

Ten questions on...Kudos

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

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

Part 2

TRANSCRIPT

[START] **Leila Mills:** So how would you say that Kudos would help with getting more usage of, or citations to articles, is that part of the aim?

Charlie Rapple: Yes, very much so, and the usage part, it is about increasing the visibility, so the more widespread you are sharing your work, the more people will be likely to see it. Also, the kind of plain English explanations will help to build the audience, so you will get more people coming through from those many different discovery channels. Of course the more people that then read the content, the higher the likelihood of citation.

All of this, of course, is kind of theory at the moment so, as you said, we are in the proof of concept phase, with Taylor and Francis and a lot of it is stuff that we are testing and exploring and waiting to see whether our theory holds out, but certainly seems to be so far.

Leila Mills: Why should T&F editors be interested in Kudos?

Charlie Rapple: The thing for editors, obviously it is also a service for their authors as much as it is for Taylor and Francis authors, they are the same group. I think editors, like publishers, are increasingly concerned about the competition for authors and the need to provide more services that are really well aligned with what authors need from the publishing process. So I think it is in editors' interests to be able to say to their authors '...and we have got this great service that will really help you to ensure people find and read this...'.

Leila Mills: How might they do that, so how would T&F editors encourage their authors to engage with the Kudos services?

Charlie Rapple: So from next year, anybody who is going to be an author is going to be able to register with the Kudos site and add and enhance their articles. So at that point it's not a closed system anymore and so any editor who is interested in this for their journal can

encourage their authors to go and register with the site, and just talk about the benefits to authors. I mean I think it tells a good story in and of itself. As an author, you often can't measure at the moment, you don't necessarily have access to article level usage or old metrics. So that is the first incentive for authors, you know if you go and look at this site, you will be able to see the current levels of usage and discussion around your article, and then if you use the tools in this site, you will be able to start increasing those. So I think it is quite a simple proposition for authors and editors that if you want to play a part in maximising the reach and the usage, and hopefully then the citations to your article, use this service that Taylor and Francis is supporting on your behalf. [FINISH]