

A field of tulips with one orange tulip standing out among many white ones. The background is a soft-focus field of white tulips, and a single, vibrant orange tulip is in sharp focus in the foreground on the right side. The image is overlaid with a large orange diagonal shape and a blue horizontal bar at the top.

An introduction to Kudos

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

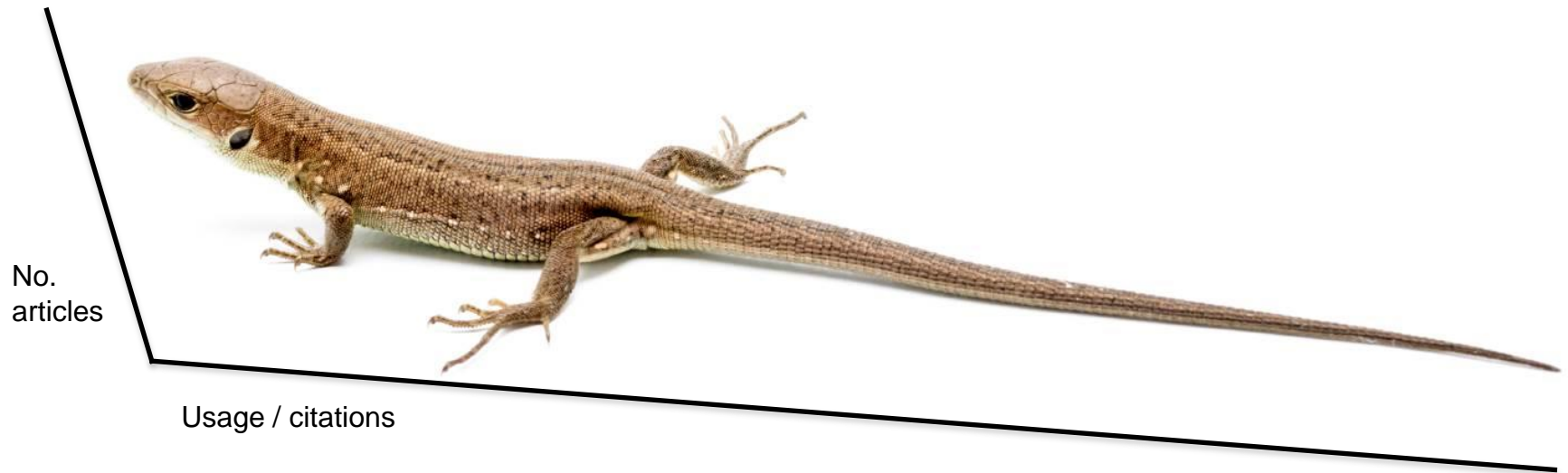
MELINDA KENNEWAY

Director

Kudos and

TBI Communications

How can we get research articles 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



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

Yes!

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



Who should be responsible for this?

Me!

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

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 ...



Which brings me to ...

KUDOS 

KUDOS



Helping **maximize** the impact of published research by:

