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Open Research – Make an Impact
Vienna, 20-10-2017

Nicolo' Pierini – OA Executive

www.tandfonline.com/page/openaccess

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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 Founding Council – REF Impact Definition

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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

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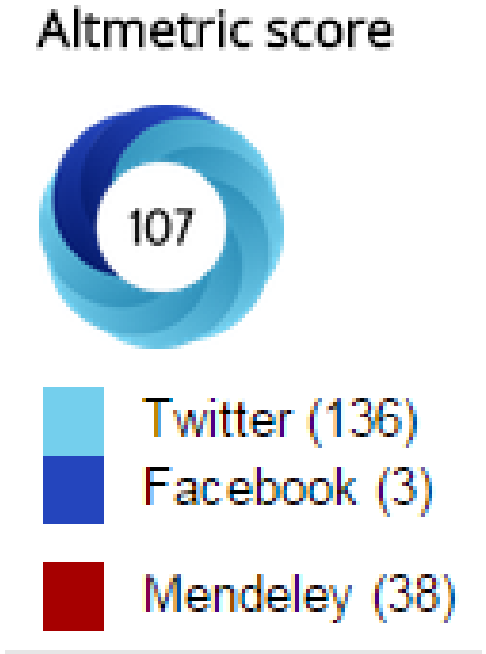
The impact agenda

"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)



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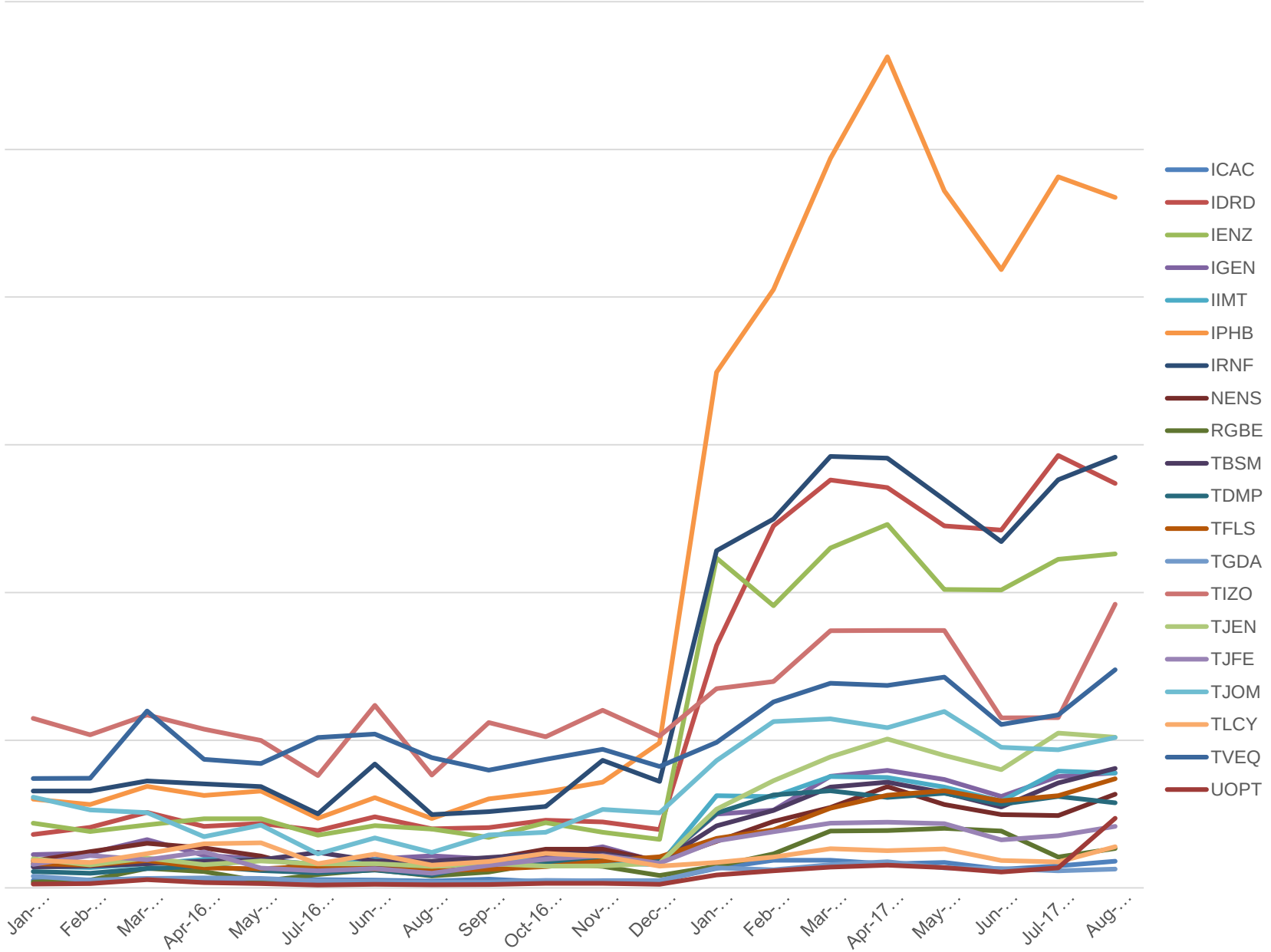
2017 Conversion Project: Usage



