

Kudos for Researchers

Making sure research is found, read and applied

Kudos provides a toolkit for increasing usage and impact of published research. We help publishers, institutions, societies and funders work more closely with researchers in pursuit of this common goal.

Researchers use Kudos to explain their work in plain language, and share it (by email, social media, academic networks and more) with potential readers both within and beyond the field. We are the only service that facilitates cross-publisher, cross-network, cross-metric, copyright-compliant sharing of research.

By centrally managing and measuring communications across different networks and tools, Kudos helps researchers understand which efforts are most effective at driving readership and citations.

Wherever they choose to publish or share work, Kudos helps researchers make this more effective by providing a single toolkit to:

- **Open** up research so new audiences can find and understand it
- **Track** the most effective networks for getting work read, discussed and cited
- **Learn** where to focus efforts to make best use of limited time
- **Improve** the metrics by which researchers are evaluated.

Over 100,000 researchers have signed up to explain and share their work via Kudos.

It is quick and easy to use, and it works:

Average
time on site:

5

minutes

Average
increase in
downloads:

23%

Kudos is so simple
to use - I can
effortlessly share my
research on multiple
platforms and track it
from the Kudos
dashboard.

*Dr Mark F. Weems,
University of Tennessee, USA*

Kudos for Institutions

Strengthening research performance and support

Both researchers and institutions are under pressure to grow their research profile.

Kudos provides you with deep, actionable insight into the most effective ways to increase publication impact.

Our simple toolkit can be used by all researchers, to manage communications across all channels, for all their publications. By helping them measure the effect of their efforts against a range of metrics, we're mobilizing them to undertake more outreach, and helping you to leverage their expertise and networks.

We then provide you with reports and tools that uniquely enable you to understand, amplify and support researchers' efforts to improve the performance of their work:

- Help researchers achieve better results in less time – surface a wider range of communications (including those in “closed” channels such as email), track metrics back to these specific actions by researchers, then shape your guidance for them around what is having most effect
- Easily amplify their efforts to wider audiences – act on real-time feeds of researcher communications, rather than waiting for attention metrics to emerge
- Make research more accessible, for example to international or interdisciplinary audiences, by honing researchers' writing skills
- Identify, acknowledge and reward researchers or departments who take proactive steps to increase the visibility of their work
- Strengthen support services and reduce fragmentation by enabling different parties – researcher, research office, library, communications team to view and build on each other's efforts in one system
- Increase discoverability of works in university websites (e.g. the repository) by incorporating plain language explanations from Kudos – and benefit from more widespread dissemination of this metadata, including to search engines and subject indexes
- Demonstrate leadership in emerging fields by quickly acting on high levels of external interest generated by researchers' efforts.

We have been very impressed; Kudos does what it says on the tin

*Martin Gill,
Head of Academic Services,
University of Huddersfield*

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