How can data make a difference to the impact of researchers’ work?

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So many metrics to seek out and analyze!

Too much information!

So many ways to communicate!

Can data help people understand which communications are best for achieving IMPACT?
The difference data can make: correlations

We took 100,000 researchers, and encouraged them to explain their work in plain language, track their efforts to share it...

What's it about?
Plants naturally occurring sand dunes in the sand dune area make conditions favorable for the plants taking turns building and growing. This area is called a "dune chain".

Why is it important?
Plants are an important part of the ecosystem and provide important benefits such as reducing soil erosion and protecting buildings and roads from wind-driven sand.

and analyse how these actions correlate to increases in publication metrics

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Facebook is more commonly used for sharing academic work than you might expect.
The difference data can make: confirmation

But links shared via LinkedIn are most likely to be clicked
The difference data can make: evidence

Control group
n = 4,866

Treatment group
n = 4,858

Proactively explaining and sharing work increases downloads by 23%
How does all of this benefit institutions and repositories?
For the institution:

- Mobilizing researchers to increase the visibility of their work
- Making it easier for you to maximize the results of their efforts
- Increasing the impact of the institution’s research
- Reinforcing research support to continue attracting quality researchers
For the repository

A new source of metadata to increase discoverability of content in your repository

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For the repository

A new way to make repository content visible and increase traffic

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