



An introduction to Kudos

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

MELINDA KENNEWAY

Director

Kudos and

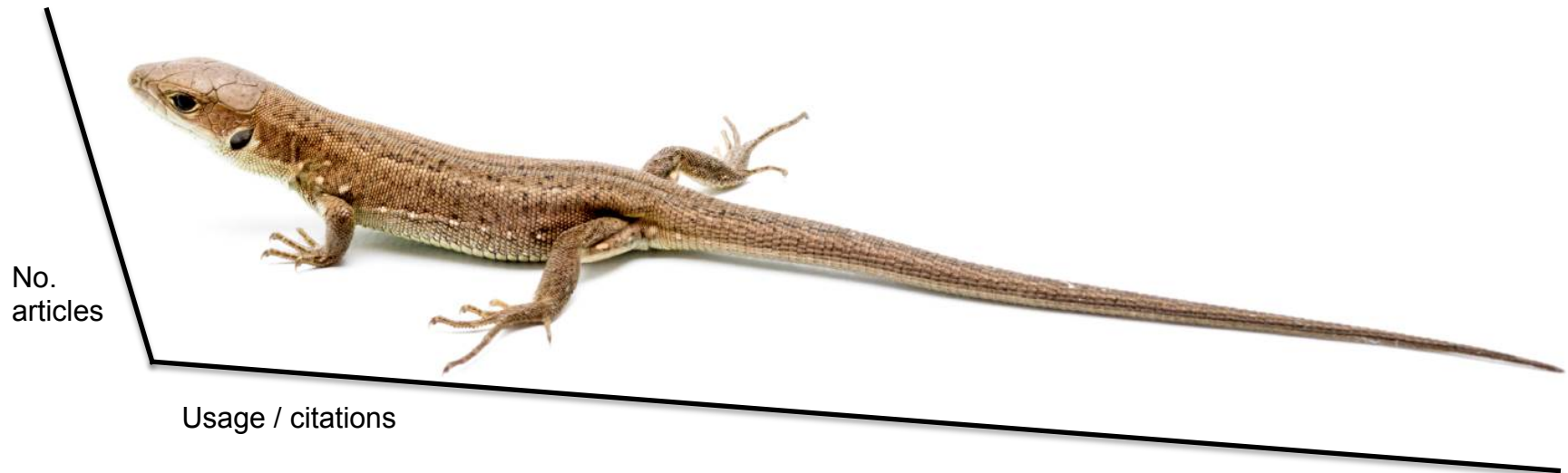
TBI Communications

How can we get research 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



And now the motivation ...

KUDOS 

“If you measure something
people change their behavior.”



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 



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

stm

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

KUDOS 



The screenshot shows the Kudos 1.0 website homepage. At the top, the KUDOS logo is accompanied by the tagline "Make an impact." and social media icons for Facebook, Twitter, Google+, and LinkedIn. A navigation menu includes "Home", "Researchers", "Publishers", "Institutions", and "About". Two buttons for "SIGN IN" and "REGISTER" are visible. The main banner features the text "Greater Impact" and "Kudos helps researchers explain, enrich and share their publications for greater research impact." Below this is a search bar with the placeholder text "Enter a DOI or words from a publication title and an author name" and a "Find" button. The page is divided into three columns: "Researchers" (with an icon of two people and the text "Expand readership of your research publications and increase citations"), "Publishers" (with a document icon and the text "Support your authors in growing readership for their publications"), and a third column for partner logos. Each column has a "Get started" button.

KUDOS  Make an impact.

Home Researchers Publishers Institutions About -

SIGN IN REGISTER

Greater Impact

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

And now Kudos makes this easy ...

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

Researchers
Expand readership of your research publications and increase citations
Get started »

Publishers
Support your authors in growing readership for their publications
Get started »

Partner logos: Thieme, ELSEVIER, CAMBRIDGE UNIVERSITY PRESS, Emerald, ASM society, WILEY, THE ROYAL SOCIETY, eLIFE, HealthAffairs, Bone & Joint, Dovepress, IOP Publishing, International Union of CRYSTALLOGRAPHY, Maney Publishing, bioscientifica, ROYAL SOCIETY OF CHEMISTRY, Taylor & Francis Group (an informa business), cogent-oo, OECD (BETTER POLICIES FOR BETTER LIVES).

Kudos 4 steps ...

KUDOS 



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.*

[f](#) [t](#) [g+](#) [in](#)

[Home](#) [Researchers](#) [Publishers](#) [Institutions](#) [About -](#)




Welcome Melinda Kenneway [My Tools](#)

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.

