Making your reputation visible:

views from researchers

@charlierapple

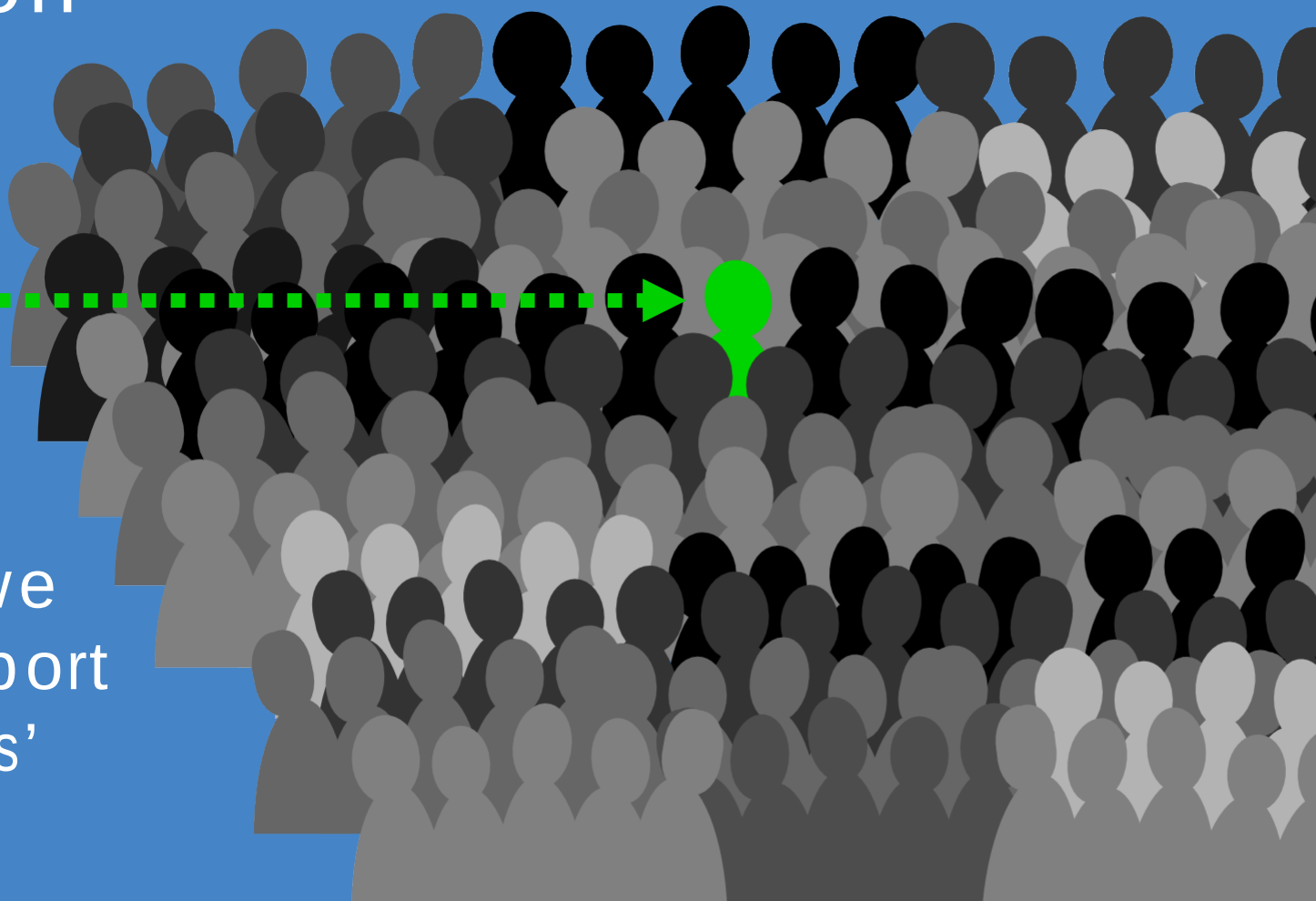
#fiesoleretreat16

KUDOS

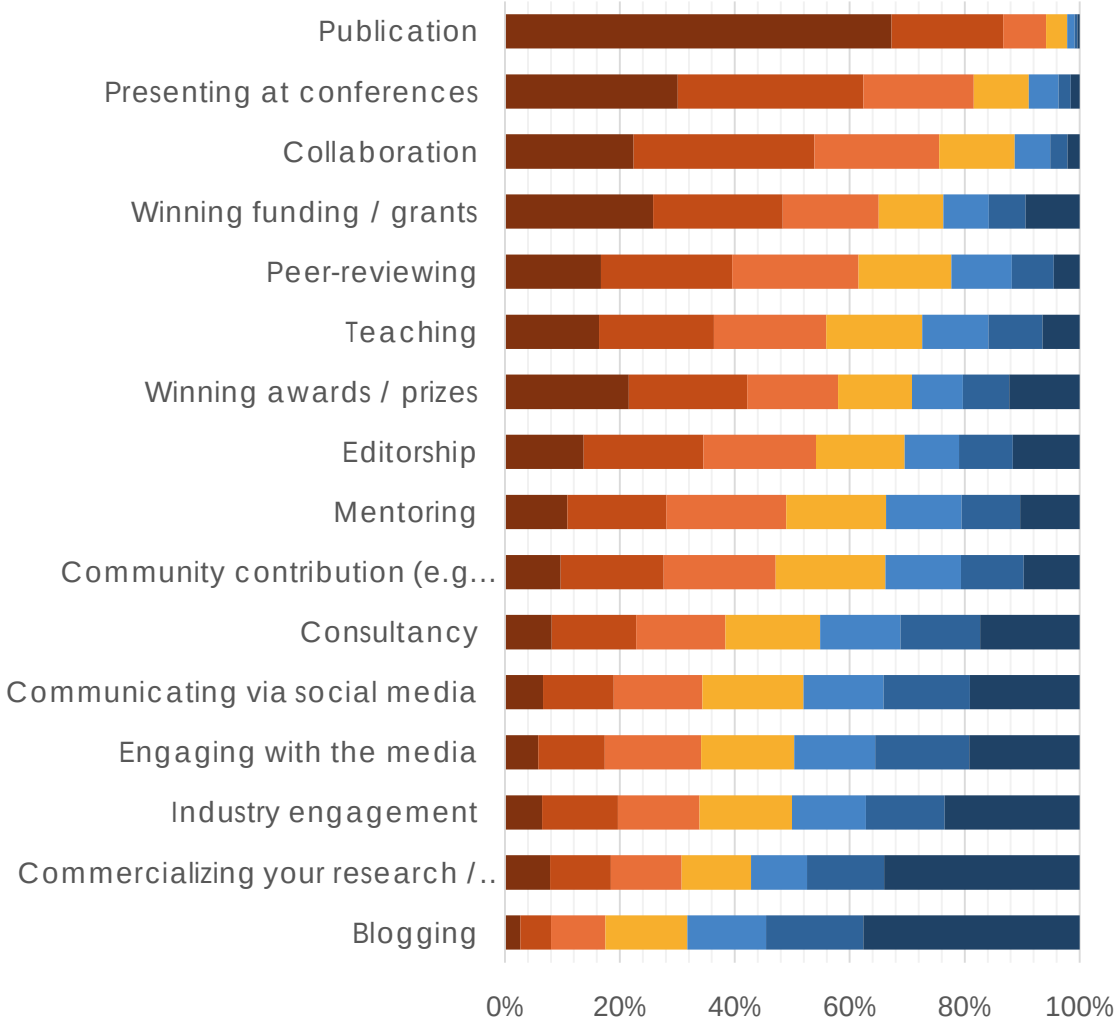
Reputation opens (secret) doors

Reputation as brand

go-to person for dynamics of dryland environments



How can we better support researchers' brands?



How do academics broadly rank activities in terms of contribution to reputation?

(*n* = 2,748)

Contributes most:

Publication
Speaking
Collaboration
Reviewing

Contributes least:

Blogging
Industry
Media
Social media

Publication
Presenting at conferences
Collaboration
Winning funding / grants
Peer-reviewing
Teaching
Winning awards / prizes
Editorship
Mentoring
Community contribution (e.g...
Consultancy
Communicating via social media
Engaging with the media
Industry engagement
Commercializing your research /..
Blogging
0%
20%
“When you see the CVs of big academics, they’ve done all these things. It wasn’t a strategy – they just did them.”

“Academia is a meritocracy,
but it’s also about

reputation management.

More senior academics might not see this, but
as a junior academic – and a woman –

proactively managing your reputation is really important.”