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

Kudos pilot 2013

KUDOS 



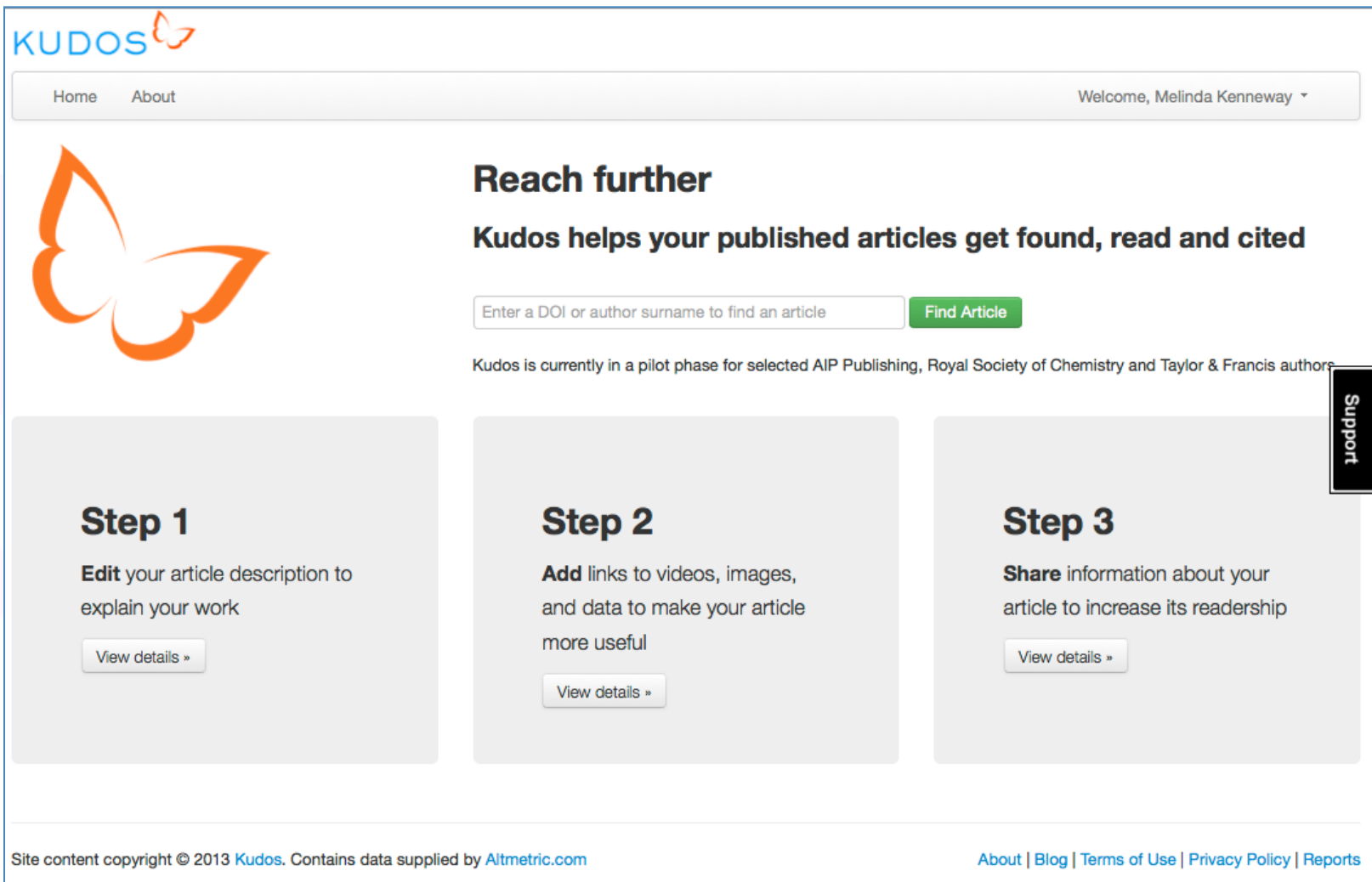
The screenshot shows the Kudos website homepage. At the top left is the KUDOS logo with the tagline "Make an impact". To the right is a navigation menu with links for HOME, ABOUT, TEAM, BLOG, and CONTACT. The main banner features a background image of tulips and a blue diagonal box with the text "Get Found" and "Supercharge your published articles to make them easier to find". Below the banner, the text reads "Launching in 2014" and "Kudos is a free service, currently under development, designed to help you increase the impact of your published research articles." At the bottom, it says "Currently in pilot phase with:" followed by logos for AIP Publishing, Royal Society of Chemistry, and Taylor & Francis Group (an informa business).


In partnership with **AIP Publishing**, **Royal Society of Chemistry** and **Taylor & Francis**

stm

Kudos 3 steps ...