[Find my publications](#)

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 <i>Publication successfully claimed, now click on the title to use the Kudos tools.</i>	UNCLAIM
	Introducing a new journals subscription system: the agony and the ecstasy Learned Publishing Melinda Kenneway, Pam Sutherland, Samuel C. Williamson <i>Publication successfully claimed, now click on the title to use the Kudos tools.</i>	UNCLAIM
	Integrating social media in the marketing mix: the case of Best Practice Learned Publishing Melinda Kenneway, Charlie Rappale <i>Publication successfully claimed, now click on the title to use the Kudos tools.</i>	UNCLAIM


Support



Marketing the library: using technology to increase visibility, impact and reader engagement

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

GO TO PUBLICATION ▸

PUBLICATION METRICS | 

View a variety of metrics for your publication

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

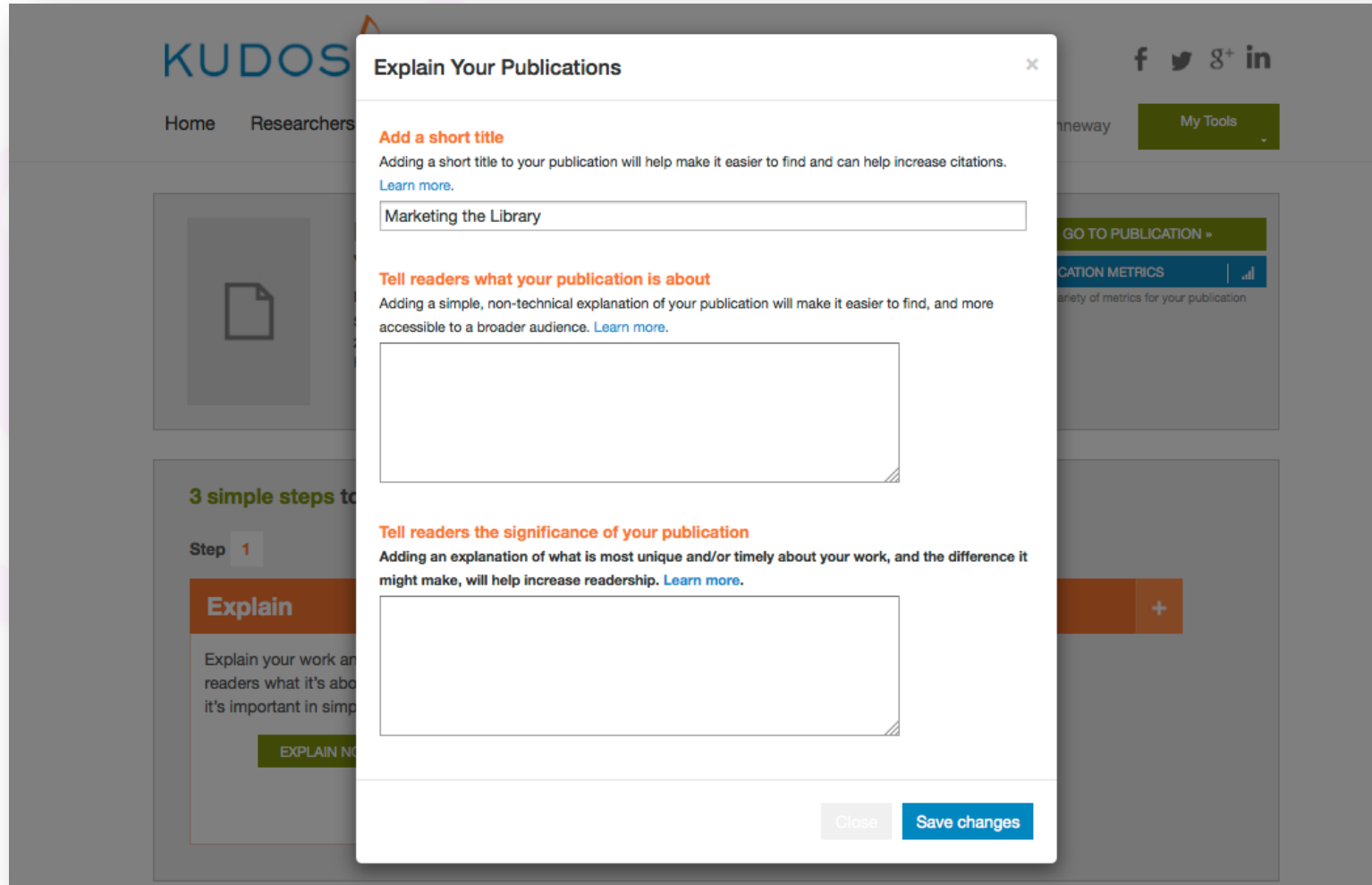
Step 3

Share

Share your publications using email, or social media to tell people about your work.