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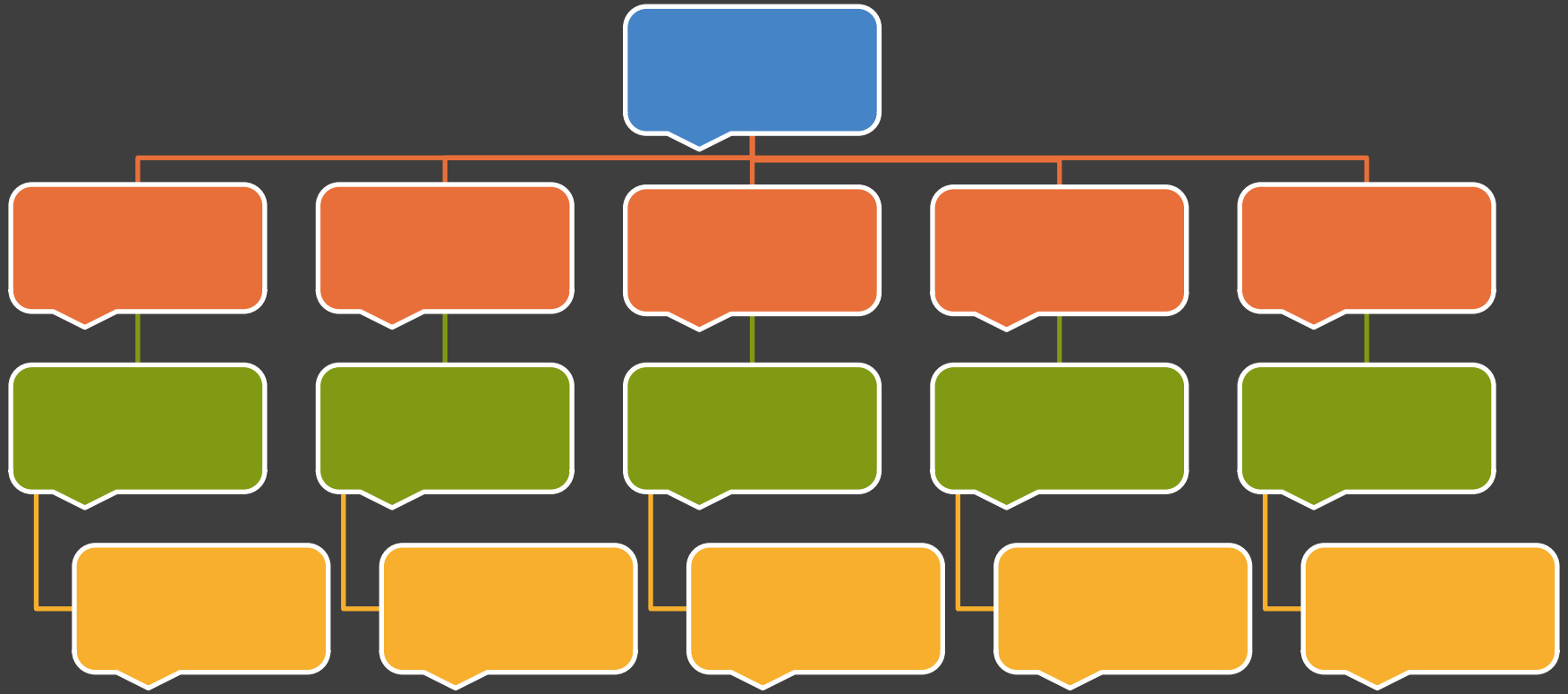
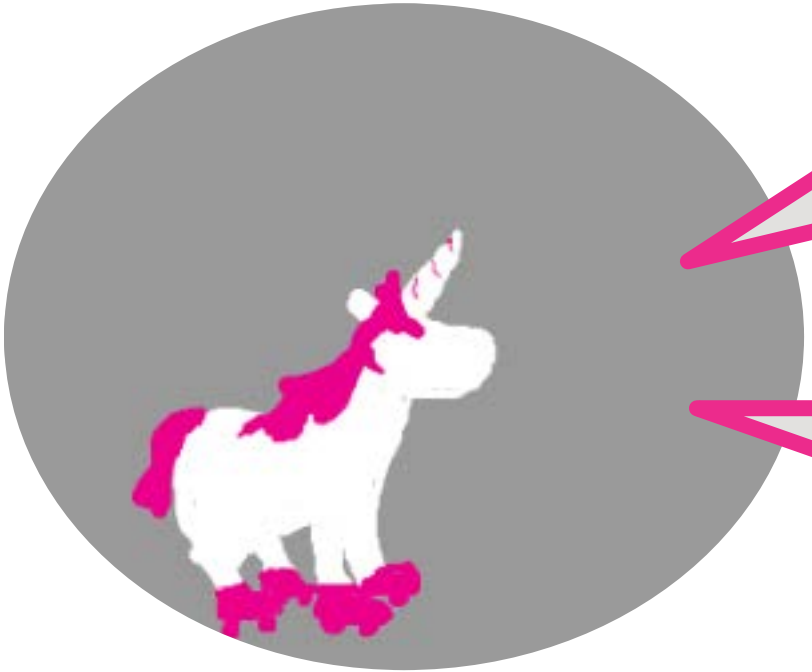
Social media “democratizing reputation”



The role and visibility of publications

In the bubble



Impact factors don't mean anything!

