Maximizing the impact of your research

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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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Economic and societal impact
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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Conferences / meetings
Academic networking / profile sites (e.g., LinkedIn, Twitter,)
Conversations with colleagues
Institutional websites / repositories
Email
Social networking sites (e.g., LinkedIn, Twitter,)
Your own blog / website
Subject-based websites / repositories (e.g., arXiv,)
Posts on other blogs / websites
Discussion lists
Multimedia sharing sites (e.g., Slideshare, YouTube)

“When you see the CVs of big academics, they’ve done all these things. It wasn’t a strategy – they just did them.”
So what should your strategy be?
Publications still at the heart of impact

OMG she’s had a paper in Nature!
Impact is built on readership
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

KUDOS
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

What's it about?
Plants naturally occurring on California dunes in the state. They do this by the growth of plants starts the process, building conditions favored by another group is making the mounds bigger. The cycle then turns building up the dunes.

Why is it important?
Plants are the superheroes of climate protection, providing protection to inland structures, can erode instead of property. Which species of plants grow here can help us understand protective dunes.

Plain language explanations
Trackable links for sharing
Range of metrics against which to map efforts to explain and share

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Measure which efforts are working

ATTENTION
- Shares
- Mentions

INTEREST
- Clicks
- Views

DESIRE
- Downloads

ACTION
- 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?
Impact checklist

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KUDOS
During the project

- Sign up for LinkedIn and start making connections

⇒ linkedin.com

On publication

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

⇒ growkudos.com

Ongoing

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