An introduction to Kudos

Harnessing authors’ expertise and networks to increase article usage and citations

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Director
Kudos and TBI Communications
How can we get research articles more widely read and cited?
Challenges for article usage

Challenge #1
50 million articles and counting

Challenge #2
Article format is dense/technical

Challenge #3
Under-utilized personal networks
Researcher attitudes

Can more be done to increase the visibility, usage and impact of my work?

Yes!

84% of authors think there is room for improvement ...
Researcher attitudes

Who should be responsible for this?

Authors rank themselves higher than publishers, institutions, or funders ...

Me!
The missing link

How can we supercharge existing efforts of publishers, institutions, and funders by involving the author more effectively

Harness authors’ expertise to aid understanding of their work and give it context

Leverage authors’ networks to increase exposure for their work
Why this matters now ...

The article economy

- **Article-level metrics**
  - Altmetrics
  - Usage marketing

- **Research evaluation**
  - Funding
  - REF, STAR
  - ORCID
  - H-index etc

- **Intelligent reading**
  - Filtering
  - Multimedia
  - Public accessibility

- **Author services**
  - Open access
  - Academic spring
  - Community
  - Advocacy

- **Discovery**
  - SEO
  - Social media
  - International reach
  - Metadata
  - Marketing to individuals

- **Closing the loop**
  - Data-driven services
  - Integration not duplication
Helping **maximize** the impact of published research by:

- Empowering authors to explain and share their work
- Using article level metrics to motive and reward them
- Driving traffic back to publisher sites
- Strengthening relationships between authors and publishers
Kudos pilot 2013

Kudos is a free service, currently under development, designed to help you increase the impact of your published research articles.

Launching in 2014

In partnership with AIP Publishing, Royal Society of Chemistry and Taylor & Francis
Kudos 3 steps ...

Reach further
Kudos helps your published articles get found, read and cited

Enter a DOI or author surname to find an article

Kudos is currently in a pilot phase for selected AIP Publishing, Royal Society of Chemistry and Taylor & Francis authors.

Step 1
Edit your article description to explain your work

Step 2
Add links to videos, images, and data to make your article more useful

Step 3
Share information about your article to increase its readership

Site content copyright © 2013 Kudos. Contains data supplied by Altmetric.com
Step #1: article description

Add short title, lay summary and impact statement

Physics and chemistry of CdTe/CdS thin film heterojunction photovoltaic devices: Fundamental and critical aspects

K. S. R. K Rao, Girish Kumar

Energy & Environmental Science, 2013
Royal Society of Chemistry
http://dx.doi.org/10.1039/c3ee41881a

CdTe/CdS thin film heterojunction solar cells

Lay Summary
The fundamental aspects of device stability and device performance by varying...
Step #2: add inbound links

Simply add URL and description
Step #3: share article

Share Your Article

Using Kudos you can help promote your article in a number of ways. Promoting an article via the Kudos application will let you see statistics on how many people are viewing your article. Not ready to promote your article? Then return to its profile to continuing improving its metadata and resources.

**Via Email**

Generate a templated email with links to your article on the Kudos website.

*Promote*

**Via Twitter**

Share a link to your article profile via Twitter. You must first authorise.

*Authorise with Twitter*

**Via Facebook**

Share a link to your article profile via Facebook. You must first authorise.

*Authorise with Facebook*

Choose a template and generate proposed text with trackable links.

**Select Email Template**

I've just published this article

Use this announcement to tell colleagues and peers that your article has just been published:

Subject line: Maximizing the visibility & impact of your latest article

My latest article has just been published. You should take a look! Here's a link:

http://j.mp/1a2I5gV

Kudos Test Article

http://j.mp/1a2I5gV

*Mark As Sent  Cancel*
View metrics

**Article Metrics**

**Somatotype, training and performance in Ironman athletes**

This page shows the metrics for your article.

**Altmetrics**

- 20 tweets
- 1 Facebook post
- 1 Read on Mendeley
- 0 Reads on CiteULike

**Social media activity data is collected by Altmetric.com**

**Altmetric Scores**

- Last Week: 1
- Last Month: 13.25
- Last Quarter: 18.25
- Last Year: 18.25
- All Time: 18.25

**Usage Data**

Usage statistics provided by Taylor & Francis

**Graph**

- Abstract Views
- Full Text Downloads

Currently: publisher site usage, Altmetric score

Future: other altmetrics, citations
See sharing effectiveness

**New Media Art, Participation, Social Engagement and Public Funding**

This page shows the *metrics* for your article.

**Altmetrics**

Community activity around this article

**Usage Data**

Usage statistics provided by Taylor & Francis

![Graph showing Abstract Views and Full Text Downloads over time](chart)

**Activity**

Activities undertaken to increase the usage and impact of your research

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Type</th>
<th>Notes</th>
<th>Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/11/2013 12:09</td>
<td>Share</td>
<td>Shared via social media.</td>
<td>55</td>
</tr>
<tr>
<td>1/11/2013 12:09</td>
<td>Edit</td>
<td>Updated metadata.</td>
<td>-</td>
</tr>
<tr>
<td>1/11/2013 12:06</td>
<td>Claimed</td>
<td>Maria Chatzichristodoulou claimed the article.</td>
<td>-</td>
</tr>
</tbody>
</table>

See referrals from tracked links, and review usage against activities undertaken.