It's about the quality of the work, not the brand of the journal

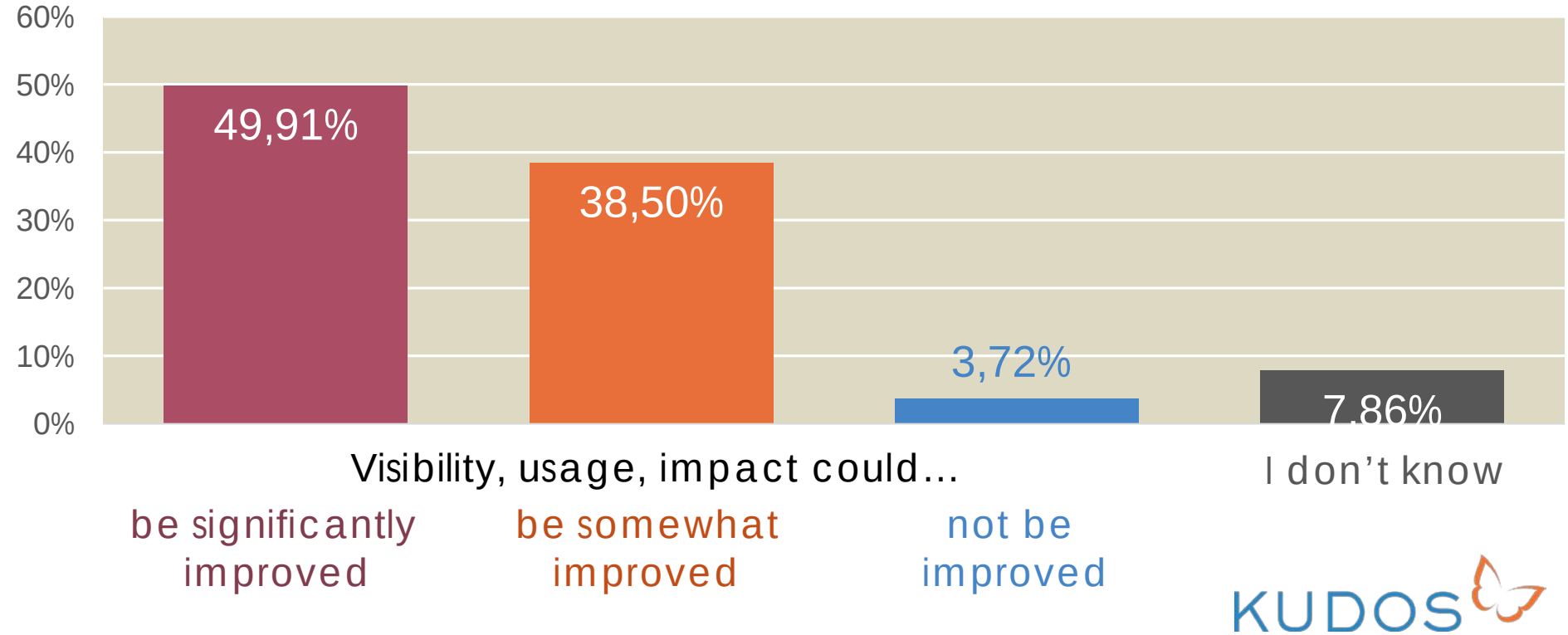
Image credit: Unicorn on Roller Skates by Laughing Stock via Drawception

In reality

OMG turns out she's not just a temp, she's had a paper in Nature!