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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.

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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

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5) Using Social Media

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

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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.

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7) Video Abstracts

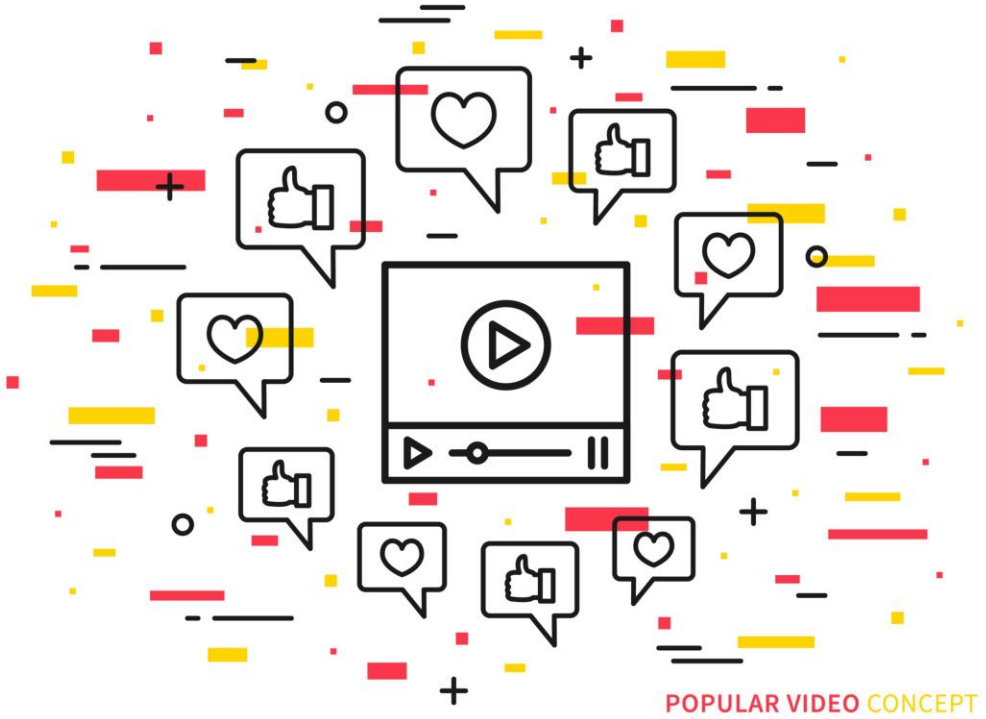
Short video (five minutes or less) published alongside the text abstract on T&F Online; Increasingly popular way of getting others to engage with published research.

It should be:

SHORT **ACCESSIBLE**

CLEAR **CLEAR AUDIO**

WITH PICTURES **READABLE**



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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

