



Maximizing the impact of your research

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@growkudos

www.growkudos.com

KUDOS 

What is impact
and why do we care about it?

Why?

competition for funding
huge growth in outputs
fight for visibility and usage
drive for accountability
cult of impact

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Why? Impact opens (secret) doors



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Academic impact



NEWTON

Image: Logo My Photo

KUDOS 

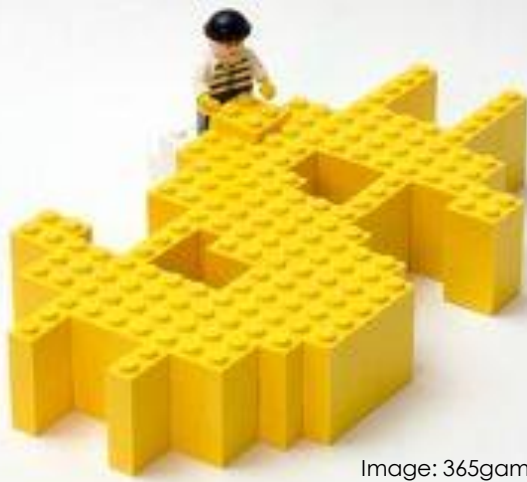


Image: 365gaming.nl



Image:
financialdirector.co.uk

Economic and societal impact



Image: shop.lego.com



KUDOS 

Who is responsible for impact?

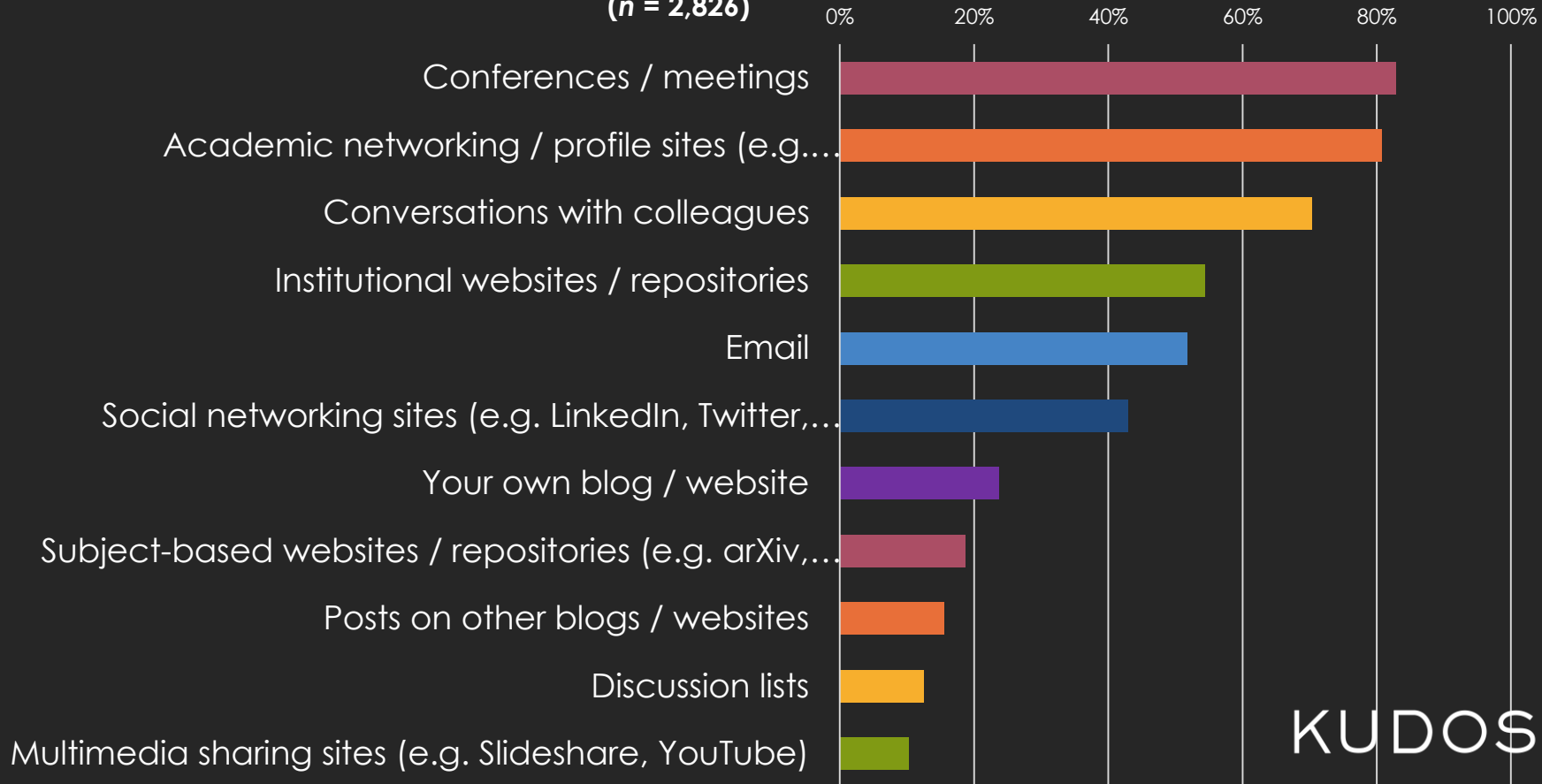
Who is
responsible
for impact?