Image credit: Supergirl Shadow by Jason Ratliff

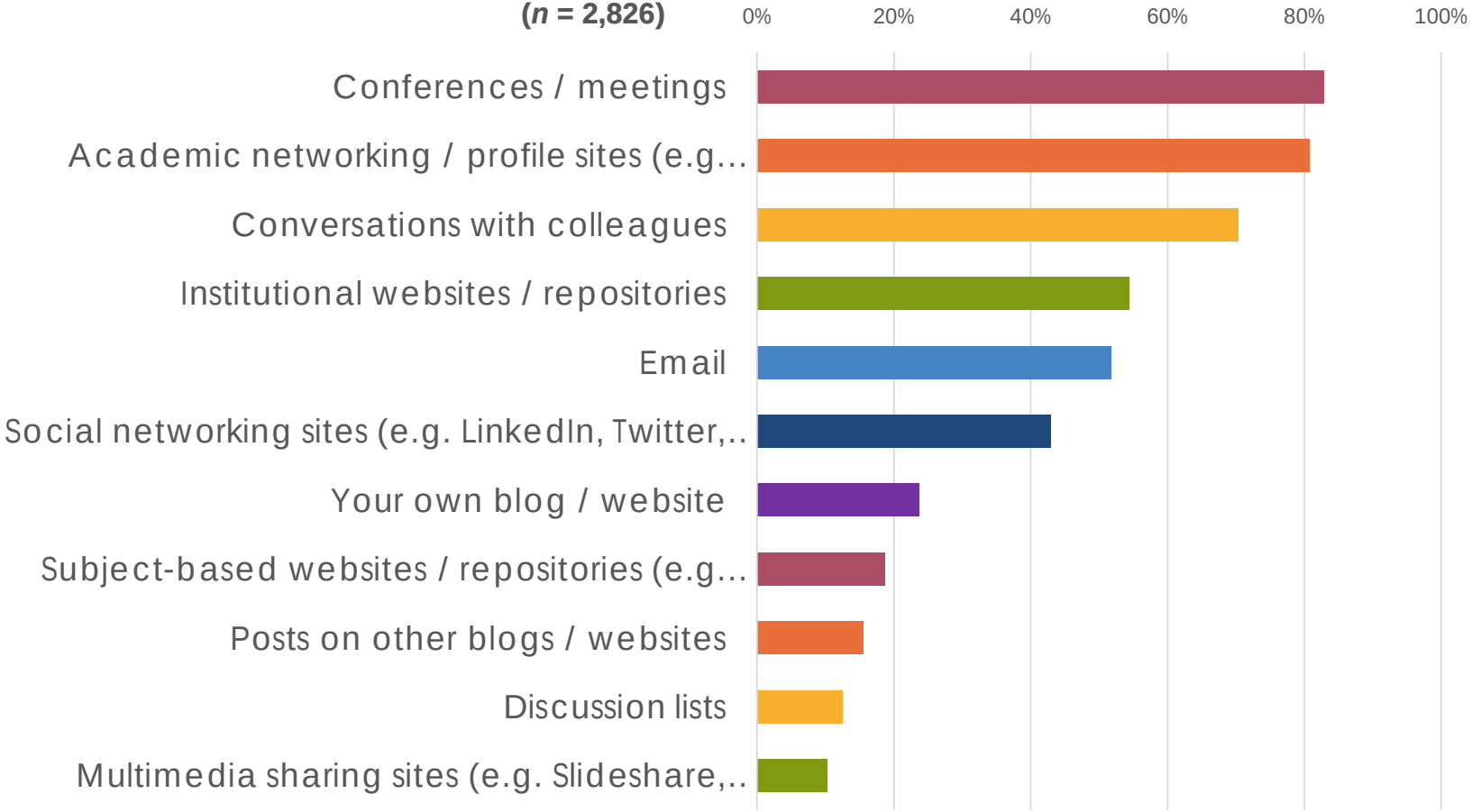
To what extent do you think more could be done to increase the visibility, usage or impact of the work you publish, on or after publication? (*n* = 2,900)



KUDOS

In which of the following ways do you currently create awareness of or share materials relating to your work?

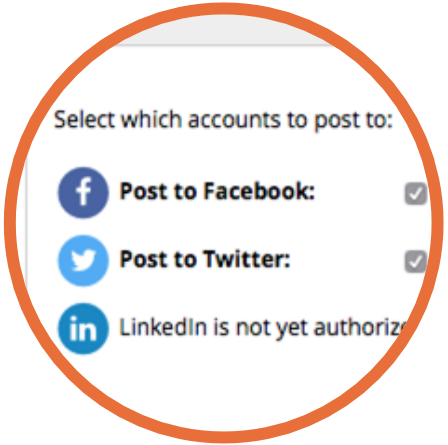
(*n* = 2,826)



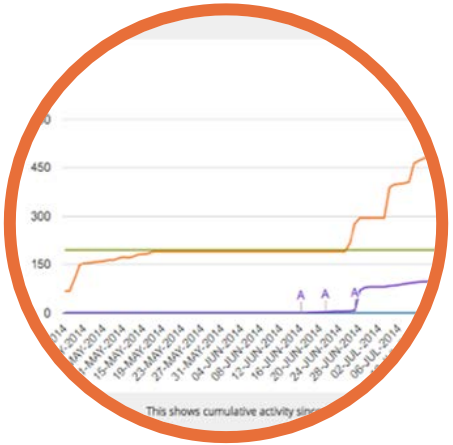
Actions = data = answers?