*Return to article profile* to continuing improving its metadata and resources.
### Most Successful

This table shows the 20 most successful shares in the system.

A share is an email promotion or a post to Twitter or Facebook. A confirmed share is one where we have successfully updated Twitter/Facebook, or the user has indicated they have sent an email.

<table>
<thead>
<tr>
<th>Date</th>
<th>Article</th>
<th>User</th>
<th>Note</th>
<th>Referrals</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/03/2013</td>
<td>Time dependent quantum generators for the Galilei group</td>
<td>Gianluigi Filippelli</td>
<td>Shared via social media</td>
<td>318</td>
</tr>
<tr>
<td>10/03/2013</td>
<td>Paternal guilt</td>
<td>Joanne Bailey</td>
<td>Shared to Twitter</td>
<td>217</td>
</tr>
<tr>
<td>09/03/2013</td>
<td>New Media</td>
<td>Maria</td>
<td>Shared via social media</td>
<td>57</td>
</tr>
<tr>
<td>09/03/2013</td>
<td>Direct and indirect</td>
<td>Chatschristodouliou</td>
<td>Shared to Facebook</td>
<td>209</td>
</tr>
<tr>
<td>09/03/2013</td>
<td>Multimedia</td>
<td>Joanne Bailey</td>
<td>Shared to Facebook</td>
<td>72</td>
</tr>
<tr>
<td>09/03/2013</td>
<td>Paranormal activity</td>
<td>Ian</td>
<td>Shared to Twitter</td>
<td>80</td>
</tr>
<tr>
<td>09/03/2013</td>
<td>The choice of thujone</td>
<td>Sam</td>
<td>Shared via Facebook</td>
<td>66</td>
</tr>
<tr>
<td>08/03/2013</td>
<td>Marital cruelty: recidivism</td>
<td>Avery Holton</td>
<td>Shared via social media</td>
<td>352</td>
</tr>
<tr>
<td>07/03/2013</td>
<td>When the Gates Swing Open: Examining Network Gatekeeping in a Social Media Setting</td>
<td>Avery Holton</td>
<td>Shared via social media</td>
<td>55</td>
</tr>
</tbody>
</table>
Spotting zeitgeist articles

Altmetric Activity

The following table shows 10 articles whose altmetric score has changed at least twice in the last 10 days. Scores are collected from the Altmetric API once a day. We only update our records if the score has changed.

The number of changes can be taken as an indicator of altmetric activity. The score indicates the volume of that activity.

- The Current Score column gives the "all time" altmetric score.
- The Recent Change column shows the size of the change in the last 10 days.
- The Number of Changes column shows how many times the score has changed in the last 10 days. A count of 10 would mean it was changing daily.

The table includes links to the Kudos profile for the article, its Kudos statistics page, and a direct link to the altmetric report for the article.

<table>
<thead>
<tr>
<th>Article</th>
<th>Current Score</th>
<th>Recent Change</th>
<th>Number of Changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acute caffeine ingestion enhances strength performance and reduces perceived exertion and muscle pain perception during resistance exercise</td>
<td>145.25</td>
<td>25.0</td>
<td>8</td>
</tr>
<tr>
<td>Young adults and the decline of the urban English pub: issues for planning</td>
<td>47.5</td>
<td>21.5</td>
<td>6</td>
</tr>
<tr>
<td>Indirect Tracking of Drop Bears Using GNSS Technology</td>
<td>111.1</td>
<td>1.5</td>
<td>6</td>
</tr>
</tbody>
</table>

Acute caffeine ingestion enhances strength performance and reduces perceived exertion and muscle pain perception during resistance exercise

Michael J. Duncan, Michelle Stanley, Natalie Parkhouse, Kathryn Cook, Mike Smith
European Journal of Sport Science, July 2013, Volume 13, p392-399
Taylor & Francis
http://dx.doi.org/10.1080/17461391.2011.638511
Post-workflow integration – Kudos role in **user** journey is as an ‘invisible’ hub with only interfaces for **stakeholder** admin / reports.

### Inputs
- Metadata & usage from publishers
- Data from CrossRef
- Data from altmetric providers
- Widget for MTS to collect data

### Outputs
- Feed to publishers
- Embedded widget for publisher sites
- Feeds to 3<sup>rd</sup> party repositories
- Feeds to journalists

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Alpha functionality

Additional functionality in 2014
We launched 8 weeks ago ...

What happened?

1,000 authors registered within the first 24 hours
Today, over 5,000 authors have registered
Data is being added, articles are being shared
Participation 2014

Coding enhancements Q1 2014
Public launch in Q2 2014
Seeking publisher participants for 2014
Limited to circ. 25 partnerships
Contact: info@growkudos.com
Time’s Up!

About your speaker:
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