SHARE NOW

Step #1: explain

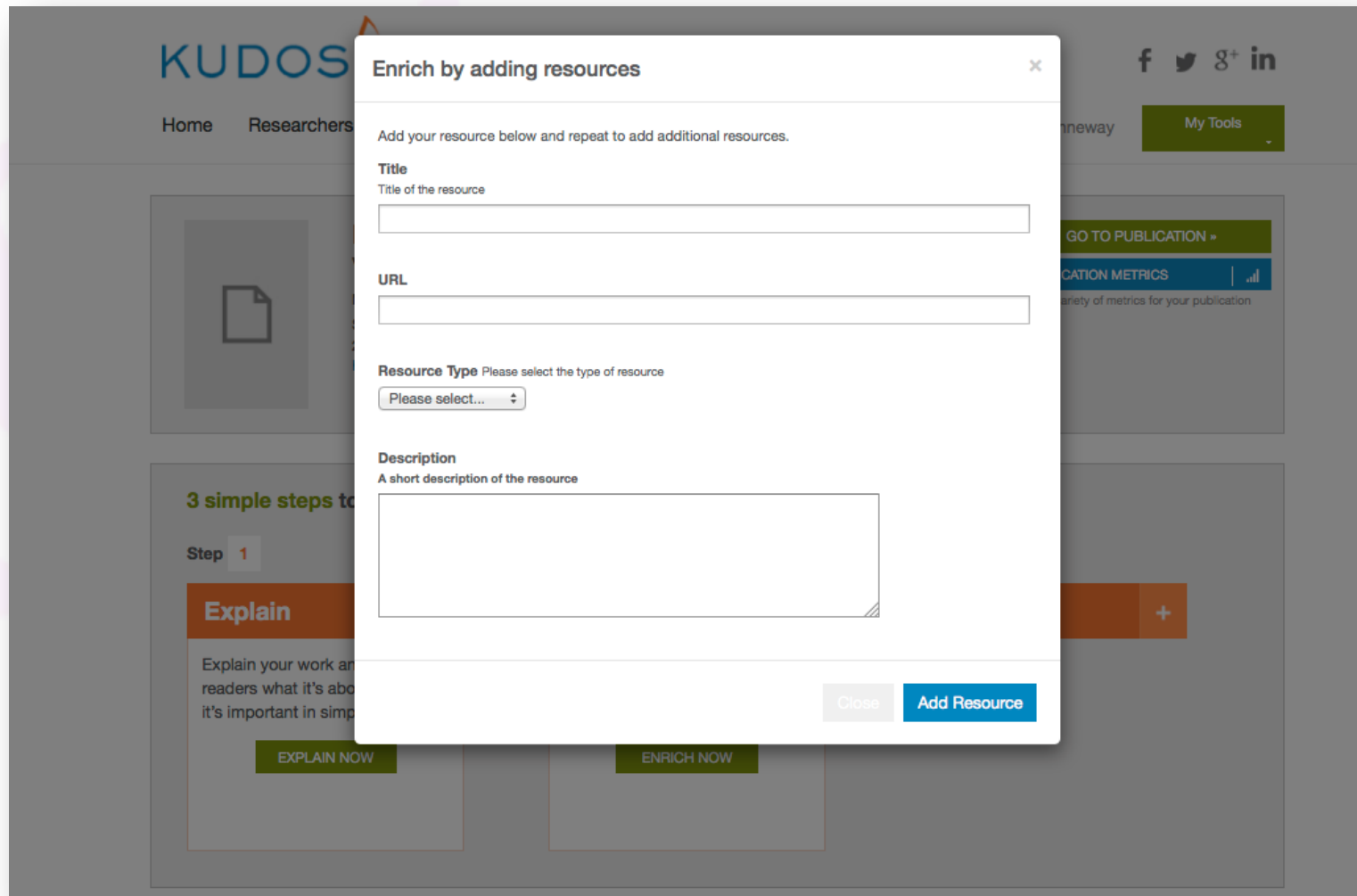


The screenshot shows a web interface for KUDOS with a modal window titled "Explain Your Publications". The modal contains three sections for adding information to a publication:

- Add a short title**: A text input field containing "Marketing the Library".
- Tell readers what your publication is about**: A large text area for a simple, non-technical explanation.
- Tell readers the significance of your publication**: A large text area for an explanation of what is most unique and/or timely about the work.