Brief background: what is Kudos?

Plain language explanations



Trackable links for sharing



Range of metrics against which to map efforts to explain and share

KUDOS

RG

Traditional media
Citations
Views
Clicks
Shares
Downloads
Mentions

Open vs closed communications

OPEN

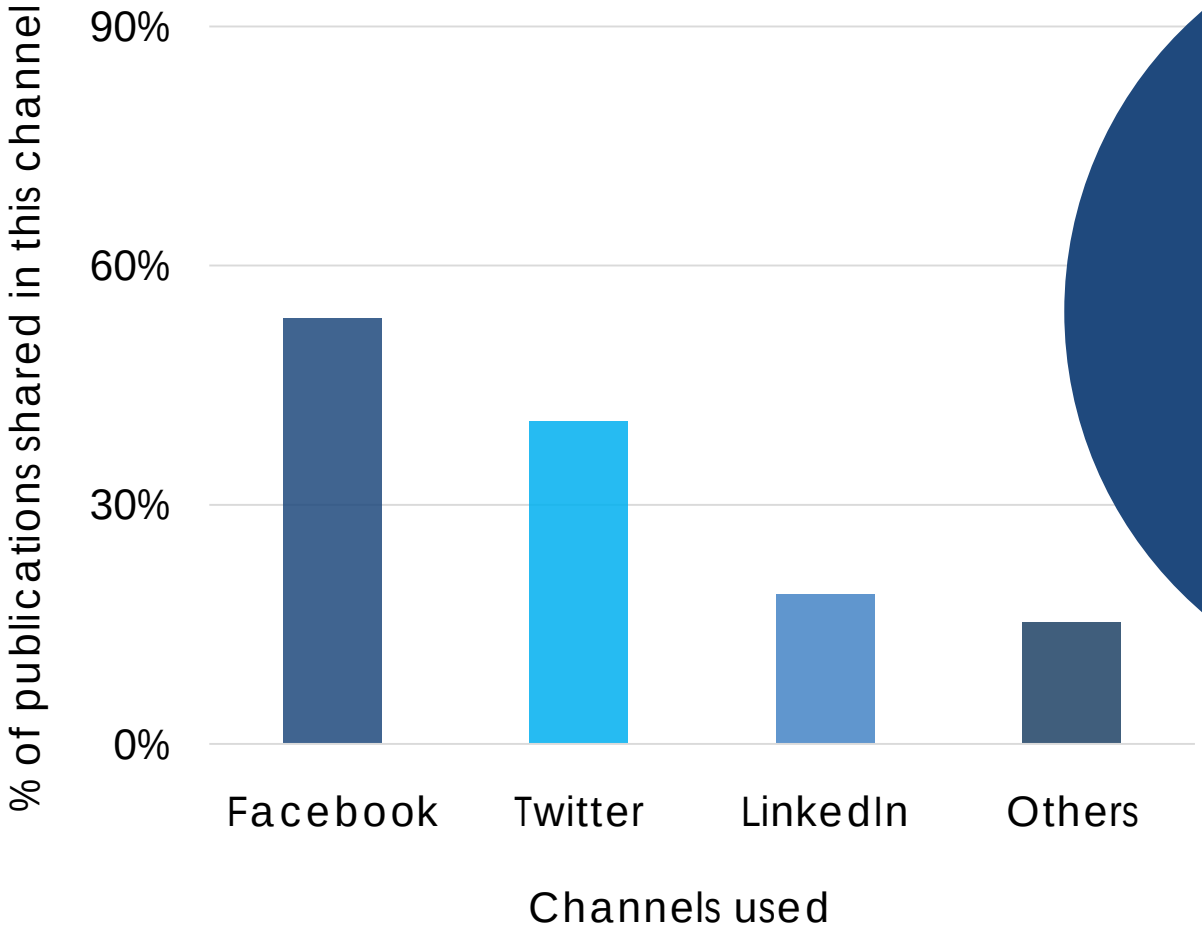
channels – nothing to restrict visibility of sharing of work, except time and effort in finding / following / filtering

MEDIATED

channels – possible, but less likely, for publisher / institution to have visibility of sharing

CLOSED

channels – very unlikely that publisher / institution will be connected with researcher and have visibility of sharing efforts here