KUDOS 



KUDOS 

Home About Welcome, Melinda Kenneway ▾

Reach further

Kudos helps your published articles get found, read and cited

Enter a DOI or author surname to find an article Find 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

View details »

Step 2

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

View details »

Step 3

Share information about your article to increase its readership

View details »

Support

Site content copyright © 2013 [Kudos](#). Contains data supplied by [Altmetric.com](#) [About](#) | [Blog](#) | [Terms of Use](#) | [Privacy Policy](#) | [Reports](#)

Step # 1: article description

KUDOS 

KUDOS 

Home About

Welcome, Melinda Kenneway ▾

Select Language ▾

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/c3ee41981a>

Read Now

View Metrics

Support

Overview

Short summaries about this article

CdTe/CdS thin film heterojunction solar cells

Lay Summary

The fundamental aspects of device stability and device performance by varying

Impact Statement

Previously published reviews discussed on the back contact strategy, junction literature that addresses key issues in fundamental and critical aspects of CdTe encompassing their physics - device performance, and and chemical concept

Add short title, lay summary and impact statement

stm

Step #2: add inbound links

DEVICES

Lay Summary

Life is based on chemical reactions. Nowadays physical and chemical cell's composition: reactive macromolecules, ions and water. They give rise to electrochromic windows, polymeric bakeries or smart drug delivery. T

Impact Statement

New reactive gel materials mimicking cellular composition New chemical properties based on reactions: biomimetic functions. New biomimetic engineers and robot designers. New chemical and conformational me

Formal Abstract

Electro-generations of chemical electrochemical reactions orders of magnitude under (full integration). The active states constitute new m

Simply add URL and description

Electrochromic

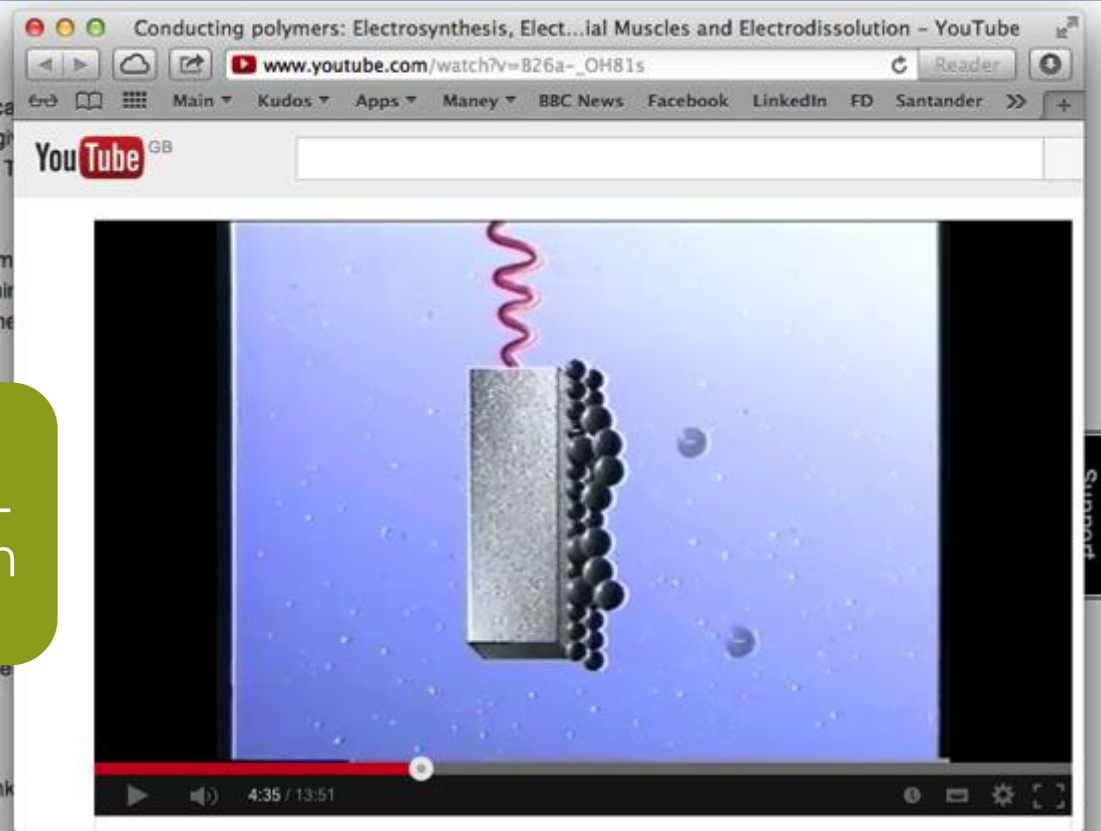
video: A general presentation of conducting polymers, its ele

