

Ten questions on...Kudos

Leila Mills, **Publishing Manager - Journal Development**

Charlie Rapple, **Co-founder, Kudos**

Part 1

TRANSCRIPT

[START] **Leila Mills:** Hi, So I am talking today to Charlie Rapple, one of the co-founders of Kudos, who Taylor and Francis have been working with on the pilot and Charlie is going to tell us a bit more about that project. So just to start with perhaps you could describe Kudos for us in a nutshell?

Charlie Rapple: Yes, so hello, Kudos is a service that helps authors to explain, share their work more effectively and therefore helps researchers and their institutions to measure and monitor and maximise the usage, the visibility and the impact of published work.

Leila Mills: Okay, so where did the idea come from? I mean what would you say that, what is the problem that Kudos is trying to solve?

Charlie Rapple: There were kind of three things, when we started talking about it 18 months ago in the conversations that led to the development of Kudos. One of the themes was information overload, and the fact that there is just so much information published now, there are 50 million research articles that are growing at a rate of 3.26 per cent per year and doubling every 20 years.

So for readers, there is just an increasing world of information that they have got to try and navigate to work out what information is relevant to them. Of course as an author that presents you with a problem of how you are going to reach the right readers, how you are going to get your article, your work out to that audience and ensure that it is read and applied. One of the kind of emerging solutions to that challenge is being termed “Strategic Reading”, so it is providing plain English descriptions of the formal publication, that help people to quickly scan, analyse and interpret an article and decide whether to read it in more detail.

But of course a lot of the information that people create to that end, gets lost in silos, so some journals will ask for a lay summary at the point of submission, some funders will ask for an impact statement from researchers. Some institutions will do a great job of inviting and encouraging academics to create materials that help to explain their work in a more accessible way, but all of that stuff just exists in different pockets around the place and not all of it is even online.

So we felt that there was this challenge of too much information, useful information just kind of lost in silos that might help to overcome that challenge, and the final point really was that authors have got really good networks. They are at the hub of a community, they have a lot of contacts who can help to, or might be interested in the work and can help to share it more widely, but those are typically quite underutilised, and you will find there are some academics who are very good at sharing their work and others who just don't do that for whatever reason.

So those were the three problems really, we wanted to help readers navigate content and filter it more easily and we wanted academics to share their work and get it out to those readers more effectively.

Leila Mills: Okay, it is certainly a great concept. Perhaps you can tell us a bit more about how it actually works and what your business model is?

Charlie Rapple: Yes, so it is actually one of those ideas that really boils down to something quite simple. It's a service that encourages authors to add a little bit of metadata to their content, and to potentially add multimedia links or other online resources that help to put the content in context and then it invites them and encourages them and guides them in the process of sharing it more widely.

So in terms of the additional metadata, it asks for a short title, because there is evidence that articles with shorter titles will get more citations. It asks for a lay summary because the more plain English a description of the work is, the more broad the audience that will be able to understand it, and of course that also lends itself much better to translation than a formal abstract does. It invites them to upload links to all different types of content that they might have created in relation to that piece of work.

Then it provides them with template text for emailing their colleagues, trackable links for use in email and social media and encourages them to use their social media networks.
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