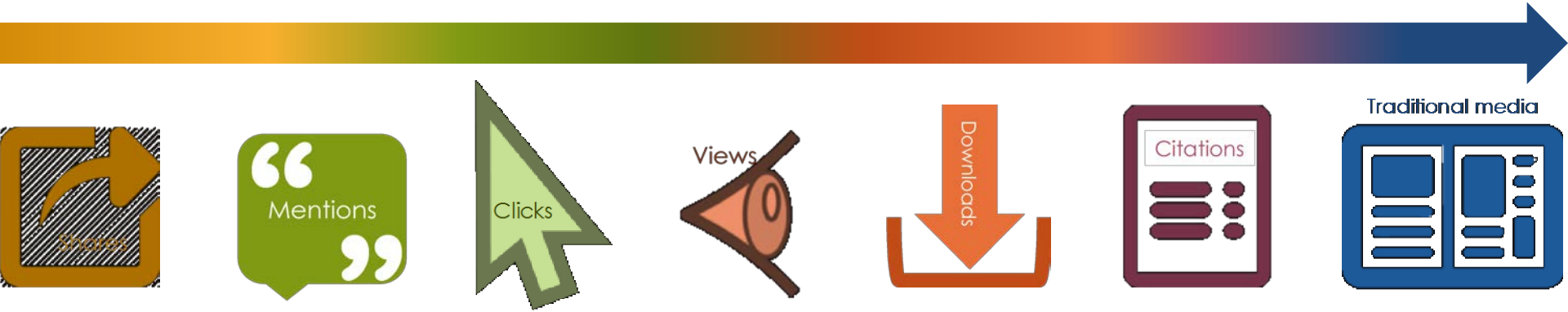
Facebook is more commonly used for sharing academic work than you might expect

publications with **share actions in Kudos**
n = 4,610
Publication can be shared in more than one channel

But links shared via LinkedIn are most likely to be clicked

A proposed spectrum for metrics (AIDA)

ATTENTION **INTEREST** **DESIRE** **ACTION**



KUDOS

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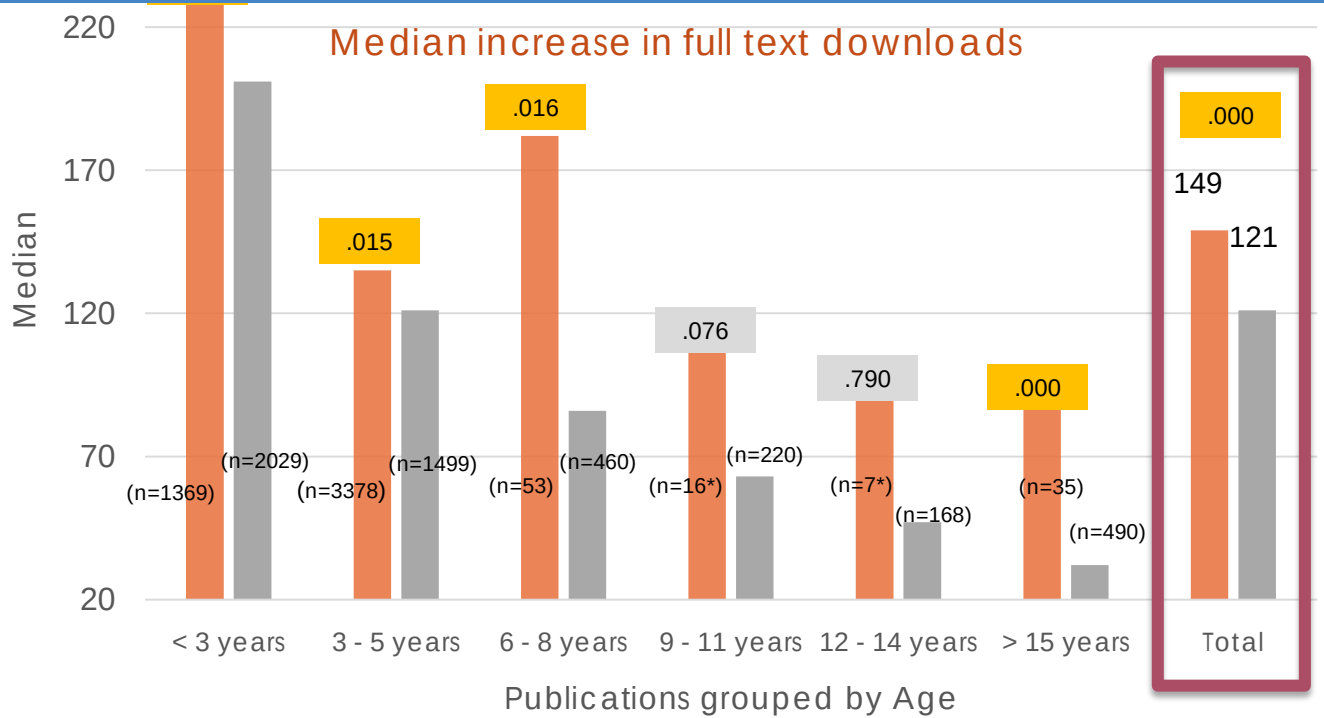
Can attention drive action? Yes!