Electrochromic nucle

video: Conducting polymers, as these polymer gels swell, shrink the polymer oxidation is visualized.

Artificial muscles are polymeric electrical motors

video: The direction and sense of the current determines the reaction rate and the muscle movement rate, stop or direction of the movement



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 w

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 author

Authorise with Facebook

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 of

My latest article has just been published

look! Here's a link:

<http://j.mp/1a2l5gV>

Kudos Test Article

<http://j.mp/1a2l5gV>

Choose a template
and generate
proposed text with
trackable links

Mark As Sent

Cancel

Home About Welcome, Melinda Kenneway ▾


Article Metrics

Somatotype, training and performance in Ironman athletes

This page show the [metrics](#) for your article.

Altmetrics

Community activity around this article



[See more details](#)

- Tweeted by 20
- On 1 Facebook pages
- 1 reader on Mendeley
- 0 readers on CiteULike

Altmetric Scores	
Last Week	1
Last Month	13.25
Last Quarter	18.25
Last Year	18.25
All Time	18.25

Social media activity data is collected by [Altmetric.com](#)

Usage Data

Usage statistics provided by Taylor & Francis



Date	Abstract Views	Full Text Downloads
17/09/2013	5.0	1.0
18/09/2013	7.5	2.0
19/09/2013	5.0	3.0
20/09/2013	1.0	1.0
21/09/2013	0.5	1.0
22/09/2013	0.0	0.0
23/09/2013	9.0	1.0

Currently:
publisher site
usage, Altmetric
score

Future: other
altmetrics,
citations

See sharing effectiveness

New Media Art, Participation, Social Engagement and Public Funding

This page show the [metrics](#) for your article.

See referrals from tracked links, and re-view usage against activities undertaken

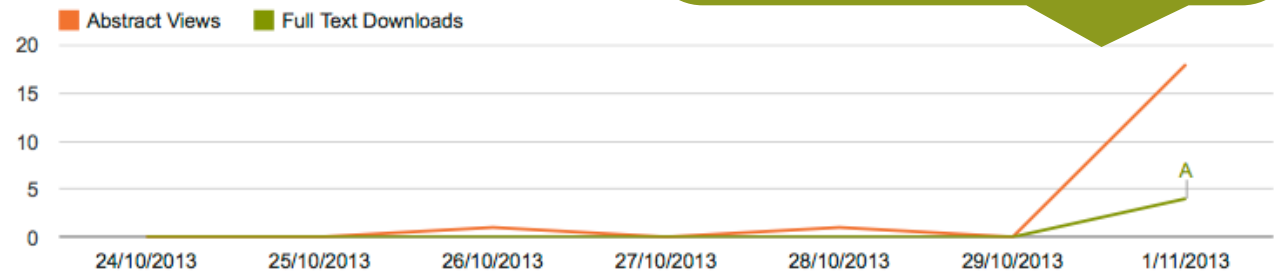
Altmetrics

Community activity around this article

There is no altmetric data available for this article

Usage Data

Usage statistics provided by Taylor & Francis



Activity

Activities undertaken to increase the usage and impact of your research

Time	Event Type	Notes	Referrals
1/11/2013 12:09	Share	Shared via social media.	55
1/11/2013 12:09	Edit	Updated metadata.	-
1/11/2013 12:06	Claimed	Maria Chatzichristodoulou claimed the article.	-

[Return to article profile](#) to continuing improving its metadata and resources

Engaging with 'social' authors

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.

