



How can data make a difference to the impact of researchers' work?

@growkudos

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KUDOS 



Too much information!



So many ways to communicate!

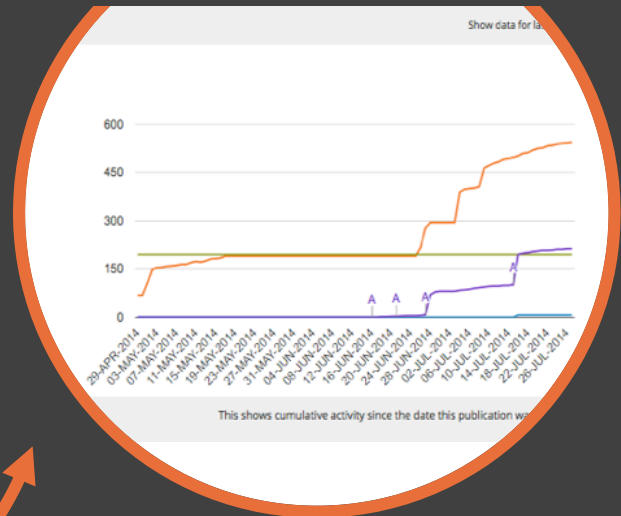
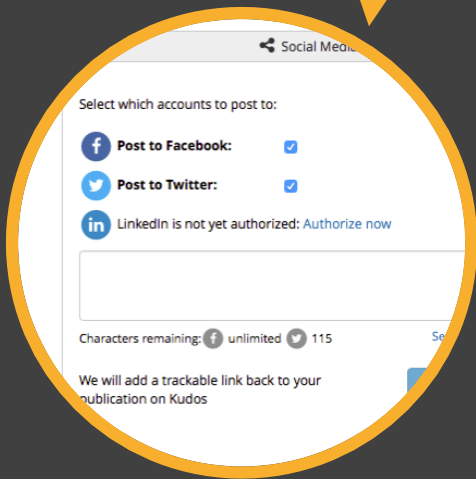
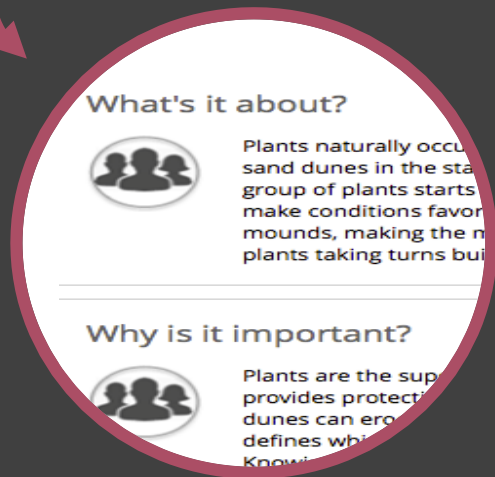


So many metrics to seek out and analyze!

Can data help people understand which communications are best for achieving **IMPACT?**

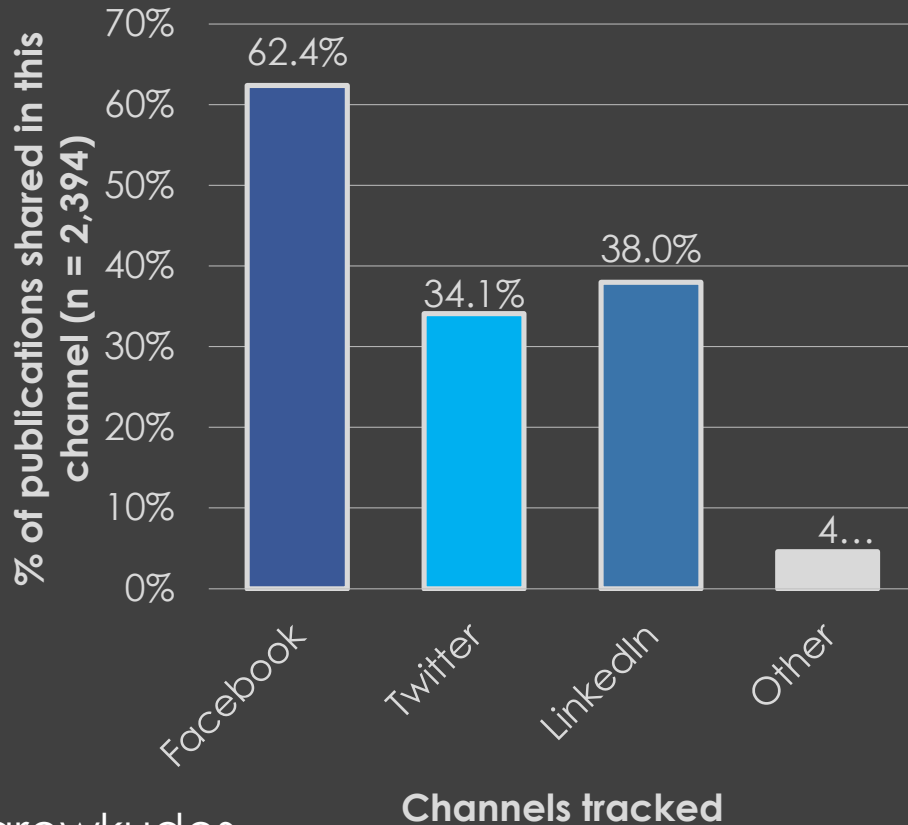
The difference data can make: correlations

