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 more widely read and cited?

**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 ...
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
And now the motivation ...

“If you measure something, people change their behavior.”
Which brings me to ... KUDOS

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

In partnership with AIP Publishing, Royal Society of Chemistry and Taylor & Francis
Kudos pilot results

Registered users: 5,593 (12%)
Articles claimed: 8,298
Confirmed shares: 297
Number of article edits: 962
Number of article resources: 359
Increase usage: 19% for articles where authors used sharing tools
Kudos 1.0 launches

Greater Impact

Kudos helps researchers explain, enrich and share their publications for greater research impact.

Enter a DOI or words from a publication title and an author name

Researchers

Expedite readership of your research publications and increase citations

Get started

Publishers

Support your authors in growing readership for their publications

Get started

And now Kudos makes this easy...
Kudos 4 steps ...

**Explain**
Explain publications by adding simple descriptions that anyone can understand, and by highlighting what makes the work important.

**Enrich**
Enrich publications by adding links to related resources that help put research in context.

**Share**
Share publications by email and social media. Kudos also shares content and links across discovery channels (such as search engines and subject indexes) to increase readership.

**Measure**
Kudos enables researchers and their institutions and publishers to track the effect of their actions against a wide range of metrics, including downloads, citations and altmetrics.
Claiming process

KUDOS - Make an impact.

To narrow your search for a publication, either:

1. Enter either the DOI (Digital Object Identifier) associated with your research if you know it, or
2. Type some words from the title and an author first and last name. Note - if you see many results listed, try adding some additional distinctive words from the article title to help narrow down your search.

Search results for: Melinda Kenneway

Marketing the library: using technology to increase visibility, impact and reader engagement
Serials: The Journal for the Serials Community
Melinda Kenneway
Publication successfully claimed, new click on the title to use the Kudos tools.

Introducing a new journals subscription system: the agony and the ecstasy
Learned Publishing
Melinda Kenneway, Pam Sutherland, Samuel C. Williamson
Publication successfully claimed, new click on the title to use the Kudos tools.

Integrating social media in the marketing mix: the case of Best Practice
Learned Publishing
Melinda Kenneway, Charlie Raffle
Publication successfully claimed, new click on the title to use the Kudos tools.
Marketing the library: using technology to increase visibility, impact and reader engagement

Melinda Kenneway
Serials: The Journal for Serials Community
2007-7-1
http://dx.doi.org/10.1629/2092

3 simple steps to increase the usage and impact of your publications:

- **Step 1: Explain**
  Explain your work and tell readers what it’s about and why it’s important.
  
  [EXPLAIN NOW]

- **Step 2: Enrich**
  Enrich your publications by adding links to related materials and resources to give it context.
  
  [ENRICH NOW]

- **Step 3: Share**
  Share your publications using email, or social media to tell people about your work.
  
  [SHARE NOW]
Step #1: explain

- **Add a short title**: Adding a short title to your publication will help make it easier to find and can help increase citations. Learn more.
  - Marketing the Library

- **Tell readers what your publication is about**: Adding a simple, non-technical explanation of your publication will make it easier to find, and more accessible to a broader audience. Learn more.

- **Tell readers the significance of your publication**: Adding an explanation of what is most unique and/or timely about your work, and the difference it might make, will help increase readership. Learn more.
Step #2: enrich

Enrich by adding resources

Add your resource below and repeat to add additional resources.

Title
Title of the resource

URL

Resource Type
Please select the type of resource

Description
A short description of the resource

Close Add Resource
Step #3: share

Share your publication

Sharing your publications by email and social media can significantly increase their usage and citations. Learn more.

Sharing through Kudos means you can track resulting impact on your publication metrics* on the Author Dashboard.

Share by email

Select from a number of template announcements or create your own to send an announcement about your work with an embedded tracking code so you can see the resulting interest and improvements to your publications metrics.

Share by social media

Use Kudos to send an announcement about your publication, or tell people about resources you have added, with an embedded tracking code so you can see the resulting interest and improvements to your metrics. Please authorize Twitter and Facebook to allow you to post from Kudos. We will never post without your permission.

Return to Publication Profile to continuing improving its metadata and resources, which can help increase usage and citations.

