Inspiring authors to participate in increasing the visibility and impact of their work

@charlierapple  #stmimpact
Challenges for publishers

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KUDOS
Which authors are actively communicating around their work?

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Where are they communicating?

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What effect are their efforts having?

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What can you do with those who aren’t active?

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KUDOS
What drives inactivity?

I don’t have time

I don’t know how
When people say ...

I don’t have time
When people say … what they mean is

I don’t have time

I don’t see the value
show them the value and make it easy

#stmimpact

KUDOS
Explaining work in plain language

And what do you do?

#stmimpact
Foredune plant species are a prime example of biogeomorphic agents, building foredunes by stopping the landward movement of sand and holding it in place. The association of these plant species with specific landforms and their biogeomorphic roles in the process of foredune building for California was previously not well understood. Studies of foredune plants have focused on a narrow geographic range or addressed purely ecological conditions associated with foredune plants, omitting the biogeomorphic role of these species. This study derives foredune plant-landform associations across a wide latitude of the California coastline and synthesizes a conceptual model of dune biogeomorphic succession that encompasses prior, geographically restricted studies. Measurements of habitat conditions (distance and elevation from high water line and slope angle) were used in a cluster analysis to produce groups of species that were compared with groups identified in previous studies. From these groups, a conceptual model of California’s foredune biogeomorphology was constructed. Groups resulting from the cluster analysis (leading-edge pioneer builders, mid-strand pioneer stabilizers, sheltered secondary builders, sheltered secondary stabilizers, and sheltered tertiary stabilizers) correspond well with groups described in previous studies and define functional groups that can be applied across the state to understand the process of dune building.

What's it about?

From the authors

Plants naturally occurring on California's beaches are responsible for many of the sand dunes in the state. They do this by trapping sand blown inland by the wind. One group of plants starts the process, building up small mounds of sand. These mounds make conditions favored by another group of plants, which begins to grow on the mounds, making the mounds bigger. The cycle continues with different groups of plants taking turns building up the dunes.

Why is it important?

From the authors

Plants are the superheroes of climate change protection. Dune fields on a sandy beach provide protection to inland structures and properties. During large storms, the dunes can erode instead of property and be rebuilt later by the plants. This paper defines which species of plants perform any given role in the dune building process. Knowing this can help us understand how to restore beaches to a more natural state and develop protective dune fields in areas at risk for storm erosion.
An 80,000 word thesis would take 9 hours to present.

Their time limit... 3 minutes

Mary O'Connell
@mary_db10

Poet meets publisher. Poet becomes famous. Publisher makes lots of money. Poet moves abroad. Acrimony ensues. #AcBookWeek @LivUniPress

09/11/2015, 15:38

Natalie Blencowe
@NatalieBlencowe

Developing methods to make surgical manuals will standardise interventions in RCTs, meaning results can actually be believed #tweetyrPhD

Dr Sadie Boniface
@sadieboniface

#tweetyrPhD exploring why self-reported alcohol consumption is consistently a lot less than total alcohol sales using mixed-methods
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!

Views

Clicks

Downloads

Bookmarks

Shares

Mentions

Citations

Traditional media

This shows cumulative activity since the date this publication was first made available.
show them the value and make it easy