

**Open Research – Make an Impact  
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[www.tandfonline.com/page/openaccess](http://www.tandfonline.com/page/openaccess)





# Making an Impact:

## Research Excellence Framework

*“An effect on, change or benefit to the economy, society, culture, public policy or services, health, the environment or quality of life, beyond academia”.*

<http://www.hefce.ac.uk/rsrch/REFimpact/>

Higher Education Funding Council – REF Impact Definition



# I want my research to be Open because:

- I want my article to be readable by everyone, everywhere: **increased discoverability.**
- I want my article to be reusable by third parties so my findings can be **shared anywhere all over the world.**
- I believe in the importance of an Open Education and in the impact of my research **beyond academia.**
- I will retain the Copyright to my work





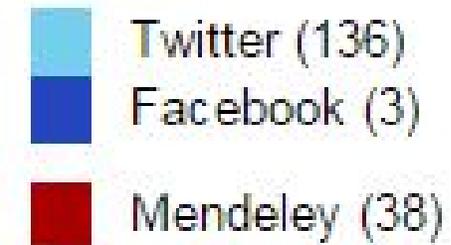
# The impact agenda

“The article includes data from this project’s social impact, including increased school performance and creation of employment in an area of extreme poverty... Therefore OA allowed for greater use and reuse of such data, increasing the possibilities to expand scientific, political and social impacts and, in the end, to improve lives of many families in extreme poverty worldwide.”

