

## Kudos Publisher Case Study



IET

<b>Kudos partner since:</b>	2015
<b>Publishing formats:</b>	Journals, books, videos
<b>Publishing areas:</b>	Engineering, technology
<b>An interview with:</b>	Hannah Baldwin Head of Marketing, Knowledge Services

### What were your goals in partnering with Kudos?

Our authors have to prove the value of their research much more immediately these days. We want to help them increase the discoverability of their work and understand the benefits of more active dissemination. Kudos is exciting because it not only provides that service to researchers but also enables us to access the same toolkit to drive our own services. We wanted to be "early adopters" of Kudos to keep ahead of the wider range of support that researchers increasingly expect.

### How does it fit in with other activities?

We embed a range of tools in our platform – for example, encouraging people to share our own URLs – but we want to be open in our approach so that people can choose the option that works for them. Kudos adds a layer of value on top of what we can deliver ourselves, helping researchers achieve the exposure that will help them get to the next stage of their career. By surfacing more than just text-based publications, Kudos also fits well with our wider activities as an information leader across a range of formats.

### How did you introduce your authors to Kudos?

The Kudos system emails our authors when they publish with us, and we've done some light marketing around this, referencing Kudos as one of our partners. Our authors are quite conservative, but I've been pleasantly surprised at the number of people who've got involved. Kudos is so easy to use – the presentation of information is simple and works beautifully. That is a fundamental change that must attract a lot of researchers who are used to tools and processes that are onerous and clunky. It's great to see their "scores" going up thanks to their efforts!

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## What challenges does Kudos help you solve?

Kudos helps us keep track of our authors in social media, and demonstrate the value of that kind of communication. But it helps that, however researchers choose to communicate, they can see the results against a range of metrics, so we don't have to push them to use any one service. The range of metrics matters because of the nature of how people apply and credit work in our discipline – disseminating work beyond traditional academic audiences and measures of impact is important. Kudos opens up in a very visible way the questions of which approaches to dissemination, and which metrics, are most valuable. And because it is a cross-publisher service, it's more likely to become part of researchers' workflow than anything we could do ourselves.

## How easy has it been to implement Kudos?

It was very easy to get set up, and the support team have been quick to respond to our enquiries and ideas. When we first signed up, we hadn't understood – on a lot of levels – just how useful Kudos would be! The reporting is the main benefit. We are planning to map Kudos reports against our own data and expertise to understand our reach, and form a strategy for our wider campaigns around usage or calls for papers. Kudos also helps us feed intelligence back to the Institution, so it has wider implications for engineering at a higher level.

## How do you typically use Kudos day-to-day?

We check which of our authors are more or less active, and work with them appropriately. Geographical take-up has been interesting: we've seen strong take-up of Kudos from places we wouldn't necessarily have expected, which helps us flesh out our understanding of the authors in these regions, so we can compete more effectively with other publishers in our space.

It's easy to carve out time for Kudos because it is interesting to read what people have added, to push information to our social media team, and to figure out how to use Kudos insights more widely in our marketing campaigns. We create reports for colleagues in other departments, and demonstrate Kudos in meetings to get people thinking about how we could look to improve across the range of metrics.

## What is the effect of all of this?

Kudos is helping us make decisions about our strategy and tactics, and is building usage. You only have to look at our Kudos activity reports to see that referrals to our content are going up all the time. That's usage we wouldn't have seen otherwise and shows researchers are already using Kudos as a standard tool.

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