You
are!



In which of the following ways do you currently create awareness of or share materials relating to your work?

(n = 2,826)



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(n = 2,826)



So what should your strategy be?

Publications still at the heart of impact

OMG she's
had a paper
in *Nature*!



Image credit: Supergirl Shadow by Jason Ratliff

Impact is built on readership



Impact checklist

During the project

- ☐ *Put as many outputs as possible online*
- ☐ *Submit for posters and other speaking engagements*
- ☐ *Build up a network of people interested in your work*

On publication

- ☐ *Connect the final publication to other related outputs*
- ☐ *Summarize your work in plain language*
- ☐ *Tell people that you have published!*

Ongoing

- ☐ *Keep the work alive by connecting it to new materials*
- ☐ *Measure which communications were most effective and do more*

Put as many outputs online as possible



Institutional
repository

Documents
Data
Conference
proceedings
Articles
Books
Theses



Slideshare

Slide decks
Documents
Images
Videos



Figshare

Figures
Datasets
Videos



Github

Code
Documentation



YouTube

Video

Build up a network of interested people



Social media

Follow / connect with relevant people
Join relevant groups
Follow relevant hashtags
Like / share / comment on other people's posts
Ask questions / share updates of your own



Blogs

Follow and comment on blogs in the field
Volunteer to write a guest post



Academic networks

Set up a profile
Connect with relevant people
Ask / answer questions
Share work (legally!)



Email

Collect details at conferences

Connect, summarize, communicate



Update repositories, blog posts etc with links to the final article, and use Kudos to connect the article back to those other resources

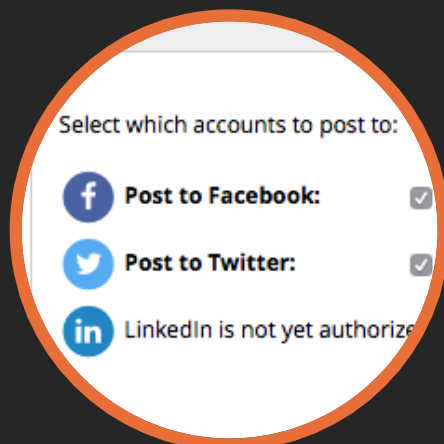
Create a plain language summary of your work so that it can be found and understood by a broader audience

Use the network you've built up to make sure that your work finds its audience

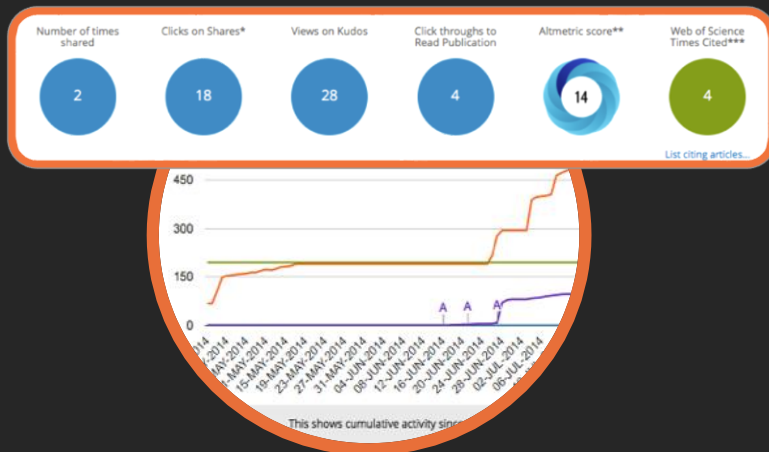
Explaining, sharing, measuring – Kudos



Plain
language
explanations



Trackable
links for
sharing



Range of metrics
against which to
map efforts to
explain and share

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KUDOS

Measure which efforts are working

ATTENTION

INTEREST

DESIRE

ACTION



Shares



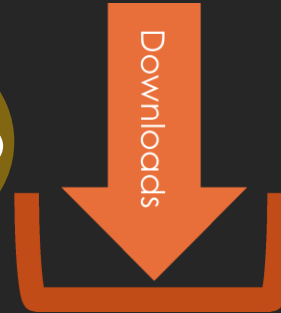
Mentions



Clicks



Views



Downloads



Press
coverage



Citations

Mapping actions to results



Communications do increase impact

Nanyang Technological Institute study, 2015

Explaining and sharing via Kudos
correlated to

23%

higher downloads of
full text on publisher sites

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In summary:
how to maximize the impact
of your work?

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Ongoing

- ☐ *Keep the work alive by connecting it to new materials*
- ☐ *Measure which communications were most effective and do more*

Impact checklist

During
the project

- ☐ *Sign up for LinkedIn and start making connections*

⇒ [linkedin.com](https://www.linkedin.com)

On
publication

- ☐ *Sign up for Kudos and use it to manage communications around your next publication*

⇒ [growkudos.com](https://www.growkudos.com)

Ongoing

- ☐ *Come back to Kudos to learn how best to focus your future impact strategy*