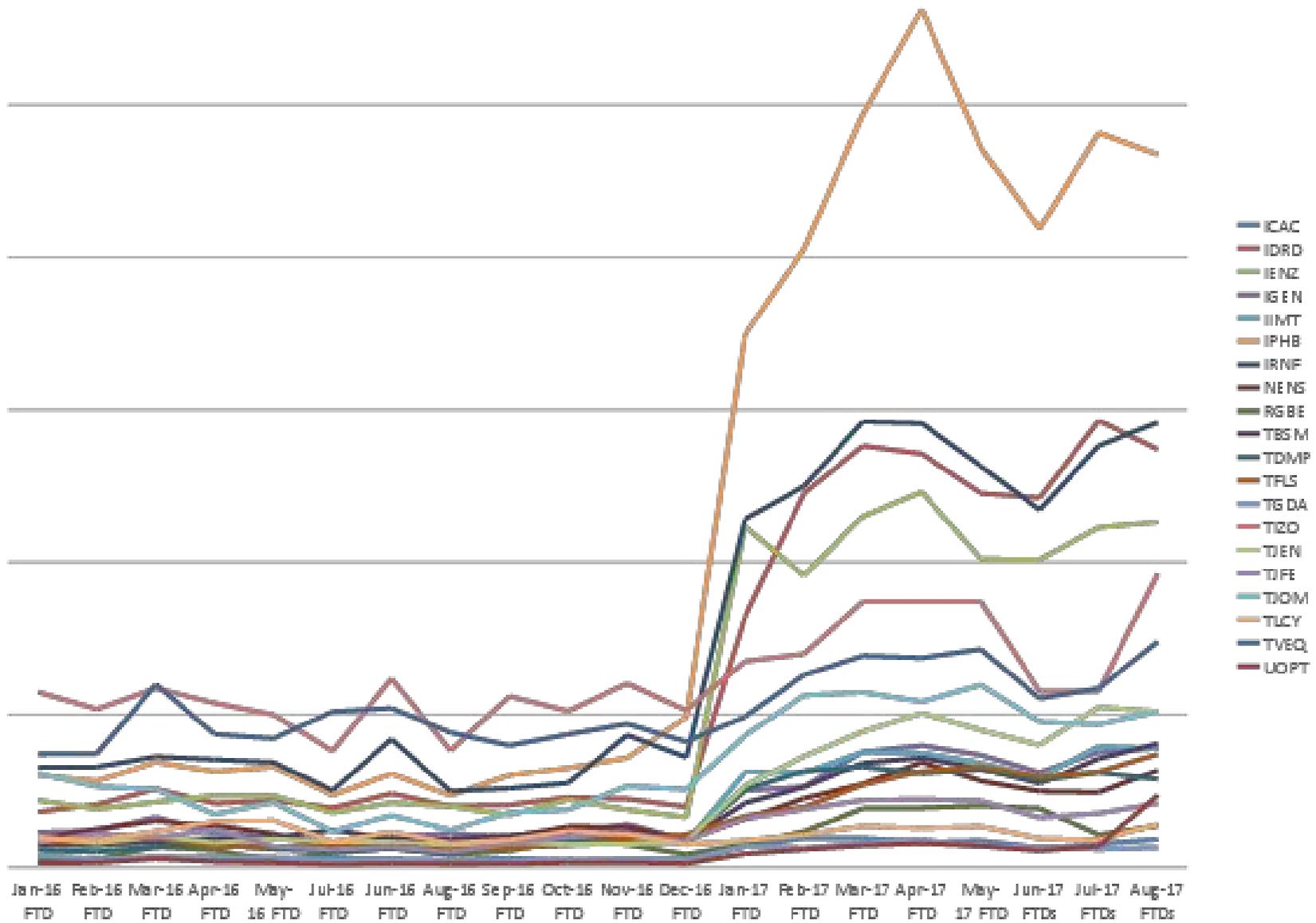
**Ramon Flecha/Marta Soler**

*(Turning difficulties into possibilities: engaging Roma families and students in school through dialogic learning, Cambridge Journal of Education)*

## Altmetric score



# 2017 Conversion Project: Usage



# 10 Ways maximise the Impact of Academic Research





## 1) Sharing free Eprints

- Link to the article the author can share with up to 50 colleagues and friends;
- Downloads, citations are tracked.
- All named authors with email addresses get 50 free Eprints
- Example, 4 authors: 200 e prints.





**2) Adding the article in the email signature**

**3) Adding the article to the author's course reading list**

**4) Update webpages**

Practical ways to alert everyone about any latest article  
Many of the people an authors contact professionally are likely to be working in the same or similar fields



## 5) Using Social Media

6) Updating profile on professional and academic networking sites, blogs, discussions.



## Using social media to promote your research

From just one article Taylor & Francis has seen:

More than  
**400 tweets** from  
351 accounts, reaching  
**over 1,000,000**  
combined followers

Posts on  
**12 public**  
**Facebook walls**  
from **11** different accounts

Appeared in  
**3 news stories**,  
including Time magazine  
and The Telegraph

Resulting in over  
**13,400 article views**  
since December 2014  
(with over 1,000 from  
Twitter alone)

What are Taylor & Francis authors doing?

47% of authors are planning to share their

30% are announcing the publication of their article

29% are updating their publication history on

12% are mentioning their article publication

11% are posting a link on social services



Eduardo Oliveira

*Regional Studies, Regional Science* (RSRS);

*Constructing regional advantage in branding  
the cross-border Euroregion Galicia–northern  
Portugal*;

published on 11th May 2015.

According to the RSRS editorial team, the article is the most read early career article, and is in the top 5% of all articles tracked by [Altmetric](#), with a score of 51.

I mainly have been tweeting my article, as well as posting it on LinkedIn or Facebook groups which are focused on regional development. I have been doing it in ways that eventually will inspire my fellow early career colleagues, and the readers of this blog, to also submit a paper proposal.





I have been using Twitter to share the link to the paper by “targeting” potential interested readers – those who have been doing research on the same topic or related ones, as well as policy makers working close to the research area, Euro region Galicia-northern Portugal.

Sharing published work on social media platforms could also open doors for career opportunities, as potential employers (for example universities, research centres, NGOs or enterprises) will get to know our work in an easy and dynamic way.

To conclude, in my personal view an early career researcher could benefit from a clear win-win relation between publishing a paper in the early career section of a journal – sharing the link to the published work and open access publishing.



## 7) Video Abstracts



Short video (five minutes or less) published alongside the text abstract on T&F Online; Increasingly popular way of getting others to engage with published research.

