Supporting authors post-publication - what works?
what's the problem?
Pressure to demonstrate impact
Goals...

- Increase visibility and impact of research publications and the underlying research
- Increase accessibility and impact beyond the academy
- Increase potential for future collaborations
- Raise profile of individual and/or institution and/or funder
- Support research assessment goals
- Support student and staff recruitment
- Satisfy funders
- Policy changes
- And more...
Uni presses and universities
what are academics doing?
Some researchers great at outreach

How do you know which?
I know I should do this but I don't feel confident enough with [current] tools.
Many ways to share work

Social media
Scholarly collaboration networks
Email
Institutional websites, repositories
Blogs … etc.
Many ways to measure performance

Traditional publication measures

Digital communications measures

Emerging “attention metrics” (altmetrics)
How do you join the dots?

Difficult to know what effect efforts to share work are having on its performance.
Centralize sharing and measurement

KUDOS connects the dots!

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

Traditional media

Mentions

Collections

Downloads

Views

Clicks

Shares

Bookmarks

Citations
Use the insights
Embed into workflow processes
A web-based service that helps increase the **impact** of research and build academic **reputations**

researchers • universities • publishers • funders
Central, independent system

across metrics

across publishers

across channels

Views, altmetrics, downloads, citations

Twitter, Facebook, LinkedIn, email etc

Anything with a CrossRef DOI
so who is using Kudos?
75,000+ researchers

- Medicine: 15%
- Chemistry: 14%
- Biology: 14%
- Social sciences: 7%
- Engineering & technology: 6%
- Economics & business: 5%
- Earth & environmental sciences: 5%
- Philosophy & linguistics: 4%
- Arts and humanities: 3%
- Physics & astronomy: 2%
- Psychology & psychiatry: 2%
- Mathematics & statistics: 2%
- Agriculture / food sciences: 1%
- Computer & information sciences: 1%
- Nursing: 1%

- Professor: 28%
- Faculty member: 15%
- Lecturer: 6%
- Post-doc: 6%
- Research fellow: 5%
- Research associate: 4%
- Graduate student: 4%

- USA: 16%
- UK: 10%
- India: 8%
- China: 5%
- Italy: 4%
- Australia: 4%
- Germany: 3%
- Canada: 3%
Kudos industry partnerships

- ORCID
- Altmetric
- Research Square
- CrossRef
- Thomson Reuters
- Ringgold
- Europe PMC
- TrendMD

ALPSP Awards for Innovation in Publishing 2015
WINNER

The Charleston ADVISOR
Best New End User Product 2014
KUDOS
Institutional partners
so how does it work...
Stand out.
Make sure your research gets read and applied.

Start now

Wherever you publish or share your work, use Kudos to make this more effective:
- Open up your research so new audiences can find and understand it.
- Identify the most effective networks for getting your work read, discussed and cited.
- Learn where to focus your efforts to make best use of your time.
- Improve the metrics by which you are evaluated.
EXPLAIN

SHARE

MEASURE

3 easy steps
Cohabitation in the north-east of England in the eighteenth century

All he wanted was to kill her that he might marry the Girl™
Joanne Bailey
Publication date: June 2014
Publisher: Nature Publishing Group
DOI: http://dx.doi.org/10.1057/9781137396273.0009

What's it about?

From the authors
This chapter shows that cohabitation between unmarried couples could occur even though society and the Church disapproved. It suggests that if a man was wealthy or important in the local area, he could ignore attempts to enforce moral conformity. Men who had housekeepers had a household set up which had the potential to hide the cohabiting relationship between them. Also a community might accept the informal union if the alternative was a conflictual and therefore disruptive married couple.

Why is it important?

From the authors
Cohabitation is difficult to uncover in the eighteenth century, so this chapter offers some useful insights into the circumstances of such relationships.

Perspectives

From the authors
The author(s) have not yet added this information. If you are an author of the publication please sign in and claim your publication to start using the tools to increase

Explain

Alternative title – more meaningful outside context of wider book

Explain the publication in plain language, and link it to related resources that further help to explain it or set it in context

Simple summary of what the work is about and why it’s important
Bird ringing capture rates can be used as a surrogate for local density, with caveats of course....

