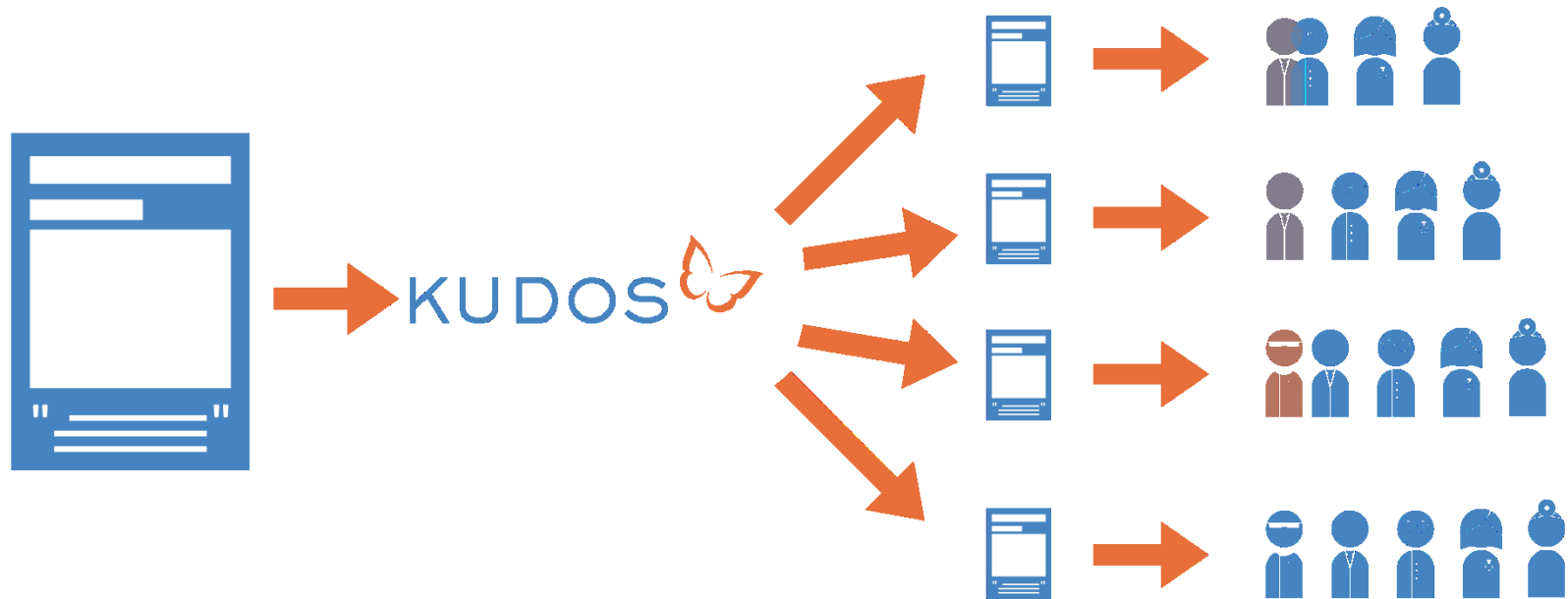
MEASURE

Step 4

Authors can track the impact of this against a wide range of metrics.
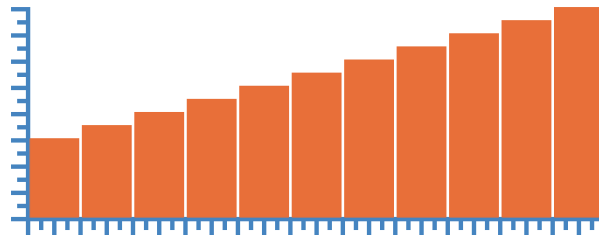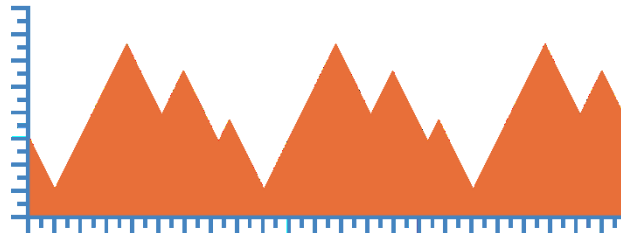
import the citations from ORCID into your Kudos

- 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

import the citations from ORCID into your Kudos

SHARE

MEASURE

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

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

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

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

My recent publications

Questions?

E-mail: aleebrahim@um.edu.my

Twitter: @aleebrahim

www.researcherid.com/rid/C-2414-2009
http://scholar.google.com/citations

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