A GUIDE FOR AUTHORS

INCREASE YOUR IMPACT WITH KUDOS
MAKE YOUR RESEARCH MORE DISCOVERABLE

KUDOS

WHAT IS KUDOS?

With more than a million research articles published in the world every year, it is becoming harder for readers to find the latest research quickly. Kudos is an online platform that helps cut through the noise, and makes it easier for researchers to find the latest relevant publications.

Created exclusively for authors and researchers, Kudos enables you to promote, explain and enrich your research in order to improve its impact. It also helps you connect with colleagues in related fields.

Find about more about Kudos by watching this video.

WHAT ARE THE BENEFITS?

Kudos is an independent, multi-publisher platform that helps you maximise the exposure of your research by sharing your work with a global network of researchers.

It enables you to:

- Increase exposure of your research and improve its impact by reaching the widest possible audience.
- Add context to the published work, including links to supporting information and resources, to increase usage and discoverability
- Create a showcase for your research from all participating publishers
- Integrate comments and contributions from all your co-authors to broaden the influence of your work.
- Drive citations and usage by connecting your work to popular academic and social networks.
- Monitor downloads, shares, views and citations of your work

HOW MUCH DOES IT COST?

Kudos is **free** for authors. The costs of running Kudos are covered by publishers including De Gruyter.

HOW TO GET STARTED

When you publish in a De Gruyter journal, a link to the abstract will be added to Kudos. You will then receive an email inviting you set up a Kudos account. If you have not received such an email, please get in touch to let your editorial contact know.

Completing your publication profile

After you have created your Kudos account (using the link from the email mentioned above), the next step is to set up a publication profile for your article to maximise the audience and usage. A good publication profile will help readers discover your article.

Setting up a publication profile on Kudos involves 4 steps:

EXPLAIN → ENRICH → SHARE → MEASURE
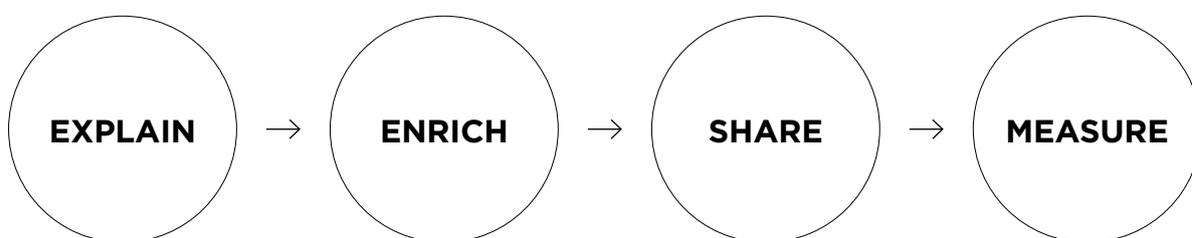
1 EXPLAIN your research to increase your audience and make it easier to find.

One of the great strengths of Kudos is that it gives you the ability to add non-specialist explanations, keywords and extra context to your research.

Making it more accessible to wide range of researchers in this way can have a very positive effect on the amount of usage, shares and citations your article receives. In particular, you can add:

- A short title to let you highlight keywords to make your work easier to find.
- A non-technical description ('lay summary') to make your work more accessible to non-specialist readers, or readers with a different first language.
- An impact statement that allows you to explain the importance of your work in context.

If your co-authors have Kudos accounts, you should encourage them to add comments to your article to ensure your work is shared on their networks.

2 ENRICH your article by adding links to related content.

Adding supporting and explanatory material will help readers to appreciate the full significance of your work, and to understand any new or challenging concepts. This kind of extra content is a very effective way to encourage people to share your research and make repeat visits to your site.

Examples of content you might wish to add:

▸ Case studies

▸ Further references

▸ Data sets

▸ Computer code

▸ Videos and images

▸ Blogs, forums

▸ Your Facebook page

3 SHARE your profile to maximise exposure of your work on networks outside Kudos.

Connecting your Kudos account with your other social and professional networks is a great way to raise the profile of your research and increase usage. Kudos also lets you create trackable links, so you can monitor how well the shared links perform.

Ways to share your links include:

▸ Email

▸ Facebook

▸ Twitter

▸ LinkedIn

▸ Google+

▸ Your blog or professional website

▸ Academia.edu

▸ ResearchGATE

▸ JISC

If your profile has informative video content or images, you should consider sharing a link on sites such as YouTube or Pinterest.

If you need help getting started with social media sites such as Facebook, and LinkedIn, please see our Introduction to Social Media.

Once you have created and shared links to your profile, you can begin to measure the results.

4 MEASURE the impact of your work using the built-in dashboards and graphs in Kudos.

Using these tools you can monitor how much attention your work is receiving online. Kudos also gives you a report on altmetrics, which are quickly growing in importance as usage metrics.

For instance, you can quickly find out:

▸ The number of views and downloads for your research

▸ The number of shares of your articles

▸ The number of views of your Kudos profile

▸ How your shared links are performing

▸ Citation data provided by Thomson Reuters.

This information is confidential and available only to authors, co-authors and the publisher.

WHAT NOW?

If you have more than one article in Kudos, we recommend that you carry out the above steps (1–4) on all these articles. This will enhance your Kudos profile and make it easier for readers to find more of your work.

Since Kudos is an independent platform, you can also find articles from other participating publishers and add those to your profile.

WHERE CAN I GET HELP?

If you have any questions about using Kudos, please check the Kudos user guide page before contacting De Gruyter. If you are having trouble with the link from your email, please contact us.