Date	Article	User	Note	Referrals
18/09/2013 16:06	Time dependent quantum generators for the Galilei group	Gianluigi Filippelli	Shared via social media Shared to Twitter. View tweet	318
2/10/2013 14:19	Paternal p...	Joanne Bailey	Shared via social media Shared to Twitter. View tweet	217
1/11/2013 12:09	New Med...	Maria Chatzichristodoulou	Shared via social media Shared to Facebook	209
25/09/2013 15:49	Marital cr...	Joanne Bailey	Shared via social media Shared to Twitter. View tweet	87
18/09/2013 17:37	Multidime...	dour	Shared via email	80
18/09/2013 10:32	Direct and...	mans	Shared via social media Shared to Twitter. View tweet	78
26/09/2013 17:05	Paranormal activity	er	Shared via social media Shared to Facebook	71
17/09/2013 20:43	The choice of thuj...	meier	Shared via social media Shared to Facebook Shared to Twitter. View tweet	62
28/10/2013 17:02	Marital cruelty: rec...	ey	Shared via social media Shared to Twitter. View tweet	59
18/11/2013	When the Gates Swing Open: Examining Network Gatekeeping in a Social Media Setting	Avery Holton	Shared via social media	55



The image shows a screenshot of a Twitter profile for Gianluigi Filippelli (@ulaulaman). The profile picture is a fractal-like image. The bio reads: "Scientific blogger. Instructional designer. Dreaming to return to be a researcher...". The location is "Milano" and the website is "dropseaofulaula.blogspot.com". The profile shows 14,744 tweets, 326 following, and 542 followers. A tweet is visible with the text: "Time dependent ray representations for the Galilei group j.mp/156cOW3". The tweet has 1 retweet and 500 views. A green arrow points to the settings icon in the top right of the browser window.

Support

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.

Article	Current Score	Recent Change	Number of Changes
Acute caffeine ingestion enhances strength performance and reduces perceived exertion and muscle pain perception during resistance exercise Kudos Statistics page	145.25	25.0	8
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/10.1080/17461391.2011.635811	78.25	23.5	7
Young adults and the decline of the urban English pub: issues for planning <ul style="list-style-type: none">• Kudos Statistics page• Altmetric Details page	8.75	8.75	6
Indirect Tracking of Drop Bears Using GNSS Technology <ul style="list-style-type: none">• Kudos Statistics page• Altmetric Details page	132.132	3.0	6
Young adults and the decline of the urban English pub: issues for planning	47.5	21.5	6
Indirect Tracking of Drop Bears Using GNSS Technology	111.1	1.5	6

Support

Support

Read Now

View Metrics

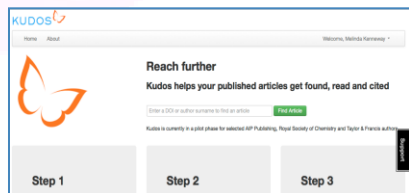
Post-workflow integration – Kudos role in **user** journey is as an ‘invisible’ hub with only interfaces for **stakeholder** admin / reports.

Inputs

Metadata & usage from publishers

Data from CrossRef

Data from altmetric providers



Widget for MTS to collect data



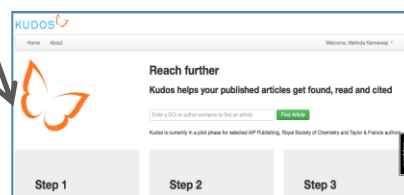
Outputs

Feed to publishers

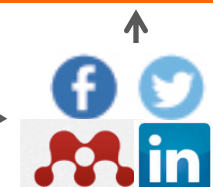
Embedded widget for publisher sites

Feeds to 3rd party repositories

Feeds to journalists



All links go back to the publisher's site



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

KUDOS 

Coding enhancements Q1 2014

Public launch in Q2 2014

Seeking publisher participants for 2014

Limited to circ. 25 partnerships

Contact: **info@growkudos.com**



ELSEVIER




Dovepress



stm

Time's Up!



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