Treatment group *n*=4,858

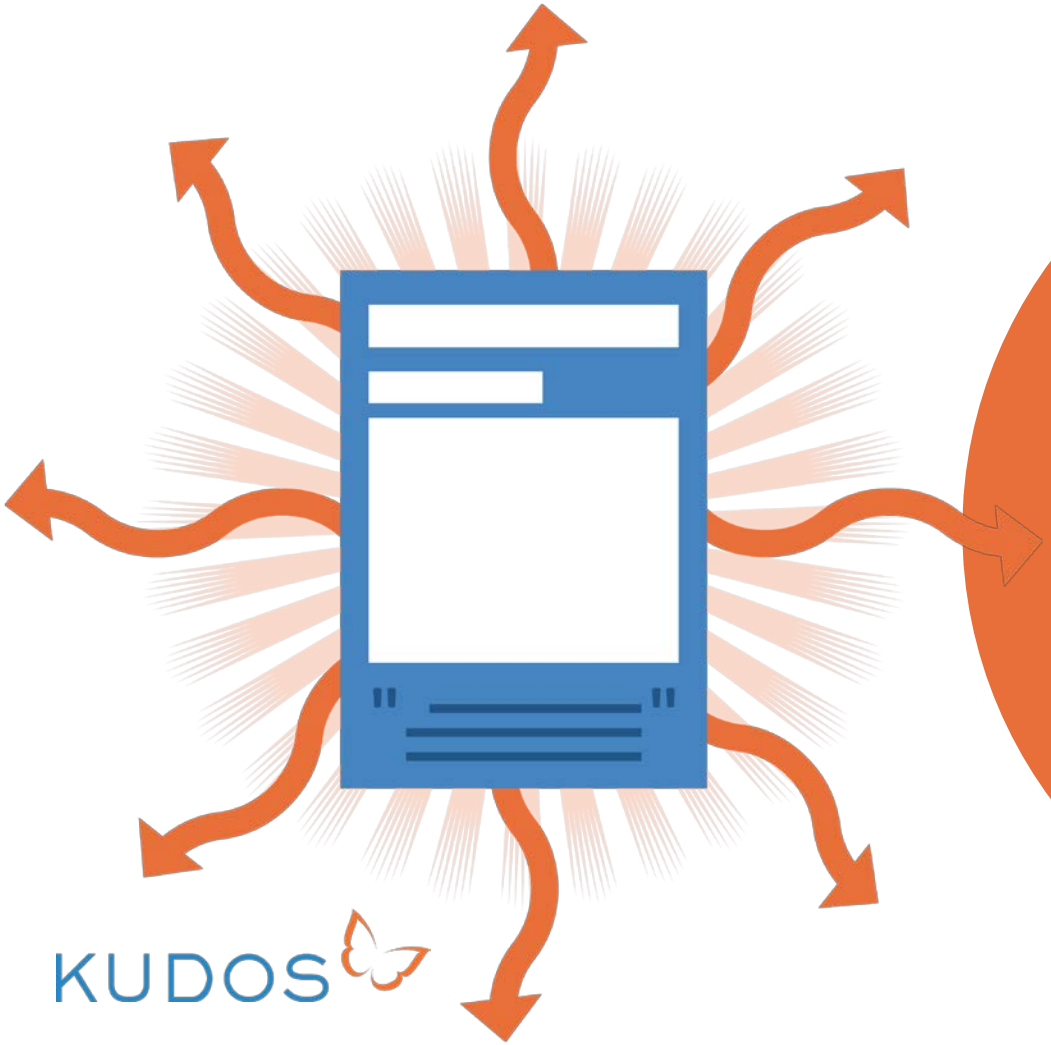
Control group, *n*=4,866

KUDOS

< .05 There is a significant difference between the median averages of the two groups

> .05 There is no significant difference between the median averages of the two groups

*Due to the small sample size (n<30), the results must be interpreted with caution



Proactively explaining and sharing work increases downloads by

23%

KUDOS

charlie@growkudos.com

KUDOS thanks our survey partners

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