It should be:

**SHORT**

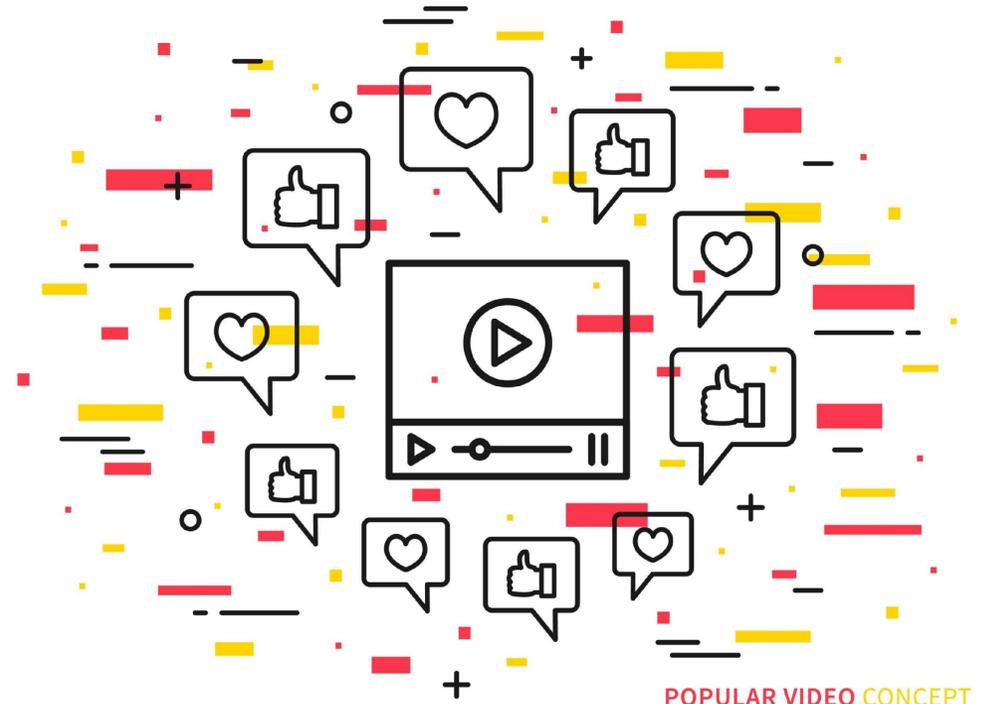
**ACCESSIBLE**

**CLEAR**

**CLEAR AUDIO**

**WITH PICTURES**

**READABLE**



## 8) Writing a public interest statement

Easy way into the article: helping readers to quickly understand the wider relevance of academic research. It MUST:

**Be kept short and simple**

**Get the reader's attention**

**Highlight the wider relevance**

**Conclude with relations to broader and larger issues**



## Writing a public interest statement

*Why they are important, and how to do it well*



As an academic author, being able to demonstrate the impact of your work is crucial. There are lots of ways to do this within the academic environment, but what about the bigger picture?

Academic articles can go on to influence policy and practice at a wider level, but many of the people who could use your research in these areas are not academics or scientists. Getting the message out to these non-expert audiences can be difficult, especially in highly complex and technical fields. This is where a well-written public interest statement can make all the difference, offering an easy way into the article and helping readers to quickly understand the wider relevance of your research.

### So what makes a good public interest statement?

Follow our checklist to help you write an effective statement for your article.

- 1 Keep it short and simple  
Make the focus of your article clear, using simple terms that can be understood by a non-expert audience.



- 2 Get the reader's attention  
Think of the statement as an advert for your article – use active language to draw the reader in and state your main points early.



- 3 Highlight wider relevance  
Be clear why this article has the potential to impact on a wider level, beyond the specialist academic area.



- 4 Conclude with relations to broader concepts and larger issues  
Include any ways in which your article adds to broader conversations, particularly if they are outside your main area of focus – this will increase the potential for your research to reach a larger audience.