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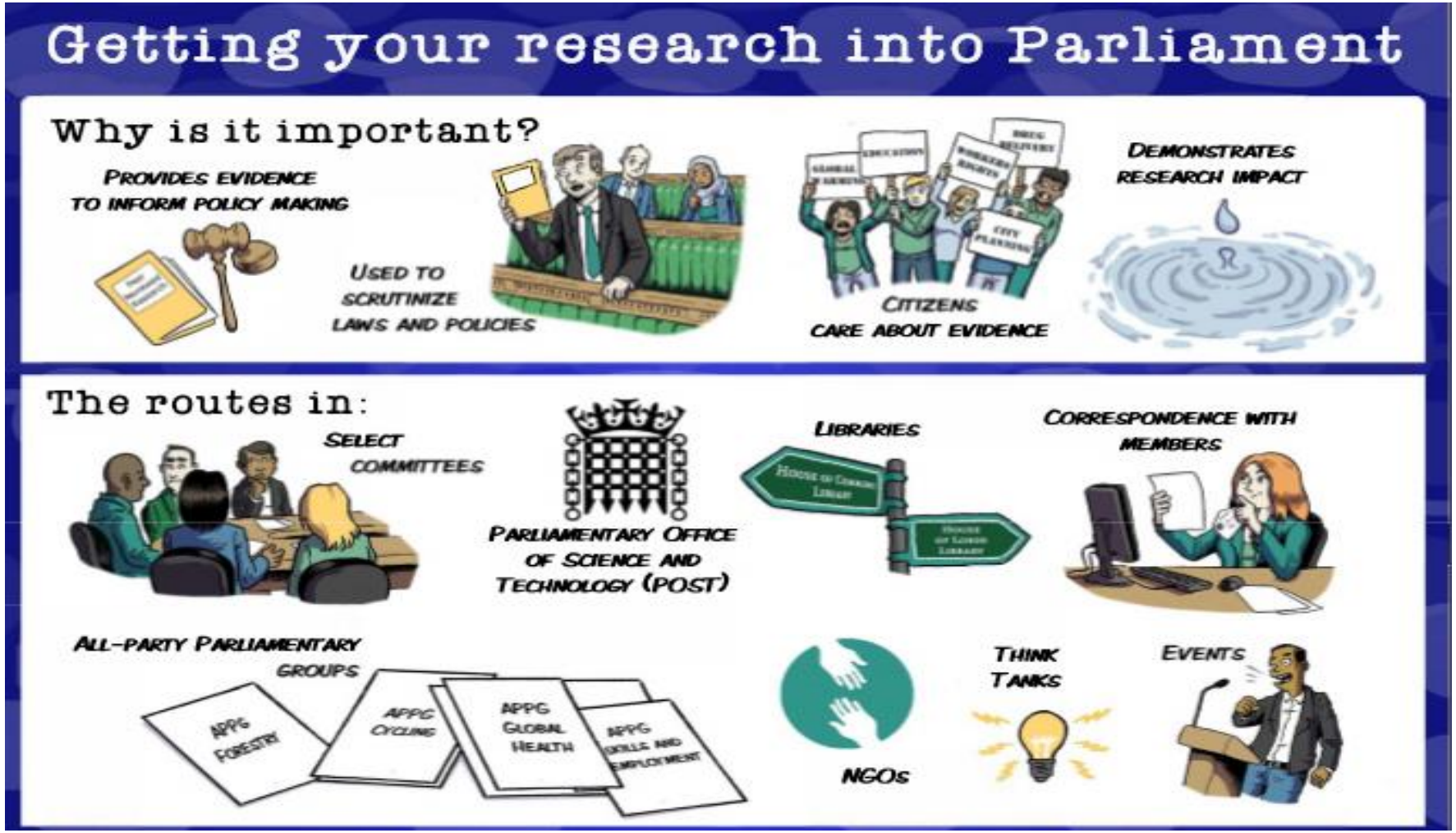