*Publication metrics includes: click-throughs from your sharing activities to your publication page, downloads from the publisher site (provided by participating publishers; coverage is growing all the time), altmetrics (interest in your work on social media and news sites); and very shortly, citations (coming in 2014).
**Step #4: measure**

### KUDOS Author Dashboard

**My research**

<table>
<thead>
<tr>
<th>Article Title</th>
<th>Graph</th>
<th>Published</th>
<th>Short title</th>
<th>Lay summary</th>
<th>Impact statement</th>
<th>Add resources</th>
<th>Tweets</th>
<th>Facebook</th>
<th>Email</th>
<th>Socials</th>
<th>LinkedIn</th>
<th>Full-text downloads</th>
<th>Atmetric score</th>
<th>Next action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrichment and fractionation of proteins via microscale pore limit electrophoresis</td>
<td><img src="image" alt="Graph" /></td>
<td>2013</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>1</td>
<td>1</td>
<td>1</td>
<td>✔️</td>
<td>✔️</td>
<td><img src="image" alt="Full-text downloads" /> since January 2014</td>
<td>✔️</td>
<td>EXPLAIN</td>
</tr>
<tr>
<td>Carbonation chemistry at room temperature</td>
<td><img src="image" alt="Graph" /></td>
<td>2014</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>✔️</td>
<td>✔️</td>
<td><img src="image" alt="Full-text downloads" /> since January 2014</td>
<td>✔️</td>
<td>SHARE</td>
</tr>
<tr>
<td>Activated Sludge and Other Aerobic Suspended Culture Processes</td>
<td><img src="image" alt="Graph" /></td>
<td>2012</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>✔️</td>
<td>✔️</td>
<td><img src="image" alt="Full-text downloads" /> since January 2014</td>
<td>✔️</td>
<td>SHARE</td>
</tr>
<tr>
<td>Geographic and host distribution of igneous mangrove ecosystems</td>
<td><img src="image" alt="Graph" /></td>
<td>2012</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>✔️</td>
<td>✔️</td>
<td><img src="image" alt="Full-text downloads" /> since January 2014</td>
<td>✔️</td>
<td>SHARE</td>
</tr>
</tbody>
</table>

**Totals:** 1 1 2 17 12 12 11

**Add additional articles**

**Plot for article: Enrichment and fractionation of proteins via microscale pore limit electrophoresis**

- Full-text downloads
- Abstract views
- Share referrals
- Kudos views
- Atmetric score

Change data by selecting graph icons next to article titles in the table above.
Administrator Dashboard

- User Overview
- Content Overview
- Manage Publishers

Activity Reports

The following reports are all generated on-demand from the live database.

- Recently Loaded -- some recently loaded articles
- Recently Registered -- most recent registrations
- Recently Edited -- most recently edited articles
- Recently Claimed -- most recent claims
- Recently Shared -- most recent confirmed shares
- Recently Active -- articles whose altmetric scores are actively changing
- Most Successful -- most successful shares
- Most Active -- most active users
- Resource Types -- types of resource added
- Resource Types by Publisher -- types of resource added, by publisher
- Interventions by Publisher -- types of intervention, by publisher
- Article Activity -- article activity broken down by publisher
## 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>18/09/2013</td>
<td>Time dependent quantum generators for the Galilei group</td>
<td>Gianluigi Filippelli</td>
<td>Shared via social media 318</td>
<td>87</td>
</tr>
<tr>
<td>18/09/2013</td>
<td>Multidimensional physics and biology: a new field</td>
<td>Joanne Bailey</td>
<td>Shared to Twitter, View tweet</td>
<td>78</td>
</tr>
<tr>
<td>26/09/2013</td>
<td>Paranormal activity and the paranormal: a new field</td>
<td>Maria Chatzichristodoulou</td>
<td>Shared via social media 209</td>
<td>28</td>
</tr>
<tr>
<td>18/11/2013</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 55</td>
<td>69</td>
</tr>
</tbody>
</table>

**Gianluigi Filippelli**

Scientific blogger, instructional designer. Dreaming to return to being a researcher...

Milano + dropseaofulaula.blogspot.com
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>

Support

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/10.1080/17461391.2011.638611

Read Now

View Metrics

STM
Publisher participation

Annual fee based on size:

- Automatic claiming for authors
- Customizable invitations to authors
- Inclusion of publisher usage data to enrich author experience
- Reports on uptake and impact on key publication metrics
- Publisher dashboard giving visibility on author activities and results
- Publisher branding within system
- Access to author-added data and links for reuse on publisher site
- Feed of ORCID IDs where collected through Kudos
- Option to display Open Access flags against content
- Option to prepopulate fields to enhance services to authors

Early bird rates for agreements by 31st July 2014 for service start in September 2014 through December 2015
Time’s Up!

About your speaker:

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