# 9) Getting Your Research into Parliament



## Getting your research into Parliament

### Why is it important?

PROVIDES EVIDENCE  
TO INFORM POLICY MAKING



USED TO  
SCRUTINIZE  
LAWS AND POLICIES



CITIZENS  
CARE ABOUT EVIDENCE

DEMONSTRATES  
RESEARCH IMPACT



### The routes in:



SELECT  
COMMITTEES



PARLIAMENTARY OFFICE  
OF SCIENCE AND  
TECHNOLOGY (POST)

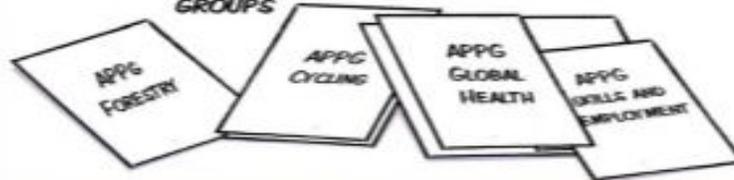


LIBRARIES

CORRESPONDENCE WITH  
MEMBERS



ALL-PARTY PARLIAMENTARY  
GROUPS



NGOs



THINK  
TANKS



EVENTS

## 10) Using a Press Campaign

Can be a very effective method to promote academic research.  
Moreover, it can be highly inter-disciplinary, especially when related to Applied Sciences.



### Why use a press campaign to promote research articles?

 A press campaign can be a highly effective way to promote research, especially if it is of interest to the public, ground-breaking or related to current affairs. Just one press release on a research article has resulted in...

  
139 articles written in news outlets including the **BBC, International Business Times** and **The Guardian**

  
128 tweets from 120 users with a total following of 152,704

2 new Wikipedia entries

8 new blog posts

11,386 article views

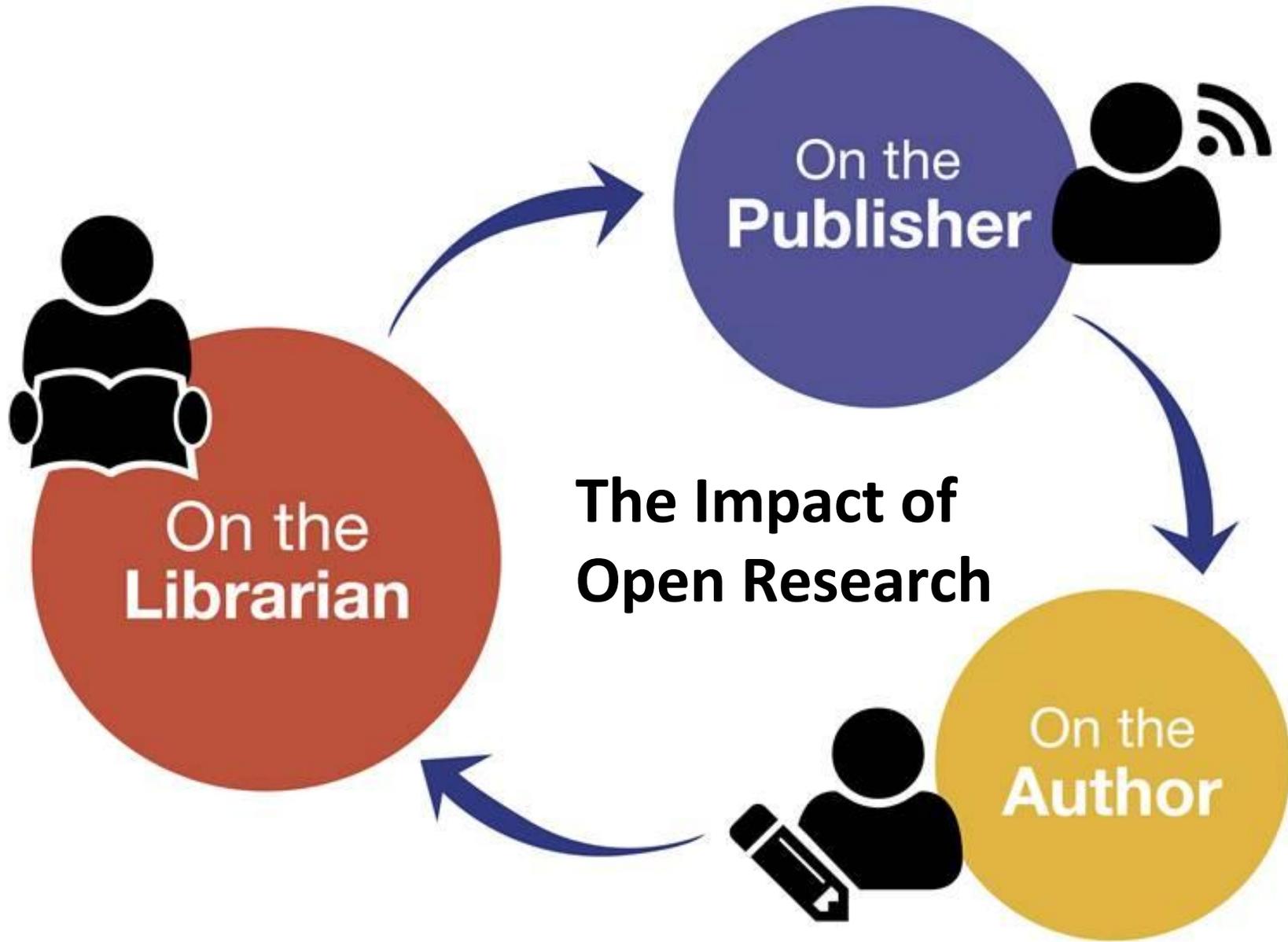
Being in the top 5% of all research outputs scored by  **Altmetric** with a score of 1,253