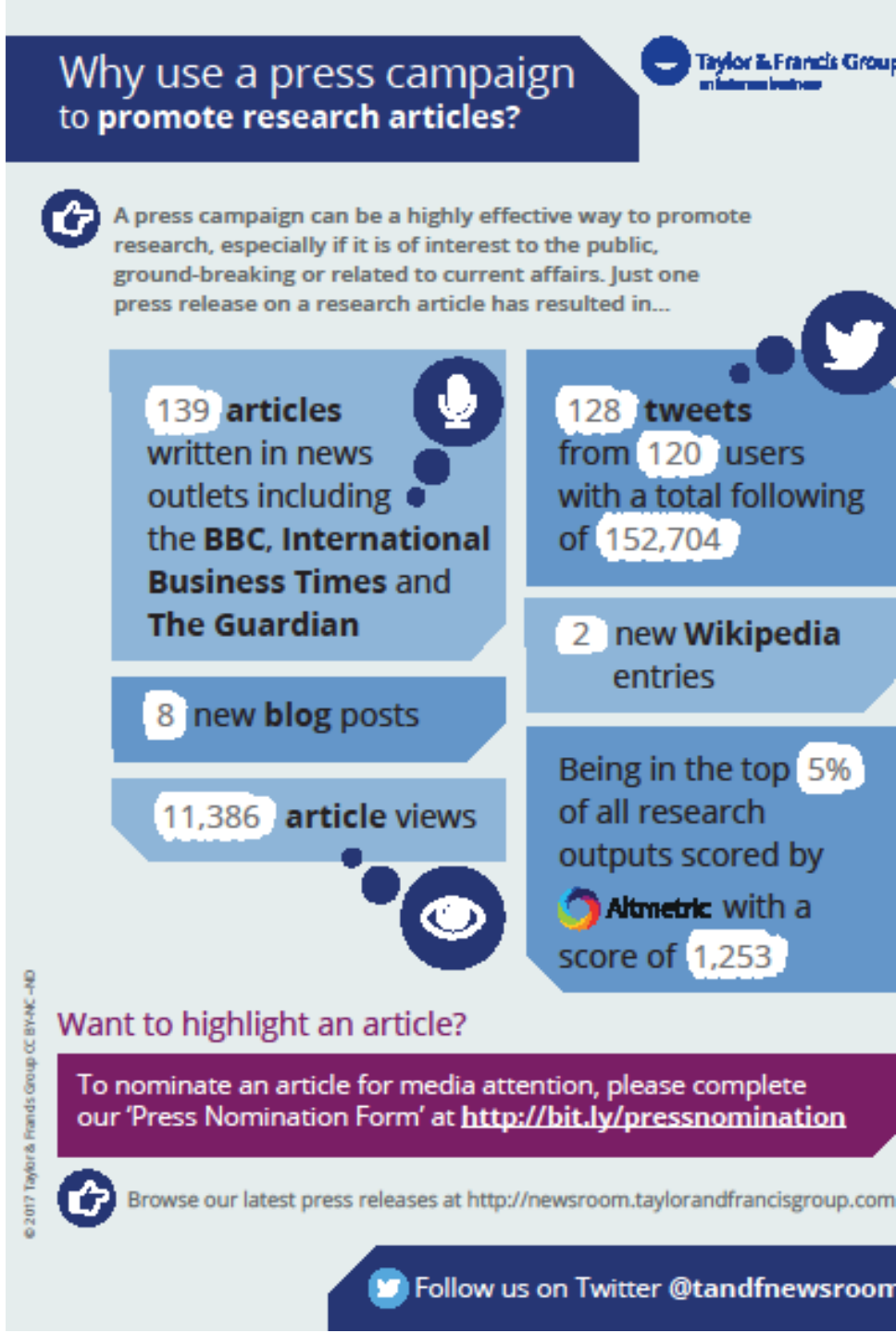
9) Getting Your Research into Parliament