At the bottom of the modal are "Close" and "Save changes" buttons. The background shows a navigation menu with "Home" and "Researchers", a "My Tools" button, and a "GO TO PUBLICATION" button.

Step #2: enrich




The screenshot shows the KUDOS website interface with a modal dialog box titled "Enrich by adding resources" in the foreground. The dialog box contains the following fields and controls:

- Title**: Title of the resource. Input field.
- URL**: Input field.
- Resource Type**: Please select the type of resource. Dropdown menu with "Please select..." and a downward arrow.
- Description**: A short description of the resource. Text area.
- Buttons**: "Close" and "Add Resource".

The background website shows the KUDOS logo, navigation links (Home, Researchers), social media icons (f, t, g+, in), and a "My Tools" button. A "3 simple steps to" section is visible, with "Step 1" highlighted. Below this, there is an "Explain" section with a plus sign button and an "EXPLAIN NOW" button. To the right, there is a "GO TO PUBLICATION" button and a "PUBLICATION METRICS" section with a signal strength icon.

Step #3: share



Make an impact.

f t g+ in

Home Researchers Publishers **Institutions** About

SIGN IN REGISTER


Home » Share your publication

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 EMAIL

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.


AUTHORIZE TWITTER

SHARE BY FACEBOOK

[Return to Publication Profile](#) to continuing improving its metadata and resources, which can help increase usage and citations.

*Publication metrics include: 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



Make an impact.






















f t g+ in

Home Researchers Publishers Institutions About

Welcome Melinda Kenneyway ▾

Home » Author dashboard

Author Dashboard





My research			Information you added to explain and enrich your work				Actions you took to share your work			Your results 				Next action
Article title <small>(Select for more details)</small>	Graph	Published	Short title	Lay summary	Impact statement	Add resources	Tweets posted	Facebook posts	Email shares	Share referrals	Kudos views	Full text downloads	Altmetric score	
Enrichment and fractionation of proteins via microscale pore limit electrophoresis		2013					1	1	1	1	1	1	1	SHARE <small>1 full text download since January 2014 see details</small>
Carbocation chemistry at room temperature...		2014					0	0	0	0	0	0	0	EXPLAIN
Activated Sludge and Other Aerobic Suspended Culture Processes		2012					0	0	0	0	0	0	0	SHARE
Geographic and host distribution of lignicolous mangrove microfungi		2012					0	0	0	0	0	0	0	SHARE
Totals:							1	1	2	17	12	12	11	

ADD ADDITIONAL ARTICLES

IMPROVE MY RESULTS

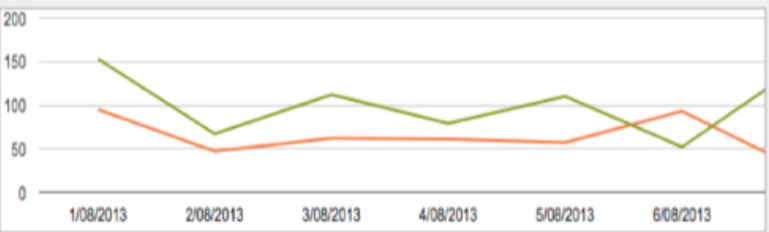
Plot for article: Enrichment and fractionation of proteins via microscale pore limit electrophoresis

MORE DETAILS

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

A=activity such as sharing
Rollover for more details

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

Support

The Small Print

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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 Media	Maria Chatzichristodoulou	Shared via social media Shared to Facebook	209
25/09/2013 15:49	Marital cru...	Joanne Bailey	Shared via social media Shared to Twitter. View tweet	87
18/09/2013 17:37	Multidimer		Shared via email	80
18/09/2013 10:32	Direct and		Shared via social media Shared to Twitter. View tweet	78
26/09/2013 17:05	Paranormal activity		Shared via social media Shared to Facebook	71
17/09/2013 20:43	The choice of thujor		Shared via social media Shared to Facebook Shared to Twitter. View tweet	62
28/10/2013 17:02	Marital cruelty: reco		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 Horton	Shared via social media	55



Gianluigi Filippelli
@ulaulaman
Scientific blogger. Instructional designer. Dreaming to return to be a researcher...
Milano · dropseaofulaula.blogspot.com

14,744 TWEETS 326 FOLLOWING 542 FOLLOWERS

Time dependent quantum generators for the Galilei group

1 RETWEET

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	145.25	25.0	8
Young adults and the decline of the urban English pub: issues for planning	8.25	23.5	7
Indirect Tracking of Drop Bears Using GNSS Technology	1.75	8.75	6
Indirect Tracking of Drop Bears Using GNSS Technology	32.132	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

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>

Read Now

View Metrics

Support

Support

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!

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