Want to highlight an article?

To nominate an article for media attention, please complete our 'Press Nomination Form' at <http://bit.ly/pressnomination>

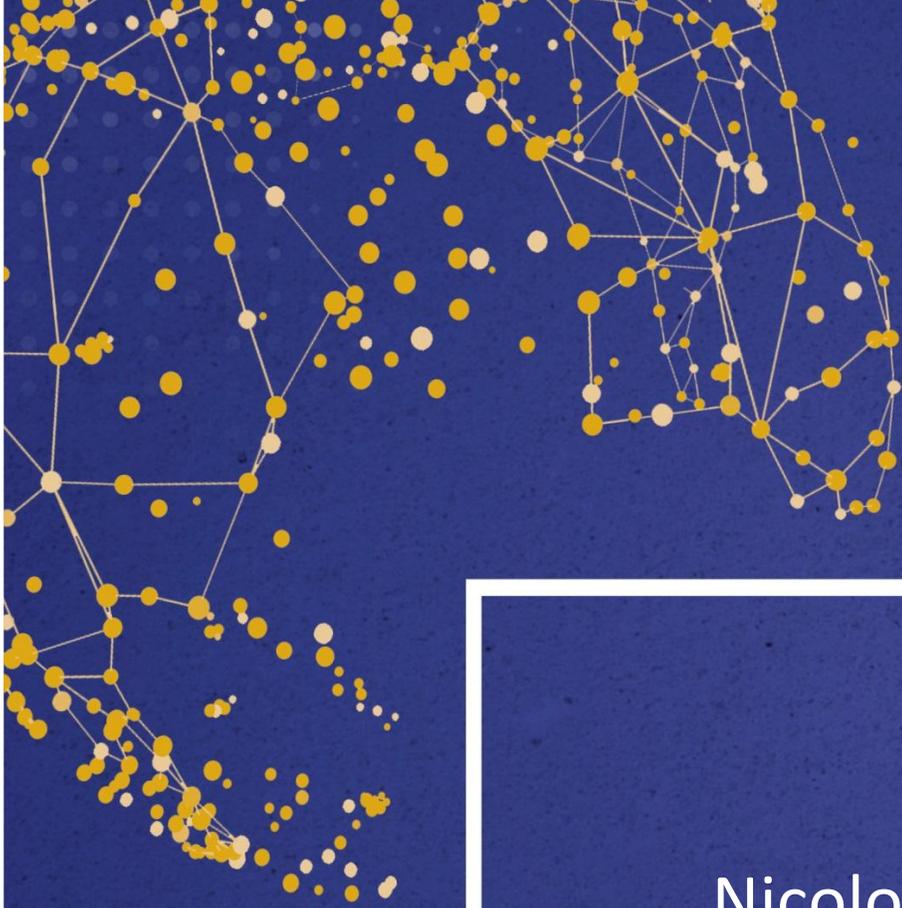
 Browse our latest press releases at <http://newsroom.taylorandfrancisgroup.com>

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**Thank you!**

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