We took 100,000 researchers, and encouraged them to explain their work in plain language, track their efforts to share it ...



and analyse how these actions correlate to increases in publication metrics

The difference data can make: surprises



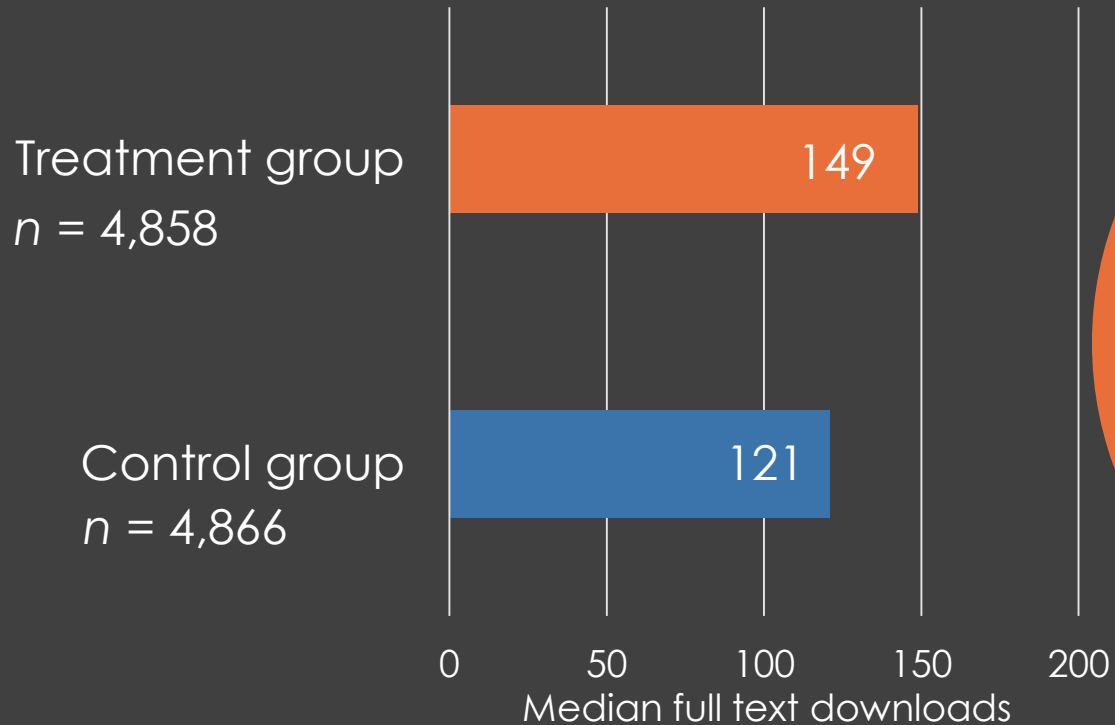
Facebook is more commonly used for sharing academic work than you might expect

The difference data can make: confirmation



But links shared via LinkedIn are most likely to be clicked

The difference data can make: evidence



Proactively explaining and sharing work increases downloads by

23%

How does all of this benefit
institutions and repositories?

For the institution:



Mobilizing researchers to increase the visibility of their work



Making it easier for you to maximize the results of their efforts



Increasing the impact of the institution's research



Reinforcing research support to continue attracting quality researchers

For the repository

A new way to
make repository
content visible
and increase
traffic

The screenshot displays the KUDOS website interface. At the top, the KUDOS logo is on the left, and navigation links for 'Join | Sign In | Menu' are on the right. The main heading reads 'Publishing Undergraduate Research: Linking Teaching and Research through a Dedicated Peer-Reviewed Open Access Journal'. Below this, there are two buttons: 'Read Publication' and 'Claim this publication'. A central box contains the publication title, authors (Graham Stone, Kathrine Jensen, Megan Beech), journal information, and a DOI link. A 'Report a data issue' link is also present. A navigation bar includes 'About', 'Metrics', 'Authors', and 'Fans'. A 'Co-authors: sign in and...' link is visible. A large blue circle highlights the 'Open Access version' link and the 'Resources' section. An orange callout box explains that co-authors should claim the publication to increase its impact. The 'Resources' section describes external resources like presentations and videos. The 'Open Access version' section states that the submitted manuscript is available in the University of Huddersfield repository.

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Publishing Undergraduate Research: Linking Teaching and Research through a Dedicated Peer-Reviewed Open Access Journal

Graham Stone, Kathrine Jensen, Megan Beech

Published in: Journal of Scholarly Publishing

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Publisher: University of Toronto Press Inc. (UTPress)

DOI: <http://dx.doi.org/10.3138/jsp.47.2.147>

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What's it

Resources

External resources such as presentations, videos, interviews, figures, data-sets or related publications

Open Access version

The submitted manuscript of this article in the University of Huddersfield repository

If you are a co-author, please claim this publication using the button above. You can then explain and share it to help increase its impact.

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