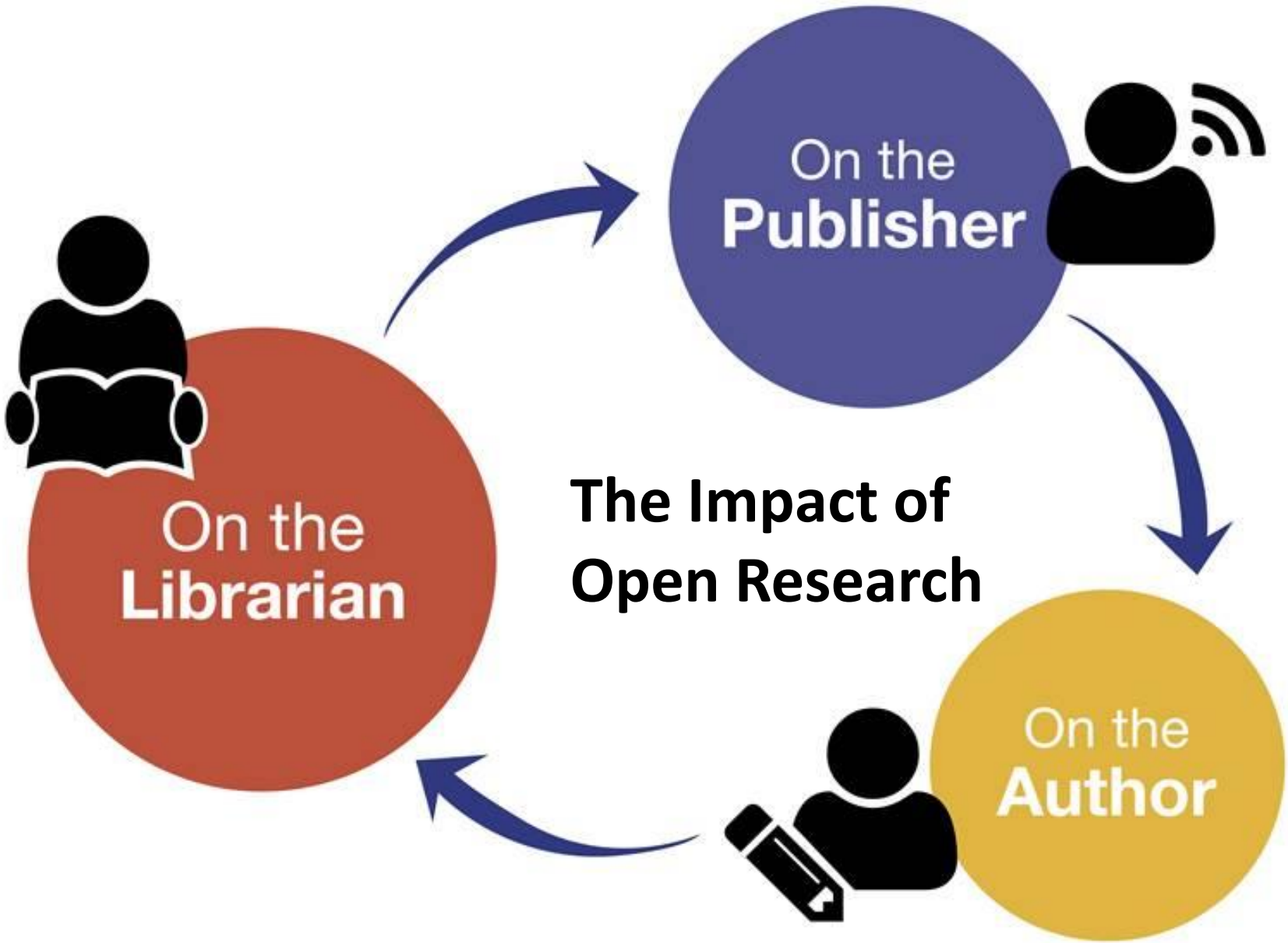


http://authorservices.taylorandfrancis.com/getting-your-research-into-parliament/

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.





The Impact of Open Research

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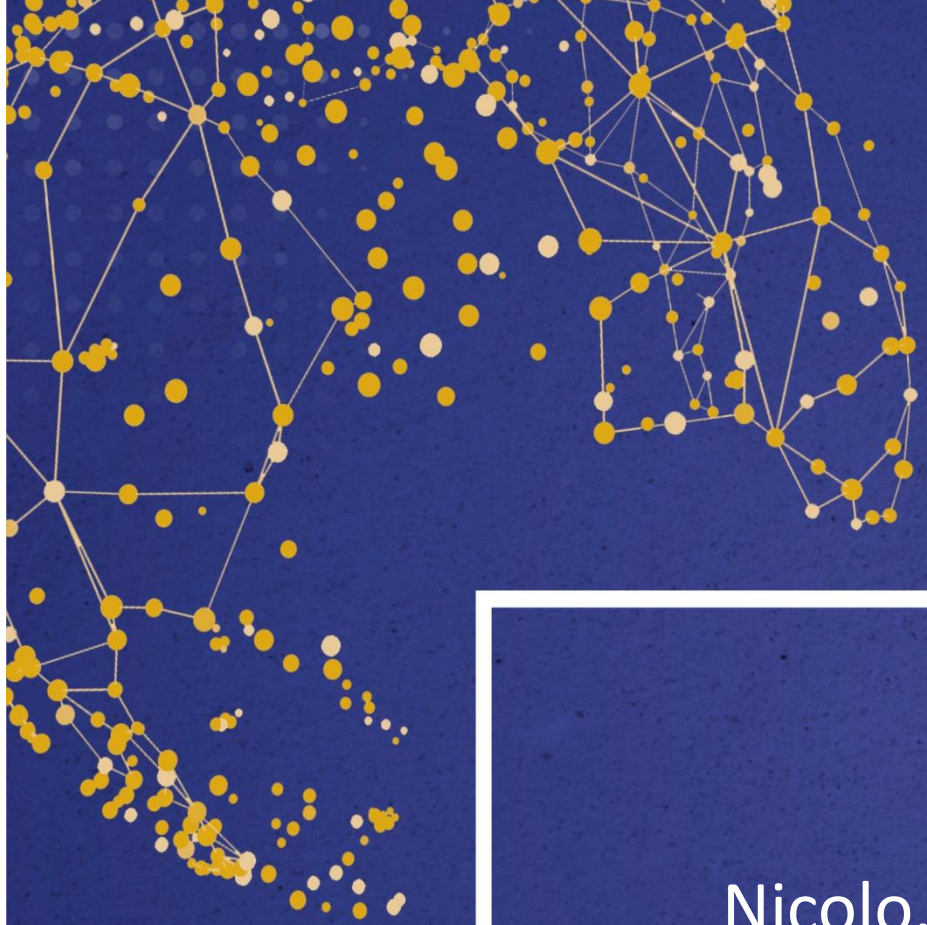

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Thank you!

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