Population metrics for fynbos birds, South Africa: densities, and detection and capture rates from a Mediterranean-type ecosystem

Alan TK Lee, Phoebe Barnard, Philip AR Hockey
Published in: Ostrich
Publication date: April 2015
Publisher: Taylor & Francis
DOI: http://dx.doi.org/10.2989/00306525.2015.1021287

Perspectives – where the voice of each individual author can come through
Cohabitation in the north-east of England in the eighteenth century

All he wanted was to kill her that he might marry the girl.™
Joanne Bailey
Publication date: June 2014
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DOI: http://dx.doi.org/10.1057/9781137396273.0-

What's it about?
From the authors
This chapter shows that cohabitation between unmarried people, though society and the Church disapproved, it suggests that it was important in the local area, he could ignore attempts to claim children who had housekeepers and a household set up which had cohabitation relationship between them. Also a community union if the alternative was a conflictual and therefore difficult. The focus is on the north-east of England, due to its particular circumstances. The study uses evidence such as the letters and wills of the period.

Why is it important?
From the authors
Cohabitation is difficult to uncover in the eighteenth century, useful insights into the circumstances of such relationships.

Perspectives
From the authors
The author(s) have not yet added this information. If you publish this publication please sign in and claim your publication to add your perspective.

“Mr Bulcock could no more marry you than that Dog”: making marriage in Lancashire

July 2, 2014 | jbailey2013

In 1758 Thomas Whitaker, gentleman, brought a cause of ‘Jactitation of Marriage’ against Ann Lee. In a jactitation case, the plaintiff tried to stop the defendant from claiming that they were married to each other. Ann Lee’s defence depended upon proving that she was married to Thomas Whitaker. Once the case came to court, we find that Ann Lee claimed that, on 11 May 1737, twenty-one years earlier, she had married Thomas Whitaker of Symonstone, in the parish of Whalley, a large parish on the Western edge of the Pennines, situated in the diocese of Chester. At the time she was a servant in Thomas’s father’s household. Thomas was around 35, Ann 22 and pregnant when they wed. Ann claimed that they were married in the presence of two credible witnesses by Reverend Christopher Bulcock, priest, at the public house of Allen Edmundson, in Pendle Forest, Lancashire. Although they did not cohabit, she said that the community knew they were husband and wife and that she bore him two daughters.
Kudos generates trackable links for you to share via your email, web and social networks; this gives you unique insight into which tools are most effective.
More insight about your sharing
25 clicks on this link
11 retweets
270+ views of page on Kudos
Cohabitation in the north-east of England in the eighteenth century

‘All he wanted was to kill her that he might marry the Girl’

Broken marriages and cohabitation in the long eighteenth century

Joanne Bailey

Introduction

Defining cohabitation in the past is not easy. Essentially, there was no legitimate alternative to wedlock until modern times and therefore law did not need to establish the parameters of such a relationship in order to address the phenomenon of a couple who were living together.
Measuring

Greek debt restructuring, Abacalet v. Argentina and investment treaty commitments: the impact of international investment agreements on the Greek default.

Compare different channels

- 24 clicks in Facebook
- 44+ views on Kudos (1 week)
Mapping your efforts against metrics: clicks, views, downloads, altmetrics, citations.
Effort is reasonable

Time taken to explain, enrich and share articles is not onerous; metrics help provide a ‘reward’ for the effort involved.

When the investment of time per paper is approx 3-6 months, almost any reasonable duration is acceptable to increase the usage and citations.

Research Fellow, Physical Sciences, UK
...and what can a publisher see?
Insight into authors’ communications

Who?
- Who has started to build a profile and explain their work?
- Which researchers are highly social and can help build visibility?
- Who needs more help?

Where?

To what effect?
- Which content is attracting attention?
- How can we build on this?
Actionable insights

- Which researchers are actively promoting their work?
- Variation by subject / career level?
- Which works are they promoting?
- How are they explaining their work?
- Where are they sharing their work?
- Which work is attracting attention?
- Which media / networks are generating most interest?
- Who would make a case study for “why it’s worth communicating”?
- Who would benefit from more guidance and support?

