

## *Ten questions on...Kudos*

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

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

### *Part 3*

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#### TRANSCRIPT

[START] **Leila Mills:** Perhaps you could tell us a bit more about progress to date, in the pilot and, you know, how you have been working with Taylor and Francis?

**Charlie Rapple:** Taylor and Francis have been a fantastic partner actually. They were really quick to buy into the vision that we had. We had early meetings with a number of different members of the team, and everybody really got what this was about and what we were trying to do, and why it was a good thing. So T&F quickly came on board and have been a generous sponsor helping us to fund the development of the proof of concept, but have also then been great in terms of different members of the team providing us with input and guidance and suggestions, so from the research surveys that we did, giving us access to their market research – your market research team, and they providing some guidance for that end of things, to actually communicating with authors. And the marketing team have been brilliant in sending out lots of emails on our behalf, but also the online development team and the senior management have been great at giving us suggestions for how the service might be improved or how things have shaped the business model and things like that.

So you have been a really supportive partner so far and we are very grateful.

**Leila Mills:** Well that is good to know, and we have really enjoyed working with you so far. So what have the results been like so far?

**Charlie Rapple:** Really good actually, you never know when you have an idea like this, what is going to happen and we estimated that out of the sort of 50,000 authors, that we were going to approach in the pilot phase, that we have had in the last two months, we thought maybe over the three month lifespan of the pilot we might get 1,000 authors, so 2 per cent signing up to use the service, and actually we got 1,000 authors overnight when we launched, so in 24 hours. Now about eight weeks on, we have got 5,000 authors, so about 10

per cent of the people we have contacted have registered for Kudos and are using it to claim and enhance their articles.

So that is a really exciting and unexpected level of interest that really indicates to us that this is something that authors definitely want and are willing to commit some time to doing. Then, within that, we have had quite good rates of engagement as well in terms of the number of registered authors who then got on to actually use the system, to share articles, to admit their articles. And for every article that is shared, and the range is huge, so some articles are only shared by email, just one person so you get one click through from that, but some of them that have gone out by social media, we are getting in the region of 300 click throughs just to one tweet, and the average is about 10 to 12. So for every share that authors are doing, they are getting ten more users. So that is really exciting for us, that does prove the concept.

**Leila Mills:** As I say, it is clear to see how this would benefit authors and we have talked a bit about how that works for editors, but what about publishers? You know, how would you say that Kudos is benefiting publishers like Taylor and Francis, or other publishers?

**Charlie Rapple:** I think there is a lot of the same benefits actually that I thought about with the editors. I think there is a reputational benefit, there is a competing for authors and they are going to offer a better service benefit, that again, as I said, is really aligned with what authors need to get out of the publishing process, and that is a growing imperative in the context of evolving research evaluation frameworks and things like that.

But of course, the immediate benefit for publishers is all about usage, because we know that, rightly or wrongly, to a greater or lesser extent usage does influence cancellation and renewal decisions, so if you can grow the usage of a journal, you can put yourself in a much better position, in these difficult times when library budgets are really tight, so that is the sort of obvious immediate benefit, but I think there is also, it just aligns very well with what a lot of publishers recognise they need to do in terms of getting closer to authors and providing more than the basic service. [FINISH]