Learn about, and reward, those who really act for impact

Repurpose their explanations in your websites or media comms

Easy to surface and measure, and therefore to amplify and learn from, their efforts

Evidence to inspire and train others at both individual and institutional levels
Author experience and marketing
Author case studies

**Joanne Begiato**
- Name: Joanne Begiato
- Role: Professor
- Specialty: History
- Institution: Oxford Brookes University
- Country: United Kingdom

"I signed up to Kudos in the hope of getting more people to read my research publications. I've been delighted with the outcome; my work has received many more views than it would without Kudos. I've also been impressed by the way Kudos can help me reach out through social media and track the data on how my publications are being shared and discussed."

**Dr Eric Manheimer**
- Name: Dr Eric Manheimer
- Role: Medical Writer
- Specialty: Medical Sciences
- Institution: Dynamed
- Country: United States of America

"I found Kudos user-friendly and easy to navigate. I'm not on any of these publication sharing sites yet, and this will be the one I'll use. It looks like a one-stop shop for pulling together all the resources for a publication as well as the social media attention."

Help your publications stand out.
[www.growkudos.com](http://www.growkudos.com)
How does Kudos help publishers?

- Guiding authors with simple steps for increasing reach and impact of their work
- Motivating authors to make more use of their valuable networks for promotion
- Centralizing and surfacing authors’ efforts so you can learn from and build on them
- Interpreting and enriching research to help you create strong media pitches
- Amplifying authors’ efforts, quickly and easily
- Generating insight into which authors are active, which communities are receptive, which content is hot
- Optimizing how you use your limited marketing / PR resource
- Increasing traffic to your publications
- Legitimizing sharing without contravention of copyright
- Showcasing your brand and your publications
- Strengthening your relationships with, and services for, authors
- Mobilizing your research to maximize its impact

www.growkudos.com
Thank you!

Ann Lawson ann@growkudos.com

@growkudos
Kudos Integration with Europe PMC

- Kudos has integrated with EPMC
- Over 5,000 Kudos articles now indexed by EPMC
- Direct links to Kudos
- Increases discoverability

Groom now... benefit later

Daily variations in the social strategies of baboons

SUN UP THER A. THERE WAS A VERY POSITIVE INDICATION THAT SUBORDINATE BABOONS PREFERRED TO GROOM HIGH-RANKED ANIMALS EARLY IN THE MORNING, WHEN A FORAGING ACTIVITY LAY AHEAD.

REGARDLESS OF TIME, SUBORDINATES TENDED TO CONTRIBUTE MORE TO GROOMING SESSIONS INVOLVING HIGHLY-RANKED ANIMALS.

OBSERVED PATTERNS SHOWED THAT SOCIAL STRATEGIES OF BABOONS VARY THROUGH THE DAY, REFLECTING THE CHANGING NEEDS OF SUBORDINATES FOR TOLERANCE FROM DOMINANT BABOONS AT SHARED FOOD SITES.

MORNING EVENING

Sample: 60 CHACMA BABOONS 2 TROOPS 6 MONTHS

SO WHAT...?

- Social strategies employed by baboons are much more flexible than previously thought.
- Social behaviour in group-living animals can be flexed within a very short time period.
- Different social strategies can be employed through a range of time periods to deliver desired effects.
LUXURY BRAND CONSUMERS WERE ASKED HOW THEY DEFINE LUXURY. THEY DON’T SEE THEMSELVES AS LUXURY BRAND CONSUMERS, BUT MOCK WHAT THEY SEE AS “TYPICAL” LUXURY BRAND PURCHASERS.
We have partnered with Kudos to help you maximize the impact of your published work. Please add a simple, non-technical explanation of your publication to make it more accessible to a broader audience. When the published, we will use this text to help more people discover your work and increase its impact.

Lay Summary

This study aims to explore the relationship between the Chinese government and the globalization of sport. The analysis looks at how the Chinese government has developed and managed its national sport, table tennis, as the sport became more and more globalized. This research developed a theoretical framework and an analytical tool based on Houlihan's model for analyzing 'global reach and local response in sport' and adopted a qualitative approach of content analysis and semi-structured interviews.